

SUSTAINABILITY REPORT 2019/20

BUSINESS REPORTER

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**LYONSDOWN**





A MESSAGE FROM OUR MD

“I am very proud to present our first annual Sustainability Report for 2019/20.

This year we have decided to report our sustainability performance in line with the globally recognised UN Sustainable Development Goals (SDGs). This report highlights the work we have achieved within our four priority Goals but also acts as a reaffirmation of our commitment to continue supporting the Ten Principles of the United Nations Global Compact.

We are very conscious of the impact that we can have on the world as well as the responsibilities that we have in order to make positive differences; to that end, 2019 has been an important year for us. Having become participants of both the UN Global Compact (UNGC) and the SDG Media Compact, we made an ongoing commitment to take action on the Sustainable Development Goals. Through the many projects and reports we produce, we have helped to encourage responsible and sustainable business practices and investments.

Over the coming year, we will continue to support our priority Goals and forge partnerships to further promote the need for responsible and sustainable business. By delivering on our targets and promoting the Goals to our senior business audience, we will ensure that Lyonsdown and *Business Reporter* continue to positively contribute to society and the environment.

Sincerely yours,

Bradley Scheffer – M.D.”

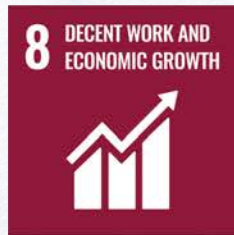
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HOW WE IDENTIFIED OUR PRIORITY GOALS



The UN Sustainable Development Goals (SDGs) provide targets for how businesses, governments and civil society can tackle global sustainability challenges and we therefore make every effort to incorporate all the SDGs into the core of our business. However, in line with UN Global Compact guidance, we have identified which goals are particularly relevant to us: where expectations, risks and opportunities for *Business Reporter* are the greatest, and where we can make the most significant contribution.

As a small media agency, primarily known for our educational C-Suite business reports, it was immediately clear to us that the most relevant goals are centred around partnerships and education. We have therefore adapted our existing reports and developed new platforms to better educate an influential business audience about specific SDGs; highlighting their critical societal importance but also changing attitudes around the business benefits for those who invest in making sustainability a core part of their enterprise.

Goal 17, “Partnerships for the Goals”, is particularly significant for *Business Reporter*. We are proud to be the first UK member to join the SDG Media Compact, a global community of media and entertainment organisations committing their resources and creative talent to advance the Sustainable Development Goals. Because of this commitment, we have leveraged our reputation and media connections to form partnerships with senior leaders in both public and private sectors as well as creating a platform specifically designed to promote achieving the SDG targets within corporate institutions. We have spent a large part of 2019 building a network of senior business professionals, highlighting the sustainable efforts that progressive organisations have been making and encouraging a global business audience to take note and take part in these critically important global sustainability efforts.



OUR PRIORITY GOALS

GOAL	SDG TARGET	AIM	ACTION	CHANGE/IMPACT
 <p>4 QUALITY EDUCATION</p>	<p>4.7 “By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development [...]”</p>	<p>1) Improve and adapt our existing business model and company offerings with a greater focus on the new technologies, strategies and tools that advance businesses towards a more productive and sustainable future.</p> <p>2) Invest in new resources, journalists and platforms to better engage in a larger, more senior audience.</p>	<p>1) Last year we produced and distributed 15 reports focused on sustainability, including “The Future of Sustainable Packaging”, “The Future of Energy” and “Sustainability: The Future of Business”.</p> <p>2) We have hired new journalists with the sole purpose of generating sustainability focused copy and built a new platform specifically to promote the corporate engagement within the SDGs - www.17GlobalGoals.com.</p>	<p>We have shifted our business model to promote the SDGs across all of our public facing channels. Of the c2.66 million views our content tracked in 2019, about 1.2 million were of content we had produced specifically to ensure that our viewers could acquire the knowledge and skills to incorporate the SDGs into their business.</p>
 <p>9 INNOVATION AND INFRASTRUCTURE</p>	<p>9.2 “Promote inclusive and sustainable industrialization and, by 2030, significantly raise industry’s share of employment and gross domestic product [...]”</p>	<p>1) Create sustainable focused Innovation and Infrastructure reports that promote inclusive and sustainable industrialisation.</p> <p>2) Engage senior decision makers in the report to encourage and action change.</p>	<p>1) Business Reporter produced 15 sustainability reports in 2019 with 12 of these specifically designed around inclusive and sustainable industrialisation.</p> <p>2) We have invested in new software, developed new techniques and built new distribution partnerships to increase meaningful engagement in these topics.</p>	<p>By forming 39 partnerships with relevant organisations like the association for Business Psychology, MIND and a member of the House of Lords, we were able to engage a senior business audience of over 1.2 million on the importance of Goal 9. We have committed to producing 14 more inclusive and sustainable industrialisation reports over the course of the next 12 months in addition to covering broader aspects of sustainable innovation and infrastructure on our dedicated 17 Global Goals hub.</p>

GOAL	SDG TARGET	AIM	ACTION	CHANGE/IMPACT
 <p>11 SUSTAINABLE CITIES AND COMMUNITIES</p>	<p>11.A Support positive economic, social and environmental links between urban, peri-urban and rural areas by strengthening national and regional development planning</p>	<p>1) Create Sustainable Cities and Communities reports that promote positive economic and social growth in urban areas.</p> <p>2) Engage senior decision makers in the reports to encourage and action change.</p>	<p>1) Business Reporter produced 15 sustainability reports in 2019 with 3 of these specifically designed around promoting sustainable and smart cities.</p> <p>2) We have invested in new software, developed new techniques and built new distribution partnerships to increase meaningful engagement in these topics.</p>	<p>By forming 13 partnerships with institutions like the Forum for the Future, the Institution of Engineering Technology and the Smart Cities World Congress, we were able to engage a senior business audience of over 300,000 on the importance of Goal 11. We have committed to producing four reports on inclusive and sustainable industrialisation reports over the course of the next 12 months in addition to covering broader aspects of smart and sustainable cities on our dedicated 17 Global Goals hub.</p>
 <p>17 PARTNERSHIPS FOR THE GOALS</p>	<p>17.16 Enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the sustainable development goals in all countries, in particular developing countries</p> <p>17.17 Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships.</p>	<p>1) Build upon existing partnerships and forge new relationships to share knowledge, expertise, technology and financial resources, to support the achievement of the sustainable development goals within enterprises.</p> <p>2) Build relationships with relevant public sector figureheads and leverage our platforms to promote their sustainability messages.</p>	<p>1) To help educate on the importance of the SDGs as well as to promote the efforts organisations make to a larger senior business audience, Business Reporter has forged 72 editorial and distribution partners over the combined total of our 2019 campaigns.</p> <p>2) We have built relationships with charities, government spokespersons and bodies of the United Nations to provide the public sector with a platform to educate our business audience on the importance of corporate sustainability.</p>	<p>Our participation in the SDG Media compact has committed us to creating compelling content that shares knowledge and expertise in how to tackle all 17 of the goals.</p> <p>Our 158 editorial partnerships with associations, charities, bodies of the United Nations and government officials have provided opportunity to create promotional SDG material. We have produced content with senior spokespeople from respected public and private institutions and are building a library of credible insight from a wide range of sectors that cover a diverse range of themes and goals.</p> <p>In addition to editorial, these partnerships have expanded the readership of our SDG content. They are increasing the effectiveness of our promotion due to the additional credibility that association with our partners provide. However, they are also influencing the content's engagement more directly; by promotion across their channels, our educational content is reaching a broader audience outside of our own spheres of influence.</p>

UN GLOBAL COMPACT COMMUNICATION ON PROGRESS

In addition to recommitting to the UN Global Compact, we have highlighted this year's actions against each principle below:

AREA	PRINCIPLE	INFORMATION ON PROGRESS
Human Rights	1 - Businesses should support and respect the protection of internationally proclaimed human rights.	We have ensured our workers are provided safe, suitable and sanitary work facilities.
	2 - Businesses should make sure that they are not complicit in human rights abuses	We protect workers from workplace harassment, including physical, verbal, sexual or psychological harassment, abuse or threats.
Labour	3 - Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.	We respect the right of all our workers to form and join a trade union of their choice without fear of intimidation or reprisal, in accordance with national law.
	4 - Businesses should uphold the elimination of all forms of forced and compulsory labour.	We ensure that the company does not participate in any form of forced or bonded labour.
	5 - Businesses should uphold the effective abolition of child labour.	We ensure that all company labour is provided by legally employed adults of working age.
	6 - Businesses should uphold the elimination of discrimination in respect of employment and occupation.	We ensure that employment-related decisions are based on relevant and objective criteria
Environment	7- Businesses should support a precautionary approach to environmental challenges.	We avoid environmental damage via regular maintenance of production processes and environmental protection system (air pollution control, waste, water treatment systems, etc.)
	8 - Businesses should undertake initiatives to promote greater environmental responsibility.	We provide emergency procedures and best practices to prevent and address accidents affecting the environment and human health.
	9 - Businesses should encourage the development and diffusion of environmentally friendly technologies	We incorporate the use of sustainable technologies and behaviours across the business and within our products/services.
Anti-Corruption	10- Businesses should work against corruption in all its forms, including extortion and bribery.	We assess the risk of corruption when doing business and specifically highlight "anti-corruption" and/or "ethical behaviour" in all contracts with business partners.