



CR Community Relations

-Company Profile-

*We will create a supporting communal atmosphere
so that you can focus on executing your project,
with minimum disturbances and maximum results*

What do we do?

CR Community Relations is the connecting link between your company's activities and the surrounding environment, as well as other relevant stakeholders.

CR Community Relations is a leading pioneer company, led by Ms. Bruria Naim Erman.

CR delivers solutions of community relations and public involvement, to promote organizations and national, municipal and private projects, dealing with matters of infrastructures, energy, transportation, water, education, public services etc.

For over a decade, CR has been specializing in planning and executing thorough activities to manage ongoing and positive relations between the organizations and companies, to the relevant communities.

The CR team knows how to soften conflicts and reduce public resistance which arise when coming into contact with surrounding communities. This is done via preceding activities which enable the organization to execute its project with minimum disturbances and delays, with maximum efficiency and by attempting to create mutual understanding, trust and support.

Another field of CR's specialization is managing processes of public involvement. These processes are performed with maximum transparency, and enable deep and professional dialogues with the public, whilst achieving its devotion to results. A clear advantage of CR's activities is improving the organizations' image.

How do we get it done?

CR supplies its clients with a **comprehensive solution** – beginning with the initial planning stages of the project and ending when the construction has ended.

Our work processes consist of the following:

- **Studying** the clients' needs and the projects' characteristics
- **Mapping** the targeted communities and stakeholders
- **Examining** sources of resistance and possible obstructions from the various communities
- **Writing** a strategical plan for preventing and dealing with crisis cases
- **Forming** a tactical and operative plan



- **Implementing** the plan for the client
- **Tracking and supervising** throughout the entire project and, if needed, after its' completion

Our activities:

- PR and information activities
- Ongoing communal-organizational support
- Community-involvement processes for local authorities
- Public involvement
- Accompanying communities during renovating markets or city centres
- Accompanying social project which influence the public

Our advantages:

- CR Community Relations is formed by **a team of specialists**, each in his own field. All have an accumulating experience of scores of years in building and managing ongoing processes of community relations. Our team members have led tens of some of the most large, complex and challenging projects which Israel has known.
- CR Community Relations is the only company in the field which supplies **full and ongoing responses**, which include strategical consultancy and planning alongside practical implementation.
- CR Community Relations is the only company which **places explanatory workers in the field**, on a daily basis, which manage direct and transparent communications.
- CR Community Relations is capable of planning and implementing **tailor-made explanatory activities**, which are suited to each client and each project.
- CR Community Relations specializes in **ongoing activities** with all audiences, communities and stakeholders.