

Informa and the Community



Be involved



informa
intelligence with integrity

Be Involved

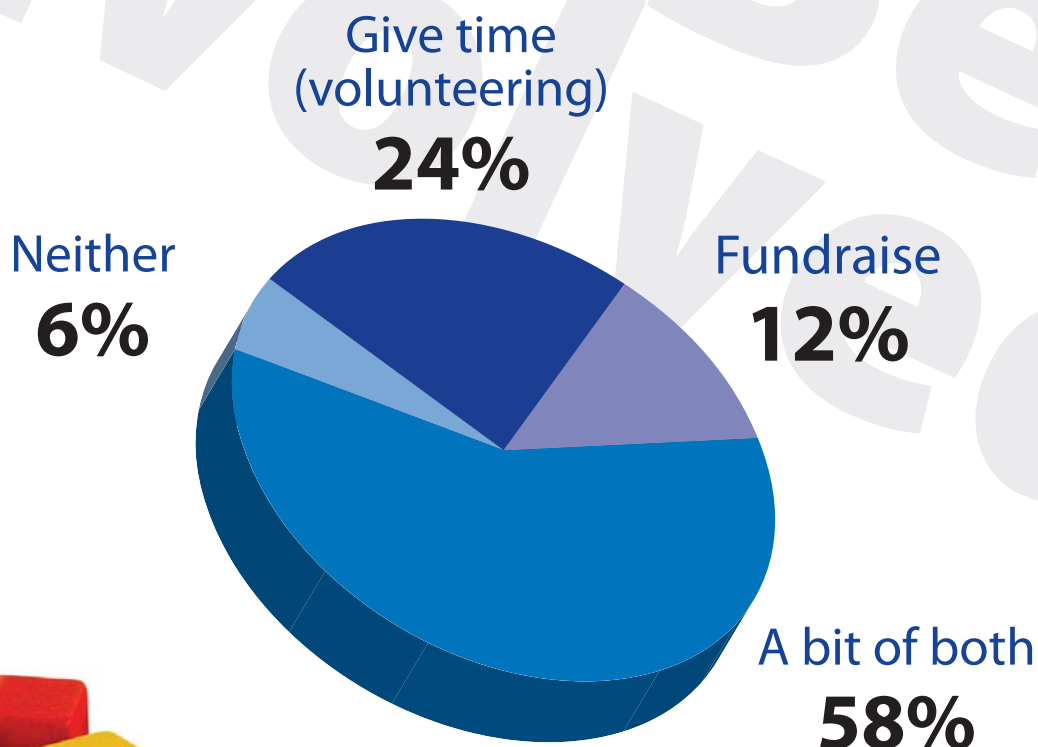
...in Informa's Community programme

Earlier this year, we asked you to tell us what you thought about Informa's current community strategy. An impressive 627 of you responded to our survey, representing divisions and companies as diverse as Datamonitor, IBI, ICBI, IIR, iMoneynet, Omega, Psychology Press, T&F and many more.

So, what did you tell us?

- 99% of those that replied to the survey knew about our annual, and global, Go Bananas event to raise money for WCRF
- 86% of respondents would be interested in getting involved with a local charity to their own office
- 58% would rather give time to community activities than to both volunteering and fundraising

We asked you how you would like to support Informa's community activities. This is what you told us...



So, what should Informa's community strategy look like?

Developing Local Partnerships

We'd like to support Informa businesses across the world in building partnerships with local charitable projects. In order to help make this happen, we are therefore going to devolve control over community funding to each local business unit.

This means that local businesses units will now be responsible for dealing with requests for matched funding from staff. We have also consulted with local MDs who have agreed to give **every Informa employee a day off to take part in a volunteering activity.**

Informa's Matched Funding Guidelines

- We'd like staff to fundraise for local projects or initiatives that have a strategic link to their businesses
- We will not match support for organisations with religious or political missions
- We like to hear what you are doing, so every employee that receives matched funding will have to provide the CR team with a brief summary of the project you are supporting, and what you did to raise money
- The final decision for matched funding will rest with local MDs



Looking for inspiration...
read about
IIR South Africa's
partnership with
Edukhanyeni
(page 7)

Informa's Volunteering Guidelines

- All staff will have to gain permission from their line manager to take time off for volunteering
- Staff will need to manage their time to ensure that time taken for volunteering does not adversely impact the business
- Staff will have to give at least two weeks notice before taking time off for volunteering

Global Traffic Light Community Days

STOP for your local community

On our new Community Day, we will be encouraging Informa employees to think about local community organisations around their offices with which they could form a relationship

When: October

Go Bananas Fun Run

We would like to see as many Informa offices as possible organising a fun run or related event to raise money for the World Cancer Research Fund (WCRF)

When: April

Green Day/Week

An opportunity for every Informa employee to get involved in helping us reduce the impact of our business on the environment.

When: September

Did you know...

Informa has held global fun run events since 2001?



Are you already involved?

Informa and all our staff across the world have taken an active interest in developing relationships with local community organisations as well as global charities for many years now. This support has involved everything from staff volunteering and fundraising to leveraging our products to support charity partners.

We therefore felt it was time to showcase some of the best examples of Informa's community activities. We hope these case studies inspire you to *be involved...*

We rely on you to tell us what you are doing, so if you do not feature here, but have a good story to tell, please email: csr@informa.com

Unifying the Informa Globe

As well as encouraging individual Informa businesses and staff to come up with their own fundraising initiatives, Informa has also formed a number of global charity partnerships.

WCRF

In 2007 Informa joined forces with the World Cancer Research Fund, a global organisation leading a unified network of cancer charities dedicated to the prevention and control of cancer. Informa has supported WCRF through global activities like our infamous Go Bananas fun runs. Individual businesses have also organised their own events to raise money for WCRF.

Case Study: Informa Germany and the WCRF

Last 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.

Did you know...

Informa has raised over £220K (\$350k) for WCRF since 2007



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.



Britta Wilstacke, HR Director of Informa Germany

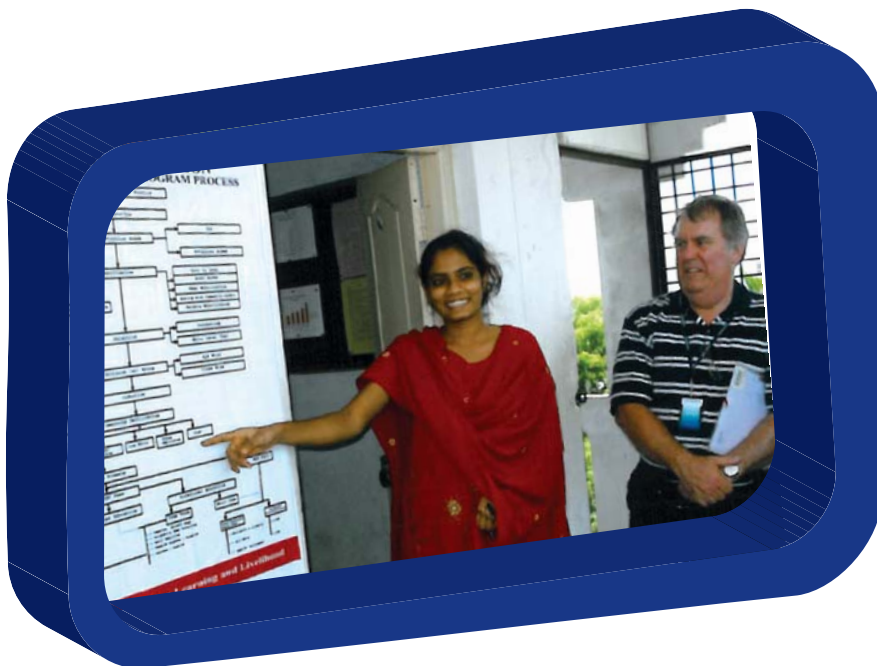
The Children's Press Service, Plan International

The Children's Press Service (CPS), based in Hyderabad, India, aims to give children a voice by helping them to gain access to the mainstream media. Children in India make up 41% of the population, yet they are largely unheard and can face exploitation, abuse and suppression.

The CPS was conceptualised by a small NGO called Grass Roots Media along with support from Plan International. It 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 first became involved with CPS in 2006 as a member of the Media CSR Forum, whose members collectively donated £10,000 (\$14,410) to help set it up.

Informa has continued to support the CPS financially, donating a further £5,000 in November 2007 and then again in 2008. In 2009, another £10,000 was donated after a visit by Informa's Group HR and CR Director, Keith Brownlie and Datamonitor HR Manager in India, Sakshi Chopra.



Informa is going to continue exploring ways to support this great project. Watch this space...



Keeping it local

Some Informa businesses have already started to form strong partnerships with organisations trying to make a difference in their local area. Read on to find out how your business might approach a partnership with a local charitable project...

Taylor Francis and New York Cares

New York Cares was founded in 1987 by a group of friends who wanted to take action against the serious social issues facing their city. Each year, New York Cares brings vital volunteer support to more than 990 voluntary organisations, public schools and other agencies throughout the five boroughs of New York reaching nearly 450,000 disadvantaged people.

Taylor and Francis has been supporting New York Cares for a number of years by participating in the charity's Annual Hand on New York day in the spring when staff join over 5,000 other volunteers from across the city to spruce up parks, gardens, community centres and schools.

Taylor and Francis has also taken part in New York Care's Winter Wishes programme. In December 2008, they contributed to a record-breaking 32,000 wishes being fulfilled for children and their families across New York.



IIR South Africa and the township project, Edukhanyeni (Home of Light & Hope)

In 2007, IIR South Africa asked employees to nominate and then vote for a charity that they could raise funds for. They chose Edukhanyeni. Edukhanyeni, 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 2009 by continuing to raise funds for the charity and supporting events such as the Christmas party.

In 2006, Informa helped James Gareth raise £10k for the Zimsele pre-school project in the Lawley Township. He certainly deserved it – completing a gruelling 3.8km swim, 112 mile cycle and full marathon in 12hrs 38 mins...



Informa Healthcare and Volunteer Reading Help (VRH)

In October 2008, Informa Healthcare formed a partnership with VRH, the largest literacy charity in England.

VRH believes that one of the best ways to deal with poor literacy is to target all young people who struggle with reading. Their mission, therefore, is to train volunteers to provide sustained support to children across England who have fallen behind their peers in terms of literacy skills. Volunteers work with the same child on a weekly basis for a full school year.

Informa Healthcare supports VRH by encouraging staff to become volunteers for the charity. Every time Informa signs up a new volunteer, they also donate £500 to the charity.

Informa Investment Solutions and Habitat for Humanity (HfH)

For the last two years, Informa Investment Solution's Durham office in North Carolina has supported the charity Habitat for Humanity (HfH) by organising a team of volunteers to repair the homes of people in disadvantaged communities. Last year they were even joined by their Manager Director, Leno Toich.

HfH has built more than 225,000 houses around the world, providing more than 1 million people in more than 3,000 communities with safe, decent and affordable shelter. HFH homes are sold to low-income families at no profit and are financed through affordable long-term loans. In addition to monthly mortgage payments, homeowners invest hundreds of hours of their own labour ("sweat equity") into building their home and homes of others. Among other benefits, this reduces the cost of the homes, increases the pride of home ownership and builds communities.

Be Involved...

To get more involved in Informa's community programme, please contact Liz Lewis and Katy McDonnell on csr@informa.com

Did you know...

In the UK, Poor literacy costs business and the government £2.05bn each year.

In England around 50% of all male prisoners have poor or no literacy skills.

Putting our products to charitable uses...

One of the most valuable assets that Informa has as a business is, of course, the enormous range of services and products our different business units offer. Some of these have already started to leverage the power of these services to benefit charitable projects.

IIR Telecoms & Media and Télécoms Sans Frontières (TSF)

Télécoms Sans Frontières was created in 1998 and is now the leading NGO specialized in emergency telecommunications. With bases in France, Thailand and Nicaragua, TSF is ready to respond to breaking emergencies anywhere in the world within 48 hours. Since its creation, the NGO has intervened in over 55 countries, serving millions of victims and over 500 NGOs and UN agencies. A member of the Emergency Telecommunications Cluster, TSF is a designated "First Emergency Telecoms Responder," and is supported by some of the biggest telecommunications companies and foundations worldwide.

IIR Telecoms & Media felt that they had a natural link with TSF, so have recently become a supporter of the charity. They plan to support the charity by:

- Encouraging staff to organize fundraising activities
- Holding fundraising dinners at some of their big events
- Using every opportunity to promote TSF as well as introduce TSF to potential donors in the telecoms industry

Informa Forum Business & the American Cancer Society (ACS)

Informa Forum has developed a training session for 200 American Cancer Society 'patient navigators'. Patient navigators (PNs) support newly diagnosed cancer patients and their families. A PN provides invaluable assistance to cancer patients, guiding them through the health system and helping each to understand the services available. PNs have the ability to liaise with a number of people from medical professionals to families.

After hearing about Forum's expertise in helping clients write targeted capability statements, ACS approached Head of Sales, **Aly Brandt**. The aim was to work in partnership with Forum to create 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.



The training was terrific and a great song to get us started. We can't express our gratitude enough to Forum and their staff, particularly, Charles, for the great work!



**Angelina Esparza, Director,
ACS Patient Navigator Programme**



The Monaco Yacht Show and Duchenne Muscular Dystrophy

In 2007, the Monaco Yacht Show raised a staggering 2.7 million Euros towards the fight against the rare genetic disease Duchenne Muscular Dystrophy (DMD) by hosting an auction of unique watches provided by the world's most prestigious watchmakers from Audemars Piguet, Van Cleef & Arpels, Zenith and Patek Philippe.

They will host another auction for the charity in 2009.



Coming together to raise money for others....

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 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.

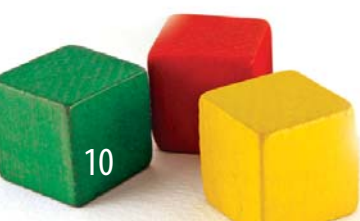
Psychology Press Swish for the Alzheimer Society

In June 2009, Psychology Press Hove, UK, held a swap shop or swishing event to raise money for the Alzheimer Society. Staff brought in items in need of a good home, from clothes to books and swapped them for a small fee. All proceeds raised went directly to the Alzheimer Society.

Informa and the JP Morgan Chase Race

The Corporate Challenge Race began in 1977 when 200 runners from 50 companies gathered in New York's Central Park to run 3.5 miles. Today there are 12 events in six countries on five continents – each benefiting a locally designated not-for-profit organisation.

In June 2009 Informa employees from IIR, Informa Healthcare, Taylor & Francis, Datamonitor, AchieveGlobal, Forum, Informa Global Markets and Informa USA took part in the New York race to raise funds for Central Park Conservancy, a Non Government Organisation (NGO) which manages and maintains the Central Park open space.



Helping you to help others...

Informa has provided matched funding to support fundraising efforts by individual or groups of Informa employees for many years. Here are a few examples...

Peter Rigby leads by example

Informa's CEO has led by example in his support for charity fundraising events on a number of occasions. In 2000 he joined a group of city highflyers, the 'Triathlon 12' to raise half a million for a group of charities.'



Edna Ramirez moon walks

Edna Ramirez, Treasury Assistant for Informa Group, took part in the Moon Walk in London to raise money for breast cancer charities.



Did you know...

Informa has changed our matched funding criteria?

We will match fundraising for:

Local community organisations

Charities that have a strategic link to your business



Yusef Ramelize goes Homeless for One Week

Yusef, Production Manager for *BioProcess International* and *BioTechniques* spent the week of March 1-7 living on the streets of New York.

Informa not only sponsored Yusef but also gave him extra leave to complete his challenge, one that he aims to repeat on an annual basis in aid of a different homelessness charity. Check out his website:

www.homelessforoneweek.com.



Lori Jomski runs for life

After discovering a history of cancer running through her family, Lori Jomski of Informa's Research Service decided to pull on her racing shoes to raise money for the Leukemia & Lymphoma Society (LLS). She has been blogging about her experiences of training for

her marathon at:

<http://pages.teamintraining.org/los/rnr09/ljomsky>, and has raised over \$10,000.





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