

THE  
CONTRIBUTION  
WE MAKE



INTRODUCTION  
ABOUT INFORMA

## WHO WE ARE

Informa is a leading Business Intelligence, Academic Publishing, Knowledge and Events business operating in the Knowledge and Information Economy.

//We connect people with the networks and knowledge they need to be successful//

## WHAT WE DO

The Group serves commercial, professional and academic communities by helping them connect and learn, and by creating and providing access to content and intelligence that helps people and businesses work smarter and make better decisions faster.

## HIGHLIGHTS

£1,758m

Group revenue

£546m

operating profit

165

countries sold into

7,100

books published in 2017

3.9m

articles online

115,000

book titles

38,000+

product subscribers

2m+

people visit our events annually

c200

exhibitions and 1,200 events

7,500+

colleagues

74%

colleague engagement level

56%

female



## OUR DIVISIONS

### ACADEMIC PUBLISHING

Publishes high quality scholarly research and reference-led content for academic communities.

### BUSINESS INTELLIGENCE

Provides specialist data-driven insight and intelligence, plus consultancy and marketing services.

### GLOBAL EXHIBITIONS

Organises major, branded, transaction-oriented exhibitions for international communities.

### KNOWLEDGE & NETWORKING

Creates and connects communities through content-driven events, training and digital platforms.

### GLOBAL SUPPORT

Provides business services to the four operating divisions and leadership for the Group.



**ROBECOSAM**  
Sustainability Award  
Industry Mover 2018



For more information,  
see our Annual Report.  
[informa.com/investors/annual-reports/](http://informa.com/investors/annual-reports/)

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# WHAT SUSTAINABILITY MEANS FOR INFORMA

**A conversation between Ben Wielgus, Head of Sustainability, and Stephen A. Carter, Group Chief Executive**



**Ben:** When we first met in late 2015, you talked about wanting sustainability to be a competitive differentiator for Informa. How does that fit in with the now completed *Growth Acceleration Plan (GAP)* and our future plans?

**Stephen:** When you're running a business, you're trying to do two things simultaneously: to deliver what's needed for today and have an eye on tomorrow. GAP was largely about demonstrating capability, while putting in place the capacity to deliver things that will be much more important tomorrow. Sustainability was one of those things. It's a key part of finding the balance between running what we've got and building a forward-looking enterprise.

And now, if our offer to buy UBM is successful, we'll be nearly three times the size we were a few years ago. On a fundamental level, this will give us a footprint that brings more options for how we invest and engage in terms of our colleagues, customers, communities and the environment. Each of these options has consequences; and with this footprint comes obligation and responsibility in the immediate and longer term.

**Ben:** This ties in, I think, with how "sustainability" is evolving in Informa. The legacy view of corporate social responsibility was giving money to charity, recycling, painting fences and so on. This is all good stuff in the short term. But people are starting to see true sustainability more in terms of being a purposeful business – as the difference we make in the marketplace. In our case, the real difference we make is through our content and for our communities.

So maybe we should be using the word “purpose” in the context of sustainability – something that can catalyse viable, valuable change for our customers?

**Stephen:** One of my favourite sayings is that “language is important because words have meaning”. In the near future, in our boardroom – and every boardroom – people will, as well as being fluent in the language of finance, have to be fluent in the language of sustainability. In other words, in the idea of making a contribution of value to different stakeholders. Our challenge at Informa is to get beyond and beneath the word “sustainability” – and “purpose” is certainly more powerful.

Also, content, colleagues, community, consequence, the multiplier effect – things like this mean something because they’re practical and real. They inspire people and get them feeling that they can make a difference. These are the things that sustainability means for us.

**Ben:** Yes, and it’s why we named this report *The Contribution We Make*. We know that if we can create value, people will come back to us – whether as colleagues or as customers or as promoters of what Informa does out there in the world. We have so many colleagues who are proud of the contribution they make to solving big problems that it’s always a pleasure to share their stories and connect people who have similar aims.

**Stephen:** Connections are, of course, key – and people here are starting to connect with and understand the multiplier effect of what we do. It’s not just about having 30,000 attendees at a certain show, it’s about those 30,000 people being able to achieve their aims as a result, and then this having a positive knock-on effect on others in their industry and community. It helps them solve problems for their industry and others. Every pound we make is because people are making personal choices to buy our products and services. Our success is built on staying useful to people.

On an individual level – for our colleagues and customers – working in such specialist, deep communities is fantastically rewarding. But it’s harder to pull together our micro-contributions in millions of different places in a coherent narrative.

**Ben:** I think the UN’s Sustainable Development Goals help this in some ways. They are, after all, the ultimate in aggregation. They’re a very important and powerful agenda.

**Stephen:** They certainly are. You know, I’m by nature an optimist. I believe to my bootstraps that responsible business is a powerful agent of positive change. It employs people; it creates jobs; it creates knowledge; it’s efficient.

Around 70% of our revenue is going back into our content and colleagues. And the vast majority of that goes on our people, which is essential. GAP helped us reinvest in the business to make us better. But the real question for us is: are we also investing enough in our communities? How good are we at measuring real customer satisfaction or irritation – or how we’ve helped them create progress, however they define it? Over the next five years, this is where we need to invest.

**Ben:** From talking to people around the business, everyone seems to want to be on the winning team – the team that’s growing, the team that’s bringing other businesses into the Group. But they also want to be on the team that makes a difference.

**Stephen:** I think they want both. Essentially, we all want a sense of natural progress. But we also want to feel we’ve done things well.

//People are starting to see true sustainability more in terms of being a purposeful business – as the difference we make in the marketplace//

//What we’re trying to create here is shared ownership and ambition alongside a sense of enablement and freedom//

**Ben:** And the more we can be ourselves at work, the more genuine the connections we create with our customers, suppliers and others. So how can we create a sense of community inside Informa that will help us make a real difference outside?

**Stephen:** I think partly by making an environment where people create partnerships with colleagues and customers – and feel they’re coming to work to help their friends. If we can create meaning in people’s lives and help make sure they love what they do, we’re essentially creating human connections. This is at the heart of Informa.

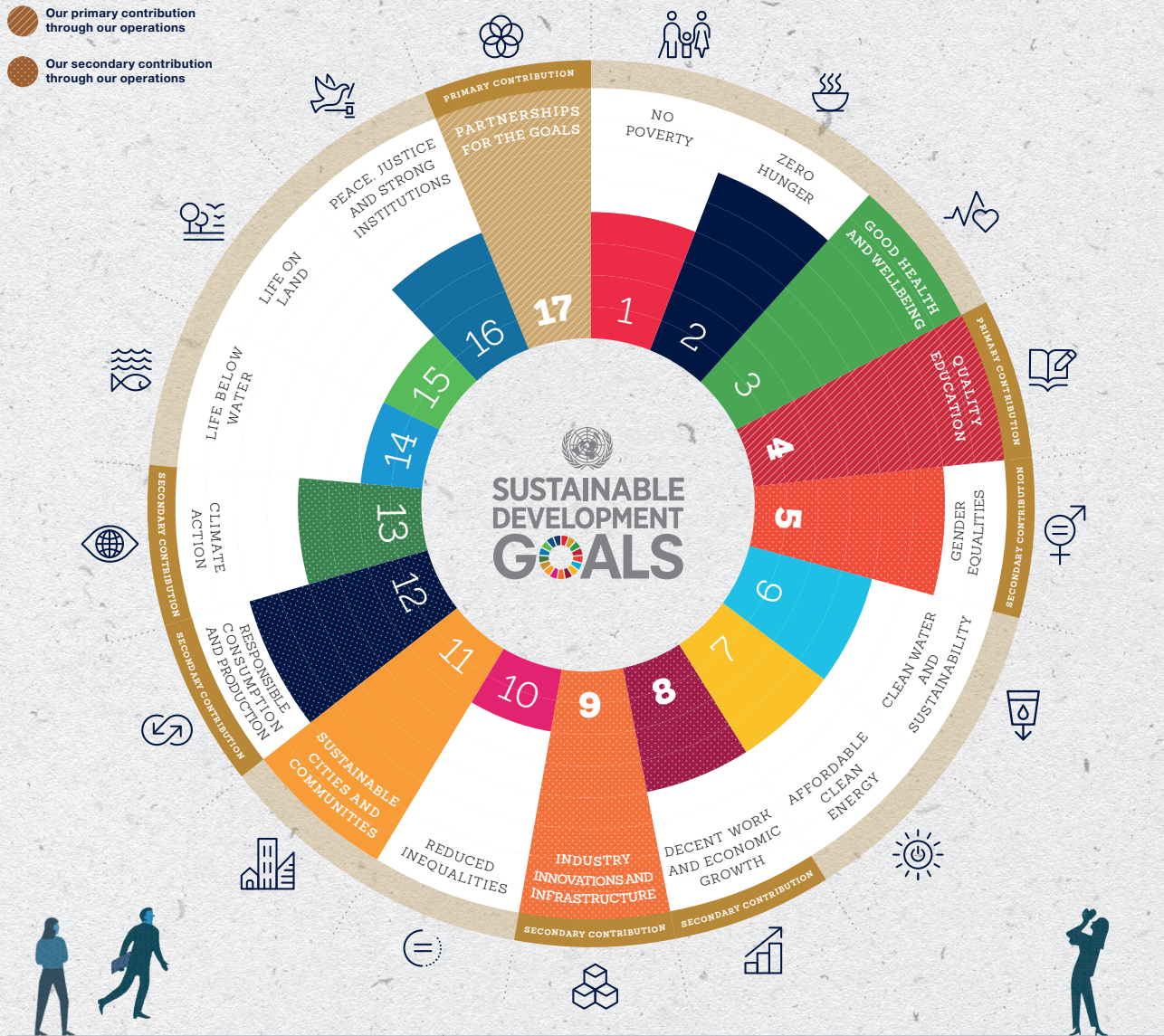
We also have to encourage a real sense of ownership in our colleagues for keeping the company sustainable after they’ve gone. Having a shared purpose here at Informa is vital to our long-term sustainability. So what we’re trying to create here is shared ownership and ambition alongside a sense of enablement and freedom. Sustainability, as we’re defining it, will most certainly help us do this, which is why it’s so central to the health of our business.

**Stephen A. Carter**  
Group Chief Executive

**Ben Wielgus**  
Head of Sustainability



INTRODUCTION  
**THE VALUE OF THE UN'S SUSTAINABLE DEVELOPMENT GOALS**



**The United Nations has issued a call to action to protect the planet and end poverty, inequality and injustice. The UN's Sustainable Development Goals (SDGs) are 17 interconnected ambitions representing the biggest challenges and knowledge gaps on the planet today. Bridging these gaps is of real importance not just to our customers, markets and colleagues, but to society at large.**

The Business & Sustainable Development Commission estimated in 2017 that there are opportunities for businesses in delivering the SDGs: an estimated \$12tn of them over the next 10 to 15 years. The organisations that get this right stand to make a huge impact on the world while growing alongside their partners. We believe Informa can – and should – be at the heart of connecting our customers

with the knowledge and networks they need to meet the SDGs most relevant to their markets. In this way, the SDGs are a compelling growth and engagement strategy for our business. The sustainability team is working with colleagues across Informa on how best to identify and develop these opportunities, whether this means engaging with new markets or increasing innovations or efficiencies.

We contribute to the SDGs both directly, through our operations, and indirectly, through the content and networks we help to create, curate and disseminate. Our indirect contributions, or our “brainprint”, is where we have the biggest influence. Many of the industry verticals within which we operate align with a specific SDG (or two) and much of our work contributes to a sector’s ability to address those goals as part of wider challenges a sector is facing –

whether curing disease, promoting equality or feeding a growing population. We’re creating reports and events focused on specific SDGs, but also recognise that much of our work helps with progress towards the SDGs without specifically referencing them.

In 2017, we’ve explored which of the SDGs our content most aligns with and their relative importance to our business. The graphic on this page shows how much we think our products and services can, and have the potential to, play a role in our customers’ abilities to achieve those goals. We’ve also highlighted the primary and secondary contributions made by the way we run our business and deliver our products. This is the first step in making the most of these opportunities and finding ways we can most effectively contribute to the SDGs.



# OUR CONTENT

**At the heart of what we do at Informa is connecting people with each other and with the knowledge they need to develop professionally and create positive change. Through our content – digital materials, events, training and publications – we work closely with markets and networks to solve challenges big and small.**

#### **Knowledge that people can trust**

As a leader in the Knowledge and Information Economy, we take our responsibility as a curator and creator very seriously. In a world of “fake news” and an apparent loss of faith in expertise among the general public, it’s more important than ever to put trustworthy information into our communities. Not only does this help people to make informed decisions, it helps our customers to share their specialist knowledge in ways the wider world will respect. Highlighting the value of knowledge based on expertise is at the core of our impact and growth as a business.

#### **Making knowledge more accessible**

We’re working to find new ways to connect trustworthy information with the people who need it – exploring new formats and routes to market that allow us to grow our audiences in a commercial yet fair way. This includes open access publishing and discounted access to our events and subscription products for students. We’re also looking at new pricing models for different regions, innovative web platforms for sharing

materials, and better ways for knowledge and networking to happen. We know we can do more to make our content easy to find, easy to access and available to more people.

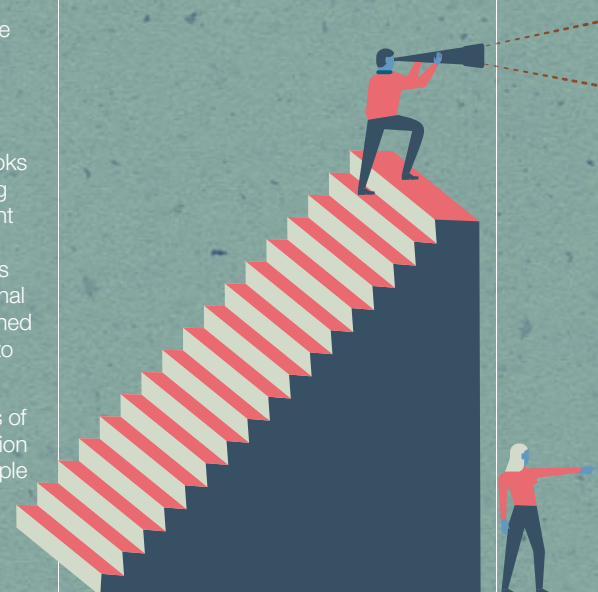
We’re increasingly engaging with our audiences online, 365 days a year. We share talks from events through live streams and videos, and are regularly publishing stories for communities throughout the year, rather than just around particular events. We make all our new academic journals and books available digitally. We’re also publishing in multiple formats to appeal to different audiences – including more YouTube interviews with authors and experts, as well as comic book summaries of journal articles. Our YouTube videos are watched by thousands and encourage people to buy books and attend events.

All this is helping us to build audiences of the future, growing our brand recognition and profile, while making sure the people who need it have access to the knowledge and networks we provide.

#### **Making a difference**

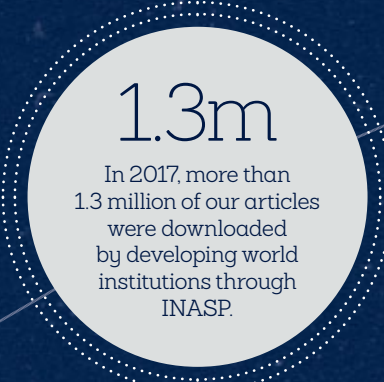
We don’t do any of this just for the sake of it. At our best, we work with our customers and partners to understand what challenges they’re trying to solve and then use our unique skills and relationships to help them enhance their work, whether this is curing disease, feeding a growing population, diversity and equality, or climate change. We’re also making a difference on a smaller scale and attracting people into sectors with skills shortages, like digital or aerospace; giving a platform to innovative leaders; and promoting diverse viewpoints.

We believe the right knowledge and networks can pave the way to progress for our markets – and we use our position to share content that makes a tangible and positive difference. This feeds directly into the UN’s sustainable development goal (SDG) 4 – quality education – and also helps our partners address more of the 17 UN goals, depending on their focus areas.



# HOW WE'RE IMPROVING ACCESS TO KNOWLEDGE

Colleagues in all our divisions are working hard to make knowledge more accessible around the world. Here are just some of the various ways our Academic Publishing business has reached even more people with our content in 2017.



## OPEN ACCESS TO QUALITY RESEARCH

**Deborah Kahn,**  
Publishing Director, Oxfordshire

We're publishing more and more research as open access. Not only does this bring important new information more quickly to relevant audiences, it allows this research to be more widely shared around the world and built upon. We absolutely support open access and always make certain that the quality, rigour and discoverability of the content is maintained to ensure that academic research embodies the trust it is built on.

In the past three years, we have built our fully open access portfolio four-fold, through launching new open access journals, converting journals from subscription to open access, and through integrating the portfolios of Dove Medical Press and Co-Action Publishing. Some of our open access papers this year fed into international news stories, featured in the likes of TIME magazine, the Washington Post and the Guardian.

It is our key aim to give authors a flexible choice that balances their needs and amplifies the impact of their knowledge.

## FLEXIBLE EBOOKS FOR ALL

**Christopher Chesher,**  
Group Sales Director, Oxfordshire

Technology allows us to publish ebooks in different markets with locally affordable prices – this is particularly making a difference in places like China, India and Africa. The flexibility of ebooks also means that we can make academic content available more quickly – and audiences can access it more easily, whether in libraries or remotely through individual or mobile devices. It also means that libraries can acquire new content in a way that meets their needs and budgets – choosing from options such as short-term loans or sales models where the library buys the content after proven use.

## FAIR PRICING TO MEET LOCAL NEEDS

**Nitasha Devasar,**  
Managing Director, New Delhi

Alongside our work in eBooks, we also know that many markets still have a high demand for printed books. Flat global pricing structures often leave such markets unable to afford the numbers of hard copy books needed for their rapidly growing and younger populations. India, the second largest English-language print books market in the world, is one such market.

That's why it's been so satisfying to make South Asia Editions available in India. This programme reprints Routledge backlist titles at an affordable price to students at 3,500 higher education institutions, increasing their reach in the region by six times. This has given new life to many older Routledge titles and brought world-class research and teaching to thousands of students in South Asia. With over 3,000 active titles and a sustained growth of 7% each year, this is a key customer engagement and servicing tool.

## MAKING WAVES WITH VIDEOS

**Laura Pilsworth,**  
Editor, Oxfordshire

We're increasingly creating and sharing videos to help people around the world discover and engage with our information and products. Taylor & Francis, for example, has its own YouTube channels with publishing tips, author interviews, conferences and more. And when Academic Publishing sent out an email promoting a book that included a video clip, 5% of the target audience bought the book from our site (compared to an average of 0.1% for email campaigns).

We also know from our own research that authors, academics and readers are eager for more video content. More than half (55%) of authors surveyed would be more likely to recommend us if videos were part of the author care package. A similar number (54%) of academics surveyed would be more likely to use a textbook if there was some video content referencing. All the customers we surveyed would be more likely to buy a book if they discovered it through a video they appreciated.

More than a dozen of our videos have received more than 100,000 views covering topics as diverse as animation, great teaching and electronics.



## BRINGING RESEARCH TO LIFE THROUGH CARTOON ABSTRACTS

**Daniel Pullin,** Press and Media Relations Executive, Oxfordshire

For the past three years, Taylor & Francis has been bringing research articles to new audiences through its ground-breaking cartoon abstracts. These are illustrated summaries of authors' work that we share widely online and at conferences. Articles that are given the visual treatment often see considerable jumps in readership. One paper on athletes' running techniques saw its downloads jump by 1,200% soon after the cartoon went live.

Not only do cartoon abstracts help us to bring complex concepts and niche topics to broader audiences, they distinguish us in the publishing field. Taylor & Francis is still the only publisher using this approach, recognised by being given the Innovation in Publishing award by the Association of Learned and Professional Society Publishers (ALPSP) in 2016.

## CLOSING THE KNOWLEDGE GAP IN THE DEVELOPING WORLD

**Janet Remington,**  
Editorial Director, Oxfordshire

Taylor & Francis plays an active role in the global network of publishers, universities, UN agencies and NGOs offering developing countries free or low-cost online access to scientific knowledge. The public-private partnership, Research4Life, provides researchers and policymakers in more than 115 countries affordable access to peer-reviewed content covering areas of the UN's Sustainable Development Goals such as health, agriculture, environment and applied sciences. With more than 8,300 institutions registered and usage increasing each year, Research4Life allows us to share relevant, trustworthy knowledge that makes a huge difference to the people who need it.

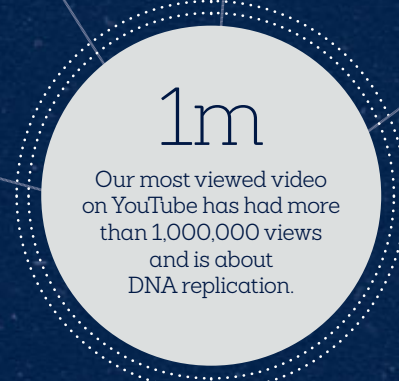
This complements our work with INASP, an international development charity, to build digital literacy and library consortia capacity in the developing world. In 2017, more than 1.3 million of our articles were downloaded by developing country institutions via INASP arrangements – nearly double the number in 2014.



//Publishing the article open access has enabled me to share the paper widely... It has also helped the research to reach a target audience of, not only academics in my field, but also policy-makers//

**Dr Igor Calzada**  
University of Oxford

## ACADEMIC PUBLISHING







## CREATING THE SPACE FOR COLLABORATION AGAINST CLIMATE CHANGE

**Carlotta Mast, Senior Vice  
President of Content and Insights,  
Global Exhibitions, Boulder**

//I'm so proud to sit on the Climate Collaborative advisory board. We see ourselves as active collaborators, as convenors, as helping to facilitate conversations that are making the world a better place. It's amazing to be part of a company and industry where you can earn a livelihood while working towards a greater purpose//



In March 2017, the 80,000-person Natural Products Expo West held its first ever Climate Day – a much-needed platform for participants to discuss how to become more active in the fight against climate change. We'd learned the previous year that the leaders of top natural products companies, and their consumers, were concerned about climate change but didn't know what to do about it. We could see the industry needed a roadmap that pointed people towards concrete actions that would make a difference. There was a strong desire for more concerted action – the natural products industry had decided it was time to act. So New Hope Network hosted this day alongside the brand-new Climate Collaborative – a joint project between a community of natural products CEOs and business leaders (OSC2) and the Sustainable Food Trade Association.

It was heartening to see that, in just six months, the Climate Collaborative had smashed its first-year target of 100 members. So far, companies in the group have made almost 600 commitments to actions like switching to renewable power, reducing climate impacts of packaging, and removing deforestation from supply chains. We've committed to making Climate Day a firm feature in every Natural Products Expo West and are pleased to see more and more industry players doing just what the Climate Collaborative urges them to do: Commit. Act. Impact.

Climate Day – and the action that's emerged from it – is a fabulous example of how creating the space and energy for true collaboration can change the world we live in. In 2018, we'll be launching an awards day to recognise the stand-out leaders in the Climate Collaborative companies – and will continue to sponsor this influential initiative.



## OPENING MARITIME MINDS TO THE POWER OF TECHNOLOGY

**Sita Kalsi, Senior Conference Producer, Knowledge & Networking, London**

//I think these events are very important and helpful because not only do you meet like-minded people who have the same goal... greener maritime transport in the future... but also they're willing to share ideas and knowhow//

**Valentina Keys**  
CMS Cameron McKenna LLP

In March 2017, we brought together the long-established Green Shipping Technology (GST) conference and Shipping2030, a new event focusing on how disruptive technologies, including digital, are transforming the shipping industry. It's a sector that's historically been quite cautious about adopting new technologies and Shipping2030 is one of the first maritime shows to anticipate change and deal with it.

The event in Copenhagen attracted 450 senior people from all aspects of the industry ranging from operational experts and regulators to end users and innovators. We wanted to create the right conditions for open and productive conversations about how the industry can collaborate to benefit from the value that breakthrough technologies can bring.

The event was a real success. Part of its magic was in bringing industry decision-makers together with the people running businesses day to day – and in making the space for them to consider provocative, strategic issues alongside each other. We can see companies beginning to move beyond adopting new technologies just to

stay competitive in the market to being much more proactive and forward-thinking about how the industry can create value.

We worked to create an agenda that was business-led and would help overcome a common industry scepticism for “fluffy topics”. It's been wonderful to be a part of an event where we can show that we understand the challenges the shipping industry faces and offer powerful content to help it.

//Getting people with a common mindframe to come and talk, and exchange ideas, is the ideal breeding ground for innovation//

**Bhriguraj Singh**  
HSBC Bank Plc



OUR PILLARS  
1 / OUR CONTENT CONTINUED



FARM PROGRESS  
HELPS FAMILY  
FARMS BE  
PRODUCTIVE FOR  
GENERATIONS  
TO COME

**Willie Vogt, Executive Director,  
and Roger Randall, Sales Director,  
Global Exhibitions, Bloomington,  
Minnesota**



500,000

Our aim is to reach all 500,000 commercial farming families who are making a living as producers from the land.

The Farm Progress brand came into Informa through Informa's acquisition of Penton in 2016. We're proud of our heritage, but what keeps us going is the difference we're making to the 99% of US farms still family owned and operated.

Our six events, 17 regional and five national publications, plus companion websites and products, cover 48 of the US states. Our aim is to reach all 500,000 commercial farming families who are making a living as producers from the land. We want each of our products to help our readers and users run their businesses profitably and sustainably today and into the future.

We've had to evolve what we do as conditions for farmers have changed. Some of our publications have been around since 1841, but we don't think we've seen such a generational shift in agriculture as we're experiencing now. We want to be the resource farmers turn to. So we encourage agriculture students to attend our shows to learn about the latest agriculture technology; and as our business model means our

//2017 saw the 175th anniversary of *Prairie Farmer* – the oldest continually published magazine in America. 175 years ago, we were exploring the frontiers of farming... we still are//

**Roger Randall**  
Sales Director

//Farm Futures' content is not fluff. Other farm sources have a lot of content with no real information that can help me, or they simply promote an agenda or product. I'm looking for news and information, and Farm Futures provides this for me//

**Willie Vogt**  
Executive Director

knowledge is often advertiser-funded, we can freely share it with farmers to help with their businesses.

Frankly, we want people to come to us because they trust that we know what we're talking about – we have the most and, we think, most talented, writers in the field. "It's the content that makes a difference – be that on soil health, farming futures, animal welfare or farming productivity."

This is particularly important as there are fewer people working directly in farming, but a growing population to feed. It used to be that every farmer had to grow enough food to feed 50 people. Now each farmer has to feed 200 people. Partners like us can help them do this in ways that keep their business profitable without compromising their potential to be successful for their children, too.





## FLYING THE FLAG FOR SENSE ABOUT SCIENCE – UK AND EU

**Claire Doffegnies,**  
Communications Executive,  
Academic Publishing, Oxfordshire

Since 2011, Taylor & Francis has been contributing to Sense about Science, an independent charity working to help people understand, appreciate and promote evidence-based research. This year, we've been involved in several ventures to give researchers and others useful tools and skills.

### Policy guidelines

In 2017, we worked alongside Sense about Science and POST (Parliamentary Office of Science and Technology) to create a how-to guide for researchers who want to have an impact on government policy. The guidance cover why research is important for policymakers and top tips for getting evidence into Parliament. It's now hosted on the UK Parliament's official website to help all researchers.

### Standing Up for Science workshop in Brussels

We sponsored a workshop encouraging early career researchers to take responsibility for talking about research and evidence in the public and policy domains. At these day-long workshops, participants got the chance to hear directly from researchers who had interacted with the media, science journalists, and policymakers. It was a chance to learn how the media works, how evidence can influence policy, and what journalists and policymakers want and need from researchers.



### AllTrials campaign

In 2017, we joined this established campaign working to make sure that potentially life-saving medical research isn't lost, buried or misreported. As a publisher of medical research, we want to do all we can to promote transparency in clinical reporting. So it's heartening to see the joint influence of the 700 organisations in the AllTrials campaign starting to make a difference, with organisations like the UN, the US Food and Drug Administration, the European Medicines Agency, the Gates Foundation and Mediciens Sans Frontieres all recently committing to stronger policies and more ethical reporting.

### Peer review workshops

We've been contributing to Sense about Science peer review workshops for several years now. These help PhD researchers to find out more about peer review, discuss its strengths and weaknesses, and talk to editors and publishers about how to get involved in the process. These regular events provide crucial training and guidance around peer review, a process which remains at the heart of creating trust in the journals we publish. They also

offer rich networking opportunities, where Taylor & Francis colleagues can connect directly with authors and researchers to form ongoing collaborations.

Our journal editors have featured many times on the panel, providing insight on what peer review looks like from the inside, and last year we enjoyed hosting one of the workshops at the Informa offices in London.

//I believe Taylor & Francis' role in advocating for, and delivering, openness and transparency in publishing makes for a fundamentally rewarding partnership//

**Abigail Jones**  
Sense about Science

OUR PILLARS  
1 / OUR CONTENT CONTINUED



## OPENING MINDS TO AVIATION AS A CAREER

**Greg Hamilton,**  
VP and Market Leader,  
Global Exhibitions, New York

I run the Aviation Week Network which includes media, trade shows, conferences and intelligence/data products for all areas of aviation: commercial, military, space and business aviation. The common thread that runs through all our content is the technology of flight.

We're engaging with all sectors of the industry at every level and through a variety of touchpoints. With 1.7 million aviation professionals in our database, we're able to target our products and information – sometimes broadly, sometimes very specifically.

One thing we've been focusing on recently is helping the industry attract new people. We know it's always been a challenge to bring the right people into our global, complex industry at all levels, from technology and engineering jobs to pilots to mechanics. So we started a conversation with industry leaders: how can we help you attract your future workforce?

//I come across people all the time who say "I started reading Aviation Week in college and that's why I got into the industry" – and that's a great feeling//

We began to distribute Aviation Week free to university students electronically – at the moment we have 14,000 student subscribers. We also have a 20 Twenties awards programme recognising the top students pursuing a future in aerospace.

We visit campuses with aerospace leaders – talking to the students and faculty about the potential in the industry. This doesn't just raise our profile, it helps people understand – many for the first time – that this is an industry that makes a difference through safe transport, economic growth, and security and technological breakthroughs. And, of course, space flight continues to capture the imagination of young people.

It's an industry that doesn't always come with the best environmental reputation. We like to tackle that head on. What a lot of people don't realise is that the aviation industry is at the forefront of R&D and investment in sustainability. It's in their interest from many angles: reducing fuel costs and noise, regulation and better customer and student perceptions.

It's also an exciting place for the future workforce too: the industry is a leader in testing non-fossil fuels, including biofuels, electric and solar propulsion. On top of that, almost every piece of data that monitors the Earth's health is delivered by orbiting spacecraft and drones.

We know that when we cover these topics, we inspire the future workforce to help join and address these challenges.



1.7m

aviation professionals  
in our database



14,000

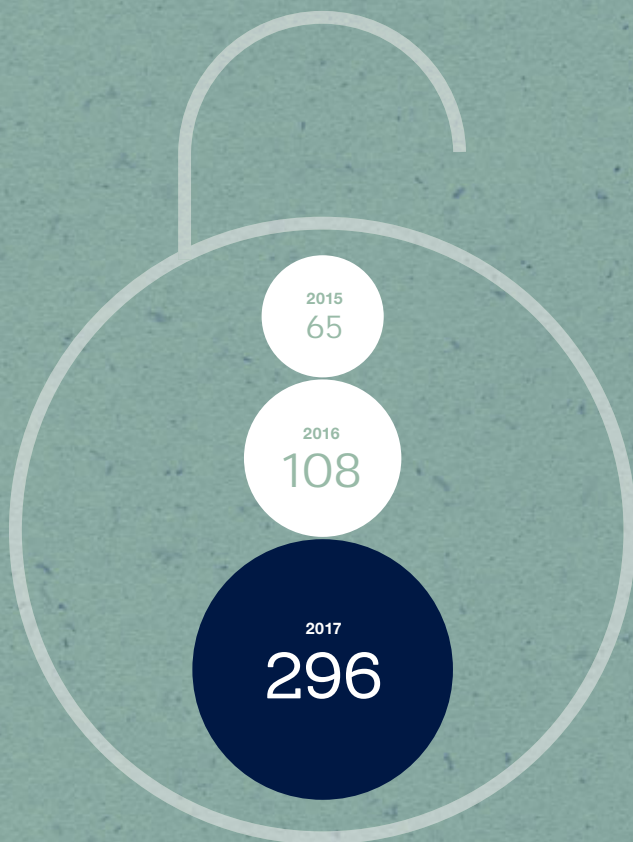
student subscribers  
to Aviation Week



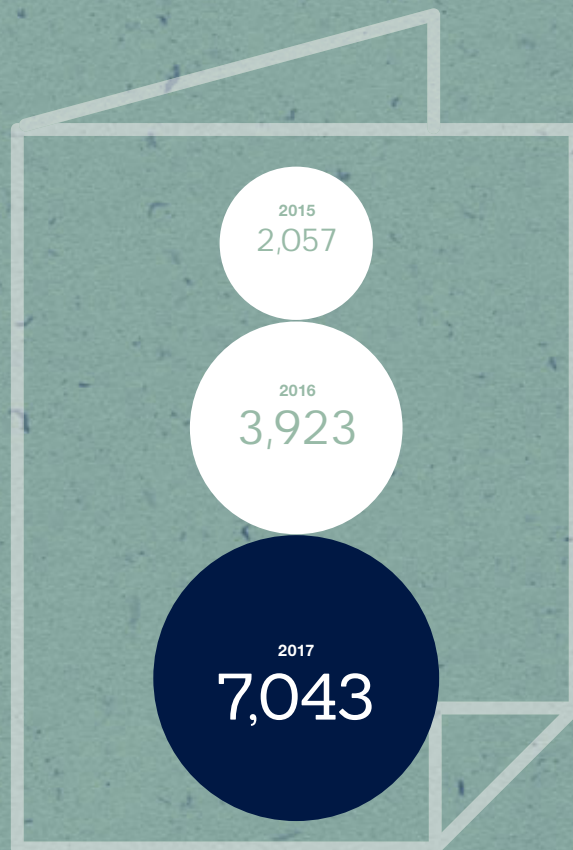
# HOW WE'RE TRACKING OUR CONTRIBUTIONS

## OPEN ACCESS

Number of open access journals



Number of articles published in fully open access journals

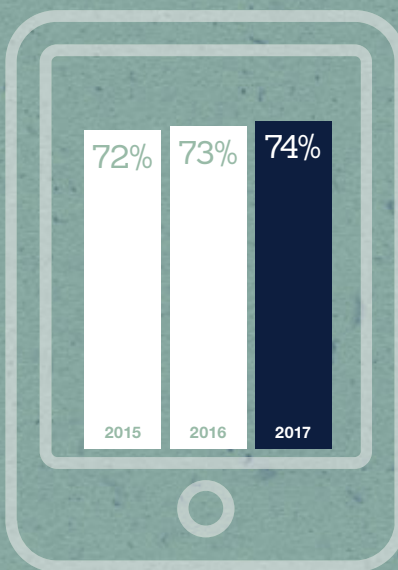


## ACCESSIBLE KNOWLEDGE

Number of journal downloads in INASP

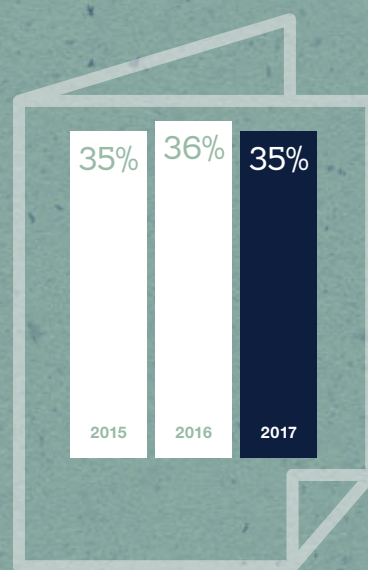


Proportion of book titles available as ebooks



## REACH

Proportion of accepted academic articles from developing countries





# OUR COMMUNITIES



**Our communities are the markets and industries we partner with. To be viable as a long-term business, we know that we need to truly understand the aims of these communities and help them address the challenges they are trying to solve.**

We're at our best when we're functioning as a true part of our communities. So we're working deep in vertical markets to show our customers that we care about what they care about. In doing so, we're helping them to contribute towards many of the UN's Sustainable Development Goals (SDGs). This could be zero hunger, good health and wellbeing, or affordable and clean energy, depending on a community's interests. In this way, everything we put into our communities is contributing to SDG 17: partnerships for the goals.

#### **Connecting people**

Informa brings people together – experts, buyers, sellers, authors, partners, associations, communities. One way we do this is by creating a variety of ways for people to connect before, during and after events. These include online beforehand, pre-booked meetings during shows and more relaxed networking.

#### **Opportunities for learning**

Behind much of the success of Informa's content is our ability to foster learning – and we're always looking for more and different ways to create opportunities for learning. We're increasingly considering how, when and where people prefer to learn and are offering more varied formats to our growing audiences for engaging with content and networks.

#### **For the good of communities**

We know we can make a huge difference in our customer communities, but we also want to support the communities where Informa operates and that our colleagues are part of. Not only is this an important aspect of being a responsible employer and meeting colleague expectations, but it helps us to build teams, develop skills, get to know our customers better and show we care about the same issues. And ultimately, of course, it will help us to continue to build a trustworthy business.



68%

From a sample of 66 K&N events, 68% of people told us that attending our event made them more effective in their job as a result of the networking and knowledge they gained.

£8m

£8m was raised for charity at the Only Watch auction held at Monaco Yacht Show this year.



HOW WE'RE TRACKING OUR CONTRIBUTIONS

HELPING SUPPORT AUTHORS

Total events to support authors  
**51**



2015

Total events to support authors  
**127**

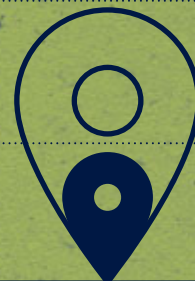
Events in emerging regions  
**64**



2016

Total events to support authors  
**124**

Events in emerging regions  
**60**

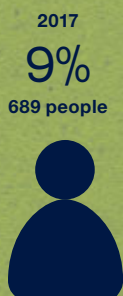
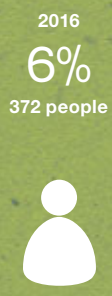
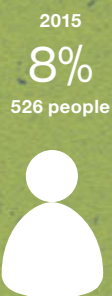


2017

COLLEAGUE FUNDRAISING



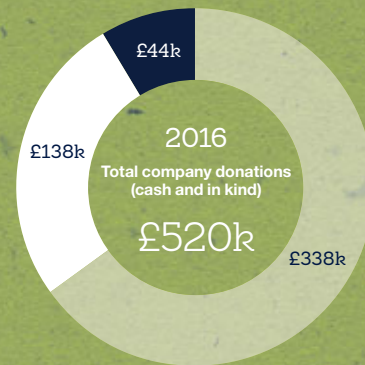
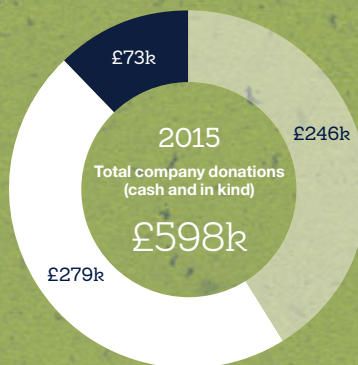
% OF COLLEAGUES VOLUNTEERING



COMPANY DONATIONS<sup>1</sup>



Company donations (cash)    Volunteer programme costs (incl. % staff time)    Donations in kind



<sup>1</sup> Numbers revised with new methodology



# CONNECTING PEOPLE

Here are just some of the many ways we've created connections to the benefit of our customer communities over the past year.

## A HIVE OF KNOWLEDGE FOR SHARING PARTNER STORIES

**Alice James, Content Manager, Academic Publishing, Oxfordshire**

At Taylor & Francis, we've recently launched a story hub called the Hive of Knowledge. The interactive resource highlights stories that show how partnerships have played a crucial role at all stages of people's research careers. Our aim is to encourage researchers to join relevant societies and organisations and to take advantage of the connections and support they provide.

We'll be adding new stories to the Hive of Knowledge to continue to highlight the vital work our society and organisation partners play in successful academic and research careers. Our aim is to create a network of like-minded people – and to encourage people to make useful connections that will grow their knowledge and careers.

//Our aim is to create a network of like-minded people//

## OPENING INDUSTRY DOORS FOR AUTOMOTIVE DESIGN STUDENTS

**Alexa Carron, Marketing Manager, Business Intelligence, Detroit**

Leading up to our annual WardsAuto Interiors conference, we partner with the College for Creative Studies (CCS) in Detroit to put on a student design competition. With the class professor, we set up a semester-long project on future interior design for vehicles. Five students are shortlisted by industry judges as potential winners, and all student designs are on display to hundreds of industry professionals at our Interiors conference. We hold a special ceremony in the main ballroom, where sponsors present awards for both innovation and eco design, along with the overall grand prize.

This is an excellent platform for students to connect with the right people from major automakers and suppliers and take steps towards a potential dream job after graduation. We're now running a similar competition focused on automotive user experience with Lawrence Technological University in Southfield, Michigan and our WardsAuto UX conference.



Winners receiving their award.

## CONNECTING COMMUNITIES

### BRINGING EXPERTS TOGETHER TO WRITE A BOOK IN THREE DAYS

**Lauren Davis, Senior Editor, Academic Publishing, New York**

This year, we pioneered the #EdWriteNow project, bringing 10 educational authors together for a three-day writing retreat. Over a long weekend, writers worked together to talk through ideas and get feedback on their writing, with each person producing a chapter on educational change. Proceeds from the resulting 50,000-word book have been donated to a non-profit organisation working to prevent teenage suicide.

Feedback from the event was extremely positive, with educators appreciating the time and space created for true collaboration with their peers. "Writing is an energy-based journey and having everyone together really inserted a lot of positive momentum into the space. Change is difficult and 50,000 words will never make it happen, but it does feel great to be on the right side of solution-making," said Dr Robert Dillon, Director of Innovative Learning in School, District of University City, Missouri.

## BRINGING REVOLUTIONARY 3D PRINTING TECHNOLOGY TO MEDICAL EXPERTS

**Pyotr Bakass, Sponsorship Manager, Global Exhibitions, Dubai**

Through the Arab Health Exhibition and Congress, we've introduced leading global suppliers of emerging technology, such as 3D printing for replacement limbs, to the region for the first time. Working with the Dubai Health Authority (DHA), this demonstrates the value of the technology for patients, and trains local physicians. As part of a multiyear programme, this is helping DHA to raise awareness of the potential of 3D printing in healthcare and paving the way to innovation in healthcare in UAE.

2017 was the first year we've worked so closely with the DHA, who now see our event as the primary knowledge pool of 3D printing. As part of this initiative, we're helping physicians from Medecins Sans Frontieres (MSF) in Jordan to explore using 3D printing technology for affordable customised prosthetics and share their learnings at the conference.

This innovative content is a real draw to the Arab Health conference and a great example of how we're creating true value for our communities.



Examining a 3D-printed limb at Arab Health.

## HELPING TO PUT PATIENTS AT THE HEART OF CLINICAL TRIALS

**Ryan Thomas, General Manager, Knowledge & Networking, London**

The yearly Partnership in Clinical Trials Europe conference takes an innovative approach to helping to keep clinical trials patient-focused. One of the key trends is the incorporation of the patient perspective in clinical trials execution and how to put into place a process for this. The goal is to make sure patient centricity is at the heart of all clinical trials. With "Patients as Partners" a key track during the conference, doctors can also meet and mingle with the patient community in the Patient Advocacy Pavilion in the main exhibition space.

This is the only event bringing the entire clinical trial ecosystem together in this way – creating a productive and memorable experience, and ultimately leading to more effective clinical trials. In the words of a 2017 participant, "It was the most interesting event during this year in the field of clinical trials."

//It was the most interesting event during this year in the field of clinical trials//



## HARVESTING KNOWLEDGE FOR FARMERS IN WEST AFRICA

**Shabnam Rawal, MD Conferences & Training, Knowledge & Networking, Dubai**

//Agra Innovate is a brilliant expo. It provides a melting pot for entrepreneurs, business leaders, professionals and suppliers to connect, network and share knowledge that can transform agriculture in West Africa and Africa at large//

**Adekunle Oyelami**  
Chief Responsibility Officer,  
Morafem Integrated Enterprises



83%

of attendees say they came to keep up to date with new trends and innovations

68%

attend to learn about the market

Now in its fifth successful year, Agra Innovate West Africa is widely recognised as the region's leading crop production, processing and manufacturing trade show. With more than 30 free seminars and networking sessions, plus a buzzing expo, it connects suppliers from 20 countries across four different continents to local leaders, buyers, policymakers and agribusiness partners.

In 2017, we began to offer free access to the show. This led to a huge turnout – 26% more than the previous year – and queues outside the conference! We know that the farming community finds this event incredibly valuable – 83% of attendees say they came to keep up to date with new trends and innovations, with 68% coming to learn about the market.

We put a lot of work into trying to understand what farmers need and developing content that will be helpful and meaningful to them. We work with a consultant in Lagos to make sure we're focusing on the real issues people are facing – and helping them to find solutions to their challenges. This year, for example, there was a lot of discussion about how



produce often goes to waste due to poor logistics, such as transportation and refrigeration. In the case of tomatoes, for example, some farmers tell us that they can only get 50% of their crop to market before it spoils. So, in 2018, we'll be offering sessions at the conference looking at logistics, refrigeration and solar power – and connecting farmers with suppliers who might be able to help them find ways to get more of their produce to market.

People from my team love going to Agra Innovate because they can see the real difference it's making in people's lives. It's not an easy event to get to, but everyone wants to go – it's such an uplifting thing to be a part of.



## TWO-THIRDS

More than two-thirds of attendees said that it's very important to their job to attend Agra Innovate.



## CREATING A BUZZ IN THE ROOFING INDUSTRY

**Brandi McElhaney,**  
Senior Conference Manager,  
Global Exhibitions, Irving, Texas

Last year's sold-out International Roofing Expo (IRE) in Las Vegas was the biggest in the show's 62-year history. More than 11,000 roofing construction professionals gathered for the three-day event, including people from eight out of the industry's top 10 companies and attendees from all 50 American states and all over the world.

The show is a chance for roofing professionals to stay on top of market trends, new products and cutting-edge technology.

Our aim is for it to be the place for the industry to share best practice and meet like-minded professionals.

It's also very much about learning, with 44 educational sessions held on a variety of industry issues – and this aspect of the show is much appreciated by attendees.

One of my personal favourite networking events at the show is the International Roofing Expo Community Service Day.

Going on its 10th annual event, attendees arrive a day early to perform much needed repairs to local homes of elderly or disabled veterans. Volunteers work among their peers and senior leaders to get their hands dirty, performing tasks from installing fences to hanging siding. Various exhibitors provide support to the event. A roof is normally donated to a much needed home. Giving back is crucial to the Roofing Community and this event is a great opportunity to work hand in hand with their industry colleagues.

I think it's safe to say that we're doing something right at International Roofing Expo – creating opportunities for learning, connecting, buying and selling that are making a real difference for the people involved.

The proof is in the overwhelmingly positive feedback we received on the event – both from attendees and exhibitors.



//The IRE brings large and small companies together impacting the metal roofing industry around the world//

**Eric Velliquette**  
Lakeside Construction Fasteners

//The seminars and demonstrations blew me away, and I came away with new information and ideas that I have already started to implement in my day-to-day routine//

**Mike Mitchell**  
Pioneer Roofing Co



//The sessions were educational, surprising and entertaining. The expo floor was filled with great energy. This was the best IRE show to date//

**Michelle Drucker**  
Commercial Roofers Inc

//Attending the IRE is extremely motivating, even for a small contractor in Canada. What I learn covers the cost of my trip every year!//

**Kevin McArthur**  
McKay Sheet Metal & Roofing



## SUPPORTING GLOBAL GENES IN THE FIGHT AGAINST RARE DISEASES

**Anna Chrisman, Managing Director, Life Sciences, Knowledge & Networking, Carlsbad, California**

At EBD, part of K&N's Life Sciences businesses, some of the best feedback we get from our customers is that we sit at the heart of the life sciences industry – and are seen as a partner, not a service provider. We connect the industry to improve healthcare outcomes around the world.

One example I'm very proud of is our partnership with Global Genes. This is a non-profit that brings together more than 500 global organisations to provide critical connections and resources – equipping them to work together in eliminating the challenges of rare diseases.

With over 7,000 identified rare diseases affecting over 350 million people worldwide (50% of whom are children), there are clear needs on both a business and human level, as less than 5% of the known diseases have a treatment or effective therapy. We bring these organisations together to help them become more effective.

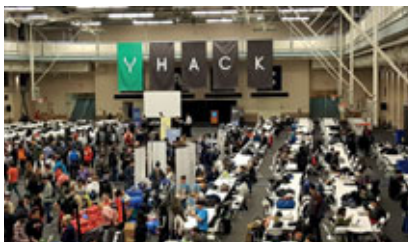
Global Genes and EBD sit in similar positions in slightly different groups, and our partnership can be a bridge between them. Yes, we raise money for them through programmes such as Walk the

World (see later story), but we've found far more valuable ways we can work together.

We've been donating skills and technical resources to raise the charity's profile, connect them with possible funding and help to run three major events during the year. For example, the RARE Forum in September was the first partnering event aimed at accelerating promising research and development in rare diseases.

Our marketing team has also written content, helped with outreach and made business introductions for the Global Genes team. We've found that people really connect with patient stories. So we've included patient perspectives from the rare disease community in all our conference programmes at EBD events in 2017. Through this work, we've developed a deeper understanding of the role of patient advocacy in life science partnering and are using this to improve collaboration at events and integrate more patient awareness into the delegate experience.

Our relationships with the heads of patient groups are leading to new sponsorship and collaboration – for the good of Global Genes and, ultimately, life sciences as a whole.



## HACKING THROUGH THE CHALLENGES PROVES A LEARNING OPPORTUNITY

**Martin Schecter, Head of Product Management, TMT Intelligence (BI), New York**

Spending the weekend with 1,100 undergrad computer science students during Yale's 2017 YHack! Hackathon was certainly one of the learning highlights of my year. As part of our sponsorship and participation in the programme, members of the Business Intelligence (BI) product and innovation teams set one of 35 different "hacks" – challenges put forth by the event's sponsors. Our Ovum challenge was to "Create an Algorithm to Predict Hot Technologies".

The background to this is that in BI we've used much of our GAP investment to modernise our internal systems and our products. Participating in Yale's YHack! was a way for us to start learning about how to apply AI and other new technologies to solve customer problems with our data. Now we're looking at using this learning to harness innovation externally, to create more opportunities to learn and connect between start-ups, companies and Informa.

At the hackathon, 12 teams of students opted into our Predict Hot Technologies challenge, which we designed to be broad enough in scope to encourage inspiration and different approaches.

The students got a chance to work on real-world problems and meet prospective future employers, but the learning was most definitely two-way. Watching teams work through this process taught us a lot about the importance of having a solid analytical framework from the start. The team that won the grand prize developed a model to predict future investment in technology topics based on years of funding data from crowdfunding site Indiegogo. The winners told us: "We're using statistical methods, not machine learning, as we found machine learning introduces errors". It's that type of insight that crowdsourcing can uncover quickly.

We came back from Yale with one certainty: this is just the beginning of our efforts to tap into new sources of innovation!



## THE VALUE OF VOLUNTEERING A PERSONAL STORY

**Rija Tariq, Graduate Fellow,  
Global Exhibitions, Toronto**



9%

of our colleagues volunteered  
this year (2016: 6%)



I've always really valued the impact of giving and supporting charities through volunteering. Being able to do this through Informa has meant a lot to me – and it's great to see that we've almost doubled the number of colleagues volunteering over the past year.

As a graduate fellow, I have placements in each division. I chose to join an Informa charity syndicate which supports The Children's Literacy Charity to get to know more people across the business and understand it better. This group of colleagues is committed to a year-long project working with the charity. It's not only helped me meet people from across the division but has developed my day-to-day business skills too.

I've led and worked on projects to run events, created promotional materials and worked on a marketing programme for the group. Being able to show my skills in this way has helped me to take more creative responsibility in my role – and this, of course, helps my career. Having a long-term relationship with the charity also meant that we could see our relationship blossom just like we would with any customer – and ultimately make more of a difference to them.

I really believe that the research showing the benefits of volunteering is true: a more engaged workforce, better mental wellbeing, team bonding, teamwork, dealing with tight resources. It's been great to see this reflected back from my colleagues.

## WORKING TO PROTECT HUMAN RIGHTS AND ELIMINATE MODERN SLAVERY

**Caroline Bland, Compliance and Risk Manager, Global Support, London**

We continue to uphold the principles laid out in the Universal Declaration of Human Rights. As part of our programme of activities to ensure the business and supply chain is free from modern slavery and human trafficking, we delivered training on how to spot and report these issues to more than 900 colleagues in regions and areas where such issues might be encountered. For more, see [informa.com/humanrights](http://informa.com/humanrights)



900+

colleagues undertook training on  
how to spot and report these issues

## ENHANCED HEALTH, SAFETY AND SECURITY

**Gio Furno, Group Head of Health, Safety and Security, London**

Our new Group Health, Safety and Security (HSS) team is improving how we look after these critical issues for our events, our offices and our colleagues. For more, see [informa.com/hss](http://informa.com/hss)



21.2%

is our effective tax rate  
(2016: 18.1%)

## PAYING THE RIGHT AMOUNT OF TAX

**Glynn Fullelove, Group Corporate Services Director, London**

Paying tax is an important part of our contribution to the societies in which we operate. Our taxes help governments provide vital services and infrastructure, which we in turn rely on to run our business successfully. For more, see [informa.com/tax](http://informa.com/tax)

200

colleagues provided with enhanced  
HSS training (2016: 150)



# OUR COLLEAGUES



**Our people make Informa what it is – it's that simple. They're the engine that drives our work and growth, the source of our innovation and the essence of our relationships. Our culture is one of the main reasons people come to work – and we want to do all we can to support and nurture the people behind Informa's success.**

## **An engaging and supportive place to work**

A key part of this is creating a place to work that brings out the best in people. A place where people have the freedom to think differently if they see a problem that needs solving. Where people can put their whole selves into what they do because they see their part in the bigger picture.

The acquisition of Penton in 2016 brought the opportunity to look again at how we can make sure every part of our business enjoys its own unique culture while still feeling a part of the whole Group. We're getting better at asking people what they think – and really listening to their answers. In 2016, InsideInforma gave us a clear view of what people appreciate in the business and what they'd like to see changed. In 2017, we focused on making improvements and we started running Pulse checks to monitor the impact of the changes we've made.

## **Embracing diversity and inclusion**

As we grow, both in size and in maturity, we want to foster a culture that makes everyone feel welcome and included. We now have a company-wide diversity and inclusion programme in place. As part of this, in 2018 we will launch a colleague network to consider gender issues called 'AllInforma Balance'. This will be followed by a young leaders' network later in the year. We've also rolled out unconscious bias training for recruitment and managers. Additionally, we've assessed whether we have a pay gap between men and women, focusing on the UK at first as this is driven by legislation. The good news is that we're confident we're not paying men and women differently for the same role – and are committed to improving the gender balance in the business, particularly at senior management level.



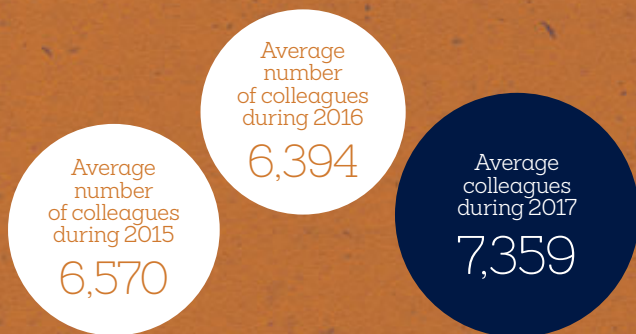
## **Developing our people**

Development doesn't just happen through formal training. It also takes place through promotion, on-the-job learning and supporting productive and healthy ways of working.

We have several initiatives to help with this. We're finding better ways to advertise internal career opportunities and are enhancing formal training in many business units. In 2017, a rollout of online training for our new Code of Conduct, as well as anti-bribery and anti-corruption training for everyone has shown that we can deliver training efficiently across the whole Company. We're running a new Inspire training programme to develop leadership skills in future leaders. And there will be more new training to come in 2018.

The stories in this report are just some examples of the amazing things our people are doing around the world. Having more and more stories like these to share each year is one way of knowing that we truly are bringing out the best in our people.

HEADCOUNT

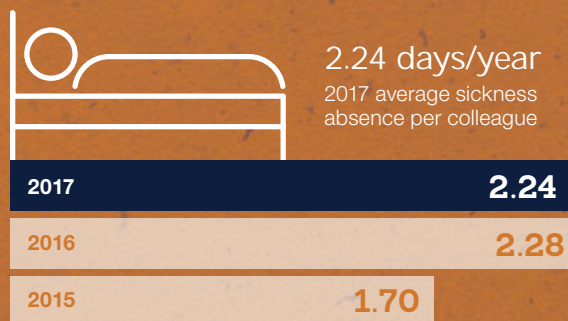


COLLEAGUE TURNOVER



Turnover for all businesses – 2016: 24%, 2015: 24%  
 Voluntary turnover – 2016: 16%, 2015: 15%

ABSENTEEISM



SPEND ON TRAINING



GENDER PAY GAP

23.2% For more information on our gender pay gap reporting go to [informa.com/gpg](http://informa.com/gpg)

GENDER SPLIT

Colleague gender split: 56% female



Previous split: 2016 = 56% female, 2015 = 54% female

All management gender split: 51% female



Previous split: 2016 = 49% female, 2015 = 46% female

Leadership Group gender split: 27% female



Previous split: 2016 = 33% female, 2015 = 39% female

Director gender split: 22% female



Previous split: 2016 = 20% female, 2015 = 20% female

Gender split of promotions: 60% female



Previous split: 2016 = 63% female, 2015 = n/a

Feature:

# WALK THE WORLD GOES FURTHER

**Richard Menzies-Gow,**  
Direct of Investor Relations,  
Global Support, London

2017 marked the second year of Walk the World, and it was fantastic to see so many colleagues come together again. This year, more than 100 Sustainability Champions across the Group organised walks at 80 (2016: 35) of our offices. These walks give everyone a chance to spend some quality time with each other outside the office environment – they're uplifting, energising and help promote the breadth and diversity of Informa around the world. It was particularly encouraging to see every one of the Penton offices joining us so soon after becoming part of the Group, plus many colleagues who work from home.

In total this year, we had nearly half the company participate in walks (up from a third in 2016) – that's 3,500 colleagues compared to the 2,000 who took part in 2016. We also used it as a chance to promote and raise money for each office's chosen charity partner, with almost 30% more raised this year than last year (2017: £155k; 2016: £120k). From the Forbidden City in China, to New York's Central Park, along London's canal systems, through Dutch tulip fields and the Dubai creeks, we saw everything from tropical beaches, Indian monuments and the Swiss Alps. Walk the World has clearly caught the imagination of colleagues around Informa – I fully expect we'll walk even more in 2018!

For more information, see [walktheworld.informa.com](http://walktheworld.informa.com)



4 in 5

Four in every five colleagues told us that WTW made them prouder to work for Informa



We also launched **Walk The World Connections** this year, a competition that challenged colleagues to create a 90-second video showcasing how something they've done at Informa has made a difference to their customers, their industry or their colleagues. There were more than 40 entries from all over the world and the seven winners were flown to London on a VIP trip, joining the flagship London walk and spending time sharing their stories with colleagues, including the Group Chief Executive, Stephen A. Carter. Most importantly, their videos were watched more than 8,500 times by colleagues, so we know these important stories are spreading around the business.



40 entries

7 winners

8,500 views  
of our  
Connections  
videos



28,800km

walked, 67% more  
than in 2016  
(17,200km)

//This year we had nearly half the company walking (up from a third in 2016) – that's 3,500 compared to the 2,000 who took part in 2016//







## WHY INFORMA IS A GREAT PLACE TO BUILD A CAREER

**Vanessa Clandfield,**  
Communications Manager,  
Global Support, Colchester

I joined Informa in 1996 as a graduate trainee straight from university. I certainly didn't set out to spend 21 years at the same company, but the time has just flown by! This is a great company to work for – things always feel new and exciting, and opportunities are there for the taking.

I think this is what's kept me here. I've had the chance to try a real range of roles – I've been a marketer, a Senior Commissioning Editor and am now the Internal Communications Manager for more than 800 colleagues in Global Support. The key has been looking for new roles when the time was right – and I think the new Vacancies Board on Portal is going to help keep talent in the business.



When I had my first child in 2003, I was able to move from London to the Colchester office, where I became Customer Service Director in Shared Services and was able to work more flexibly. I had the chance to work on many projects, including the integration of Taylor & Francis.

Then when I moved to the European Shared Services Centre in 2009 to create a communications team, I was supported by Informa to do a master's degree in Internal Communication Management. I've also been part of a global project which has allowed me to travel and work with colleagues from all over the world.

Part-time, flexible working with an emphasis on work-life balance has been a big part of why I've invested in a career at Informa. It's also been important to feel supported and valued, and to know that I'm making a valid contribution to the business. I'd like to think colleagues all around the business are having a similar experience!



//I certainly didn't set out to spend 21 years at the same company, but the time has just flown by!//



## WE'RE ALLINFORMA

**Saskia Bewley, Diversity and Inclusion Specialist, Global Support, London**

//We want to attract and retain a diverse range of skilled colleagues through fair, inclusive and robust recruitment and promotion practices//



In 2017, we officially launched AllInforma to attract diverse talent and create a workplace that's welcoming, stimulating, and rewarding. Our initiatives fall into three main categories: attracting, supporting and engaging.

We want to attract and retain a diverse range of skilled colleagues through fair, inclusive and robust recruitment and promotion practices. Our Recommended Recruitment Practices, promoted internally during 2017, standardise and enhance candidate selection and promote the use of mixed-gender interview panels. We're also trialling advanced recruitment practices including anonymised candidate applications and a diverse jobs board to capture a balanced mix of candidates. In 2017, we've also rolled out unconscious bias training to high priority teams to raise awareness of elements that could prevent the best talent from joining our business.

We also created a standalone Diversity & Inclusion Policy during the year to put more detail around anti-discrimination and harassment practices and promote a culture of equality and opportunity. And 2017 saw the launch of AllInforma Top Women – a series of interviews and profiles of leading female colleagues – as well as the promotion of international awareness initiatives, including International Women's Day and International Youth Day. In 2018, we will launch a colleague network called 'AllInforma Balance' to support gender balance and maintain a culture of opportunity and equality within

the business. This will be followed by a Future Leaders' network. We've also rolled out unconscious bias training for high priority teams such as recruitment.

Additionally, in 2018 we will be publishing our gender pay gap report for our UK colleagues as required under UK reporting rules. There is no evidence female and male colleagues are paid differently for doing similar roles. We broke our pay into quartiles according to pay in April 2017, where the upper quartile represents higher paid and typically more senior roles. In the lower, lower middle and upper middle quartiles, the median gender pay gap is nominal at 1% or less.

Having historically had greater numbers of men in senior roles that attract higher basic pay and bonuses, there is a median gender pay gap of 9% in the upper quartile of UK colleagues, driving an overall median gap of 23%. Several parts of our Talent Action Plan aim to help attract and retain more women in senior roles, which over time will serve to close the gender pay gap.



For more on our gender pay gap reporting [informa.com/gpg](http://informa.com/gpg)

## NEW CODE OF CONDUCT AND ANTI-BRIBERY TRAINING LAUNCHED

**Annie Mickle, Head of Group Compliance, Global Support, London**



Launched in 2017 and supported by 15 newly revised policies, our new Code of Conduct training for colleagues has been completed by more than 99% of people in our business. Since late 2017, 83% of our colleagues have been through refreshed anti-bribery and corruption training – and we're confident this figure will reach 100% in early 2018.



For more on our new Code of Conduct [informa.com/codeofconduct](http://informa.com/codeofconduct)



74%

said their team or business was better placed to succeed because of actions taken under GAP



//More than 4,000 (57%) colleagues had their say on GAP and shared their thoughts on aspects of the business at the end of the GAP programme//



## LISTENING TO, AND INVESTING IN, OUR PEOPLE

**Leigh Brown, HR Director, Knowledge & Networking, London**

In December 2017, we launched the first company-wide Pulse to follow up on our InsideInforma conversation in 2016 which looked at colleague engagement.

More than 4,000 (57%) colleagues had their say on GAP and shared their thoughts on aspects of the business 18 months after the initial results. Nearly three-quarters of those who expressed an opinion (74%) said their team or business was better placed to succeed because of actions taken under GAP, and 73% said GAP had improved the products and services we provide to customers.

Specifically, colleagues said they'd felt a positive difference because of new or upgraded technology and opportunities to progress and develop professionally. They also shared clear views on the need to continue to invest in equipment, tools, and learning and development.

In any company, there will be a diversity of views and feelings, which averages and percentages can never draw out. But we're pleased to see that overall colleague engagement rose from 71% in 2016 to 74% in 2017, so we're heading in the right direction.



74%

Overall colleague engagement rose from 71% in 2016 to 74% in 2017



# OUR ENVIRONMENT

**For a business of our size and global reach, our direct environmental impact is relatively small. We want to make it even smaller, because using resources more efficiently allows us to reinvest in things that matter – and it's the right thing to do.**

## **Reducing our carbon footprint**

We're working to cut our carbon footprint and use less energy. We've developed a more accurate way of measuring our environmental impact – and are now tracking and comparing the footprint of our buildings to that of our flights and our book printing. We've also completed a pilot with several industry peers to measure the environmental footprint of our shows, and will enhance this in 2018.

## **Using resources more efficiently**

We're finding ways to reduce our resource consumption and source more responsibly – in printing, in producing events, in running our offices. Over the past three years, we've reduced book disposals significantly through better stock management and moving even more content to digital. The acquisition of Penton nearly doubled our Group-wide

paper usage but we're pleased to report that Penton moved to sustainable paper sources at the end of 2017. This means thousands more tonnes of paper coming from responsibly managed forests. We're making small changes in our offices, too – for example, in 2017 we reduced waste in several UK offices and now all the electricity we buy in the UK is green.

We know there are ways we can make our events more sustainable – and we're working with partners and suppliers to do just this. For the second year, our Knowledge & Networking and Global Exhibitions divisions trialed a Sustainable Events Ladder to help events benchmark themselves against their peers. We doubled the number of shows using this in 2017.





## UNDERSTANDING AND REDUCING OUR CARBON FOOTPRINT

**Therese Franzen, SDG and Impact Specialist, Global Support, Stockholm**



One of my roles is to help the business understand two main things: how we can lessen our impact on climate change and how we can best manage the risks arising from it.

### Reducing carbon emissions

We've long looked at the carbon footprint from heating and electricity in our offices. Our facilities managers are working to find ways of running our buildings with lower carbon emissions without affecting colleague wellbeing. Most recently, this has meant replacing the boilers at our largest site (housing around 900 people) and moving to green electricity for all our power purchasing in the UK.

While this has been our main direct material impact for years, our recent acquisition of Penton has increased our US office footprint and corresponding air conditioning usage. The purchase of YPI has also introduced a larger vehicle fleet and much more generator usage at the maritime shows. We've therefore extended our carbon footprint to include these new emission sources.

For our size, we create relatively little direct environmental impact, but we choose to look beyond this to better understand our true impact on climate change. We've been working to understand the relative scale of the emissions from our supply chain and the consumption of our products/services (sometimes called scope 3 emissions).

For some sources, we have good data and confidence in the quantity of emissions. Others we're still learning about and have only shown approximate numbers in the chart on the right. Over 2018 and 2019, we want to better understand these impacts and find ways to reduce them in partnership with others.

### Managing the risks from climate change

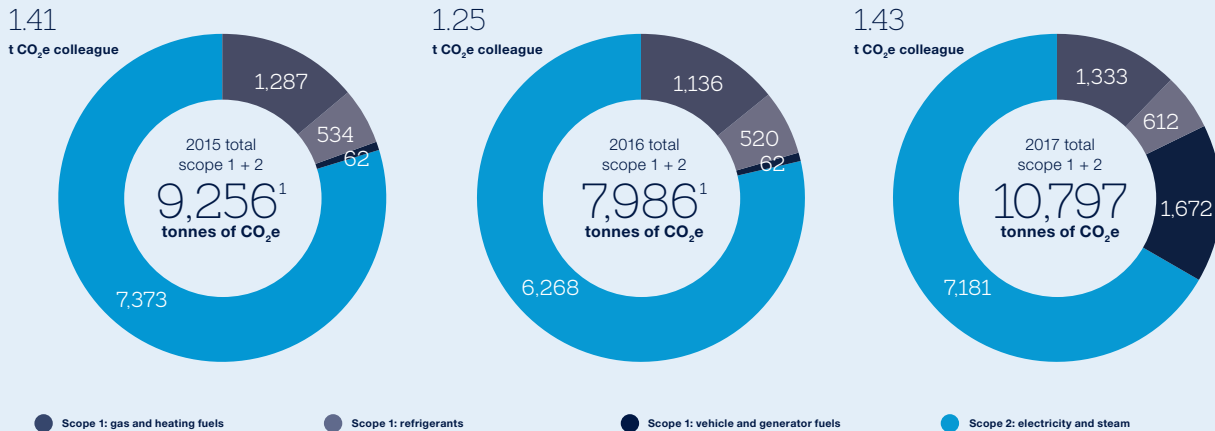
There's no question that severe weather is posing an increasing risk to the business. The fact that our offices and events are spread around the world reduces this risk, but it's still something we face.

Hurricanes near our new boat shows in Florida, and droughts in Cape Town are two examples we've been dealing with in the year. Our newly enhanced Group Health, Safety and Security team makes sure that evacuation plans are in place and we have a travel management system that shows where our colleagues are in any emergency.

### Next steps

From here, we want to make sure that all other big sources of emissions are included in our carbon inventory and that we have comprehensive, accurate data. Alongside this, we're looking at rolling out examples of good practice in reducing emissions and understanding how we can play our part in addressing climate change.

## GREENHOUSE GAS EMISSIONS<sup>1</sup>



<sup>1</sup> We've updated our methodology this year and prior year data to reflect more accurate and complete data in our scope 1 and 2 footprints. We've restated prior year data as a comparator. For more on our data methodology, see [informa.com/NFdatamethodology](http://informa.com/NFdatamethodology)

2017 GREENHOUSE GAS EMISSIONS

Tonnes CO<sub>2</sub>e

612 tonnes Refrigerants	1,333 tonnes Heating fuels	<b>SCOPE 1</b>
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1,672 tonnes Vehicles and generator fuels		
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7,181 tonnes Electricity and steam	<b>SCOPE 2</b>
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As our business has grown in size and we've opened more offices, the electricity and heating fuels required to run that estate have gone up. To reduce the harm of this, we have efficiency programmes in place and have moved all our purchased UK power to green sources. The big impact this year has been the purchase of YPI which has increased vehicle and generator fuel usage by more than 25 times.

c10,000 tonnes Paper milling (excluding printing)	<b>SCOPE 3</b>
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We've also estimated the amount of emissions for making the 10,000+ tonnes of paper we use (excluding carbon stored in forests). This gives us an idea of relative impact and we'll seek to refine this in future.

c30,000 tonnes Flights taken by colleagues and contractors
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For the first time, we've measured the emissions from flights booked by Informa for staff. This is based on actual booking data and an extrapolation to fill the gaps. It's shown here for scale. We continue to refine this and also plan on expanding to cover trains, hotels, etc to see if they are material.

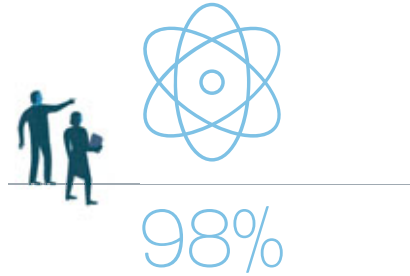
Printing	Digital impacts	Flights by delegates
We are currently liaising with our printers to try to estimate the carbon emissions from printing our products. We estimate this is about the same size as the paper milling footprint.	As we move to more digital online content, books and journals, there's an increasing amount of power required to run all the power for distribution and consumption of this content. We're collaborating with others in the industry to measure these "Dimpacts".	We know that many people choose to fly to our events and this impact is significant, although it's mitigated through many flights to separate meetings being avoided by holding them all at our events. We're working on estimates of this.

## OUR MOVE TO MORE SUSTAINABLE PAPER SOURCING

**Carlos Lugo, Senior Director, Production Operations, Business Intelligence, Overland Park, Kansas**

I joined Informa as part of the Penton acquisition in 2016. At this point, I didn't really understand what responsible paper and timber sourcing meant, as we hadn't been using sustainable sources. When I looked into how we could best meet Informa's Responsible Timber and Paper Policy, I learned that our two major print vendors took this agenda seriously and could support us in changing our paper sources.

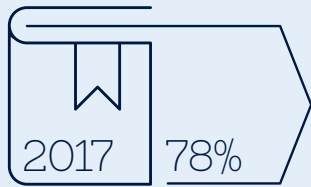
Over 2017, I worked with them to move to certified paper sources under the PEFC and SFI schemes. I'm happy to say that all paper sourcing for the former Penton businesses is now sustainably certified. This makes a big difference – we use almost as much paper as all the other Informa businesses combined and have managed to make the switch at zero cost to the business. I personally feel good knowing that we're environmentally sustainable and that the certification protects human rights too.



From 2018, we expect around 98% of Informa's total paper usage to be sustainably sourced

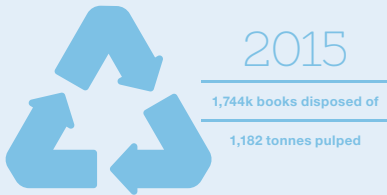
Until we made the switch in October 2017, Informa's overall percentage of sustainable paper dropped temporarily while we were using up existing stocks. But from 2018, we expect around 98% of Informa's total paper usage to be sustainably sourced. We're working on those last few per cent!

BOOKS AVAILABLE AS PRINT-ON-DEMAND (% OF ALL TITLES)



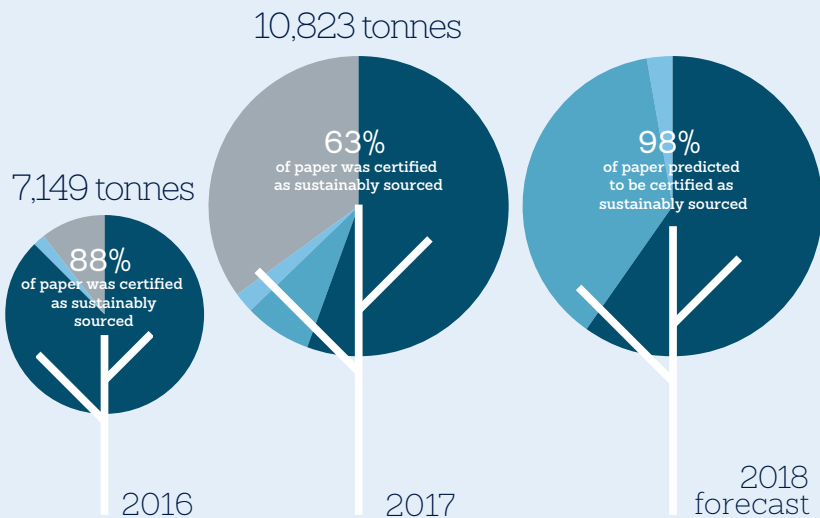
2016: 74%, 2015: 72%

STOCK WRITTEN OFF



MAKING OUR PAPER USAGE INCREASINGLY SUSTAINABLE

- Informa sustainably sourced
- Informa non-certified sources
- Penton sustainably sourced
- Penton non-certified sources



## Feature: ANATOMY OF A SUSTAINABLE EVENT

Events are a major part of our business, particularly in Global Exhibitions and Knowledge & Networking. There are many ways they can be made more sustainable – and we're making changes across the Group.

One of our most sustainable shows, led by a passion from our customers, industry associations, colleagues and suppliers, is GreenBuild. We asked two of the key contributors towards making the show more sustainable to share their thoughts on the work they're doing. We've also introduced a new campaign which showcases dozens of ways to incorporate sustainable thinking that makes a difference into our events.

To explore the diagram in more detail, go to [informa.com/sustainableevents](http://informa.com/sustainableevents)



### WORKING WITH INDUSTRY PARTNERS MAKES SUSTAINABILITY POSSIBLE

**Jeff Chase, Vice President,  
The Freeman Company,  
San Francisco**

#### F R E E M A N

Being sustainable and “going green” isn’t just about making the right moral choice – it’s about making the right business choice.

At Freeman, we firmly believe that efficiently using resources when producing events is critical to our legacy. As the General Service Contractor for GreenBuild and many other Informa shows, we look after things like attendee engagement, exhibitor services and logistics, flooring, signage, freight handling, and liaison with other sub-contractors.

We see waste as a resource that, when handled properly, saves and makes us money.

Common goals on sustainability create a more sustainable event and allow us to share these best practices with other shows. Recycling rates of more than 90% at shows are becoming achievable where shows truly focus equally on people, profit and planet.

We’re also proud of our donation programme, where leftover materials from the show go to local community groups to be reused. Attendees are happy, exhibitors are happy, which makes the show a success for everyone.

We’ve already got plans on how we can improve even more next year.

### USING OUR LEADING SUSTAINABLE EVENTS TO INNOVATE AND SHARE WITH OTHERS

**Karen Young,  
Associate Show Manager,  
Global Exhibitions, Irving, Texas**

When Informa took over Greenbuild, I was immediately drawn to the sustainability focus of the show. I quickly realised I had a LOT to learn. It’s incredibly eye-opening to watch someone hand-sort waste. Trade shows historically produce piles of trash from exhibitor stands, show management signage and conference workbooks.

While we can start small, we can change the behaviour of our entire audience through strategic communication. This requires an initial evaluation of the big picture. It also boils down to the choices you make every day – what coffee cup to use, how you travel to work, what documents to print – all of which have a long-term effect on your community.

We have the chance to leave behind a long-term legacy in the cities we travel to, and to see this legacy trickle down to the local staff, vendors, hotels, and event spaces we partner with.



## INSIDE A SUSTAINABLE EVENT

The interactive tool we've built is a great way to educate all our colleagues on the ideas they can bring into their shows to create a great experience for customers and a positive impact.

### OUR CONTENT

- 1 Inspiring speakers can promote different approaches and help our audiences solve global challenges
- 2 Innovation zones involving students and other creators can showcase upcoming technologies and solutions
- 3 Content can be enhanced by linking to relevant UN Sustainable Development Goals
- 4 Post-event surveys can measure how the event has helped visitors learn and solve challenges
- 5 Contractors can brief labourers on safety and environmental standards

### OUR COMMUNITIES

- 6 Safety and security are important expectations for all people onsite
- 7 Recruitment fairs hosted at events can help solve skills shortages and attract talent
- 8 Local recipes share the city's culture and help source seasonal, local food. Fairtrade or MSC certification improves sourcing
- 9 Donating booths or advertising to industry charities and community groups helps raise their profile
- 10 Providing space for (local) start-ups can help attract investment and growth
- 11 A variety of networking spaces/events brings many different chances to build relationships
- 12 Software can matchmake important meetings and create space for more unplanned meetings
- 13 Volunteering by the delegates, whether onsite or offsite, provides networking and a strong community feel
- 14 Supporting visitors' wellbeing can also create networking at group runs, yoga classes, morning mindfulness, etc
- 15 Education sessions provide CEU/CPD credits that count towards ongoing professional education
- 16 Free or discounted access for students, especially volunteers, brings knowledge to our future audiences
- 17 Partnering with industry associations can create scholarships for national and international students to attend

- 18 Local partners help us deliver legacy projects in host cities such as renovating community centres or educating restaurants
- 19 A long-term charity partner linked to the show's industry can demonstrate industry commitment to issues
- 20 Local economies can be supported by promoting local restaurants, entertainers and tourism both at show and online
- 21 Measuring the show's impact on GDP/jobs helps us to show how it creates benefits for the city
- 22 We can tell stakeholders how we're doing via touchscreens, signage and/or a post-show report
- 23 Tours around the show can highlight learning opportunities and what we do to make it sustainable

### OUR ENVIRONMENT

- 24 Information in advance can help visitors choose walking, shuttles and public transport
- 25 Digital show guides and using sustainable paper cuts waste
- 26 Freight forwarding and offsite consolidation reduces vehicle movements, congestion and pollution
- 27 Water refill stations, reusable water bottles and not selling single-use bottles saves waste
- 28 Sponsored products like bags and giveaways can be responsibly sourced and have a long-term use
- 29 Having recyclable lanyards, badges, bags, etc and collection stations for these can cut waste
- 30 Venues, suppliers and visitors can collaborate on a waste management plan and provide recycling options around site
- 31 Booths can be recognised for participating in sustainability programmes and awards can highlight best practices
- 32 Our own spaces at events should be made from reusable shell schemes or pipe and drape
- 33 Suppliers and contractors can be encouraged to use sustainable materials in booths, signage, table coverings, etc
- 34 Caterers can donate excess food or make sure it gets composted
- 35 Single-use items can be eliminated by specifying reusable serviceware, bulk serving of condiments, table water, etc
- 36 Cost-effective alternatives can often be chosen to replace styrofoam, foam core board, vinyl and solvents
- 37 Carpet usage can be reduced by careful layouts, reuse on future shows and offcuts being recycled where possible
- 38 Local partners can help us donate leftover materials and products for community projects like upcycling
- 39 Hotels can be encouraged to implement and stick to "green" programmes as well as donating leftover toiletries
- 40 Measuring and reporting environmental and social KPIs can encourage ongoing improvement

To explore the diagram in more detail, go to [informa.com/sustainableevents](http://informa.com/sustainableevents)



# WHAT'S NEXT?

## A firm foundation for progress

**Ben Wielgus**

Head of Sustainability

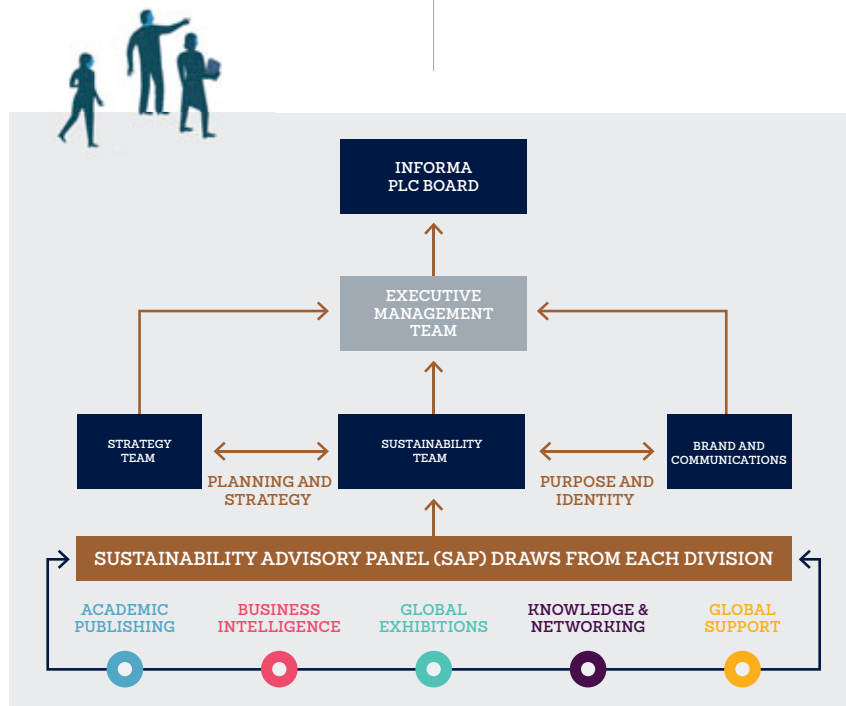


2017 has been a year of growth for Informa and for our sustainability work. Our *Growth Acceleration Plan (GAP)* and the integration of Penton have helped give the business a strong position for the future. We've seen more participation, more engagement and more ways to link sustainability to our market ambitions.

Our expectation at the start of the year was to create a new sustainability framework and associated long-term targets in 2018. However, we realised that any new framework would be far more likely to be successful and business relevant if it were closely linked to our ambitions for growth continuation after GAP and our refreshed Purpose. As these are both due in 2018, we decided to align our timings with those. The potential acquisition of UBM also gave us good reason to ensure our work on a sustainability framework was retimed.

This report highlights just a selection of the great work our business is doing on sustainability. Over the year, we've run a sustainable innovation programme to find new ways to enhance our products and connect more strongly with customers. This has included looking at better measuring our impact and more clearly linking the content of our products with the underlying global challenges industries are facing. Alongside other projects, this has helped us to clarify where we can really make a difference with local, market and global challenges. More operational and internal aspects have also all seen growth: Walk the World, volunteering, resource usage, support to charities and so on.

In 2018, we plan on using a senior sustainability advisory panel (as shown here) to develop our wider approach to sustainability and targets. In the meantime, we've identified a number of priorities for the coming years, which we'll be expanding over time.

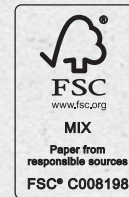


# SUSTAINABILITY GOALS

Once we have a new sustainability framework in place, we'll overlay this with long-term 10+ year targets. In the meantime, there are a number of clear goals we want to hit in the next few years. For content and communities, these targets are most appropriate within divisions or specific industry verticals, rather than the Group. Over the next year, we'll be working with each part of the business to set our overarching sustainability strategy and to specify how our ambitions cascade down to the different parts of Informa and their markets.

**All these goals will be expanded over time.**

	Issue	Goal
<b>Governance</b>	Sustainability framework	By 2019, we'll have an expanded framework for sustainability across the business and have launched it to all our colleagues. This will be integrated with our purpose and business strategy. More than two thirds of colleagues will be familiar with it.
<b>Governance</b>	DJSI performance	Enhance our absolute score by focusing on opportunities to progress in constituent parts of the index, and work towards DJSI World inclusion by 2020.
<b>Content</b>	Sector collaboration	By 2020, we'll participate in at least two sector collaborations on understanding and improving the impact of our sector.
<b>Content</b>	SDG engagement	By 2020, we'll identify five new projects that engage our customers within a specific vertical around the SDGs and create value in helping address the goals.
<b>Content</b>	KPI development	By 2020, we'll have a set of KPIs that help us to better understand the role of our content and communities in creating broader stakeholder value.
<b>Community</b>	City impact	By 2020, we'll have partnered with five cities to improve the local impact of our events.
<b>Community</b>	Measuring impact on people	By 2020, we'll have introduced a programme of common measurement of the impact we create through Content/Community for all our attendees at our events.
<b>Community</b>	Meaningful charity partnerships	By 2020, we'll have a way of measuring our contribution to charities across the Group and our 10 biggest shows will have a charity partner.
<b>Colleagues</b>	Gender balance	Each year, we'll make continuous progress on female representation in our Senior Leadership Group.
<b>Colleagues</b>	Colleague wellbeing	By the end of 2018, we'll have launched a company-wide colleague campaign to support physical and mental wellbeing.
<b>Colleagues</b>	Colleague participation	Participation in Walk the World will be more than 60% a year, every year, and more than 20% of our colleagues will develop their skills through volunteering by 2020.
<b>Environment</b>	Our contribution to climate change	By 2020, we'll have cut our carbon footprint by another 10% per head and at least five of our top 10 offices will have invested in energy efficiency measures.
<b>Environment</b>	Responsible sourcing	By 2020, more than 95% of our paper usage will be from sustainably certified sources, with the rest responsibly sourced.



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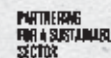
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We are pleased to be named the Industry Mover in our sector of the Dow Jones Sustainability Index in 2017.



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