

INTERNAL COMMUNICATION CHANNELS | EXAMPLE

	Intel	KPMG	BT	Coca Cola Hellenic
3. Tools (channels) used to communicate CSR internally	• Screens with CSR related info in bathrooms and canteens; • E-mails; • Internet platform for Intel's articles on CSR; • Social media: blogs, Intel ITube (video site), online sessions (web jams); • Newsletter; • Online communication tool ('Ask' employee services); • Monthly update	• Reports: • Annual CSR report; • Community investment reporting on KPMG's environmental impact. • Website for employees.	• Conventional communication channels: internal online newspaper and magazines, e-mails, posters. • Executive briefing statements.	• Intranet • Leaflets • Sessions • Videos • Notice boards • Announcements made at staff celebrations and events • Employee magazine (quarterly) • Website • CSR report • Code of Business Conduct
	• meetings; • Awareness week (face to face sessions).			

Source: Internal CSR communication and employee engagement, CSR Europe

