



Annual CR Report 2010

**informa**  
bringing knowledge to life

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■ Environment

■ Product/Customer

■ People

■ Community

# Where we work



USA  
**32%**

UK  
**36%**

Germany  
**4%**

India  
**9%**

Rest of the world  
**19%**

## Introduction

# A View from the Top: Peter Rigby, Group CEO



Informa is on the brink of being a FTSE 100 company and is a business going places. Our employees are based in 150 offices in over 40 countries. We are knowledge providers supplying high quality, proprietary business to business knowledge and academic information through some of the longest standing brands in the worlds of publishing, conferences, exhibitions and training.

Ethics stand strong within our business, it is what our current and future employees want and expect, and similarly our customers. In 2010, we concentrated on putting in place our new CR strategy of 'devolution'. This means we expect our businesses individually to be more involved but it is certainly not a sign of the group abdicating its responsibility.

What we've done is put in place group-wide machinery and some stepping stones that will give the programme direction, and increase local pick-up across the world.

We want CR to be seen as 'what the group stands for' and for this to be reflected in good social behaviour. We also want to ensure we are all pushing in the same direction, so that wherever we are in the world, all our stakeholders including community partners, customers and our staff know what CR means at Informa.

At the same time, we want to allow our businesses to do things that are suitable for them and at appropriate times in the year. A good example of this is our support for the World Cancer Research Fund through our banana themed events. Many of our businesses take part in this initiative year on year, but have adapted the original concept as well as timing.

Although we have always taken CR seriously we raised our game significantly around 7 years ago after the merger with Taylor and Francis and it's been a transformational process helping us better define why we are a great place to work. We fully recognise that our people make our products and our products make us money.

Over the last couple of years it's been a tough economic environment, which has meant it was harder to find a job, something that benefitted employers. Now the job market is picking up, we need to ensure we retain not only key people, but all our staff. We don't like to lose anybody. At Informa our staff give their all and the company responds accordingly.

We are also seeing investors ask us increasingly challenging questions about what we are doing to be socially and environmentally responsible. Initiatives like our global Green Week have encouraged us to better organise our offices and we are deeply committed to delivering our content effectively through innovative digital platforms that are enabling us to reduce our environmental impacts.

However, we want to show our managers and employees that CR is more than doing their bit for the community and environment. These things are the face of our CR programme but they are not the full story. This is why the 3 CR tests we've put together are so important, because they bring CR back to being the foundation of a successful business as it should be.

Our business heads are aware of this and accept the challenges inherent in the business and are a full part of our continuing journey.

## Introduction

# Introducing Informa's new Group CR Director, Emma Blaney



2011 sees the start of a new era for Corporate Responsibility in Informa.

My predecessor, Keith Brownlie, has created an environment where CR is embraced, encouraged and supported at all levels in the business. We now need to build on this work, and think more strategically about CR across Informa and how it relates to each of our very diverse business units. Autonomy is key to Informa's success as a business, so it makes absolute sense that each area has a CR strategy aligned to their business and has control over their own budget to make this happen.

This new devolved CR structure will take some time to take shape, but will enable us to develop initiatives which are aligned to the individual businesses as well as provide a more structured approach to reporting CR objectives and collecting data from across the business.

In 2011, we will expect each of our businesses to set themselves measurable targets, put a clear plan in place for achieving these and be able to report progress against these at the end of the year.

At Group, we will continue to be a central point for our divisions, managing our 3 group wide initiatives and also supporting the 18 nominated CR Representatives to share best practice and avoid reinventing the wheel.

It's very important that Group facilitate the roll-out of good ideas where these can be applied more globally, as well as provide advice and support to ensure our representatives are kept up to speed on the wider context of CR.

We will be giving our businesses an intelligent steer on CR to ensure that we all better align our CR activities to our brand and business. One of the best ways we can do this is by continually reminding our CR representatives to go back to the three tests we have set around CR, which are: save money; motivate staff; and build brand.

We hope these tests will not only ensure we enhance our brand through CR, but that we also bring more people within the business around to seeing CR as a central pillar and support to the business. Our CR strategy is very much part of Informa's overall business strategy and is a part of how we all do business.

In 2011, we will be building a closer link with the marketing team to ensure that CR activities are aligned with the Informa brand and values.

I'd also like to see more of our CR activities in 2011 being used as a platform for developing our people, something that is already happening in some of our businesses.

CR can offer a level of development that we can't give in a classroom and we should see it as an opportunity to nurture the skills and passion of our people, whilst ensuring that Informa continues to be a fulfilling place to work.

I am very much looking forward to seeing CR grow and develop at Informa in 2011.

## CR Strategy



Ethibel: In July 2010, Informa was selected for inclusion in the Ethibel EXCELLENCE Investment Register subject to continued monitoring by them.

Informa Group is a collection of well known but distinct business brands and in 2010 we developed our CR strategy to reflect this more closely by devolving greater responsibility for CR to each of our business divisions.

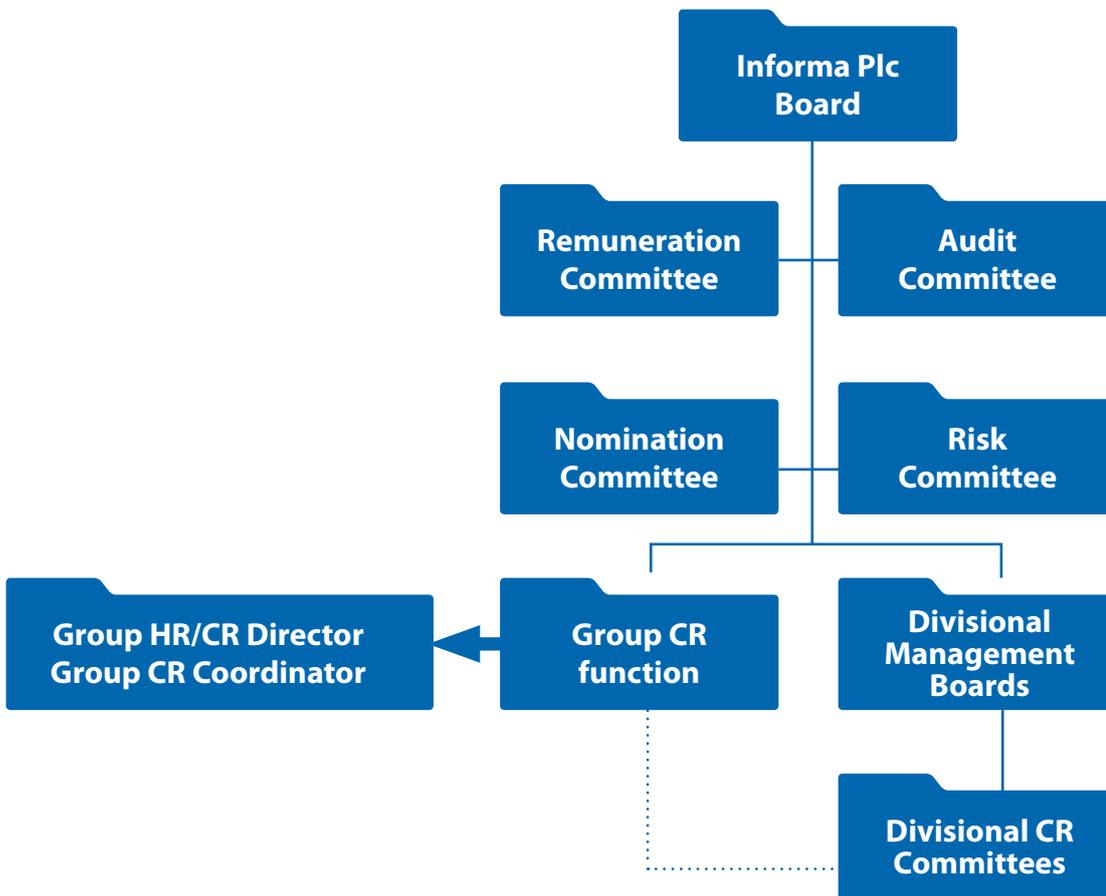
We asked each MD or CEO to appoint a CR leader for their business, and we now have a set of 18 CR Leaders globally whose role is to work closely with their MD or CEO to develop an approach to CR that makes sense for their business. By doing this we hope to ensure that each area of our diverse business portfolio has identified, and is managing, the key issues for them.

At Group-level, we have created a set of KPIs that will help us to meet our overall CR objectives as a business and we expect each of our businesses to report against these annually as well as set their own CR targets and objectives to sit alongside those KPIs.

We have also created three tests that are designed to guide our businesses in identifying the key CR issues for their businesses. These three tests are:

1. Saving Money;
2. Motivating Staff; or
3. Building Brand.

### Our Governance Structure:



# Business Ethics: Data Protection, Intellectual Property and Code of Ethics

As part of our continuing commitment to protect our customers' data, Informa carried out a strategic review of data protection processes across all our businesses in 2010. This has resulted in a new group-wide data protection policy that will be rolled out across all Informa businesses in 2011.

In recognition of ongoing developments in the way in which our content is being delivered and accessed, we are also constantly reviewing our processes on intellectual property. As our products develop, we continue to revise and update our contractual process to ensure that our intellectual property is properly protected, building on a strategic review of the standard terms and conditions across the business undertaken in 2009/2010.

In 2010, we also took the opportunity to review risk and compliance across the group. We are now in the process of incorporating existing best practices from across the business into an updated Code of Ethics that we will launch to coincide with the upcoming implementation of the UK's Bribery Act in July.



## Chris Angel, employee of the year

Chris Angel joined IBI in October 2009 in a new role within their Global Compliance Team, central to which is managing issues around data protection and intellectual property. He quickly made himself so indispensable to IBI in this role that he was nominated for, and jointly awarded, Informa's Employee of the Year in 2010.

Since joining IBI, Chris has taken on full responsibility for rolling out new contract templates across IBI globally, which entailed delivering 20 training sessions globally on a "Compliance World Tour", and will also be responsible for the global roll-out of Informa Group's new Data Protection Policy at IBI in 2011. And, if this was not quite enough, he has also taken on business continuity planning for IBI, no mean feat for an organisation of over 1,000 staff globally.

# Be Involved

Informa's Group-wide Corporate Responsibility employee engagement programme "Be Involved" was consolidated in 2010. Our programme now consists of three global events, we call our traffic lights. These are: Stop! For the Community; Go Bananas in aid of the World Cancer Research Fund (WCRF); and Green Week.



## Stop! For the Community

In 2009, Informa introduced a global volunteering policy giving all Informa employees one day off a year to volunteer. In December 2010, we held our first Stop! for the Community event to coincide with the UN's International Volunteer Day. The aim of the day was to raise awareness of our volunteering policy and showcase examples of best practice within the business. We held a webinar in which 3 of our Informa offices talked through their experiences of setting up volunteering initiatives and published a set of case studies, which were launched by Informa's then Group CR Director, Keith Brownlie.



## Go Bananas

For all Informa employees, Go Bananas, in aid of our long term charity partner, the World Cancer Research Fund (WCRF), has become a much loved event. Whether in London's Regent's Park, along a Florida beach, by the side of the river Rhein in Germany, in the hilly area of Westborough in Massachusetts, or even in Singapore's heat, around 1,300 employees globally took part in 2010's April event, raising a total of £36,100. Informa match-funded this total with a donation of £40,000.

TOTAL RAISED  
**£76,100**  
FOR THE WCRF



## Green Week

Held for the 2nd time in Sept 2010, Green Week saw employees, MDs and CEOs globally working together to raise awareness of environmental issues and the importance of managing our impacts. Several global competitions took place, including the CEO/MD Green Games, where divisional leaders competed with each other on a series of daily themed challenges in the areas of travel, energy, mind, waste and water.

A new set of challenges was added this year with points being awarded for the MD/CEO with the highest level of team participation in our events as well as for longer-term commitments made to our environmental programme. Thanks to Informa's competitive spirit, Green week was a fun, resourceful week that we hope will lead to long-term sustainable change.

Our successful Green Week initiative was awarded a Green Apple award in 2010



## Academic Information

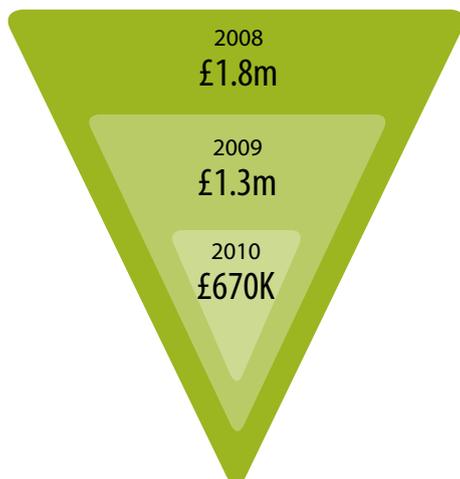
Informa's academic information division, Taylor & Francis publishes books and journals with over 55,000 titles available that provide individuals and organisations with the knowledge they need to carry out their work.

More and more authors and customers are asking us about what we are doing to ensure we are a socially responsible organisation.

**Jeremy North,**  
Managing Director  
of Humanities and  
Social Science Books

## Managing our Print Supply Chain

T&F Journals: Stock Write Off



In 2008 we developed an Environmental Questionnaire for our print supply chain. This questionnaire enables us to rank suppliers on environmental performance, and engage with them to drive improvement. We piloted the questionnaire with a UK supplier in 2009, and last year rolled it out to all UK journal printers.

We continue to reduce the amount of stock we print and hold in warehouses. This reduces our warehouse costs, as well as reducing the amount of unsold publications. We are doing this in two ways.

Firstly, we are continuing to increase the number of our titles available through print on demand (POD). We now offer 42,700 titles in POD format globally through contracts in the UK, USA, Singapore, Australia and Japan and 90% of our new titles are set-up in POD when they first go into print to ensure they are ready to move directly into POD format after an initial print-run.

This means more of our printing is specifically on demand and being done in locations closer to our customers. As a result we've seen air freight miles and storage costs fall in 2010.

Secondly, the majority of Taylor & Francis (T&F) Journals are managed on a subscription basis due to the niche nature of their content, so we can predict print requirements to a very high degree of accuracy. In 2010, we undertook a project looking at how we could use this information to better control our stock and therefore reduce waste.

T&F Books has also put in place inventory control initiatives that have helped us reduce stock write-off for our books business by almost 60% since 2008.

Fall in freight/wharf stock storage charges thanks to streamlined paper delivery to our suppliers



**In 2010, T&F Journals was awarded the International Publisher of the Year by the International Printers' Network (IPN) in recognition of their pioneering use of digital printing technology to reduce their carbon footprint and improve delivery times to subscribers.**

With so much innovation focused around our online content, innovation in digital printing is often overlooked and I would like to thank the IPN for their support and commitment as we made significant changes to the ways in which we print and distribute our content, delivering benefits to the environment and to our subscribers.

**commented  
Ian Bannerman,  
Managing Director  
of UK Journals**

## Responsible Paper Sourcing

T&F is committed to using material from sustainable sources, which for us means using FSC® certified paper where at all possible.



The mark of  
responsible forestry

In the UK, for example, 10% of our books are digital and the remaining 90% printed through the traditional lithograph method. We directly source the paper for all our printed books and have our own FSC Chain of Custody to ensure that this is all FSC certified. Similarly, we estimate that 95% of our journals are printed on directly sourced FSC certified paper. The remaining 5% of our journals are printed through suppliers who will specify their own paper.

We are also in the process of exploring the use of recycled papers both for our journals and books, a project that will continue into 2011.

## Academic Information

# Digital Inclusion

T&F is committed to providing websites that are accessible to the widest possible audiences, regardless of technology or ability. Our websites conform to the Double-A level of the www Consortium (W3C) Web Content Accessibility Guidelines 1.0 ensuring that they are user-friendly to all our audiences where currently feasible. We are continually seeking out solutions that will bring all areas of our site up to the same overall level of accessibility.

In January 2010, we took part in a pilot project on accessibility for our e-books with the Shaw Trust and were included in the final report they wrote on this. We also received an honourable mention in the first JISC TechDis awards in April 2010, which are designed to recognise best practice in customer accessibility in the publishing industry.

We see web accessibility as a non-negotiable requirement in any digital project.

**Mark Majurey,**  
Digital Development  
Director, T&F

Taylor & Francis is one of the PA's most active members in helping to develop our Copyright Infringement Portal. Copyright infringement is one of the biggest threats facing the publishing sector but smaller companies do not have the resources necessary to tackle it. By working with the PA on an industry-wide solution, T&F is helping to bring about a future free of piracy for everyone.

**Richard Mollet,**  
Chief Executive,  
PA



# DRM & Piracy

T&F aims to protect its assets by ensuring that our approach to digital rights management (DRM) is flexible enough for our customers, whilst also maintaining a robust approach to fighting piracy in the publishing industry through our work with the Publishing Association (PA).

We are constantly re-appraising our approach to DRM by keeping up with cutting edge technology and looking into the lessons of social DRM, such as watermarking. As a result, we have been able to relax some of our DRM requirements for academic books. Students and researchers can now copy and paste as well as print out more of our content, whilst we can be sure that our files are safe from casual piracy.

We also continue to be an active member of the PA's Digital Piracy Working Group.

## Maintaining the Integrity of our Content

Publishers don't pretend to be the ultimate experts on our content. We manage that content but rely on academic and scientific experts to ensure that the quality of our publications remains strong. Key to this is ensuring that the peer review process we have in place is objective and independent.

As well as core subject areas, T&F is very interested in the cross-fertilisation of topics. This means publishing material that is on the fringes of traditional topics, and looking at how one subject area can add insight in to the working of another. The peer review process doesn't restrict this.

Ultimately, the review process plays an important part in keeping our publications topical and thought provoking by ensuring that all content is challenged and debated before publication. The whole process is underpinned by our Review Guidelines for books.

## Global Staff Survey

Participation in our global employee engagement survey increased to 85% this year (1200 responses). Levels of employee engagement remained at over 85% across our business, well above our benchmark group. We were very pleased to get the following feedback in particular:

- 85% of survey respondents are proud to be associated with T&F
- 75% of respondents felt they get the support and coaching required from their manager for their own development
- 66% of respondents agreed that T&F senior management are committed to making a difference in their local community.

What is more important to us, however, is our commitment to use employee feedback to drive high engagement levels. We do this by ensuring that all our MDs are responsible for the survey results and subsequent action they take for their own employees.



## Academic Information

In 2010, a number of initiatives were put in place in response to 2009's staff survey, including:

- ✓ Roll out of our Learning Management System in the US with support which includes e and video learning
- ✓ 360 degree feedback programme to managers in our Books division
- ✓ Training programme and appraisal process launched in New Delhi
- ✓ Quarterly business updates in UK Journals
- ✓ Roll out of Volunteering One-Day policy globally
- ✓ New in-house publishing seminars in Milton Park
- ✓ Preferred Working Hours arrangement in UK businesses



- ✓ Chartered Institute of IT (BCS) accreditation for functions in the IT team
- ✓ New York IT equipment upgrade
- ✓ Staff- management consultative committee set up in New York office
- ✓ Updating our Singapore staff handbook
- ✓ Implementation of a new attendance policy in our Kentucky warehouse
- ✓ Staff Mentorship roll out in NY
- ✓ Employee/Management Meetings set up in our Kentucky warehouse

We are currently analysing our 2010 results and will use this data to drive further improvements in our business.

## T&F India and Udayan Care

T&F actively supports Informa's community policy by encouraging its businesses to set up community partnerships with organisations that are local to their offices or have a strategic link to what they do as well as take up their annual day of volunteering.

T&F India is a good example of this through the partnership they have developed in 2010 with Udayan Care, an organisation that supports young people in Delhi by providing them with an education and opportunities to reintegrate into society.

T&F India used a rigorous screening process to choose their community partner, which they drew up with the help of one of their authors, Ms Pushpa Sunder, who has written a book on Non Governmental Organisations (NGOs) in India and therefore knows the landscape very well.

Although it was difficult to get staff involved at first, the initiative now boasts an enviably high rate enviably high participation rate of 45%, which they hope to improve upon even further in 2011.



## Professional and Commercial

Informa's professional and commercial information businesses offer structured databases, subscription-based services, real-time news, research and business-critical information creating business advantage.

# Managing IBI's Print Supply Chain

Informa Business Information's (IBI) Print on Demand (POD) project went live in April 2010, and functions in a similar manner to that at Taylor and Francis (T&F). At the moment, IBI has local POD capability in the UK and USA, which means that when orders are taken at our central services centre, they can then be redirected to the facility nearest to our customer. We have also set up the system so that it can be easily replicated in further markets in the future.

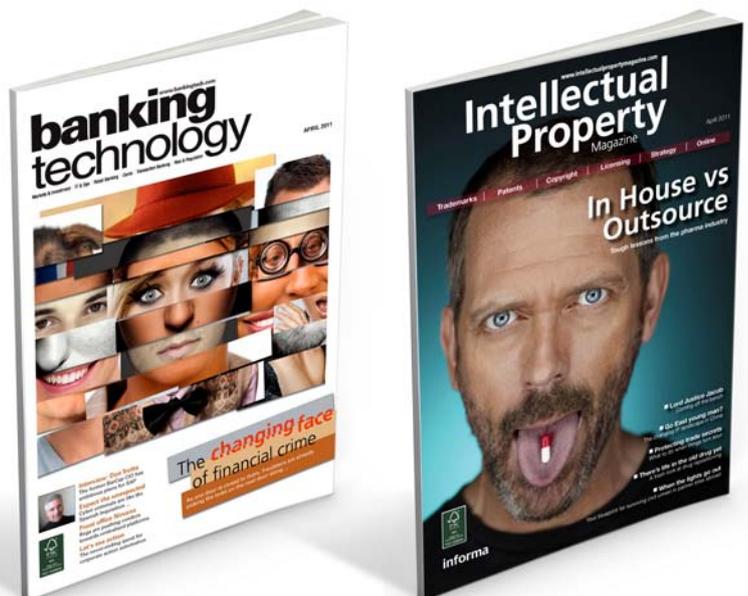
So far, a total of 466 titles have been made available in POD format and the programme is already delivering savings in terms of airfreight, storage, and stock write-off.

Most of the printers used globally by IBI are certified to ISO14001, as well as having chain of custody systems in place for the two internationally recognised forest certification schemes: FSC; and PEFC. This means they can source PEFC or FSC certified paper that is made from sustainably managed for sources, and label the journals.

In 2011, we have set ourselves an objective to roll-out the use of T&F's supplier questionnaire so we can better monitor the environmental performance of our print suppliers and drive improvements.

# Responsible Paper Sourcing

The two daily newspapers IBI publish, Insurance Day and Lloyd's List, are printed in the UK by our partner the Guardian Media Group. The paper used is c.80% recycled. For the journals printed in the UK, IBI supplies the paper directly to the printers and all of it is FSC certified.



# SCRIP

Our vision...is to be our customer's first port of call for practical market intelligence, the first place they seek the tools that support their decisions.

Andrew Cooney,  
Commercial  
Director, Lloyd's List  
Intelligence

## Lloyd's List Intelligence

### Being where our Customers are

In 2010, both Scrip and Lloyd's List launched themselves into the digital age with the introduction of intelligence services enabling them to evolve in line with their customer's consumption of knowledge.

Scrip started life as a weekly printed newsletter in March 1972. It now provides customers with online analysis and commentary on key events and issues facing the global pharmaceutical and biotechnology industry.

Lloyd's List too has drawn on its reputation as the industry Bible, and global network of specialist sources, to develop an online offering that includes an 'Ask the Analyst' service that Scrip also offers its subscribers. Both services are extremely popular and drive content for the two sites.

Scrip has also been using social media platforms to interact with readers and in some cases drive new content for publications. One example of this was Regulatory Affairs Pharma, which identified a useful story for subscribers through a discussion initiated by members of their LinkedIn Group. The story was published on their online site and was viewed 100 times within 24 hours.

### Sustainable Products

Given the growth in the sustainability agenda, it's unsurprising that our businesses are developing products for this market in response to that. Whilst it is still early days, reception to these offerings has been very good. Examples include:

***Ovum: In autumn 2010, Ovum formed a dedicated research and analysis team to focus on Energy & Sustainability technology.***

The team covers Green IT (energy-efficient computing); technology issues for utilities, including smart grids and smart meters; and the role of IT in enabling sustainable practices across the business.

Agra: In 2010, Agra ran three highly specialised events on sustainability topics for its customers. These were the European Packaging Waste Forum and a Sustainable Sourcing event for the food and beverage industry, now in its second year, and a new event on bioplastics and biopolymers.

### Leveraging our Influence: Celebrating Breast Cancer Awareness Month

The International Journal of Hyperthermia celebrated Breast Cancer Awareness Month in October with an issue devoted to breast cancer and hyperthermia treatment. They turned the journal pink, literally, and promised to make a donation for every person that logged onto our website and downloaded one of the articles from the edition.

***This initiative not only helped us raise \$1,500 for Susan B. Komen for the Cure but also had the added business benefit of generating greater awareness of our website content, driving up readership by 537%.***

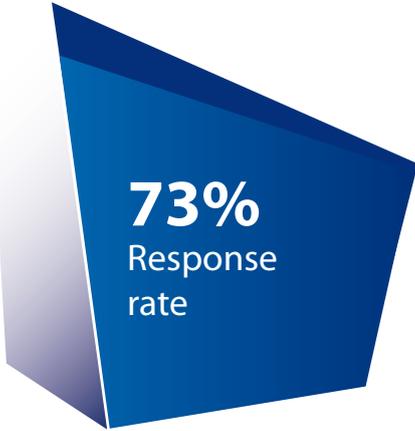
# The IBI Academy and Datamonitor's Global Staff Survey

The IBI Academy continues to play a central role in developing IBI's employees from those that deliver training courses to those that attend. In 2010, we launched a Management Academy providing training to three different management levels within IBI. We are now using in-house trainers instead of an external company, which means that we are better able to develop courses that get to the heart of IBI's culture and processes. Evaluations of the courses have been excellent so far, and we will continue to build on this programme in 2011.

Datamonitor conducted a global Employee Engagement Survey in March 2010 through a third party provider, ORC International with a response rate of 73%.

Interestingly for us, we scored below our private sector global benchmark for both questions on CR, although scores varied across region and staff seniority. Analysis done for us by OCR identified CR as being something that could help us improve employee engagement, so we decided to make it one of the four themes that we would follow-up on in subsequent focus groups along with: Fair Employee Treatment; Reward & Recognition; and Communication.

The focus group on CR in each of the four regions where these took place identified some important recommendations for us, most of which we've already addressed, or have plans to do so in 2011, including better publicising the Informa volunteering policy, improving charitable giving opportunities for staff and setting up a CR Committee, which IBI is in the process of doing, and Datamonitor will be included in that.



**73%**  
Response  
rate



Increase in science pass rates since the introduction of the Mobile Science Lab



## Datamonitor sponsors Project 511's Mobile Science Lab

In 2010, Datamonitor's Hyderabad office in India sponsored a project run by a local organisation, Project 511 whose aim is to develop the infrastructure around local government schools, which have been underperforming. It does this in a number of ways, including supporting the teaching of certain subjects, like science, which it does through its Vignan Vahini programme.

The programme has been rigorously assessed throughout. During the first two years of the scheme, science pass rates for children in Vignan Vahini schools rose from 52% to 57%. Project 511 then introduced a mobile science lab, which Datamonitor sponsored in 2010 with a donation of around £8,000. Since then pass rates have increased by 17%.

£8K /  
INR  
580K

Donation to the Mobile Science Lab project

Climbing a mountain as an exercise provides a powerful metaphor for 'journey', for conquering fears and meeting challenges, for being resilient and dogged. These are qualities we all need in spades. We intend to use this rather extreme physical challenge to develop and build our team of Directors. It will provide valuable learning for their roles and businesses at Informa.

**Lindsey Roberts,**  
Chief Executive,  
IBI

## IBI's Senior Management team prepare to climb Kilimanjaro

In February 2011, IBI's Senior Management team will be climbing Kilimanjaro to raise a rather ambitious £250,000 for a range of charities including the African-focused charity Nothing but Nets, which provides mosquito nets in malarial areas. In October 2010, 12 of the team completed the 3 peaks challenge together in preparation.

More importantly however, the experience will also provide a blueprint for developing talent across the business. The Kilimanjaro challenge will kick off a number of related projects in 2011 and beyond, which are designed to give staff at IBI not only the opportunity to volunteer but also develop key skills.

The team has been contributing to a blog throughout their experience at: <http://kilimanjaro.informa.com>.

## Events and Training

**Informa is the largest publicly-owned organiser of exhibitions, events and training in the world providing inspiring marketplaces and the opportunity for knowledge to be shared.**

### Sharing our Goals

In 2010, we have been learning from one of our UK suppliers who has been developing, and implementing, good practice in environmental management to the events and conferences they manage for us. Some of the initiatives they have in place include:

- All carpets from their UK events, as well as the majority of those in Europe, are recycled into plastic pellets for use in injection molding of plastic garden furniture.
- Monitoring fixtures and fittings suppliers to ensure they minimize their impact post-events. For example, they will only source shelving systems that can be re-used post their events or PVC banners that will be recycled.
- Working towards BS801/ ISO2211 accreditation, an environmental standard developed specifically for the exhibitions industry, for all events.

In 2011, we would like to work with this supplier to develop a waste management best practice guide for all our global events partners.

### Using Social Media to provide Value Added Content

Social Media has opened up a lot of opportunities to improve dialogue with customers and, as a knowledge provider, increase the value added content we are able to share. Our events businesses have been building their use of social media throughout 2010 and Informa Australia is a good example.

Youtube is used to freely share exclusive interviews with their speakers, filmed speaker presentations and tips from their training courses. Twitter proves to be a communication channel where their customers are able to liaise with them in the quickest way. They are constantly listening to their customers via Twitter – for complaints/questions/comments and using it during conferences to take Q&A, including from anyone externally who is following events. Linked-In groups have been set up to allow customers not only to network, but also to provide feedback on conferences and amend future agendas. Facebook pages for their publications provide free content from those publications and allow customers to voice their opinion on them and share any articles useful to them with their peers.

An Informa “Social Media Credo” has been worked on in 2010 at Group level to be presented to our Marketing teams in 2011 to have a clear view of using social media to add value for our customers.



## Sustainability and Cityscape

Sustainability plays a central role in IIR Middle East's Cityscape events with nearly all Cityscape conferences featuring at least one session on it. 2010's World Architecture Congress, for example, focused on the issue of building the sustainable cities of the future.

At each Cityscape event we also hold a set of awards, one of which is dedicated to sustainable development. Khawr Awqad, an integrated sustainable lifestyle destination, won a special award for the environment at this year's Cityscape Global. Currently being built in Oman, Khawr Awqad, a mixed-use development, will incorporate the ideas of eco-literacy and education, ecotourism, and sustainable green living.

Over the past two years we've also run the City Leaders Forum which tackled the challenges urban leaders face in implementing and maintaining sustainable urban growth in challenging economic times. The forum was designed to find solutions and long term strategies for ensuring social, economic and environmental development of tomorrow's global cities.



Cityscape Award winners 2010



## Health and Safety at our Events

Over the last couple of years, we have been in the process of implementing a new H&S management system for all parts of Informa's businesses in the UK. In 2010, our focus was on developing a new training programme for all of our UK events teams, the final stage in the roll-out of our management system.

Employees running high risk, large scale events will now have to attend a three day training course, to be rolled out in 2011, covering all aspects of health and safety whilst conference managers will be required to attend a one day training programme. We will also train employees in how to audit the safety of the venues Informa uses for large scale events.

## ITM's Staff Survey

Informa Telecoms and Media (ITM) conducts an annual staff survey that is used by each of the business units to drive improvement. 65% of our staff responded to our survey in 2010.

Some key findings from the 2010 staff survey included that the majority of our employees felt we pay attention to the suggestions they made and are satisfied with the variety in their jobs. 64% of employees, an increase on last year, also agreed that we allow them a good work/life balance.

We also hold an annual strategy away day for our industry and conferences divisions as well as one for our industry research employees. We use these opportunities to encourage employees at all levels of the business to contribute their ideas for developing new products or improving our services to customers.

We even award a prize of £500 to the best ideas pitched to us at the end of the day.

## Events and Training

# The Monaco Yacht Show celebrates its 20th Birthday

2010 marked the twentieth Monaco Yacht Show (MYS), which it celebrated in style. Over four days, 28,000 people from across the world gathered to admire the 100+ super yachts that lined the docks as well as other products and services.

*[If you could not attend the event, you can now take a virtual tour to see what you missed out on.](#)*

The show continued to support research into Duchenne Muscular Dystrophy, a relationship that is now over ten years old, contributing 50% of entrance fees to its long-term partner the Association Monégasque contre les Myopathies. Planning is now also well underway for the next Biannual Only Watch auction for the charity that will take place in 2011.

For the first time this year, MYS also donated over £30,000 to the Prince Albert II of Monaco Foundation to support its work in raising awareness of deforestation and promoting sustainably sourced wood in the yacht industry. It will continue to work with the Foundation in the future.



**£78,000**

total charitable contributions made in 2010

# ESI's SOS Fund: Supporting Unemployed Professionals with Scholarships

ESI International launched its Stand Out Scholarship (SOS) fund of £305,000 (\$500,000) in July 2009. The scholarship fund was put in place during the recession to allow unemployed project managers, business analysts and general business professionals to attend ESI's courses, paying only \$250 USD per course while building their skills and confidence. Scholarship dollars would be applied to make up the full tuition price. The fund continued to support individuals until December 2010 and each participant was able to attend up to three courses, providing an opportunity to gain a professional certificate.

This scheme was of great value to those who attended and created goodwill towards ESI among industry professionals and the general public.

I'm confident that broadening my skill sets through your excellent training classes will be invaluable to my job search in this competitive market... Thank you for your continued commitment to professional training in the middle of these tough economic times.

**A project manager laid off from eBay**

## IIR/ICBI and the MicroLoan Foundation

*In 2010 IIR/ICBI put in place a partnership with the MicroLoan Foundation*, a charity that supports impoverished and entrepreneurial women in isolated areas of Africa who have no access to reasonable or reliable finance, by providing them with small loans, training and support in small businesses and renewable technologies. We felt the partnership made sense because in an industry dominated by women we felt strongly about enabling other female entrepreneurs in the developing world who did not have the supporting infrastructure that we enjoy at Informa plc.

We particularly chose Microloan as it has an enviable, proven track record in not for profit responsible microfinance with a social mission. We also liked the business model that once funds were repaid these were recycled into other projects in a virtuous circle. We will be promoting the MicroLoan Foundation at our events in 2011 as well as encouraging staff to get involved in volunteering and fundraising for them.

## CR Governance at Forum

Forum is one of Informa's performance improvement (PI) businesses and is headquartered in Boston. In response to Informa Group's strategy of devolving more responsibility to our individual businesses, they set up an official CR committee in 2010.

The Committee consists of 15 volunteers from across the business and meets quarterly. In 2010, they identified the three key CR focus areas for their business, which are: environment; community; and employee wellbeing. They also held regular meetings with Informa's other PI businesses to share ideas and drive best practice.

At the end of 2010, Forum's CR Committee developed a roadmap for 2011 and organised into two teams, so they could focus on achieving their two main goals, which are to continue to drive participation in employee engagement events; and develop a clearer link between CR and the business through branding and setting KPIs with senior management.



## People

**50%**



**Management  
Gender Split**

**50%**



**58%**



**Promotion  
Gender Split**

**42%**



	2010	2009	2008
<b>Headcount Divisional Split:</b>			
Academic Information	1,497	1,457	1,477
Professional and Commercial Information	3,130	3,149	3,218
Events and Training	3,614	3,985	4,643
<b>Total headcount</b>	<b>8,241</b>	<b>8,591</b>	<b>9,338</b>
<b>Headcount Gender Split (UK, US, Dubai*)</b>			
Male	43.32%	42.62%	42%
Female	56.68%	57.38%	58%
<b>Management Gender Split (UK, US, Dubai*)</b>			
Male	50.31%	51.13%	53%
Female	49.69%	48.87%	47%
<b>Promotion Gender Split (UK, US, Dubai*)</b>			
Male promotions	42%	38%	38%
Female promotions	58%	62%	62%
<b>Staff Turnover (UK, US, Dubai)</b>			
Staff Turnover For All Departments	25%	28%	33%
Voluntary staff turnover	18%	13%	

\* Excludes Datamonitor

## CR Data

# Community



Community Giving Summary Data	2010	2009	2008
Company Donations	£119,740*	£57,021	£84,963
Employee Fundraising	£124,246*	£57,224	£54,354
Money/Resources Leveraged by Products/Events	£46,378**	£2,000,100	£73,000

\*Increase due to improved data collection system across our different businesses

\*\* Decrease due to biannual auction at Monaco Yacht Show, which will next take place in 2011

# Environment



Region	% of staff 2010	% of Region 2009	Total Energy from Building Usage 2010 (kWh)	Total Energy from Building Usage 2009 (kWh)	Total CO2 (tonnes) 2010	Total CO2 (tonnes) 2009	kg CO2 e/ person 2010	kg CO2 e/ person2 2009
UK	89%	87%	6,780,957	6,306,593	2,941	2,969	1,108	1,074
USA	45%	46%	8,244,493	6,381,607	4,419	3,514	3,707	2,686
India	89%	45%	1,261,707	1,007,864	1,191	952	1,802	2,050
Germany	67%	69%	958,487	943,250	271	271	1,231	1,135
Rest of World	26%	19%	1,134,670	496,547	422	402	1,049	1,747
Grand Total	62%	58%	17,848,652	15,135,861	9,676	8,107	1,887	1,620

# Targets and Objectives

## Focusing on results

- Continue to strengthen the devolved CR Governance structure by ensuring that each of the Divisional CR Representatives has a global remit where applicable and meet together (virtually or in person) at least three times per annum
- Increase the number of employees completing our Green Week feedback survey from 600 to 1,000 and maintain our personal involvement score at 80%
- Increase the number of global Banana Run events from 17 to 22

## Supporting people who are passionate about what they do

- Reduce voluntary annual staff turnover (permanent employees) for the group
- Launch the updated Group Code of Ethics policy across all businesses
- Pilot a new staff learning and development platform through a volunteering initiative in the UK
- Measure training days/FTE across the business
- Continue to be recognised as a great place to work through independent awards and staff survey results

- Integrate CR into the T&F Careers information for graduates
- Increase the number of employees volunteering at T&F Head Office from 60 to 120

- Develop guidance for IBI managers on managing home-workers
- Develop a scheme to help young people/school leavers into work at IBI's London Head Office

- IIR UK to develop community partnership with the Microloan Foundation

What  
our 2  
Objec

## Continuously innovating to provide the highest quality products and services

- Embed data protection policies in IBI and agree a global roll out plan

- Increase the number of titles available under print on demand
- Continue to develop on-line accessibility to our publications

- All Or Group
- AI
- P&C
- Events & Training

## Targets and Objectives

- Each of the Divisional CR Representatives to take responsibility for collecting CR data covering their global network and to report this to the Group CR Director annually
- Develop and implement a process to accurately measure staff hours volunteered across all businesses
- Develop a process to measure business air miles flown by staff across all businesses

### Seeking partners who share our goals

- Integrate environmental reporting requirements into the terms and conditions we negotiate with all our major landlords, travel suppliers & logistics partners
- Develop a responsible paper sourcing policy to guide all publishing businesses

- Roll out print supply chain environmental questionnaire to all book and journal printers
- Implement our paper sourcing policies globally
- Investigate the possibility of switching journal poly-wrap packaging to a biodegradable material

- Roll out print supply chain environmental questionnaire to all printers

- Develop a waste management guide for our exhibitions partners
- Run a pilot project to measure the carbon footprint of delegate travel to one of our conferences

What are  
2011  
initiatives?

- Roll out Editorial & Content Code training to all IBI editorial staff

- Continue to develop the role of social media at our events & conferences coming up with at least two new initiatives
- Roll out new H&S training for all employees running high risk events



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