

40th Annual Meeting WEF Davos 2010

“Improve the State of the World: Rethink, Redesign, Rebuild”

WORLD
ECONOMIC
FORUM

**Need to
Rethink institutions
and Redesign them to
meet 21st century demands
& Position organizations
for higher
Performance**

**Implement
new Metrics
that integrate
Social Goals
and Values**

Rui Martins



communication
on top

Building Trust in a turmoil crisis through Change management communications: how to create social value



dianova | 
learn | grow | achieve

Global Forum "Communication On Top" Davos, 8-9th February 2010



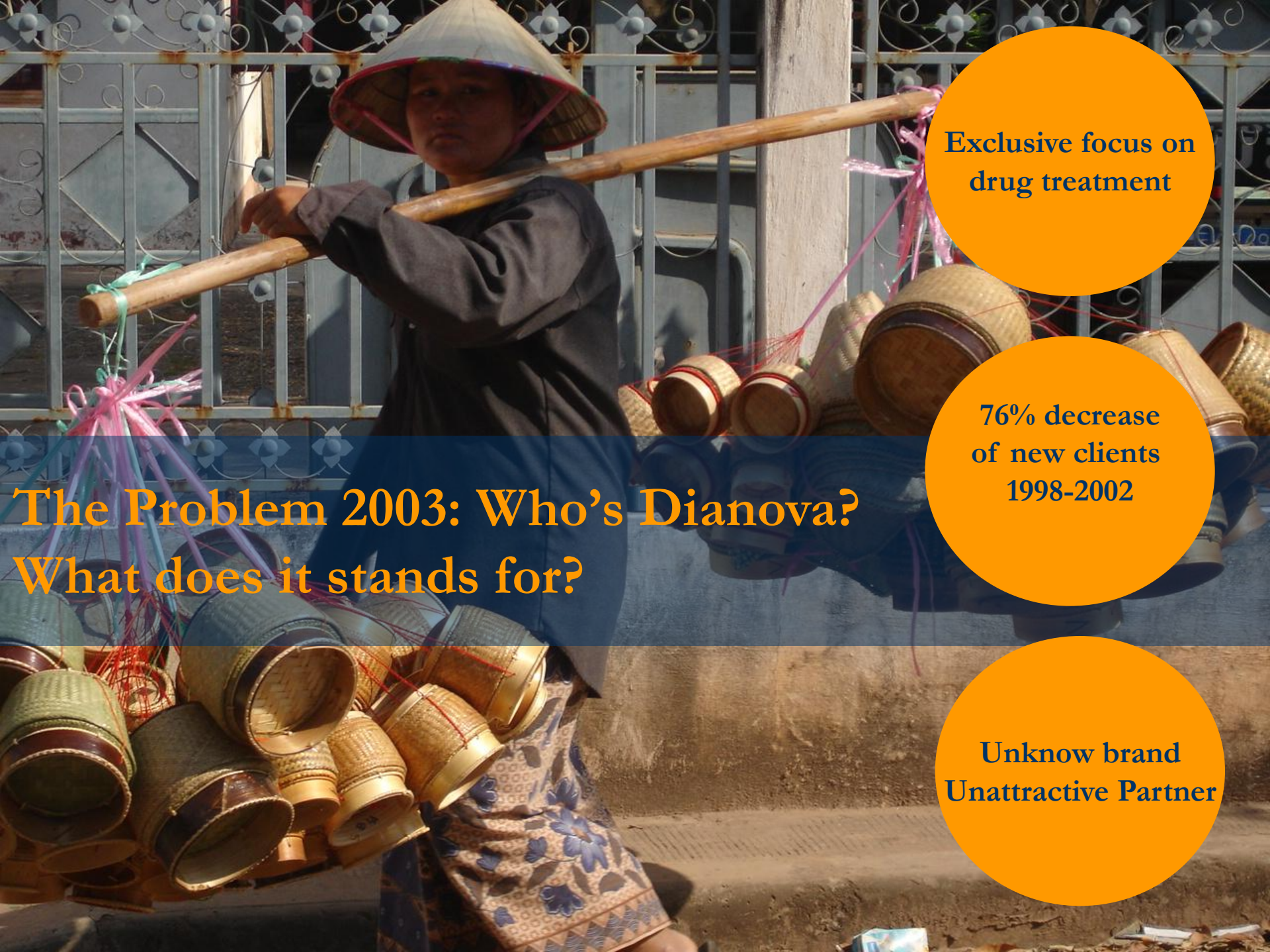
\$1.9 trillion in operating expenditures (#5 if a country)

4,6% (48.4 M jobs) of economically active population

**53% fees as source of revenue
35% government
12% philanthropy**

The growing attractiveness of the Third Sector

Aligning stakeholder's perceptions with Organisational goals



**Exclusive focus on
drug treatment**

**76% decrease
of new clients
1998-2002**

**The Problem 2003: Who's Dianova?
What does it stands for?**

**Unknow brand
Unattractive Partner**

1

Source credibility

Ethos Integrity

Logos Expertise

Pathos Charisma

2

Brand Engagement

Transparency

Honesty

Interactivity

3

Reputation of
being Trustworthy

“Trust Deposit
Bank”

Competence, Open
Reliability

Developing Trusting Relationships
for Organisational effectiveness



Create a new
Trustworthy &
Inspiring brand

Value proposition
for Clients,
Board & Staff
and Society

Guaranteeing
Dianova's
Sustainability and
Social Value

Goals: Incorporating new management paradigms

Change Management, Governance, Ethics, Sustainability, Reputation



**People +
Leadership +
Organisational
Culture**

Embedding Strategy
& Communication

**Change
Management**
Communication levels
Awareness | Understanding
Commitment | Change

**Offline and
Online Tools**
Proactive & Positive flow
Information | Dialogue
Involvement | Recognition

**Strategy: Recreating and Leading
Dianova's own future...**

One Language, One Voice, One Brand



Integrated Communication

Moto Learn | Grow | Achieve

Aligning Corporate Culture with its Best Principles

Media
Relations

Brand
Management
& Internal
Comm

Corporate
Communication

Social
Marketing &
Events

Public
Affairs

Online Comm
& Social
Media

Health
Communication

Multi-stakeholders approach

Cooperation and cooptition culture



Trust Deposit Bank

**Internal Comm
& Talent Mng**
56 Staff & Board
Talent retention 93,25%
Team building Workshops
Academia Jobshops

**Corporate
Governance Policy**
Board Supervision
Evaluation of annual plan
Accountability

**Corporate Social
Responsibility**
Balanced Scorecard
2008-2012
Strategic planning
Monitoring
Evaluation

**Quality
Management
System ISO 9001:2000**
Therapeutic Community
Increase satisfaction 12,3%
Increase new admissions
30,2%

Trust Deposit Bank

Transparency & Accountability

Annual Report
External Publication
Monthly eNews
Website
Social media

Innovation

Certification as Training
Organisation
New service Training
Centre

Sustainable Social Integration

Professional Integration
Nursery Plant
+50 beneficiaries
13 staff
€300.000/year

New sources Income

Social Stock Exchange
Lisbon
“3G Emotional Adventure
Campus”
200.000 social
shares



Relatório e Contas 2008
Dianova Portugal



CONTRIBUA COM UMA CHAMADA
760 300 450
Custo da chamada: 0.60 EUR +IVA
DONATIVOS PARA A DIANOVA: **telecom**



Há um momento em que o prazer e o MAL ESTAR se confundem.

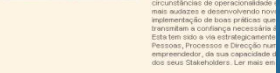


Vê o problema da droga com outros olhos
Se quiser falar muito sobre os problemas da toxicidade, não dá Dianova acreditamos há para deixar a droga é imprescindível a ajuda de profissionais capazes de encarar o problema da droga sob outra perspectiva: a perspectiva da saúde!



Diário de Notícias
05-08-2007 | Verbo

Trabalho e a Associação Dianova
er em comunidade para a melhor reinserção



PREVENÇÃO. Portugal tem índices altos de alcoolismo
'Cocktails' para soprar ao balão

Portugal ocupa 10º lugar no mundo quanto a mortes relacionadas com consumo de álcool



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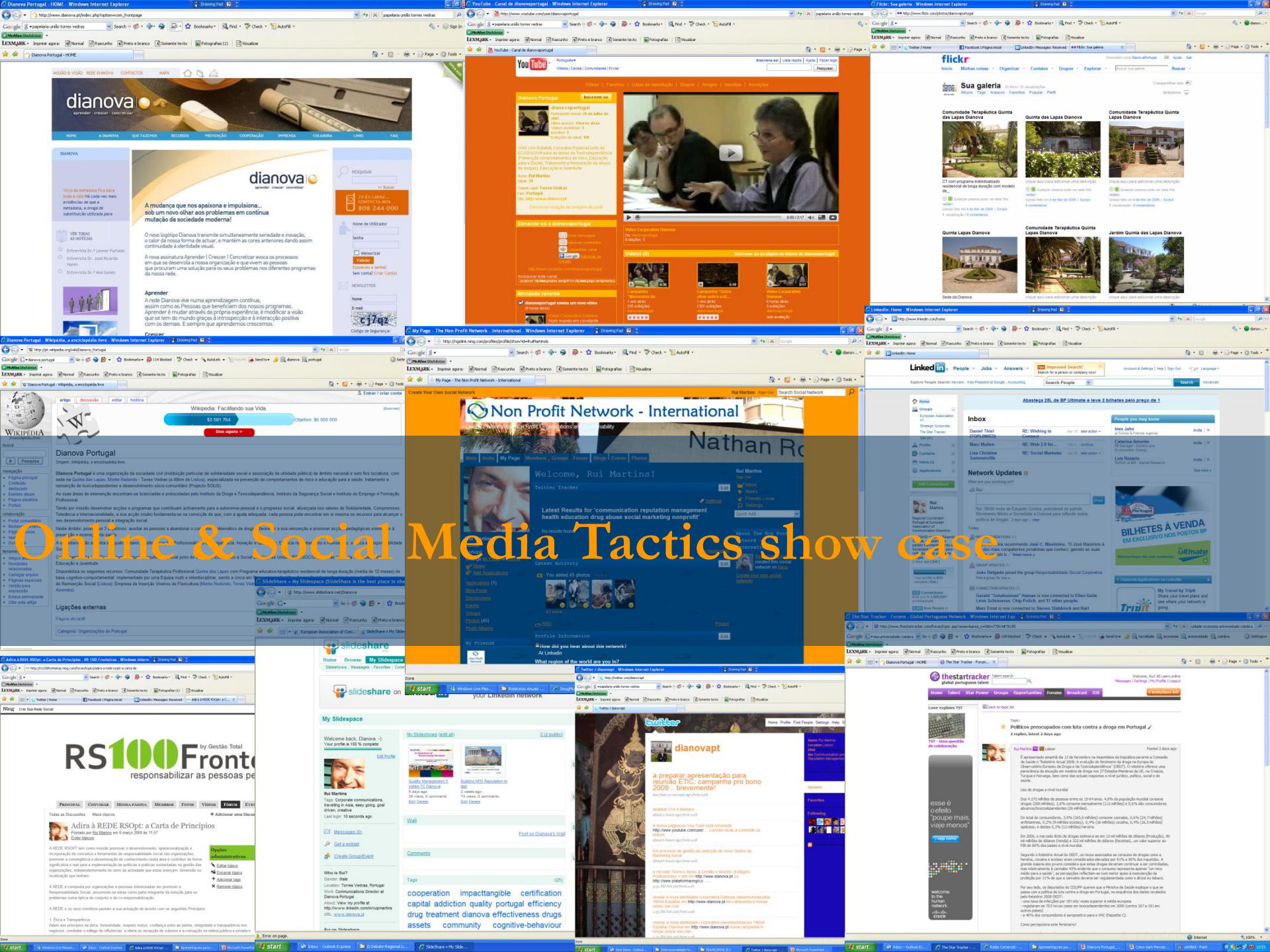
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Se aqui vêes algo mais do que comprimidos para a gripe, contacta a Dianova



Dianova é uma Instituição Privada de Solidariedade Social especializada na intervenção em Toxicodependências. Balanço prestável em 10 países do Banco e Anónimo. As nossas equipas de profissionais multidisciplinares cumprem intervenções individualizadas sob rigorosos padrões de qualidade orientados a plena sustentabilidade e integridade biopsicossocial. Com a Dianova, podes deixar as drogas.
DIANOVA
Instituto de Intervenção e Responsabilização
Info: 214 244 000
www.dianova.pt



Online & Social Media Tactics show case

Delivering the promise Social ImPact 2008

Treatment
Program
85

Social
Inclusion
98

2.041
People

83,7%
Increase

Training
& Family
Programs
313

Prevention
& Education
412

Community
Development
1.133





**GENERATED
REVENUE**

65%

**PUBLIC
FUNDING**

25%

PHILANTHROPY

10%

Economic Performance 2008



OUTPUT

Effectiveness
of message
dissemination

Positive media Coverage

48 news
1.2 million readers
€75.607 ROI
6.600 monthly views

IMPACT

Communication effect on
Stakeholders

Recognition of capability to change Innovation and Professionalism

Master classes &
Seminars UNI

OUTCOMES

What changed

Demand treatment

Increase 30.2%

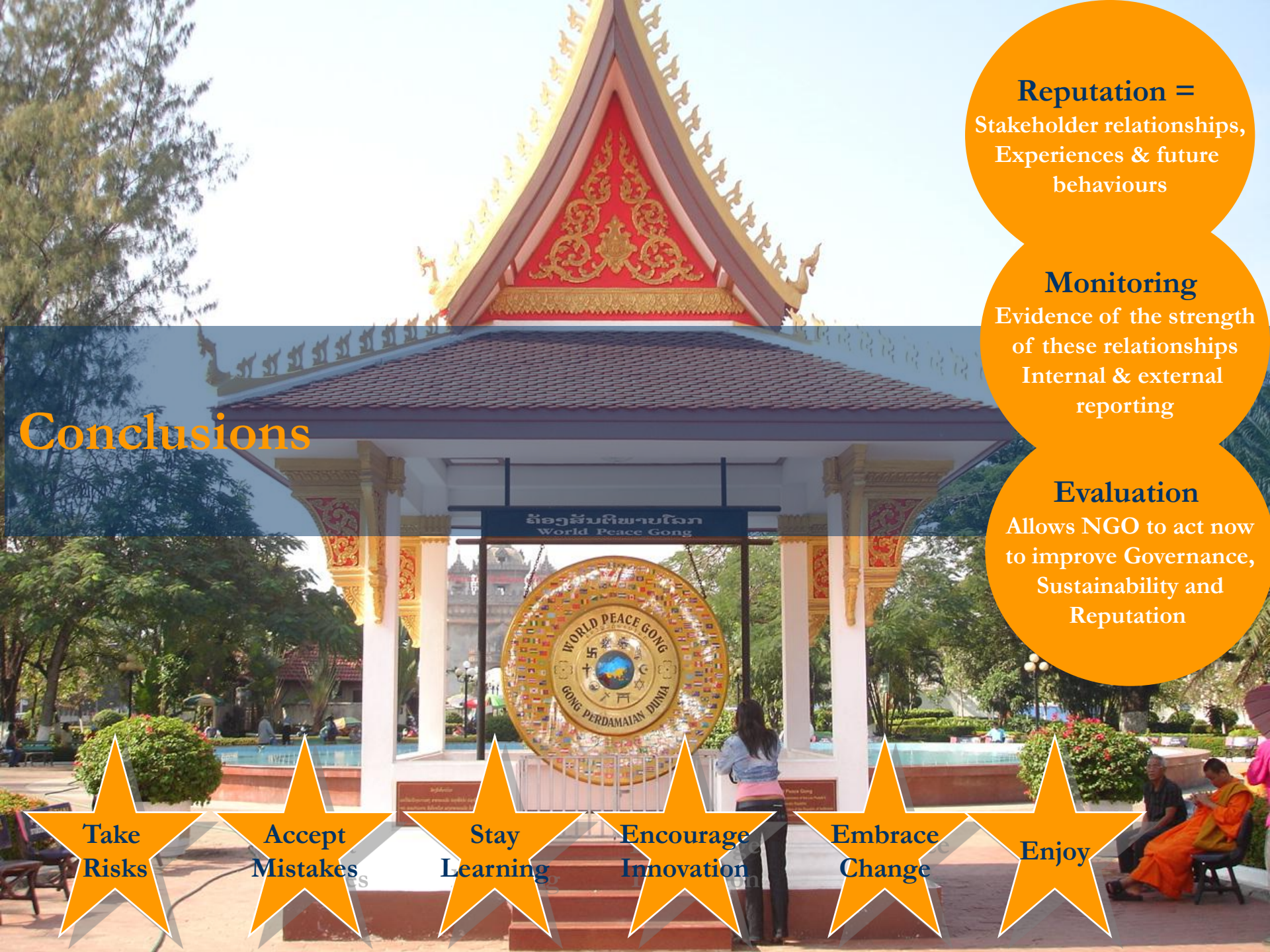
Partnerships

6 high-level nat/intern

Conferences

4 high-level

Communication ImPact 2008



Conclusions

Reputation =
Stakeholder relationships,
Experiences & future
behaviours

Monitoring
Evidence of the strength
of these relationships
Internal & external
reporting

Evaluation
Allows NGO to act now
to improve Governance,
Sustainability and
Reputation

Take
Risks

Accept
Mistakes

Stay
Learning

Encourage
Innovation

Embrace
Change

Enjoy

Inspiring the Change in a Savvy & creative way!



THANK YOU

TM

25th SEA GAMES, LAOS
VIENTIANE 2009

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champi™ champi™

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