

## Welcome to JL bv

*Communication specialist on Corporate Social Responsibility, 'Humanizing Brands' and corporate fundraising strategy*

Social responsibility is a communicative business issue. Companies, non-profit organisations and governmental organisations can benefit from the phenomenon Corporate Social Responsibility (CSR).

Stakeholders of companies (such as employees, suppliers and consumers) will increasingly choose brands or products which they know come from organisations with a responsible, humane identity - a 'good heart'. It is all about Humanizing Brands.

How can **companies** and brands get a positive humane identity and profit from this development?

In what way can **non-profit organisations** and **governmental organisations** profit from companies and brands that want to behave more humane?

JL bv would like to advise you how you can benefit from CSR.

## Profile John Loudon

John Loudon studied business economics at the Rijksuniversiteit Groningen. His love of nature and nature conservation and on a more commercial level, brand communication has led him to make the following career choices:

### **1992 - 1996 SAVAGE PARADISE FOUNDATION**

From 1993 to 1996 John Loudon was a director of the Savage Paradise Foundation. This organisation produced and promoted 35 mm nature films for the cinema, with the aim of making the general public aware of the necessity to protect and preserve areas of outstanding natural importance. The Savage Paradise Foundation supported the making of two significant cinema productions, 'The Leopard Son' (in cooperation with Discovery Pictures) and 'Serengeti Symphony' (in cooperation with Buena Vista, Walt Disney). Both were filmed by one of the most famous, award-winning nature film producers of the last century, the late Baron Hugo van Lawick.

### **1996 - 2002 BRANDWORLDS NETWORK**

In 1996 Loudon moved to Brandworlds Network as director and part-owner. At the end of the 1990s Brandworlds Network was the largest sponsor consultancy in the Netherlands with 28 employees and an average annual turnover of NLG 6 mln. Loudon and his staff developed their own sponsoring philosophy based on 'brand worlds'. Brandworlds Network advised multinationals and large Dutch companies (and brands) on how sponsoring could be implemented as a tool to achieve marketing communication goals.

For example, companies that sponsor organisations in the areas of sport, culture, welfare, education or social affairs: Ernst & Young (NOC\*NSF and diverse Universities), Compaq HP (BMW Williams Formula 1 Team), Dutchtone (come-back Dutch band Doe Maar and Sail 2000), NUON (Sail 2000), Rabobank (Plan Nederland), Agis Zorgverzekeringen (Musical Saturday Night Fever), PGGM Pensioenverzekeringen (Project Buitengewoon in Beweging) and of course Joop van den Ende theatre productions where collaborations were realised and managed with Fortis, Electrolux, Eneco Energie, Swarovski and others.

Brandworlds Network also advised not-for-profit organisations on how sponsoring could be used as a means to realise not only financial but also marketing and communication goals. The crux of this advice was that, for example, museums or nature conservation organisations should not simply ask for money but should offer communication concepts to companies and brands.

Customers such as: The World Wildlife Fund, The Van Gogh Museum, The Royal Dutch Guide Dogs for the Blind Fund, The Royal Dutch Watersport Association, The Stedelijk Museum, The National Natural History Museum Naturalis, The Dutch Water Museum.

#### **2002 – TODAY JL BV**

In 2002 John Loudon started his own company that is committed to the opportunities of Corporate Social Responsibility for both companies and non-profit organisations.

#### **ADDITIONAL ACTIVITIES**

In 2001 John Loudon was elected to the Executive Committee and the Board of Directors of the Peace Parks Foundation. Established in South Africa by Dr Anton Rupert, HRH Prince Bernhard of the Netherlands and Nelson Mandela, the Peace Parks Foundation develops cross border nature parks (Trans Frontier Conservation Areas) all over the world, initially in southern Africa. Loudon advises current and potential sponsors of the Peace Parks Foundation on their possible communicative link to the mission of the Peace Parks. Loudon also manages the relations with the Dutch National Postcode Lottery, the Dutch government, World Wildlife Fund and other funds. Moreover, John Loudon is a member of the board of the Dutch HIER climate campaign and treasurer of the Prince Bernhard Fund for Nature.

## What can JL bv do for you?

JL bv is a purposeful and customer directed consultancy agency in the field of Corporate Social Responsibility (CSR). JL bv advises her customers, from their own perspective and objectives, on how CSR can be a means to higher stakeholder satisfaction, increased sponsor income or better collaborations with companies.

Advice of JL bv is always related to the 'JL Social Responsibility Impact Scheme' (see page 6). With this scheme, which has been developed by JL bv, non-profit organisations and governments as well as companies and brands can work to achieve various goals both within and outside the organisation.

### **ADVICE TO COMPANIES**

The differences between companies and organisations in the sectors of development aid work, welfare, culture and nature are becoming increasingly small. In a market where communications budgets are being drastically reduced, more and more companies need their brands to have a socially acceptable face. Terms such as 'sustainable development', 'social and environmental responsibility' as well as the term 'durability' have become a part of the current global commercial business environment.

JL bv helps multinationals and large Dutch companies in 'humanizing' their brands and making the right association or theme choices as well as possible partnerships with charity organisations. Consequently, it is important that the chosen themes are being completely integrated both internally (i.e. payroll-giving programmes) and externally (i.e. newsletter or ad). This way, the themes will get a clear place within the organisation.

Only giving money to a specific theme or charity organisation and communicating about this donation is not enough. Stimulating and involving stakeholders in the chosen theme makes stakeholders feel positive about the messenger. It is highly important that the themes are made tangible with the right communication tools to reach and predominantly ‘touch’ the different stakeholders. This will in the end result in ‘Return on Investment’.

## **ADVICE TO NON-PROFIT ORGANISATIONS**

### **Corporate fundraising strategy**

It can be difficult for non-profit organisations to profit from the development of CSR in business. Many charity organisations want to avoid their sponsor relations to commercialise their collaboration. The trick is to develop the partnership in such a way that a win-win situation exists (‘the communication concept offer’). Companies and brands want to behave more humanely and consequently non-profit organisations are stimulated to be open to opportunities to work together with companies. The opportunities are significantly greater than the threats. Together with companies, non-profit organisations can take on important cultural or social themes.

JL bv advises non-profit organisations that are looking for partnerships with companies how they can offer ‘communication concepts’ instead of simply asking for money.

### **Strategic advice for establishing a foundation**

Often times, new foundations with meaningful ambitions develop from different social initiatives. JL bv supports the initiators of a new foundation with advice on the formation of a board, organisation, mission, vision, name, strategy and communication & fundraising. We hereby acknowledge the criteria for a possible future application for the CBF quality mark for charity organisations.

## **THE DUAL PERSPECTIVE OF GOVERNMENTAL ORGANISATIONS**

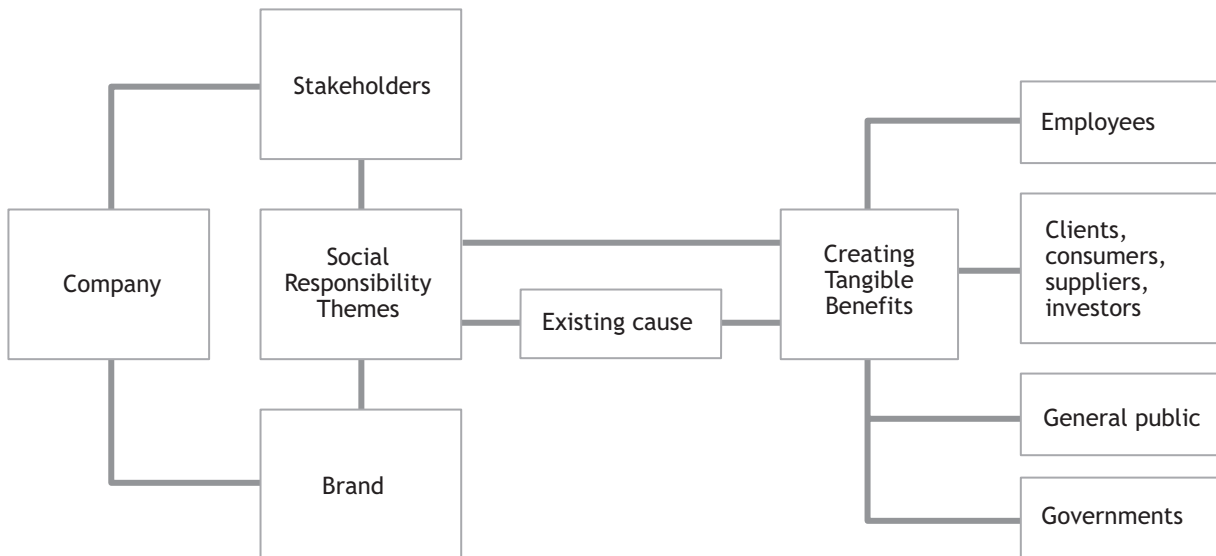
In principle, the same rules apply to government organisations as to companies. Government organisations also increasingly want to create their own distinct image. Brands which represent something and show a socially caring 'face'. Whether it is the Tax Office, The Department of Waterways and Public Works, a university or the World Food Program, they all have stakeholders that ought to feel positive about their services, products and brands. By associating themselves with socially acceptable themes such as nature conservation, safety, welfare or developmental aid work or by creating a distinct image through their existing activities, these organisations are able to escape from the classic sometimes cumbersome, image of a government entity and take on positive human identities.

A comparison to non-profit organisations can also be made. Governmental organisations increasingly attract donors or close large-scale sponsor contracts (such as the World Food Program with TPG Post). Such organisations have to learn how to deal with the way companies think - wide differences in interests can cause this to be an uphill struggle.

JL advises parties in difficult situations such as these.

## JL Social Responsibility Impact Scheme™

Advice given by JL can always be related to the ‘JL Social Responsibility Impact Scheme’. JL developed this scheme whereby non-profit organisations, governments as well as companies and brands can work to achieve various goals both within and outside the organisation.



## Current and former clients

### **The Chocolate Factory**

Advise on sponsoring acquisition, development of social alliances with companies, establishing the new Children for Chocolate Foundation, general guidance.

### **Peace Parks Foundation**

Member of the international board with delegated tasks on ‘major grants’, relationships with the Dutch National Postcode Lottery, World Wildlife Fund and the Dutch government.

### **Solid House Foundation**

Advice on sponsoring strategy and acquisition

### **Fortis**

Strategic assignment to develop a platform for CSR

### **Boer & Croon / Stichting Sail Amsterdam**

JL bv developed a new sponsoring acquisition strategy for Sail 2005 and created the new covering theme “Friendships”.

### **Poetry International / Poezieclub / Poezie International Web**

For these three organisations, JL bv developed one new sponsoring acquisition strategy.

### **Pon Holdings**

assignment confidential

### **Nationaal PijnFonds**

Establish the new foundation in the Netherlands by order of the Platform Pijn- en Pijnbestrijding. JL bv developed the complete strategy and communication.

**Rabobank**

Finding the connecting social factor for international relationship marketing activities.

**UNESCO**

strategic organisation advice

**Jeugdtheaterhuis Zuid Holland**

sponsoring acquisition strategy

**Museum van Speelklok tot Pierement**

sponsoring acquisition strategy

**Unilever**

In cooperation with Good Company JL bv developed a strategy to make CSR tangible for employees.