



Center for Corporate Social Responsibility
CSR Today: The Growing Importance | Thursday, Jan. 21, 10 a.m.

WELCOME



Stacey Brodak

Vice President for Institutional
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Corporate Relations & Digital
Content Manager



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Director of Strategic
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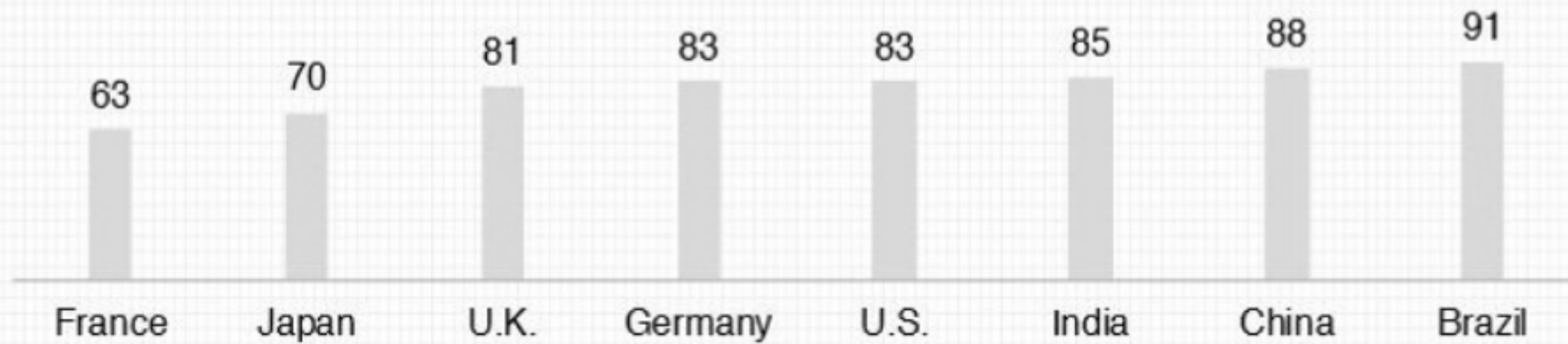
BRAND TRUST ESSENTIAL ACROSS MARKETS, AGES AND INCOMES

Percent who say this is a deal breaker or deciding factor in their brand buying decision

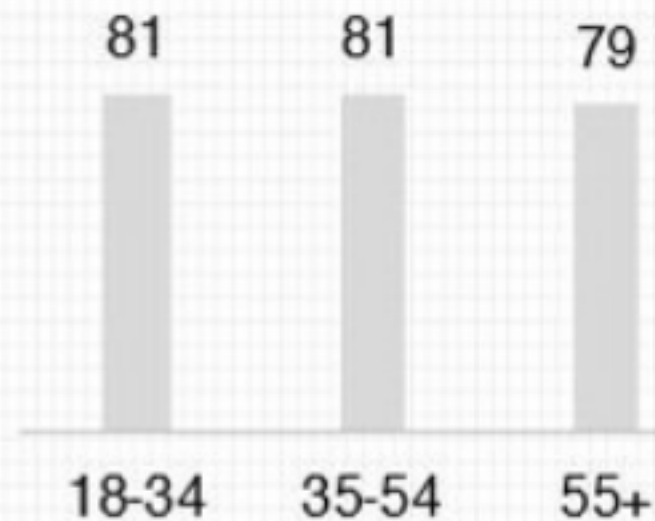
I must be able to trust the
brand to do what is right

81 %

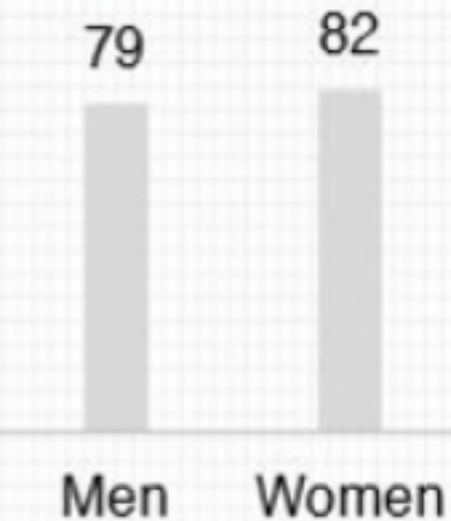
MARKETS



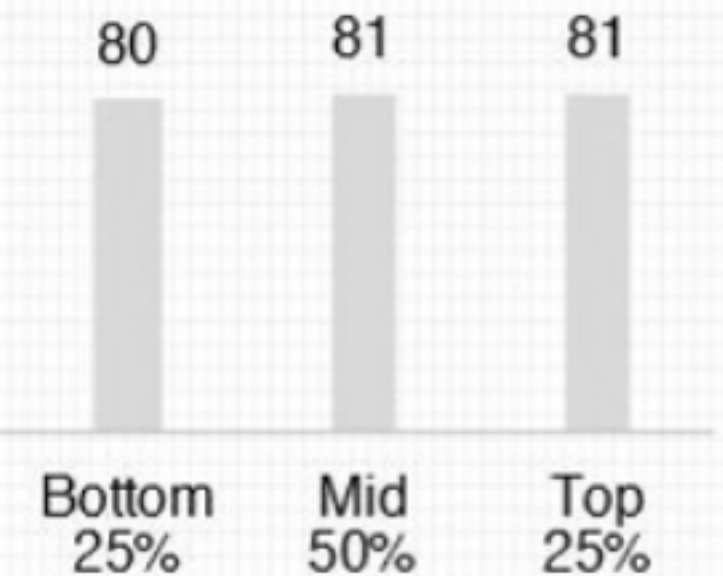
AGE



GENDER



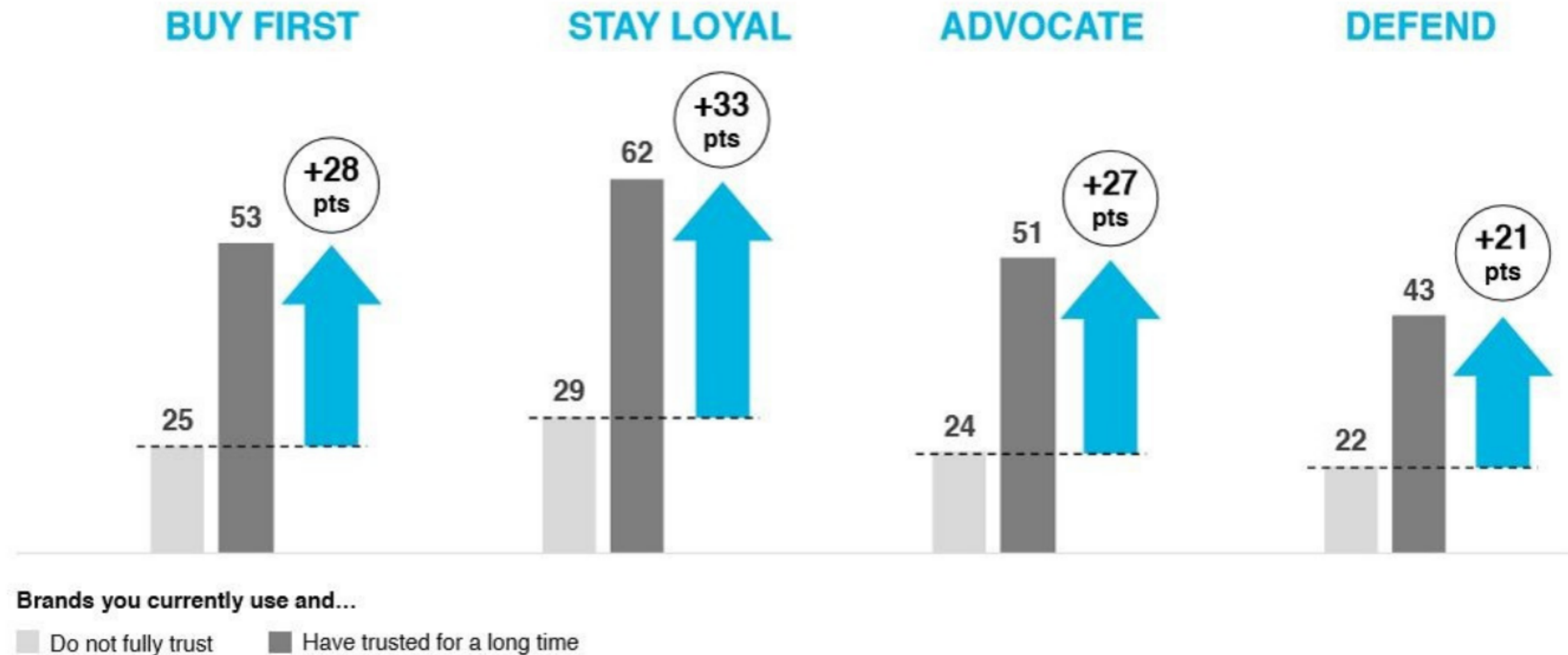
INCOME



2019 Edelman Trust Barometer Special Report: In Brands We Trust? Q104Overall. When it comes to brands that you will or will not buy or use, categorize each of the following attributes based on whether it is a critical deal breaker, important to have, or merely a nice to have. Please base your answers, using the scale below, on your actual purchase behavior involving this type of product and not what you would do in a perfect world. 3-point scale; top 2 box, important. 8-market average, by gender, age, and income.

WHEN BRANDS BUILD TRUST, CONSUMERS REWARD THEM

Percent who will engage in each behavior on behalf of a brand



2019 Edelman Trust Barometer Special Report: In Brands We Trust? Q14C. Continuing to think about the same brand, and in particular, what your relationship with that brand looks like, how well do each of the following describe how you relate to and feel about that brand? 9-point scale; top 4 box, describes me well. Question asked of those who were assigned to scenario 3: Think about a brand you have trusted for a long time. Q14A. Continuing to think about the same brand, and in particular, what your relationship with that brand looks like, how well do each of the following describe how you relate to and feel about that brand? 9-point scale; top 4 box, describes me well. Question asked of those who were assigned to scenario 1: Think about a brand you currently use but do not fully trust. 8-market average. "Stay loyal" is an average of codes 6, 11, 12, 13, 15, 19, 20, 21, and 22; "Buy first" is an average of codes 9 and 10; "Advocate" is an average of codes 3, 4, 7, and 8; "Defend" is an average of codes 5 and 18.

Successful CSR strategies create value for the company, its employees and the community. It is now an essential part of every business plan, and everyone is watching.

- BOSTON COLLEGE CENTER FOR CORPORATE CITIZENSHIP

WHAT IS CSR?



Tools for CSR Programs:

- Stakeholder engagement
- Best practices
- Voluntary disclosure programs
- Voluntary goals for impact reductions
- Compliance programs
- Transparency
- Corporate donations/social investments
- Employee volunteer programs
- Matching gift programs
- Diversity and inclusion programs

EFFECTIVE COMMUNICATION

It's considered "a must" to effectively share your story.

- **Sustainability or Citizenship Report**
- **Newsletters and Media Stories**
- **Social Media**
- **Videos**
- **Partner Agency (helps to drive message)**

STRATEGIC VS. NON-STRATEGIC CSR

Strategic CSR:

- Aligns with business outcomes
- Identify "pillars" to support - more selective
- Considers impact of operations
- Considers impact of CSR program
- Performs due diligence on partners
- Engages employees in decisions
- Geographically targeted
- Considers long term
- Engages multiple facets of community
- Plans messaging to all audiences
- Employee matches for volunteer hours

For maximum benefit...

- Reflects core values/purpose driven
- Consistent actions must reflect words and promises

Non-Strategic CSR:

- Driven by requests
- Supporting something because of a friendship or relationship
- Difficulty saying 'no'
- Using funding to 'buy' support
- Send a check only without exploring other opportunities with partners
- Use CSR to obtain perks, such as tables to galas, events, etc.
- Top-down approach, no employee involvement
- Shotgun approach
- 'Big check' pictures
- Headliner sponsorships

BASIC VALUE OF CSR FOR BUSINESS

- **New skills and training**
- **Easier recruitment**
- **Better retention rates**
- **Employee commitment**
- **Public advocacy and support**
- **Employee motivation**
- **Better teamwork**
- **Reduced risk**
- **Earn trust**
- **Enhance reputation**
- **Increased revenues**



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EQT's Commitment to ESG

Waynesburg University –
Center for Corporate Social Responsibility



Trust • Teamwork • Heart • Evolution



Company Overview

Our Historic View of Corporate Social Responsibility

EQT's Modern Approach to Environment, Social & Governance

Responsible Communities – Giving Back and Supporting Economies

Company Overview

Largest natural gas producer in the United States



- **EQT Corporation is a leading independent natural gas production company**

- Operations focused in the cores of the Marcellus and Utica Shales in the Appalachian Basin
- Dedicated to responsibly developing our world-class asset base
- By leveraging a culture that prioritizes operational efficiency, technology and sustainability, we seek to continuously improve the way we produce environmentally responsible, reliable and low-cost energy.
- We have a longstanding commitment to the safety of our employees, contractors, and communities, and to the reduction of our overall environmental footprint.

- **Mission, Vision and Values**

- Mission: Realize the full potential of EQT to become the operator of choice for all stakeholders
- Vision: Evolve EQT into a modern, connected, digitally-enable organization that has vision and purpose
- Our values are evident in the way we operate, how we interact each day and are at the center of all we do.
 - Trust, Teamwork, Heart and Evolution



Historic View of Corporate Social Responsibility

Reporting Evolution



- **Starting reporting in 2011 – 2012**

- Recognized by our Board of Directors as a growing trend
- EQT was one of the first operators among our peers to publish a report

- **Reporting Standards**

- Global Reporting Initiative (GRI) Standards
- Starting to integrate new standards into report
 - Sustainability Accounting Standards Board (SASB)
 - Disclosing the Facts

- **Teamwork**

- Cross-functional team of experts from across the company
 - Environmental
 - Operations
 - Accounting & Finance
 - Investor Relations
 - Stakeholder Affairs
 - Legal
- ERM – external sustainability firm
 - Dedicated professionals



ESG Report Calendar Year 2019



2019 Corporate Social Responsibility Report



2018 Corporate Social Responsibility Report



2017 Corporate Social Responsibility Report



2016 Corporate Social Responsibility Report



2015 Corporate Social Responsibility Report



2014 Corporate Social Responsibility Report



2013 Corporate Social Responsibility Report



2012 Corporate Social Responsibility Report



EQT's Modern Approach to Environment, Social & Governance (ESG)

Intensifying our Focus



- **Established ESG Committee in early 2020**
 - Developed to oversee and promote the development and execution of EQT's ESG strategy
 - Focused on setting goals and evaluating opportunities and initiatives to deliver results in an efficient and effective manner
- **Strong ESG performance in this industry is the key to long-term, sustainable value creation**
 - Natural gas should play the leading role in the energy mix of the future
 - Scalable, environmentally responsible and economically viable
- **Our operations are defined by ESG principles**
 - Integrated ESG into everyone's workflows within our Digital Work Environment
 - Seeking new, innovative technology to reduce emissions, increase efficiency and to continue responsibly developing this nation's most abundant, reliable fuel source
- **ESG Report Calendar Year 2019**
 - Released on October 21, 2020
 - 9th annual report produced under the Global Reporting Initiative guidelines
 - Establishes baseline of today's EQT to help set meaningful goals in the future



Community Responsibility

Making a difference in our communities



- **EQT Foundation 2020 Giving Total Exceeds \$3.5 million**

- 2020 Giving
 - \$2.2 million in grants, the majority of which were geared toward education and workforce programs
 - \$360,000 in unrestricted COVID-19 emergency response funds to local community foundations and food banks
 - \$240,000 in employee matching funds

- **#GivingTuesdayNow – May 5**

- Foundation double-match - \$52,500 contributed by employees
- Additional \$12,500 in corporate funds to smaller food pantries and feeding programs

- **#Giving Tuesday – December 1**

- EQT contributed more than \$43,000 to school districts and agencies that support children and families during the holidays
- EQT Foundation matched approximately \$110,000 in employee contributions on this day alone
- Employees volunteered time and donated supplies to various organizations (#heart boxes)



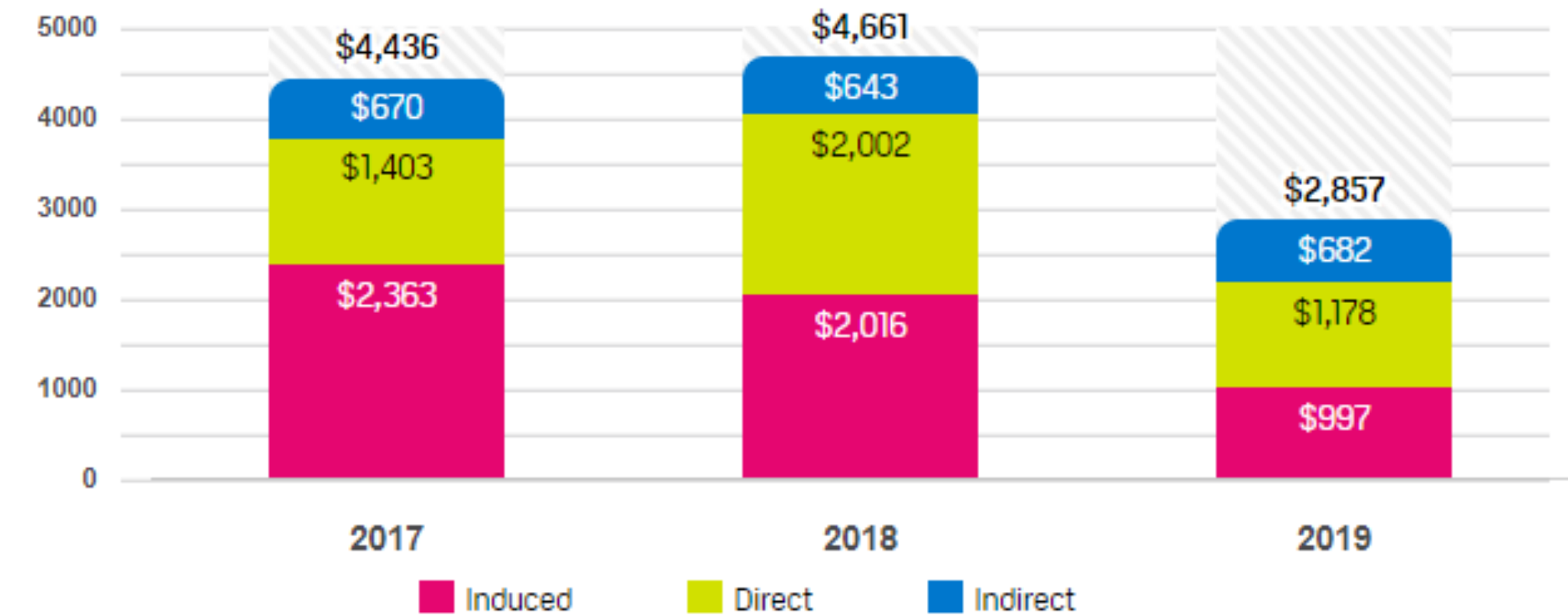
Supporting Local Economies

2019 EQT Round-up

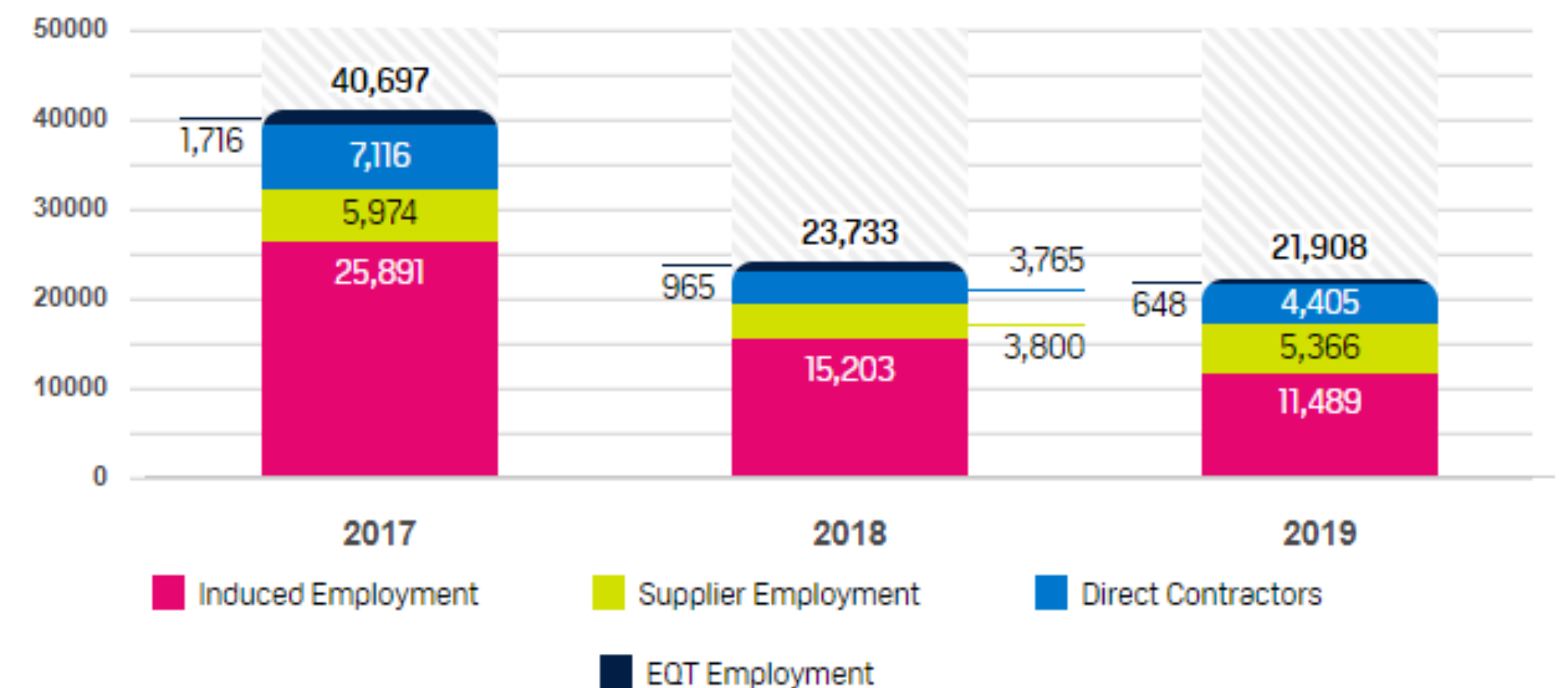


- **Through direct, indirect and induced activities, EQT produced approximately \$2.9 billion of Gross Domestic Product**
- **EQT's activities generated nearly \$375 million in state and local tax revenues, supporting state and local governments**
- **EQT paid \$798 million in royalty payments to lessors across our operating area**
- **In addition to its direct employees, EQT supported approximately 21,260 ancillary jobs across its operations**

EQT Economic Impact (millions of dollars)



Estimated U.S. Labor Impacts (numbers of jobs)





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WHERE PASSION MEETS PURPOSE

SMALL BUSINESS CSR PROGRAMMING

PRESENTED BY:



A LITTLE ABOUT ME: HOMEGROWN



CARMICHAELS AREA HIGH SCHOOL



WAYNESBURG COLLEGE GRADUATE



84 LUMBER. MARKETING DEPT

ABOUT THE STICK COMPANY

- + **EST. 2007 IN MORGANTOWN, WV**
- + **OFFER MARKETING, DESIGN AND WRAP SERVICES**
- + **CURRENTLY 12 TEAM MEMBERS**



ADDITIONAL ENDEAVORS





WHAT IS A CASKET WRAP?

casket  wraps[™]
.com



Casket Personalization Starts Here.

GETTING STARTED

CREATING A SMALL BUSINESS PLAN

OUR VISION

**WORK HARD AND
GET INVOLVED.**



OUR VISION

**WORK HARD AND
GET INVOLVED.**

WORKING THE VISION

- + **BOOTS ON THE GROUND**
- + **FOCUS ON WHAT WE CAN DO TO MAKE A DIFFERENCE**
- + **GET OTHERS INVOLVED**



HELP ME,

HELP YOU!

WORKING THE VISION



+ VOLUNTEERED OUR TIME

+ DONATED OUR SERVICES

+ CREATED OUR OWN FUNDRAISERS

+ UTILIZED OUR NETWORK



COMMUNITY EXAMPLES

HELPING LOCAL CHILDREN



COMMUNITY EXAMPLES

HELPING LOCAL ANIMALS



COMMUNITY EXAMPLES

HELPING LOCAL HOMELESS




**ANNOUNCING OUR
NEW WEBSITE**

BartlettHousingSolutions.org

**On average,
Bartlett Housing prepares**

DID YOU KNOW...

	25 cans of vegetables per day	7 days a week
	700 cans every month	

**THIS VETERANS DAY,
HELP MAKE A DIFFERENCE IN YOUR LOCAL COMMUNITY**

DONATE A VETERAN CARE PACKAGE

ONLY \$35

 **BARTLETT HOUSE**

**DONATE ONLINE!
BARTLETTVETERANSCARE.ORG**

A group of seven people and a mascot character are posed in a workshop or industrial setting. The group consists of four men, two women, and a mascot character that looks like a large, friendly-looking animal head. They are all smiling or looking towards the camera. The background shows various tools and equipment, suggesting a hands-on work environment. The entire image is overlaid with a semi-transparent green filter.

THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY

**I LOVE IT
WHEN A
PLAN**

COMES TOGETHER

quickmeme.com

BENEFITS & RESULTS

+ ABOVE ALL,

WE HELP MAKE A DIFFERENCE.

**+ BRANDED OUR COMPANY CULTURE
WITHIN THE COMMUNITY**

+ RECRUITMENT & TEAM ENGAGEMENT

+ NETWORKING & RELATIONS

RECOGNITION



+ WVU MEDICINE CHILDREN'S COMMUNITY SERVICE AWARD



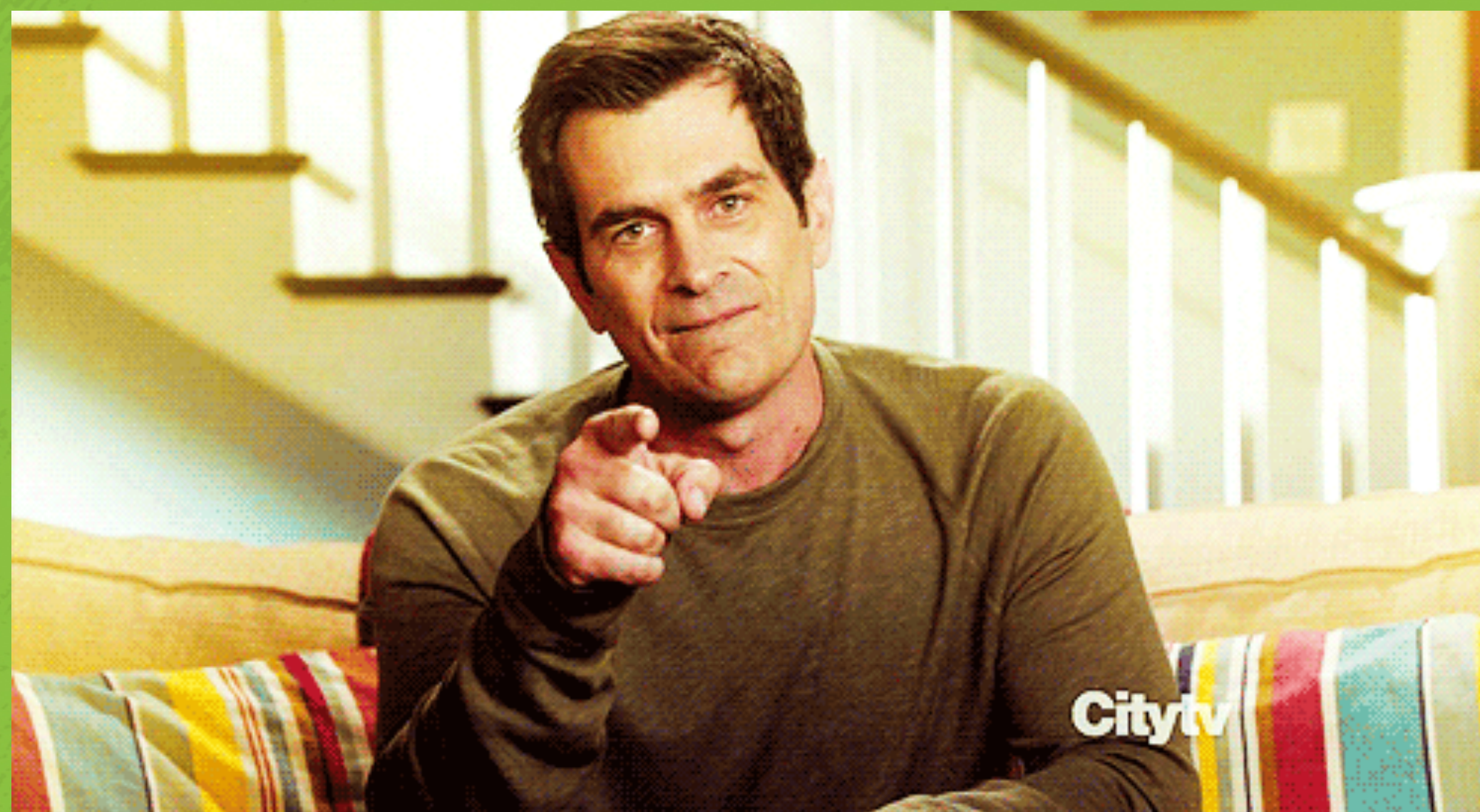
+ WV YOUNG GUN AWARD RECIPIENT



+ UNITED WAY'S PINNACLE OF PARTNERSHIP AWARD



MEDIUM BUSINESS OF THE YEAR - MORGANTOWN CHAMBER



PASSION + SERVICE = PURPOSE





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WAYNESBURG
UNIVERSITY.

**center for
corporate social
responsibility**

ABOUT THE CENTER

Purpose: to bring together business leaders to enhance their strategic CSR programs, benefiting the region.

Focus Areas

- Best practices
- Volunteerism programs
- Sharing impacts of successful programs
- Networking with peers
- Educational seminars
- Data compilation and analysis

STAFF



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CONTACT INFORMATION

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2 Social Media:   

3 Email: csr@waynesburg.edu

4 Phone: 724-743-4422

OUR WORK

Center-Wide Corporate Volunteer Project (Spring 2019)

COVID-19 Relief Community Tracking (Spring 2020)

COVID-19 Impact Assessment (Summer/Fall 2020)

Nonprofit Executive Leadership Program (Winter 2021)

VOLUNTEER PROJECT

Impact List:

- Nearly 70 volunteers from 12 member companies
- \$500 donations to each of the 4 partner agencies
- Approximately 1,000 pounds of pantry items collected
- More than 30 high school students engaged
- About \$7,500 in materials provided for projects
- 15 community pantry boxes built
- Multiple raised garden beds built
- Many on-site projects completed for food banks

[WAYNESBURG.EDU/SP19VOLUNTEER](https://waynesburg.edu/sp19volunteer)

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COVID-19 RELIEF

Learn about the many ways in which our **CSR member companies** have supported the community throughout the pandemic.

WAYNESBURG.EDU/COVID19RELIEF

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IMPACT ASSESSMENT

Our COVID-19 Impact Assessment survey was conducted to assess the impact of COVID-19 on local nonprofits and explored how the pandemic affected, to date, their internal operations and external services provided.

WAYNESBURG.EDU/COVID19DATA

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NONPROFIT PROGRAM

Along with the Bayer Center for Nonprofit Management, we recently announced “**PREP: Partnerships, Resources, Expertise and Power for Nonprofits,**” an executive leadership program aimed at helping nonprofits in Greene and Washington counties navigate the effects of the coronavirus pandemic

[WAYNESBURG.EDU/PREPPROGRAM](https://waynesburg.edu/prepprogram)