



Better informed informa's 2008 CR Report



informa
intelligence with integrity

A bit about this report

This is our fourth Corporate Responsibility (CR) report. As in previous years the report is written for two key stakeholder groups, our employees and our customers. However, we hope that all our stakeholders will find the contents interesting and informative. On the back cover of this report, you will find feedback details, we'd very much appreciate your comments.

In response to feedback from our employees the first 11 pages of the report are downloadable as a separate pdf (Informa's Bite-sized CR Report). If you're short of time we suggest you read these pages to get an understanding of what CR means for Informa, what we've achieved in 2008, and what we want to do in 2009.

More detail on our activities under our five key CR aims can be found in the full report:

- Providing a rewarding, fair and inspiring workplace Page 14
- Ensuring product integrity and quality Page 17
- Managing our environmental impacts Page 19
- Maintaining and improving customer service levels Page 22
- Giving back to the communities where we operate Page 24

Lloyd's List



Routledge
Taylor & Francis Group

 **Taylor & Francis**
Taylor & Francis Group


achieveglobal

Omega
PERFORMANCE

 **DATAMONITOR**

EUROFORUM
The Conference Company

A view from the CEO Peter Rigby



How would you sum up Informa's progress in corporate responsibility this year?

PR: As a group, we continue to make good progress in corporate responsibility from employee satisfaction to our local charity initiatives and environment and energy projects. What's more, we've found many people have been energised by our reaction to CR and understand that we do not take on activities out of corporate obligation but because we want to.

This year, the single most important events we've put on were our charity events, like our Go Bananas Fun race, as well as our Pink and Green Days. In a global group, it can be slightly hard to get everybody, everywhere in the world to sing off the same hymn sheet and we may have to work at this a bit. Our UK office initiatives are not always applicable for everyone – it's hard, for example, to get people living in Dubai or Singapore to do a mid-day run in April.

It's clear, however, that we have a lot of support from people throughout the organisation. People embrace what they can. I was particularly impressed with FitBugs and amazed at how many people got involved with it.

Has the economic situation affected corporate responsibility at Informa?

PR: We are holding the line in an increasingly difficult business environment. People everywhere are worried about jobs, mortgages and savings. All businesses in the world are looking at staff numbers. In a strong economy, it is easier to do things that have a steadily rising cost attached. Equally, when we are facing more difficult years, it would be easy to cut down on these activities. We can't, on the one hand, close an office because it's costing money – this happened to us in Mexico – and at the same time splash out on discretionary spend in another area.

The world is a difficult place yet we still hope that people will remain involved in our activities. It's all about balance. We need to do what is best for the Group in every respect, so let's try to keep up the good work.

And, although the economic situation is an obvious concern for everyone in business, other events have also had an impact on us. In the last fortnight, Bangkok airport experienced anti-government protests. Four Informa staff were stranded among thousands of other passengers. Thankfully, all are now happily home and, what's more, describe it as 'their little adventure.'

The terror attacks on Mumbai that were going on simultaneously cost us no loss of life, which is the most important thing, but did cost the business three events.

Unfortunately, these things exacerbate the overall economic turmoil. In my opinion, people will now think twice about attending an event in, or going on holiday to, Bangkok or India – and not just Mumbai. The terrorist threat hangs over us all the time, and only needs a small trigger to affect confidence generally. India will take a little while to bounce back from recent events. Lots of people do business there, so it's a bad time for a nation which is desperately trying to break free from historical events.

A view from the CEO Peter Rigby



What are you doing to deal with these events?

PR: In a difficult environment, you have to do two things. The first is to ensure your current position is safe, and the second is to make sure you do not stop thinking about your future. It's all about balance at the moment. Preserving what we are doing now is important, but so is making sure that our future business and strategy is secure.

We're not turning everything off, but we are being more cautious and not ploughing on regardless. We're continuing to invest in the right things, new geographical areas where we see good success stories, but we can't be as gung ho as we may have been in easier times.

Will you be doing anything different next year?

PR: I don't think the needs of our customers will change. They still have the same issues, which is why they still need our products.

More than ever, we will continue to motivate and look after our talented people, because they are the mainstay of our business. We will also continue to behave properly as well as communicate, communicate, and communicate. We need to let people know what's going on.

No one has been through this unique situation before. In the here and now, I think everyone has to pitch in, share knowledge and understand it's not going to last forever. At the same time, we also need to plan for the future.

It simply has to be business as normal, if normal is the right word.

CR at Informa

We categorise our corporate responsibilities under five key aims:

- Providing a rewarding, fair and inspiring workplace
- Ensuring product integrity and quality
- Managing our environmental impacts
- Maintaining and improving customer service levels
- Giving back to the communities where we operate



We employ over
9,300
people

Produce over
12,000
events

Publish over
45,000 books and
over **2,500**
subscription based
services

Our turnover in
2008 was over
£1.3bn

What were your
views about CR
before you joined
Informa's CR
committee?

Have they
changed a year
after being on
the committee?

What is your
role on the
committee?

Sounds like a
challenge?

What do you think is
the most important
thing to convey to
other employees
about Informa and
CR?

But what does CR really mean for the business? We asked [Katy McDonnell](#), a Conference Producer for ICBI, to give her view on what CR means for Informa. Katy is not only an Informa employee, she's also a new addition to the UK CR Committee.

KM: I thought it was the 'nice' side of the business.

KM: Very much so. Corporate responsibility is integral to a good business strategy. I used to think it was in a box. I've now learned that everyone does something (CR related) every day and there is a very strong business reason behind all these things.

KM: I am the Community Chair. This really means I'm a facilitator; a point of contact for all employees on Informa's chosen charities and sponsorship match-funding. I also liaise with our charity partners, Plan and WCRF, to organise events like the Banana Run and Pink on Purpose.

KM: Informa's 'archipelago of islands' style of business does create a challenge. My number one aim is to create a communication network throughout the business. This will help us to communicate what we are doing on both the community and our wider CR agenda, so we can motivate all our employees to get involved. Some individuals already jump in with great enthusiasm, and we appreciate this wholeheartedly.

Next year, I'll be actively searching for global champions to help support the community part of our CR activities. It's not a huge time input, but will be very satisfying.

KM: Corporate responsibility is everyone's responsibility, from top to bottom. It's understanding that it's not fluffy and abstract and not just about charity work. We also look at the environment, product related issues and employees too. All four are extremely important to the business as a whole. The CR committee is just starting to scratch the surface to help us all to do more.

Oh, and one other thing – we like volunteers. Please get in touch!

Looking ahead to 2009

Keith Browlie, Director of CR, tells us how CR has developed at Informa and what his priorities are for the year ahead.



Have your views of CR changed since the start of your current role?

KB: After 4 years? Absolutely.

CR at Informa is often perceived as a charitable, 'good deeds' process.

Yet, CR is intrinsically linked to the needs and values of the business, and some aspects of it are business critical.

It helps strengthen fundamental organisational platforms, for instance, attracting and retaining bright employees, ensuring the quality and integrity of our product and safeguarding customer information.

Other processes are highly valued too, whether that's improving our supply chain credentials, reducing energy consumption or supporting global and local communities.

Together, these are the lifeblood of a strong business.

Now, with the changing economy, there's increasing edge. Business leaders are, quite rightly, focusing sharply on the bottom line. CR won't get sidelined at Informa. It is increasing in importance.

What is the single most important thing for CR to achieve now?

KB: It needs to go global. We need more involvement and a wider array of people. We all have our day jobs, but this is at the heart of the business and something we all do as a part of our own processes.

We need to create more opportunities, discover new ideas and bring more people on board so CR becomes ingrained in our every day global practices.

What does the CR Committee do?

KB: The committee is responsible for moving ahead our CR practices. We have people who chair the individual sections – Workplace, Environment, Community, Marketplace and Health & Safety.

The HR team has made some great leaps forward this year with, for instance, our YouTube videos which show the style and ethos of our company to help recruit more good people.

Community is all about supporting charitable causes aligned with our business values.

Bringing health and safety into the committee was a logical step as it maintains a healthy environment for customers and employees.

Marketplace considers our supply chain, ensuring we're working with reputable organisations. We aspire, also, to have the best editorial and conference content as part of our social responsibility.

Looking ahead to 2009

Keith Browlie, Director of CR, tells us how CR has developed at Informa and what his priorities are for the year ahead.



The other big issue for us all is the environment. As a business, we've had to look very hard at how we can make our processes better. This could be saving energy at individual offices or making sure our paper suppliers are behaving responsibly too. In these more stringent days, we need to question who we do business with. These are slow burn processes in a business the scale of Informa. We are starting the process, yet we've got a long way to go.

People who get involved are really making significant changes and getting noticed by their own management, as well as at board level. For instance, Ricky Sturgess, who Chairs the Environment section, has just been given an award for reducing UK energy costs by £66k (\$95,100). He has made a direct impact on the business – and to his profile.

How would you like to develop CR in 09?

KB: I think I speak on behalf of the committee when I say that we feel like we're scraping the edges of CR at Informa. We've come a long way, but there is so much more to do. To take it forward, we need more ideas, initiatives and pairs of hands.

What is the biggest hurdle?

Informa is well aware of balance. As a business, we need to encourage ideas and create resource. Yet we need an undercurrent of employee support. No one has to do this extra activity, but there are advantages for the people who do.

People get involved with CR and are sometimes unsure at first, but with support, they quickly gain confidence so they can run with new ideas. I can't think of a better way to improve your profile in the business.

How do we jump the cynicism hurdle?

KB: Cynicism. People wonder what CR is all about, why we're doing it and if it's a temporary trend.

It certainly isn't. This company is serious about doing what it says it will. And as mentioned before, CR is an intrinsic part of the business – not a lightweight add-on.

What one message would you like to tell employees?

KB: If people take part, we will support them. They can see it's not tokenism. We provide the support and financial resource to help people take their ideas forward. We want to empower people to create ideas and make change.

KB: Believe that you can make a difference to yourself, to the company and to the wider community.

By stepping up, you can improve your own skills, capability, understanding and profile in the business. Plus you will be helping others. We like a healthy debate, so let us know what you think or how you want to get involved. Go for it.

Overview of the year

- Informa donates £5k to Plan International & the CPS, Hyderabad
- Flexible benefits package re-launched
- Forum trains 200 Patient Navigators for the American Cancer Society



- New graduate recruitment website launched
- Consolidate London offices, thereby reducing our energy usage per person



FTSE4Good

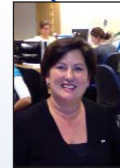
- Informa once again listed as a FTSE4Good company
- Collette Leong-Son wins Global Employee Of The Year

December

November

informmybenefits

January



February



- Informa canvases staff opinion via its 'Values Survey'
- ESI launches Virtual Classroom



October



- £26,000 raised for cancer charities on Pink on Purpose Day
- T&F get their hands dirty on New York Cares Day

September

- Informa partners with WWF for a Global Green Day
- Informa launches Green Travel Guide
- Informa introduces Fitbugs



March

- Informa's CR report published



April

- Informa Goes Bananas, raising £64,000 for WCRF



May

- Informa listed in 'Britain's Top Employers' survey
- Informa raises over £19k for the RedCross Chinese Earthquake Appeal



August



- Informa Healthcare USA hosts Wellness Fair for staff

June

- T&F receives Forestry Stewardship Council Standard
- Informa launches YouTube Recruitment Videos
- Claire L'Enfant wins best People Manager at UK's Mothers At Work Award



Mixed Sources
Product group from well-managed forests and other controlled sources
Cert no. SES-COC-004704
www.fsc.org
© 1996 Forest Stewardship Council

Another busy year...

Performance against 2008 targets

Providing a rewarding, fair & inspiring workplace

➤ 2008 Target ◀



Result



Ensuring product integrity and quality



Performance against 2008 targets

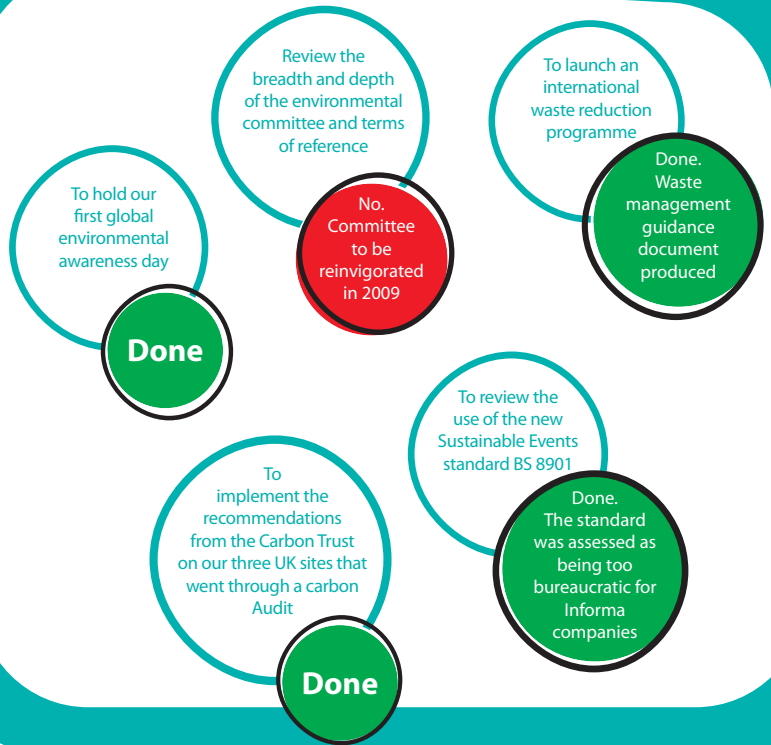
2008 Target



Result



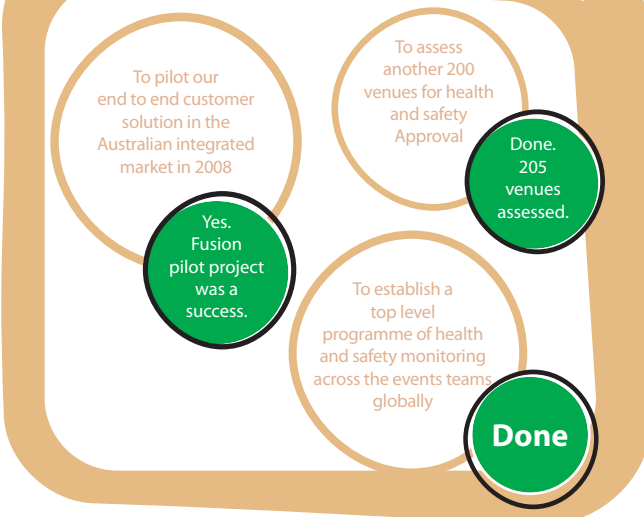
Monitoring our environmental impacts



Giving back to the communities where we operate



Maintaining and improving customer service levels



2009 Targets & Objectives

Providing a rewarding, fair & inspiring workplace

- Launch new staff survey format
- Continue to focus on innovative ways to attract, retain and develop staff, looking, in particular, at new/social media
- To role out our occupational health scheme across the UK
- Reduce staff turnover from 28% to 20% by end of 2010 (UK, USA and Dubai)
- Health and Safety training for all premises to be included as part of the revised Health and Safety management system and targeted at every member of staff

Ensuring product integrity and quality

- Raise awareness of the Informa Editorial and Content Code among all publishing businesses, as well as conduct internal training
- Printing closer to the market for publishing – perform study and produce results
- Source 10% of written content from emerging markets by 2010
- Investigate at least one CR opportunity for each of the core business units

Monitoring our environmental impacts

- Reinvigorate the Environment Committee (continuation of 2008 target)
- Hold second global Environment Day
- Launch a green travel policy
- Gather energy data from across the entire UK business
- Add an environmental section to the current venue supplier approval process
- Roll-out print supplier environment programme across key journal print suppliers

Maintaining and improving customer service levels

- Maintain Group Renewal Subscription rate at 95% or above
- Continue to improve our customer service levels and performance in line with our customer's priorities, as measured through our customer service survey
- Increase responses to the customer service survey to at least 10%, and increase to 90% or more the positive response to the question "was there anything more we could have done to make the registration process easier for you?"
- Total review of H&S management system for each business sector

Giving back to the communities where we operate

- Review our community involvement strategy
- Get Informa staff involved in the global Plan partnership through volunteering opportunities
- Further develop partnership with WWF
- Develop a robust system for collating community activity data from all global initiatives (continuation of 2008 target)

How we manage CR at Informa

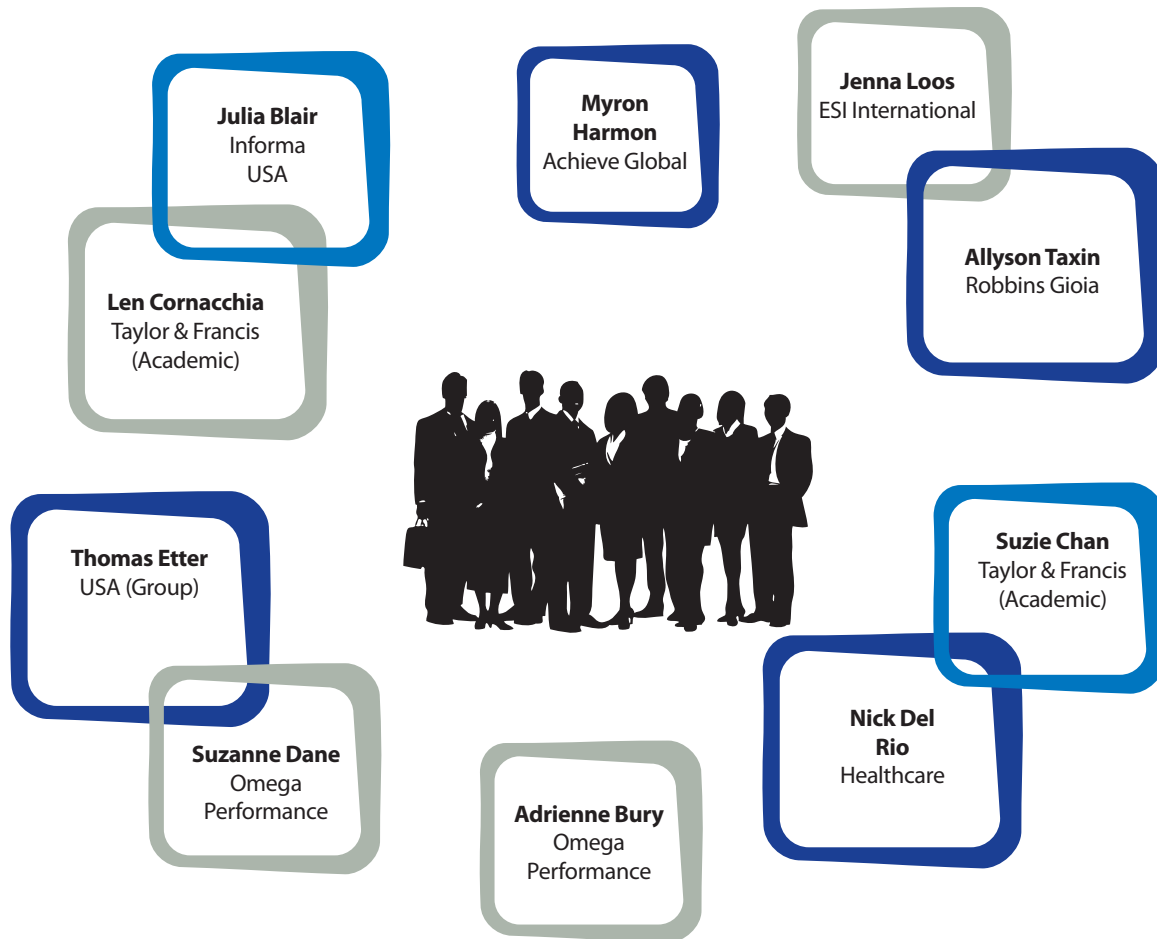
It is the job of our CR Committee to review our corporate responsibilities and aims. The CR Committee is based in the UK, and is made up of staff from the various Informa businesses, as well as staff with key functional roles for both the Informa Group and Informa's UK operations.

Recently we also established a local CR Committee in the US to drive CR policy and activity within that important market. We intend to replicate this model in other key Informa markets.

The CR Committee in the UK is made up of:

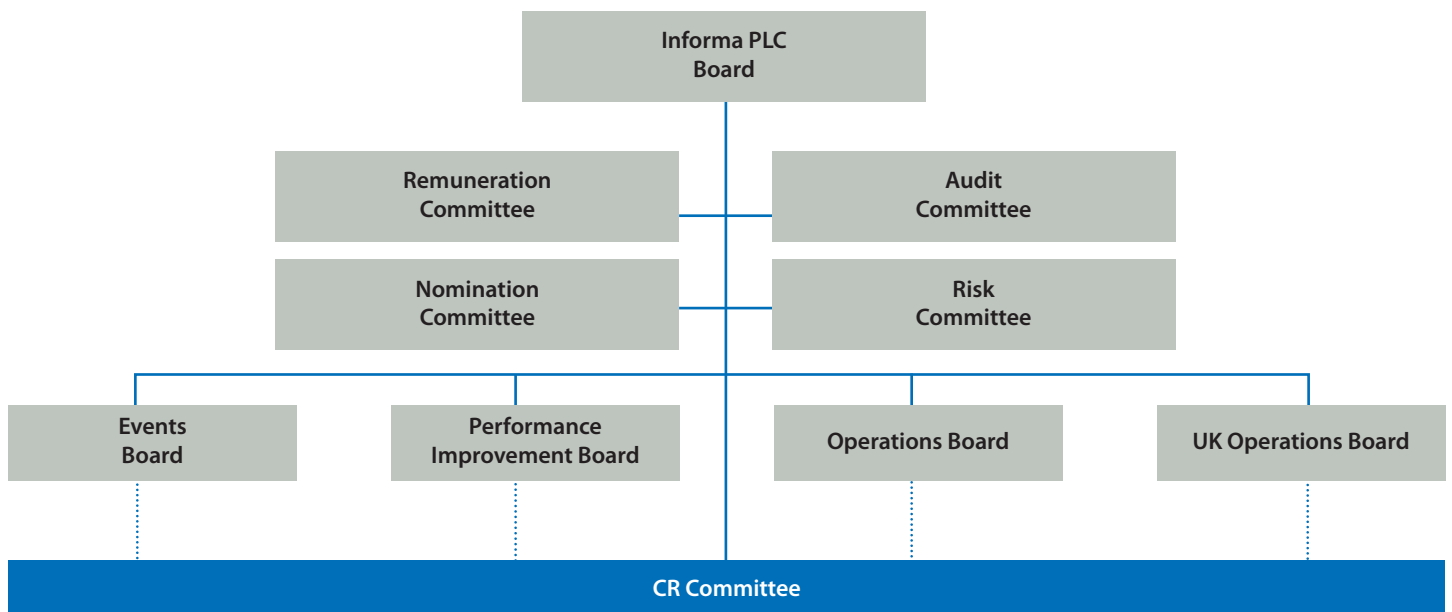


The local US CR Committee is made up of:



This diagram shows how the CR Committee reports in to the wider Informa management structure. Overall Group responsibility for CR rests with our CR Director, Keith Brownlie, who is also Group HR Director.

We are also a member of the MediaCSRForum, a membership organisation that brings media companies together to collaboratively develop a better understanding of the implications of CR for the sector. Many of the CSR issues faced by media companies are unique. So, it is important for us to have a space in which we can identify areas of high priority and then discuss these both with one another and our key stakeholders. In 2003 the forum commissioned a stakeholder engagement exercise in order to validate the focus areas for the group. Some of these areas have unique implications to the sector. These include: diversity of output, accessibility, security, privacy, freedom of expression, creative independence, transparency of process, impartiality and balance, and media literacy. In 2008 the forum once again conducted a stakeholder engagement exercise, the findings of which were shared with the Informa CR Committees.



Providing a rewarding, fair and inspiring workplace



Informa's Graduate Website

informa
academy

Our businesses are successful because they are managed by bright, innovative, and ambitious people. Although it might sound obvious, we need to offer a rewarding work environment, including the possibility for career development and a flexible benefits package, to attract and retain the right people.

In 2008 we looked at our recruitment process, from exploring new and interesting ways to engage with potential new employees to better communicating the wide range of opportunities we have across our varied global business brands.

Whilst our diverse brands present our staff with endless prospects, we, as a business, will continue to tackle the challenge of fostering greater co-operation between them.

Attracting the best people

We have a relatively young and dynamic work-force; the average age of our employees being 34. As our businesses have grown we've actively recruited bright and ambitious people, and one of the ways we do this is through our graduate recruitment programme. The graduate programme has been in place for several years. It is not only open to graduates fresh out of university but also to people already within the business who have shown the necessary skills to succeed on it.

The variety in our businesses presents an exciting opportunity for our staff but can also make it difficult for potential new applicants to understand just what we can offer them. To deal with this issue, we set up our Informa Graduates web-site this year.

www.informa.com/graduate

Our Informa Graduates site includes blogs from staff who have recently been through the graduate programme as well as a series of 'a day in the life' clips in which our staff talk about the role they hold within the business.

As well as the new graduate recruitment site we've also put together several short videos about what it is like to work at Informa. In the clips, staff share their experiences as well as

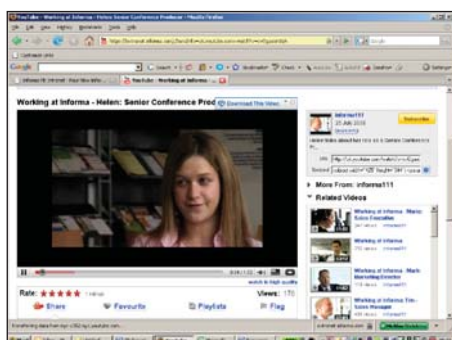
explain what the Informa Values mean to them. The interviewees come from a range of businesses, roles and seniority. These 'job role' videos are all available to download from YouTube and our Informa Graduate web-site for anyone interested in learning about what it is like to work for an Informa business.

Informa Graduates have the opportunity to join either the Sales or Media Academy. Each involves an extensive 12 month training programme, fast track progression, and the opportunity to work in various businesses within the Informa Group.

Developing our staff

The Informa Academy also continues to offer wider in-house training to all employees. The training sessions cover a variety of topics including: 'achieving service excellence', 'the fundamentals of marketing', and 'social media and websites'.

Informa believes in growing its talent from within for two important reasons; both of which are vital for a strong business. Firstly, we think that stimulating and challenging our staff will provide them with positive learning and development opportunities, and secondly, we like to keep our recruitment costs down!



Staff Blogs: 'A day in the Life' at Informa

In 2007, we developed Transformed Careers in Second Life to support internal talent management processes at Informa. Although hailed as innovative by the media, the reality is that virtual business worlds haven't really taken off yet, so we've had to re-think our approach to talent management to help see us through a new set of economic challenges.

An example of this is succession planning. Instead of doing it virtually, we will now make sure that managers can have open discussions with their staff about career planning and the training they will need to reach their objectives. We hope this creates a win-win situation in which talented employees will be supported in making career choices that will also help our business perform better.

We will also now place a particular emphasis on sales development. HR teams are in the process of identifying a core level of expertise as well as developing a set of goals that will start with sales managers and then be rolled out to all team members.

Listening to our employees

Each year, we send out a staff survey to give employees an opportunity to tell us where they think we are doing well and where less so. For the past few years we have asked staff to rate our performance under each of our core values, the Informa values.

For the 2008 survey we received 2,910 replies representing almost 30% of our global workforce.

The most improved score was for the value 'Innovative', whilst staff told us we had also done better in the two areas of 'Non-Bureaucratic' and 'About Quality'. We scored about the same for 'Rewarding' but recorded a poorer score for our last three values, Market Focused, For Profit, and Open.

In 2008 we conducted a review of our staff survey. Our conclusion, supported by feedback received from staff, was that the existing survey was too focused on the business itself and did not give employees enough opportunity to tell us what it is really like to work for the Informa Group.

At the end of 2008 we developed a new staff survey which now covers a much broader set of questions. We asked members of our CR Committee to comment on a draft version of the survey at a committee meeting and we plan to incorporate their views. The new survey includes questions on how well our staff think we are performing against our CR targets and objectives.

The final revised staff survey will be launched in early 2009 and the results reported in next year's CR Report.

Real people have real lives!

The majority of Informa's UK employees are women, so we know that they are vital to the strength of the business. We have a number of policies in place that enable women to work flexibly, maintain a good work/life balance and still have fantastic career opportunities.

A working example of this is Claire L'Enfant at Routledge. Claire recently won 'Best People Manager' at the annual Mother at Work Awards, sponsored by Sarah Brown and hosted by No. 11 Downing Street. The judges were particularly impressed that Claire had been successfully balancing the needs of the business with those of her staff long before it was fashionable, or required by law.

We also recognise that people not only want to be able to work in different ways, they also want to be rewarded in different ways. In response to this, Informa introduced its flexible benefits programme several years ago. Each year, this is relaunched to take into account the changing needs and requests of our employees, as well as new and better products that come onto the market. In 2008, Informa's benefits strategy was recognised as one of the top 4 most effective in the UK. What's more, the team who created it is acknowledged as one of the best too. They were shortlisted in the Employee Benefits Awards, alongside organisations like O2, Lloyds TSB, Asda and Norwich Union.

In 2008 we not only improved already existing benefits but also added new ones to our portfolio. We introduced:

- health screening for partners
- a medical insurance that does not take medical history into account
- bike vouchers from Halfords
- childcare vouchers with a new provider that can offer better discounts
- and retail vouchers (including a discounted gym membership rate for employees, their friends and family)

Helping staff to keep fit and healthy

In 2008, Informa's maritime and transport division piloted an absence management programme that was so successful, we shall now be rolling it out across the UK. Over a six-month period, the division's staff were offered pro-active health support at work, which helped to encourage a new culture of openness between managers and employees around health-related issues.

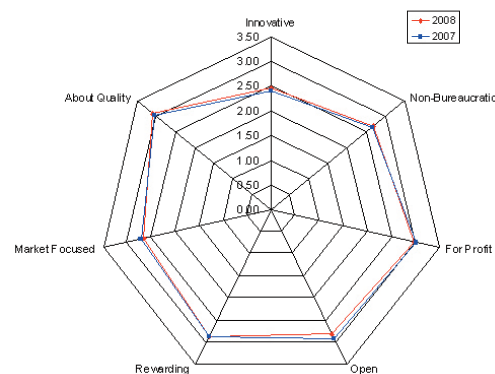
Over the trial period, absence rates fell by a huge 60% dramatically reducing associated expenditure, such as the cost of temporary cover, and improving productivity.

Recognising excellence

Every year we hold employee awards in various countries. We also hold an award for the Global Employee of the Year, with entrants accepted in November and the winner being announced in the early new year.



In January 2008 **Colette Leong-Son**, Divisional Manager of ICBI London was awarded Global Employee of the Year 2007.



Staff Survey Results



In 2008 we were included in Britain's Top Employers awards. This award is given to companies whose performance has been judged against the following criteria by an independent panel of experts:

- Pay and benefits
- Career & Training
- Knowledge Management
- Employee Relations
- Diversity
- Leadership
- CSR
- Environmental Sustainability

informmybenefits



Employees enjoying Informa Healthcare USA's first Wellness Day

As part of the Health and Wealth agenda, Informa are launching an online health and well-being programme in 2009 called Fitbugs. On Green Day, our London offices were treated to a sneak preview of the programme, which is designed to encourage both healthier and lower carbon lifestyles.

"Being green is a way of life, and keeping healthy ties into reducing energy consumption fully," explains Linda Hilliard, UK Rewards Manager.

Over 100 employees, including Peter Rigby, Chairman, and Keith Brownlie, CR Director, booked in to measure their BODY MASS INDEX (BMI), body fat percentage, resting heart rate, blood pressure and body weight in hi-tech labs.

Keith Brownlie, Group HR and CR Director, sums up: *"this is a great initiative. I think this could be the starting point for a lot of focus on personal fitness. If we have a group commitment to help each other become fitter, we could be even more successful."*

On June 27th, 2008, Informa Healthcare USA had its very first Wellness Fair. During the Wellness Fair, employees had the opportunity to receive a wide range of free health screenings, including: Chiropractic Screening, Physical Pain Evaluation, Nutrition/ Holistic Health, and hypnosis.

All of the Wellness Fair health screeners are accepted by our United Healthcare plan. In addition to the free health screenings, a light, healthy lunch was provided and free prizes were given out.

Keeping employees safe

Potential health and safety risks surround us all. In the UK Informa's Health & Safety (H&S) Manager, Andy Favell, creates an on-going programme of safety both for Informa's own UK business sites as well as the sites used for the company's commercial events.

Over the last three years, we've been training all events staff in H&S management procedures, including venue assessments, looking at how an event will be put together from a H&S point of view and giving verbal and written H&S briefings to staff and events delegates.

Making sure that staff are up-to-date on H&S becomes even more important when you find out that we approved 204 venues and 97 events contractors last year. All of these are now on our approved suppliers' list on SAP.

It is the job of our health and safety co-ordinators and managers to minimise risks on Informa's own operational sites.

As Corinne George of Agra Informa explains: *"some employees think that health and safety is a bit like a 'big brother' telling them what to do but when you explain that it's all about making sure they're safe and well cared for, then we get more attention and, often, their help"*.

In the UK, accident data is gathered for all operational sites and actions are put in place to reduce common trends. In 2008 our RIDDOR notifications per 1,000 employees for the UK were 0.1, the same result as for 2007.

All UK staff accidents by type in 2008:

Employee Health and Safety (UK only)	2008	2007
Number of Employees Receiving Health and Safety Training	247	182
Non-Compliances / Enforcement Notices Issued	0	2
No of Internal Compliance Audits	8	5
No. Incident / Accident Reports Submitted	45	33
No. of Accidents	45	38
Total No. of RIDDOR Notifications	1	1
No. Of RIDDOR Notifications Per 1000 Employees	0.1	0.1

Ensuring product integrity and quality

Informa holds over 10,000 events annually; publishes over 2,500 subscription-based information services including academic journals, real-time news and structured databases of commercial intelligence; and has more than 40,000 academic and business book titles in print.

We took a decision a long time ago to compete on quality and that is what our customers have come to expect. All our businesses compete within highly competitive markets so to maintain our customer base we need to ensure that our customers continue to receive the best products available on the market. Our customer retention rates show us that this focus has led to an incredibly loyal customer base across all of our customer groups.

Maintaining editorial integrity

Informa provides specialist information and services for the academic, scientific, professional, and commercial business communities. Our readers and the people attending our conferences expect expertly researched, balanced, truthful and reliable content.

In 2007 Informa established the Editorial & Content Code. This Code was developed with the help of the Editor of Lloyd's List, the leading daily newspaper for the maritime industry, which celebrates its 275th anniversary in 2009.

As Christopher Mayer, Executive Editor, explains, the Editorial & Content Code is particularly relevant to his publication. *'Lloyd's List is a highly-respected paper of record; the maritime industry relies on its content and analysis for commercial and legal decisions, so it is vital to ensure integrity and accuracy.'*

Informa Editorial & Content Code

- Informa aims to produce information: news, insight, data analysis and content based services of the highest quality, accuracy and integrity that our customers can trust and value. To achieve this, Informa's editorial and content providers – both staff and freelance contributors – shall maintain the highest professional and ethical standards.
- They shall ensure that all work is fair and accurate, differentiates between fact and opinion, and clearly distinguishes editorial from advertising or other content.
- Informa editorial and content providers will have independence of

decision-making and shall obtain information only by straight forward means unless justified by overriding consideration of the public interest.

- No one shall take private advantage of information gained in the course of their work. Conflicts of interest, either professional or personal, must be avoided or declared. We will not produce material which could lead to discrimination through race, gender, colour, religion, age, disability or sexual orientation.
- Any significant inaccuracy or misleading statement once recognised will be corrected promptly, and a fair opportunity for reply given when reasonably called for.

As a leading media company, Informa constantly looks for new and innovative ways to communicate with its readers. An example of this is Lloyd's List's new digital edition that combines greater accessibility with the look and feel of a traditional newspaper. Christopher Mayer believes that the Editorial & Content Code is increasingly relevant in the digital age. 'Reporters no-longer have the luxury of lengthy deadlines as the demands of our on-line paper mean we are constantly publishing information for the reader. It is vital that we maintain the integrity of our information in such a fast-moving business environment'.

What about our conference content?

One of our targets for 2008 was to assess Informa's Code to see whether or not it was applicable to the content of our conference businesses. We came to the conclusion that we could easily apply it to the content of any of our businesses, whether a science journal or conference.

Lloyd's List



Christopher Mayer, Executive Editor



Lloyd's List's Digital Edition



Barry Clarke, Managing Director of T&F Asia Pacific



The China Economic Journal is published in association with the China Centre for Economic Research, Peking University. The Centre's director and one of the driving forces behind the China Economic Journal, is Justin Yifu Lin, who was recently seconded to the World Bank as Chief Economist and Senior VP.



Cityscape Hits the Headlines



Cityscape's Royal Seal of Approval

In 2009 the company will introduce formal training and awareness of the Editorial & Content Code across all relevant businesses – both publishing and conferencing. This training and awareness initiative will cover staff editors and writers, conference researchers and organisers, and freelancers who are used across the business.

Locally Sourced Content

Balanced content includes ensuring that we consider content and opinion from across the globe, including emerging markets.

In 2008 Peter Rigby set a challenge to the business to source 10% of its written content from emerging markets by 2010. Taylor & Francis (T&F), a global publisher of academic books and journals, is one of Informa's businesses responding to this challenge.

Barry Clarke, Managing Director of T&F Asia Pacific, explains why this is so important: 'academic journal publishing is historically very Anglo-centric, I know there is a lot of high quality research being undertaken in my region and having the 10% target helps to drive us to seek it out'. Barry goes on to explain that 'as an academic publisher, it is important that we consider other points of view; if we always take editorial decisions in, say, London, Munich, or New York we won't necessarily challenge prevailing paradigms – just at the moment, it is particularly important to challenge some of our base assumptions'.

Barry admits the 10% of content from emerging markets is a challenging target given the high standards expected of T&F as a leading peer-review publisher: 'we're getting plenty of submissions and actively seeking institutions in Asia to partner and publish journals with; I reckon we're at 5% of total content already so the challenge is to increase that to 10%. Journal publishing is highly collaborative with academics working across national borders so measuring progress towards the 10% target is not without complications. The target must not be at the expense of quality'.

Our businesses are now more proactively seeking out quality from emerging, as well as established, markets. An example of this is the newly launched China Economic Journal, which examines and analyses the latest developments in the Chinese economy and government economic policies. The discussions with Peking University that eventually led to the partnership behind the China Economic Journal began over four years ago: 'We think in terms of at least 4 years not four quarters so much of the work to achieve the 10% target is already well underway'. T&F Asia Pacific are implementing the following initiatives to support the target:

- increasing the number of editors based in Singapore from two to four by early 2009 and then possibly five - one editor will be seconded from head office;

- employing a second editor based in Beijing in 2008;
- getting not only editorial staff but also marketing and sales staff to be part of the process of building partnerships with local academic organisations and associations;
- constantly raising the profile of Taylor and Francis and our imprints (Routledge, CRC Press, Psychology Press, Garland) at the relevant regional conferences.

The target for 2009 is to continue to develop the written content from these emerging markets so that we hit our 10% target by 2010.

Growth through excellence

Unsurprisingly our growth is dependent on our delivery of excellent products and standards. Our brands are held in high regard for reliable, high quality and useful content, and are priced appropriately. Cityscape is a great example of one such brand.

Royal Approval

Cityscape is a real estate event that began life in 2002 in Dubai with 900 participants from 41 countries attending. Six years later 32,442 people attended the event from 107 countries, with the floor space having grown from the original 500 sq metres to 25,000. In 2007 Cityscape became a biannual event in the Middle East. The capital of the UAE, Abu Dhabi, was a natural choice for a second location because of the fantastic projects announced there over the last year. In its first year Cityscape Abu Dhabi attracted over 15,500 participants from 71 countries.

This year the event was opened by General Shaikh Mohammad Bin Zayed Al Nahyan, Crown Prince of Abu Dhabi; after his attendance we received a formal request from the Abu Dhabi government that they would like us to extend the event by one more day, which of course we did.

Royal approval is a major feat and an accomplishment of which we are immensely proud. The brand has also now expanded globally with Cityscape events taking place in Shanghai and Singapore. Sadly the event planned in Mumbai in November this year had to be cancelled due to security concerns.

Cityscape's support for local charities across the globe

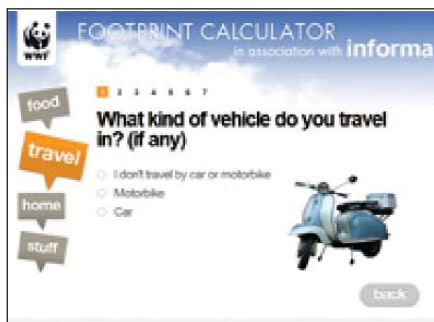
Our Cityscape team has developed an initiative to support charitable organizations and initiatives around the world.

At each real estate event Cityscape offers free exhibition space and ready-built stands to non-profit organisations looking to help impoverished countries through projects that include building schools and low cost housing.

Managing our environmental impacts



Sean Carroll, winner of Informa's Green Day Photography Competition



Informa/WWF's Carbon Calculator

When considering the scale of global environmental issues, such as climate change, you may think that Informa has a relatively small impact. But with over 10,000 employees working in more than 40 countries, producing 40,000 printed publications and holding more than 10,000 events annually, it all starts to add up...

Over the past few years we've been capturing the scale of our impacts, firstly to understand them and ultimately to find ways of reducing them as much as is possible. This has been a challenge and we still have a way to go. There is no doubt that, from a business perspective, sound environmental management has delivered tangible financial benefits and that over time these benefits will become more and more attractive.

But to deliver maximum returns we all need to get involved and that's where our Global Green Day came in.....

The Global Green day and WWF

In September we challenged our employees to focus their minds on protecting the environment. We partnered with WWF for the day who helped us to create an online Informa Carbon Footprint calculator (pictured). The response from each and every Informa office worldwide was amazing, with over 1100 people entering one of our 3 competitions or calculating their carbon footprint.

Keith Brownlie, CR and Group HR Director, adds, "To achieve 12% employee participation over just a few days, in a busy company spread all over the globe, is incredibly impressive and shows great staff involvement. We want to see this as a big step in the long-term plan. By the amount of emails I've received, I know people have embraced it and that environmental issues are hugely important to many individuals".

What motivated you to lead the environmental challenge?

Local initiatives deliver big returns

Informa supports local empowerment in dealing with our environmental issues and there are some great examples of people spearheading major initiatives. We interviewed Ricky Sturgess our Facilities Manager at Milton Park and asked him to explain what motivated him to take on this challenge.....



RS: Originally, I was never really into it. But I was working one weekend; it was dark and I was waiting to finish a contract. I didn't have the main office lights on and I could see all the little standby buttons. It sounds a bit petty, but I went around the floor, counted up the lit standby buttons and put a ratio and a percentage on them. I'd already counted one on twenty-four-hour use, and I thought if that was left on every weekend for the rest of the year, that would be about £3,000 a year. It's not just the cost; it's the energy that's used to create that and all the CO2 emissions that could have been reduced. And that's where it started....

So what have you managed to achieve at Milton Park?

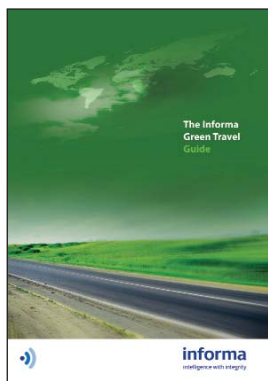


Mixed Sources
Product group from well-managed forests and other controlled sources

Cert no. SGS-COC-004704
www.fsc.org
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Office Operations: Environmental Management Best Practice Guide Part 2: Managing waste



Informa Green Travel Guide

RS: When I first came here in 2005 we looked at recycling and decided to bring in the recycling bins. In 2005, we were managing about 30% recycling. Now we're achieving about 72% average which is very good, considering the size of the office.

Our next big step was reducing energy consumption and bringing in green energy. The latter is going to be a bit of a struggle at the moment with the market rate costs – but by this time next year, I'd like to have all the offices on a decent contract with an element of green energy. So far the energy efficiency initiatives implemented at Milton park have reduced energy consumption by just over 35%, generating a saving of £60,000 per annum.

UK Energy efficiency and Waste Management

Carbon Trust Audits

Last year we commissioned carbon audits from the Carbon Trust of three very different office locations in the UK. We have since been using the results to formulate energy efficiency plans for each of these sites.

Consolidating our waste management contracts

Throughout the UK we have been looking to centralise our waste management contracts with one supplier in order to maximise our recovery and recycling opportunities.

Best Practice Publications

This year we have developed two more of our environmental best practice guides.

The "Office Operations: Environmental Management Best Practice Guide Part 2: Managing waste" helps our facilities managers to reduce waste, find ways of using less resources (and therefore spend less), get more out of what is used, and reuse or recycle any unavoidable waste. By increasing efficiency in this way, our businesses can maximise their outputs and increase profits, whilst also saving valuable resources and helping the environment.

The "Informa Green Travel Guide" has been put together by Informa's Corporate Responsibility team to help both individuals and departments think about how they may be smarter in the way they use transportation, both as a way to reduce personal and corporate costs and to reduce our collective environmental impact.

Both of these are available on the intranet under 'My Environment'.

Managing the impacts along our supply Chain

FSC certification for T&F

In June our three UK production sites – MP2,

MP4 and Psychology Press in Hove – were awarded official certification by the Forest Stewardship Council (FSC), which permits us to mark the papers we use as coming from well-managed forests.

The FSC's certification is the most widely recognised and fastest growing certification system in the world. Understandably, this prestigious certification is not bestowed lightly, and the FSC conducted two rigorous audits, subjecting both us and our suppliers to close scrutiny.

They checked all aspects of our production processes, from how we transport and store our books and journals to how invoices are handled. Outsource agreements and internal guidelines on best practice have had to be drawn up, and training programmes implemented.

At present, all our journals are printed on FSC approved paper, and three of the four main stocks we use for books can also be traced back to forests certified as well managed by the FSC.

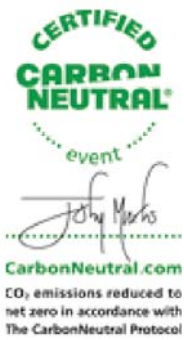
The award marks out a real commitment to corporate social responsibility and sees us taking a decisive lead which other academic publishers are set to follow.

Print suppliers

This year we developed a new assessment framework to enable us to screen our print suppliers against good practice social and environmental criteria. We have piloted the framework with one of our key UK printers in 2008 and are now reviewing their feedback. In 2009 we will roll out the programme to our key print suppliers.

Conference suppliers

We have also been looking at an environmental assessment process for screening our conference suppliers. We have initially focused on venue owners and managers who are currently assessed on their Health and Safety (H&S) credentials. We have extended our H&S questionnaire to include environmental and social criteria and will be piloting the new system in 2009.



Case Study: Print Local

Nigel Eyre of Routledge and Andy Pitts of T&F have both been working on the feasibility of local printing to reduce environmental impacts.

Over the past two years they have developed new systems and procedures to enable them to manufacture books at locations nearer to where they will eventually be sold. Instead of printing all books at one location and then shipping globally they are now able to print books in the UK and US simultaneously. The benefits of this are:

- No delay in publication waiting for books to arrive at our US warehouse
- Less damage to stock as it is travelling shorter distances
- Reduction in our carbon footprint
- Tighter control over our global inventory
- Reduced administration

Informa already prints in India, Singapore and Australia to fulfil local orders. The next stage of the development of the Print Local model will be having the option of printing simultaneously in the UK, US and Singapore (the locations of our warehouses).

The progress has been promising and we are definitely encouraged. But, in 2008, we only 'split printed' or locally printed around 60 book titles out of a total of 2,000, so there is still some way to go.



Case Study: ICBI's Transfin Conference goes carbon neutral

ICBI's 2008 Transfin Conference was a carbon neutral event. We asked Dr Andy Southern, Managing Director of Transport Planning and Management for the company Atkins, why they sponsored the event to go carbon neutral.

Where did you see the value of a carbon neutral sponsorship package?

How have carbon issues affected the way that Atkins operates?

How do you view CSR in relation to your overall business plan?

AS: Climate change is undoubtedly the biggest challenge we face and one that Atkins has put at the centre of its service offering. Promoters and funders in the transport sector need to ensure that investment decisions not only take account of the carbon implications, but that a move to a low carbon economy changes the capital programmes they pursue and invest in. Sponsorship helped us draw attention to this fundamental shift in how we appraise and design projects and promote our expertise.

AS: In early 2008 Atkins embarked on a group-wide initiative to raise awareness of, and broaden our expertise in carbon as a critical factor across all our businesses. In addition we are investing in developing carbon tools to enhance our service offering including developing more policy responsive models for forecasting carbon emissions from transport projects. This has enabled us to engage with our customers on the carbon reduction challenges facing their organisations and for a much greater number of our projects now to have carbon reduction as an objective.

AS: We treat corporate responsibility as integral to what we do. It is a value and ethos embedded within the professionalism and commitment of our people rather than something that simply can be reported on an annual basis. Our focus on carbon criticality and its key role in our business plans is less about corporate responsibility but more about their being a business as well as environmental imperative for Atkins to help the infrastructure industry to tackle climate change.

Maintaining and improving customer service

Although we've already discussed the importance we place on excellent product quality, we believe that good customer care goes beyond simply providing the best content possible.

In our minds, looking after our customers also means: adopting the best technology available to improve the customer experience; ensuring that any customer data we hold is securely stored; and providing a safe environment for those visiting our events.



Lloyd's Maritime & GoogleEarth

Ensuring great customer service

Informa introduced a new customer service platform in 2008 called Genesys. Essentially Genesys is a contact interaction system for all our customers.

Genesys allows our customer service staff to see a single historical view of a customer across multi-media platforms. This means we can now meet our customers' needs much more quickly and effectively. As evidence of this we are now able to respond to 99% of all emails on the day of their arrival.

Genesys enables us to route the right query to the right people at the right time, which is imperative when we are handling around 50,000 customer interactions a month. The system can prioritise customers if, for example, they have an unresolved urgent query. It will also ensure that, where possible, customers are routed through to the same customer service person with whom they last had contact.

One other important feature of the system is that it has an excellent resource library function which stores information on specific areas of the business or products. This means we are now able to quickly give targeted and up-to-date information to our customers.

Genesys also generates management reports which offer business intelligence that have helped us to pinpoint areas of our business and services that we could improve. We are now able to conduct surveys with a large proportion of our customers at the end of their contact with us. Surveys we've undertaken with telephone customers show that 93 % of the respondents would book with us again.

So, 2008 has very much been about using Genesys to enhance our customer service operations. In 2009 we are investigating rolling the system out to other parts of the business, such as Sales or Credit Control. Used alongside our other systems it will give us the opportunity to:

- See the history of a client
- Provide customers with information about our businesses that is both relevant and up-to-date

Adopting new technology

We are a media company and so it is no surprise that we are excited about new technology and are always looking for ways in which we can use it to improve the way we provide information and services to our clients.

GoogleEarth and Lloyds Maritime Intelligence Unit

In January Lloyd's MIU won the Informa Innovation Award for their GoogleEarth ship tracking interface.

Whether it's a company, ship or anything else, the principle's the same; the positions can represent static points (i.e. company addresses) or moving points (i.e. ships) and different colours and icons can be dynamically mapped to visualise the object's attributes.

So in the case of Lloyd's MIU, their real-time maritime data "draws" virtual reality ships on the globe exactly where they are in the real world at that moment in time. The tracking interface draws each ship according to its real-world physical dimensions, and in the correct current bearing. GoogleEarth also allows the ship movements to be animated, to display a selected movement track on a 3D globe, such as the ship's movements in the last 24hrs.

ESI International and the Virtual Classroom

ESI International is the leading global provider of project management training. Courses have been traditionally conducted face to face, either at an ESI arranged venue or at a client's offices.

In 2008 ESI International introduced its virtual classroom allowing students to access real time online lessons conducted by a facilitator. With microphones and instant messaging, students can ask questions, hear a tutor's



responses, speak with fellow classmates, divide into virtual breakout rooms and benefit from instant instructor polling from anywhere in the world. ESI offers courses such as contract management, project management, and business analytics.

"ESI's new Virtual Classroom has been designed to meet the evolving needs of our clients and students," said Stephen Stilwell, Product Director Online Services, ESI. "Now, our clients can easily bring geographically dispersed groups together, to learn as a team, while ensuring they have time to focus on their day-to-day work activities, all without any travel." This new service helps ESI's customers to reduce their costs and carbon footprint, as well as staff time, by reducing the need for their employees to travel.

Every virtual classroom course is recorded so students can listen to recorded modules to review information. They also can download course reference materials and tools as well as access pre- and post-course surveys and assessments.

Datamonitor up-grade their Knowledge Centres

Datamonitor is the world's leading provider of online data, analysis and forecasting platforms for commercial sectors such as the automotive or retail industries. Clients include 5,000 of the world's largest companies. Access to Datamonitor's full portfolio of research is available through a subscription service to the Knowledge Centres.

A decision was taken to up-grade the 14 Knowledge Centres after listening to feedback from staff that suggested the old lay-out could be more user-friendly. These comments were backed up in focus group meetings with key client groups. We then commissioned further research with our clients to find out exactly what they would like to see improved, after which we decided to both reconfigure and redesign the site.

Each Knowledge Centre now consolidates all information for a particular industry into a single customised online interface that includes millions of data points, thousands of pages of analysis and daily news and comment articles. Content can be easily searched and navigated to enable users to download information straight to their desktop.

Clients have unanimously told us that the new Knowledge Centres are much easier to navigate and customise.

Maintaining security and privacy of customer information

We hold a lot of information about our existing and potential customers and take full responsibility for all of it. Some though is of a particularly sensitive nature, such as credit card information.

The Payment Credit Industry (PCI) have set out a list of obligatory compliance requirements for all businesses who conduct payment card transactions and store, process, or transmit cardholder data. We've used the PCI standards to help us shape our overall protection for existing and potential customers.

In late 2006 we developed our Computer Information Standards (CIS) which cover most of our IT security, including how we meet our PCI requirements. In 2008 we developed our CIS standards further by forming a technical team with specific responsibility for ensuring that the various technical components of this are integrated across all our businesses.

Our businesses use various third party internet providers to manage their websites, and these must also be able to guarantee the same level of security that we set across our businesses.

Alongside robust IT systems we need to ensure that our staff understand the importance of protecting customer information as well as the legal and industry requirements. For example, in response to customer feedback we are now increasingly offering credit card payments at events, so it is crucially important that those staff taking credit card payments understand how to safely handle the data they are receiving.

Safeguarding this information is not only one of a core corporate responsibilities, it is also in our commercial interest to protect data that is a crucial asset to our business. In 2009 our work in this area will be led by our newly appointed Chief Information and Security Offices.

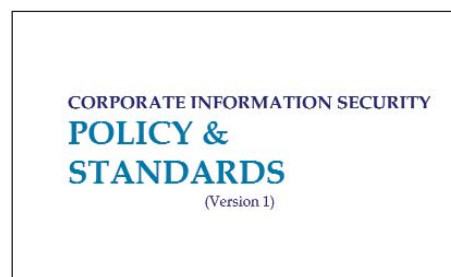
Ensuring the health and safety of those visiting our events

Over the last three years, we've been training all events staff in H&S management procedures from how to assess and select venues based on H&S requirements to overseeing the construction of an event, including carrying out risk assessments and structural checks. We have also trained staff in how to deliver verbal and written H&S briefings to both the staff working at our events and the delegates who will be attending them.

Making sure that our people are up-to-date on H&S becomes even more important when you find out that we approved 204 venues and 97 events contractors last year. All of these are now on our approved suppliers' list on SAP.



DataMonitor Gets an Upgrade



CIS Policy & Standards



H&S at Informa's events

Giving back to the communities where we operate

2008 has been a great year for Informa's Community program. Our relationship with the World Cancer Research Fund (WCRF) has gone from strength to strength thanks to our employees who have risen to the challenge of generating new and innovative fundraising ideas. We've also developed a new partnership with WWF who helped us to put together our Global Green Day, and have continued to support Plan International.

In 2009, we aim to build on these key partnerships, and are particularly looking forward to becoming more involved with the Children's Press Service in India along with Plan International. We will also develop our community strategy and will introduce local fundraising teams to help us with this.



Going Bananas in Dallas



Going Bananas in London



Sarasota Turns Pink for WCRF



Germany's Charilympics

Using our products to help the community at large

The American Cancer Society (ACS) supports newly diagnosed cancer patients and their families by linking them with a Patient Navigator (PN) who can guide them through the health system and provide them with the information they will need to understand all the services available to them.

The Informa Forum business works work with clients to help them write targeted capability statements. A capability statement should sum up the benefits of working with your organization in the most succinct way possible, and is not a sales presentation, merely a tool that, if well written, will help to earn you the right to begin the sales and service process.

PNs need to have the ability to liaise with a number of people from medical professionals to families. After hearing about Forum, ACS approached Head of Sales, Aly Brandt, to see if they could work in partnership to come up with a cost effective way to build the competencies of its PNs. With the support of Forum's Executive Leadership team, Aly, offered to do the work on a pro-bono basis.

So, Forum developed a training session for 200 PNs, which was delivered at a conference in November 2008, by Charles Fellingham, Forum Network Facilitator. The aim of the session was to help PNs to develop capability statements that they could adapt for specific situations with patients, their families and medical professionals.

Angelina Esparza, Director of the ACS Patient Navigator Programme, said afterwards, "The training was terrific and a great song to get us started. We can't express our gratitude enough to you and your staff, particularly, Charles, for the great work!"

Community Events

Informa now has a well established community events calendar which focuses on 3 key days: Go Bananas (in support of the WCRF); Green Day (in support of the WWF); and Pink on Purpose (in support of the WCRF).

Informa's 'Go Bananas' event in aid of WCRF

Informa's 'Go Bananas' event, in aid of WCRF is now our largest co-ordinated fundraising effort. This year, our offices across the world raised £64,008 (\$92,231) for the charity (£40,000 of which was matched funding from Informa) by organising fun runs and other related activities. Our NY office, for example, raised money by charging employees \$1 to have their picture taken alongside 'The Banana' as well as by selling appropriately themed refreshments, like banana bread.

Pink on Purpose for WCRF

Informa's support of WCRF also extends to our Pink On Purpose event, which, in 2008, took place on 24th October. In total, we raised £26,359 (\$37,981), 47% up on last year. Across the world, our offices organised events from pink cake sales to dress down days and pink races. David Shaw at Datamonitor even volunteered to paint his nails pink!

We would particularly like to congratulate our UK Telecoms Media business in the UK and Informa Support Services, Sarasota in the US for raising the largest single donations in their respective countries.

Community Partnerships

WWF

In 2008, Informa developed a new relationship with WWF, a charity that has achieved a remarkable amount to raise the profile of environmental issues through

research, educational programmes and partnerships with local communities, businesses and governments. This year, WWF helped Informa to put together our global Green Day, and some of our staff also took on sponsored events in aid of the charity, for which they received matched funding from us. For more information on WWF and their role in Informa's Green Day, please see our Environment section.

Plan International

Informa first became involved with the Children's Press Service (CPS) in 2006 as a member of the MediaCSRForum, whose members collectively donated £10,000 (\$14,410) to help set it up. The CPS, based in Hyderabad, India, aims to give children in India a voice by helping them to gain access to the mainstream media. It was conceptualised by a small NGO called Grass Roots Media along with support from Plan International.

The CPS collects stories about children, sends out an email alert to journalists across India, and has developed a website. It also hosts 5-day residential workshops for young people from across India who would like to develop journalism skills.

Informa has continued to support the CPS financially, donating a further £5,000 in November 2007 and then again in 2008. In 2009, however, we would like to take this one step further by not only donating money to the project, but also having a more active engagement too.

Employees from our DataMonitor office in Hyderabad would like to volunteer their skills and time to the CPS to help promote its work across the city of Hyderabad as well as directly support the young people that attend the residential journalism courses there.

Matched Funding

At Informa, we like to show our support for our employees and the charities that are important to them, so we will match the fundraising of any employee taking part in a sponsored charity event up to £250.

In 2008, Informa donated a total of £54,963 (\$79,197) through matched funding to 14 'employee charities', including:

- Making Strides for Breast Cancer – a sponsored walk for the American Cancer Institute by Informa Healthcare (USA)
- Movember – event supported by employees across Informa to raise awareness of, and money for, a variety of men's health issues, such as prostate cancer
- Great Wall of China Trek – by Datamonitor UK in aid of the Alzheimer's Society

Staff and corporate donations combined increased by just over 15% from 2007 to 2008.

Community activities around the Informa world

Informa Germany and the World Cancer Research Fund

This summer, Informa Germany's employees showed their Olympic spirit by taking part in a highly successful fundraising and team activity, the Charilympics. Employees were divided into teams to compete in events from relays to a tug of war.

Each employee found sponsors to cover an entry fee, raising a grand total of €8328 (£7,228) for the WCRF. Britta Wilstacke, HR Director of Informa Germany, said, "We are always open to new CR ideas and although many companies in Germany donate money to social projects or cultural institutions, we combine CR with employee events because they are fun and support good causes."

T&F Continue to Support New York Cares

On Saturday April 12th, volunteers from T&F New York once again participated in the annual Hands On New York Day, organized by the charity New York Cares. T&F's volunteers worked alongside thousands of others to revitalize the city's public spaces, helping to take spring cleaning in the city to a whole new level.

In December, T&F also supported New York Care's Winter Wishes programme, contributing to a record-breaking 32,000 wishes being fulfilled for children and their families across New York.

The Chinese Earthquake Appeal

On May 12, 2008, an earthquake measuring 7.9 on the Richter scale struck the Sichuan province of China, taking more than 60,000 lives and leaving over five million people homeless. Informa's employees responded both quickly and generously. Within 19 days over £12,000 (\$17,290) had been donated to the Red Cross appeal from all over the Informa globe, including a donation of £1,000 from the Singapore and Shanghai office. Staff in Informa China's office each donated a full day's salary.

South Africa Township project

In 2007, IIR South Africa asked employees to nominate and then vote for a charity that they could raise funds for. They chose Edukhanyeni.

Ekuhanyeni, which translates as Home of Light and Hope, is a charity that works with two socially deprived communities near Johannesburg, Lawley and Finetown, to develop, and support, community-led projects. Edukhanyeni run a number of

programmes that aim to improve the capacity of the two communities to grow their own food sustainably, and provide childcare. They also train adults to form a support network for their communities.

Last year, employees from IIR South Africa not only raised money for Edukhanyeni, but also organised a Christmas party and attended community events. By meeting the people who rely on the project, employees were able to see for themselves just how far their individual contributions could go.

This inspired them to continue their relationship with Edukhanyeni in 2008 by continuing to raise funds for the charity and supporting events such as the Christmas party.



T&F volunteers on NY Cares Day

	2008	2007
Cash donated by the company excluding matched funding	£30,000	£27,500
Company donations due to matched funding	£54,963	£35,536
Cash raised by employees	£54,354	£57,848
Total	£139,317	£120,884

CR Data Table

Business Performance Summary Data	2008	2007	2006
Global Turnover £m	1,130	1,130	1,039
Operating Profit £m	Not available at time of going to press	261	128
Dividend Per Share (p)	Not available at time of going to press	16.9	12.2
Global Headcount	9,338	9,393	7,593
Human Resources Summary Data	2008	2007	2006
Head Count Divisional Split			
Academic and Scientific	2,630	2,208	1,779
Commercial	3,762	4,005	2,893
Professional	2,946	3,180	2,921
Geographical spread			
USA	33%	37%	–
UK	38%	35%	–
Germany	5%	5%	–
India	6%	5%	–
Rest of the world	18%	18%	–
Headcount Gender Split (UK, USA and Dubai as at end of year for '08, UK and USA only for '07)			
Male	42%	42%	–
Female	58%	58%	–
Management Gender Split (Q2 - UK and Dubai only)			
Male	53%	–	–
Female	47%	–	–
Promotion Gender Split (UK and USA only)			
Male Promotions	38%	38%	–
Female Promotions	62%	62%	–
Length of Service (UK, USA, Dubai)			
Under 2 Years	38%	41%	–
2-5 Years	28%	24%	–
5 -10 Years	19%	21%	–
Over 10 Years	15%	14%	–
Staff Turnover (UK and USA only)			
Staff Turnover For All Departments	32.70%	23%	–
Average Age (UK, US and Dubai)			
Average age of employee	36	–	–
Staff over 65	80	–	–
Employee Survey (global staff)			
Average No. Of Respondents Per Question	2,068	1,899	–
Average Innovation Score (out of 4)	2.46	2.39	–

CR Data Table

Employee Health and Safety summary data (UK only)	2008	2007	2006
Number of Employees Receiving Health and Safety Training	247	182	-
Non-Compliances / Enforcement Notices Issued	0	2	-
No of Internal Compliance Audits	8	5	-
No. Incident / Accident Reports Submitted	45	33	-
No. of Accidents	45	38	-
Total No. of RIDDOR Notifications	1	1	-
No. Of RIDDOR Notifications Per 1000 Employees	0.1	0.1	-

Customer health and safety data (UK only)	2008	2007	2006
No of incidents / accident reports submitted	0	2	-
No incidents investigated	0	1	-
No of accidents	0	2	-
No of assistance requests from customers	0	1	-

Environment Summary Data (UK only)	2008	2007	2006
Energy consumption for sites accommodating 79% of our UK staff (Mwh)	7,366	-	-
CO2 from energy consumption (tonnes)	3,023	-	-
UK business air travel, all staff (million miles)	1.48	-	-
CO2 from business air (tonnes)	1,812	-	-
Total CO2 per person (kg)	1,281	-	-

Community Giving Summary Data	2008	2007	2006
Cash donated by the company excluding matched funding	£30,000	£27,500	£0
Company donations due to matched funding	£54,963	£35,536	£20,400
Money / resources leveraged by products/events	£73,000	£1,987,004	£74,118
Cash raised by employees	£54,354	£57,848	£61,298

Comment on the data

One of Informa's key values is 'non-bureaucratic', keeping noise from the corporate centre to a minimum, and allowing entrepreneurialism to flourish within the various brands. Whilst this structure has certainly contributed to the innovation we continue to see from our businesses, it has made the collection of comprehensive CR data from across the group more difficult.

Although we've improved our global coverage of human resources data this year, we've struggled to do so for environmental data. One of the additional obstacles that we've faced when gathering environmental data, particularly energy data, relating to our offices, is that many in many cases the offices are small

and the utility contracts are controlled by the landlords.

In the UK, for example, we only pay the electricity bill directly for 1/3 of our offices and have found it difficult to get accurate and timely readings of our energy consumption for the rest of our sites, where our landlords take responsibility for energy contracts. We are currently therefore only able to capture the energy consumption of 78% of our UK workforce.

So, what are we doing about it?

Firstly, we are going to talk to our landlords to see how we can improve the coverage of our

environmental data reporting. We are also going to invest in Smart Meters early in 2009, so that we can improve the accuracy of the data that we are able to capture.

Secondly, as this report explains, we've recently set up a local CR Committee in the US and intend to replicate this in other key markets. One of the issues that these local CR Committees will be addressing is how to measure CR performance using, among other things, the key performance indicators listed in the Business Performance Summary Data table.

Finally, we're going to introducing a tool and guidance for businesses to help them capture data and report data on a more frequent basis.



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