



## Huntsman | The Heart of the Huntsman

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### **OBJECTIVE**

[Huntsman](#) Corp. manufactures chemicals that people around the world use every day. Pierpont has been Huntsman's strategic communications partner since 2009, supporting numerous divisions through media relations, thought leadership, crisis readiness, market intelligence, event planning, and more.

Pierpont partnered with Huntsman's Port Neches Operations (PNO) facility on a social investment and community relations program that supports local Southeast Texas communities and also reflects the company's core values of People, Planet and Profit.

### **APPROACH**

#### **The Four Pillars of Engagement**

Pierpont began by interviewing PNO associates about their priorities and how they would like to see Huntsman engage with the local community. This feedback was compiled into a community relations plan based on the four pillars that emerged through the dialogue: STEM education, environment and sustainability, employee recruitment and retention, and community needs.

Using those pillars, Pierpont helped develop a local engagement strategy, which to date, has included: sharing land for a new community recreation complex; an annual Earth Day event at the Huntsman Environmental Education Center; a STEM Innovation Grant for local teachers; and a framework for evaluating charitable contribution requests.

### **RESULTS**

These programs have increased Huntsman's visibility with area school districts, stakeholders, and media and one local elected official even referred to the company as, "not just an industry partner, but also a good neighbor."

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