



# Championing Sustainability



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# Championing the specialist

Informa exists to champion the specialist, connecting people with knowledge to help them learn more, know more and do more. We champion and connect specialists all over the world through events, intelligence products and scholarly publishing. We're a FTSE 100 company with hundreds of powerful brands helping customers in dozens of specialist markets to succeed.

**What we do**

- High quality research
- Online market platforms
- Online partnering
- Data delivery
- Webinars
- Subscriptions
- Virtual events
- Critical data insights
- Online training
- Digital content

For more information, see our Annual Report

[informa.com/investors/annual-report/](https://informa.com/investors/annual-report/)

**Informa's 2020 ESG Ranking**

|   |      |   |
|---|------|---|
|  | AA   | Leader: AAA and AA; Average: A, BBB, BB; Laggard: B, CCC  |
|  | 10.6 | 0-10 = Negligible Risk, 10-20 = Low Risk, 20-30 = Medium Risk, 30-40 = High Risk, 40+ = Severe Risk |
|  | 2    | 1 – lowest governance risk to 10 – highest governance risk'   |
|  | 99%  | Industry percentile   |
|  | A-   | Score A – Score F   |

**OUR DIVISIONS**

**Informa Connect** delivers major, branded, content-driven in-person and virtual events and digital platforms allowing year-round connection and knowledge sharing.

**Informa Intelligence** provides relevant, high quality and critical data and insight to customers working in large, complex and specialist markets including Pharma, Finance and Maritime.

**Informa Markets** creates opportunities for customers all over the world to connect, learn and trade. We serve businesses in specialist markets through specialist digital content and data, virtual events and large-scale physical exhibitions.

**Informa Tech** helps businesses in the technology market and professionals interested in tech to connect, learn more and do more. We provide knowledge and connections delivered through training, data and research, consulting, and physical and digital events.

**Taylor & Francis** is a specialist in scholarly research and helping academic and research communities make new breakthroughs. We curate and publish high quality peer-reviewed research, connecting specialists to knowledge that helps them learn more and advances progress in their field of study and broader society.

**Our divisions are underpinned by: Global Support.** This division enables each operating division and comprises Informa's Group functions and Group Operations.

**CHAIRMAN'S INTERVIEW**

# The Board view of sustainability

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Derek Mapp  
Chairman  
.....

FasterForward is a reflection of what our investors and society expect from companies like Informa but also a reflection of the values shared by our colleagues.

**I**n June 2021 I will step down as Chair of Informa, bringing to an end my direct association with the Group, after what has been a truly fascinating and rewarding journey.

Across my tenure, 2020 was undoubtedly the toughest year on record. As the full range and impact of COVID-19 became clear, we moved quickly to focus on protecting and preserving the long-term strength and value of the Group's most important assets: our brands, customer relationships and colleagues. It's testament to everyone at Informa that, in the face of significant disruption to physical events, the Group continued to focus on delivering value for customers, often creating new products and services to achieve this. It is also rewarding to know that some of our intelligence and research products directly supported scientists and clinicians working on the global response to the pandemic.

I have always said that our people are both the present and the future of Informa and it's been tremendous to see how colleagues have taken care of one another during the pandemic. I was particularly pleased to see the launch of the Informa Colleague Support Fund, which is providing financial assistance to colleagues whose households are experiencing hardship due to the impact of the pandemic. Such initiatives are important and speak to the underlying values of our culture – one that is rooted in mutual trust and understanding. Informa is a place where everyone can be themselves and where help and support is always available to anyone who is struggling.



The Group's values are also reflected in the launch of AllInforma Nations. This was a colleague response, supported by the company, to the heightened focus on racial equality across the world during the latter half of 2020. Speaking as someone who didn't go to university, I believe passionately that everybody, whatever their background, deserves opportunity. It is the Group's responsibility to create these opportunities by identifying, training and leading diverse talent for the future of the business.

At the very start of 2020, we launched FasterForward, Informa's approach and commitment to becoming a more sustainable business. As I stated last year, FasterForward is a reflection of

what our investors and society expect from companies like Informa but also a reflection of the values shared by our colleagues. That's why FasterForward is a positive differentiator for our business and why the Board is so supportive of it.

This is the last time I'll introduce the Sustainability Report but rest assured I will continue to follow the Group closely as a supportive shareholder. I am confident that, on the other side of the pandemic, we will find a world eager to reconnect and eager to build the sustainable economy the world needs. I have no doubt Informa has the right values, flexibility, commitment and focus to make a valuable contribution to this goal.

# Informa: Connecting Sustainability

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



BW

It's the first time in five years we've held this conversation online instead of in person. How has Informa adapted to the challenges of 2020?

SC

We've certainly found ourselves online and communicating virtually for more of our working lives than ever before. And that's just one aspect of a year unlike any other. Almost overnight, our teams moved to working and connecting from home. We took the early decision to focus on our customers, our brands and our colleagues in everything we did, whilst taking steps to build financial stability and security. We introduced a programme to postpone hundreds of physical events and continued to meet the demand for our digital intelligence, research and connections products. I remain convinced this was the right approach and that preserving our long-term strengths will serve us well on the other side of the pandemic.

BW

From what I've experienced, it's been heart-warming to see the understanding and support around the business in general. I think the flexibility colleagues have been given, which speaks to our guiding principle of 'freedom to succeed', has helped everyone feel more supported and connected. Personally, I know I've missed office interactions and felt the absence of opportunities to come together as a group - Walk The World for instance - but the focus on openly sharing updates and information regularly throughout has greatly helped people feel connected to the wider company.

SC

Informa has a strong network of colleague communities and colleague support platforms around the world, which stood us in good stead when nearly every one of our locations went into a period of lockdown. But 2020 showed us, in very real and very personal ways, our broader responsibilities. Suddenly Informa had 10,000 individual home offices. And, more importantly, 10,000 households, with all the members

of those households and the myriad pressures they have been put under. It has underlined how important it is for us to connect with colleagues and our community in whatever ways we can. We are in the process of further enhancing the wellbeing support available to all colleagues and you can expect to hear more about that in the near future.

BW

March 2021 will mark one year since we launched FasterForward, Informa's set of priorities for sustainability in our business. What are your reflections on the first 12 months of FasterForward, and has 2020 changed how you see sustainability?

SC

FasterForward crystallised our ambition to become a champion of sustainability within our own business but also across the many specialist markets we serve through our portfolio of information, data, events and educational brands.

We've increased our resources and investment in this area over the last five years and, in the same period, sustainability has become more and more important for colleagues, citizens and investors. In fact, we have some key investors whose conversations focus significantly on our record on environment, social and governance (ESG) issues, with particular priorities around promoting climate action and supporting companies towards net zero emissions.

I'm glad we made those commitments and gained momentum before COVID-19 struck as it's allowed us to make strong progress despite the many changes 2020 subsequently brought.

BW

We're certainly seeing plenty of areas where FasterForward has helped us as we've acted to protect and adapt the business. I've spoken with many colleagues and there's a strong belief across Informa that we can build back better. Our framework has already provided that impetus - for example, Better Stands (see page 10) is a ground-breaking programme to materially reduce single-use waste from exhibitor stands.

SC

Yes. Of course 2020 saw profound disruption to physical events but we continue to believe in the value and future of strong brands that bring communities together to connect, learn and transact in person. Those physical events are likely to have technology more firmly embedded within them than before. They are also likely to be complemented by ever more sophisticated digital and data-driven services. This period has definitely been an accelerant for digital innovation and adoption in our business and among our customers and markets too.

2020 also made us look further into the future in our planning. In line with that, we wanted to incentivise colleagues around creating a sustainable business built for long-term success. We've created more incentives for colleagues to own shares in the business, to share in our success, and updated our leadership compensation structure to put greater focus on long-term equity value.

BW

Moving on, the theme of diversity and inclusion also touched many of us during the last year, especially the Black Lives Matter movement which raised important discussions in society. Can you say more about what Informa is doing in this area?

SC

I see Informa as an international business with colleagues and customers from an incredible variety of countries and backgrounds and I believe that our culture is naturally inclusive - colleagues say we are a welcoming business to work in and work with. We've done lots of work under our AllInforma diversity and inclusion programme in recent years. We recently appointed a senior executive from our Intelligence business, Linda Blackerby, as Chief D&I Officer to better co-ordinate our efforts and accelerate our progress in this area.

BW

It's great to see that. Alongside inclusivity, as the world starts to re-engage physically, what do you think are our key focus areas?

SC

Undoubtedly it will be a different world and, speaking today in early 2021, it's important to be flexible as we track the pace and shape of the recovery from the pandemic. But whatever shape that takes, we need to ensure we have the capabilities to deliver for our customers and markets, supporting a return to sustainable long-term growth. That means it's prime time for FasterForward. The opportunity is for all our colleagues to take what we established and achieved in FasterForward's first year and embed it into even more deeply into our business and what we offer customers in 2021.

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Stephen A. Carter  
Group Chief Executive

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Ben Wielgus  
Head of Sustainability

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# Our approach to sustainable business



Richard Menzies-Gow  
Director of IR & Communications,  
Informa Group, London

At the beginning of 2020 we launched FasterForward, Informa's updated approach to sustainable business. It follows several years of investment to build the foundations for becoming an ever more sustainable, positive impact business and sees us set ambitious targets in areas where we believe we can have the most impact: our own operations, our direct impacts on communities, and our indirect impacts on the world from our content. In many ways, setting targets was the easy part, especially since we didn't know what 2020 had in store for all of us.

Throughout last year we worked closely with our colleagues, investors, communities, host cities and customers to build stability and security in the face of the COVID-19 pandemic. Critically, this has not affected our commitment to embedding sustainability into everything we do. We are becoming a more resilient company as a result and it is equally rewarding to see the success we've had in helping our customers and specialist markets do the same.

## Embedding sustainability into everything we do

There has been a loud and clear call from world leaders for a green recovery from COVID-19 and to use the opportunity to "build back better". Through our Purpose of Championing the Specialist, and by connecting people with knowledge, Informa can play a key part. In this report (pages 14 – 21) we share examples of how we are embedding sustainability in our brands to help drive a more sustainable future in the specialist markets we serve, as well as contributing to the UN Sustainable Development Goals (SDGs) and supporting the response to COVID-19.

The UN SDGs are a worldwide call to action to address challenges related to health, education, equality and the environment. Achieving these goals by the UN's target date of 2030 will help ensure a sustainable future for everyone on the planet, and businesses like ours play an important part. In this report, we describe our contributions to the SDGs from our operations and through our content.

## The foundations for how we do business

Within our own operations, in 2020 we became a CarbonNeutral® certified company, reduced our waste and continued our commitment to sustainable, safe and secure events, whether in digital or physical format. We also supported our colleagues through a challenging year, both

# FASTER FORWARD

personally and professionally, and took steps to become a more diverse company, whilst celebrating (digitally, for the most part) five years of community support and colleague engagement through our Walk the World programme.

When speaking with colleagues, investors and other stakeholders, it is clear that environmental, social and governance (ESG) issues are more important than ever. So I'm glad to see our efforts were recognised by our continued inclusion in the DJSI World Index and improved performance in key investor indices such as MSCI, ISS ESG and CDP.

While plenty has been achieved so far, we continue to learn along the way and this will help us go further and faster in the future. We believe that by continuing to put sustainability at the heart of our business, following our clear roadmap, we will become a better business, well equipped to adapt to a rapidly changing world.

Although 2020 was not the year anyone expected, with all the challenges and restrictions created by COVID-19, I hope that colleagues recognise the continuing progress Informa is making to become an ever more sustainable business and the growing impact we are having in helping to support sustainable solutions in the many specialist markets we serve. Everyone should feel proud of their individual contribution towards this and, hopefully, inspired to further support the progress towards our sustainability goals. I know I am.

## FASTER TO ZERO

### Faster to Zero

Moving faster to become a zero waste and net zero carbon business.

To help meet the urgent challenges of a changing world, we are moving faster to reduce our carbon and waste footprint with the aim of becoming a zero waste and net zero carbon business by 2030.

Wherever we can, we will also actively help our partners, customers and wider markets to achieve the same.

#### Our commitments

- 1 Become carbon neutral as a business and across our products by 2025
- 2 Halve the waste generated through our products and events by 2025
- 3 Become zero waste and net zero carbon by 2030 or earlier

## SUSTAINABILITY INSIDE

### Sustainability Inside

Embedding sustainability inside every one of our brands to help our customers accelerate sustainable development in their specialist markets.

Informa exists to connect people with knowledge and our greatest impact in the world is through the content and connections we deliver for our customers.

To help our customers go faster, and to accelerate the sustainable progress of the specialist markets we serve, we are embedding relevant sustainability content inside each of our brands.

Whether it's through events, intelligence, research or training, we'll provide our customers with the content and connections that can drive a more sustainable future for their specialist markets.

#### Our commitments

- 4 Embed sustainability inside 100% of our brands by 2025
- 5 Help and promote the achievement of the UN's Sustainable Development Goals through our brands

## IMPACT MULTIPLIER

### Impact Multiplier

Multiplying the positive impact we can create when we improve access to knowledge, help people connect more efficiently and invest in our communities.

Through the content we provide, we can help connect and inform those who struggle to access knowledge and networks.

When they connect at our events and online, we can help customers be even smarter and more efficient with their time and travel.

Where we work in a specialist or local community, we can partner with them and invest in ways that help them succeed and create more positive impacts in turn.

#### Our commitments

- 6 Enable one million disconnected people to access networks and knowledge by 2025
- 7 Contribute \$5bn per year in value for our host cities by 2025
- 8 Contribute value of at least 1% of profit before tax to community groups by 2025
- 9 Save customers more carbon than we emit as a business by 2025



# Moving faster to net zero carbon

## FASTER TO ZERO

### Commitments:

- 1 Become carbon neutral as a business and across our products by 2025
- 3 Become net zero carbon by 2030 or earlier

### Progress highlights:

- Achieved CarbonNeutral® company certification in 2020
- Achieved a score of A- from CDP, the world's leading environmental benchmark
- Over 100 events assessed through our sustainable event management framework which includes working with venues and suppliers to reduce energy consumption
- Continued our real estate energy and space efficiency programme
- Reported on our climate risks and opportunities following the TCFD recommendations
- Expanded our percentage of renewable electricity usage to 97%

### Next steps:

- Define and pilot carbon-neutral products
- Complete measurement of emissions from digital products
- Quantify our climate risks and opportunities under various scenarios to align fully with TCFD

### Linked to SDG:

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CLIMATE ACTION



•••••  
Nicolas Desolino  
Group Sustainability  
& Reporting Manager,  
Informa Group, London  
•••••

Even with the challenges presented by COVID-19 in 2020, climate change remains front and centre of our priorities – after all, neither vaccination nor self-isolation will guard against it. FasterForward doubles down on Informa's commitment to climate change action and we are really pleased by our ongoing progress.

Read more: [informa.com/climateimpacts](https://informa.com/climateimpacts)

In particular, Informa became a certified CarbonNeutral® Company in 2020 in line with The CarbonNeutral Protocol which is the leading global framework for carbon neutrality. This involved a programme of activities including reducing our energy consumption, purchasing renewable electricity and offsetting all remaining relevant emissions. This moves us closer to reaching one of our Faster to Zero goals of becoming carbon neutral across all our operations and products by 2025. It also aligns with the activities of many of our brands, which regularly promote content designed to help customers' transition to a low carbon economy.

Here we discuss how we've become a more resilient business and how we mitigate our climate risks, as well as identify opportunities.

### The impact of climate change on our business

Our business model gives us some natural resilience to the impact of climate change, thanks to our international breadth and operating flexibility, and the increasing importance of digital products and services. However, we do monitor the risks and opportunities from climate change on physical assets and changing market conditions through our established risk management processes. We are also working to fully implement the recommendations of the international Task Force on Climate-related Financial Disclosures (TCFD). In order to implement this effectively, we enhanced our governance structure for climate risks in 2020 and held workshops with a range of internal stakeholders, as well as developing a more detailed understanding of the breadth and relative impact of the future impacts of climate change.

## Our journey to carbon neutrality

In order to become a certified CarbonNeutral® company, the key areas we needed to improve related to the greenhouse gas emissions from the energy we consume and our business travel. Here is how we did it:

### 1 Reduced our energy consumption

One of the unexpected outcomes of COVID-19 has been the successful shift to remote and blended working for many companies. At Informa, this has proved effective and popular, and so we have used the period to introduce a balanced working model for the future, with colleagues able to adopt a greater mix of home and office working. This has led to the consolidation of offices and office space around the world, with 30 offices closed permanently and flexible working systems introduced in many that remain. This has reduced the number of desks per head and will significantly increase the utilisation of the space that remains, lowering energy consumption onsite and emissions from commuting. In 2020, as most offices were only partially occupied through lockdown periods, our total energy consumption decreased significantly.

### 2 Generated and purchased renewable electricity

Following the lead of our office in Colchester (UK), our Boulder (Colorado, US) office became the second site to install solar panels on its roof. Some 700 panels generated 274 MWh during 2020, supplying 63% of the building's overall electricity consumption.

Elsewhere, Informa has an established global process to purchase renewable electricity. Energy Attribute Certificates (EACs) allow us to match our electricity usage with the required amount of renewable electricity. As a result, 96% of our office-based colleagues work in an office powered by renewable electricity, with only a few exceptions in countries where the EAC market is not well developed.

Read more: [informa.com/renewableenergy](https://informa.com/renewableenergy)

### 3 Offset residual emissions

There are still some emissions generated by the company that we cannot yet avoid, including heating our offices, fuelling company cars, powering generators and air/rail/taxi travel for business, as well as hotel stays. We compensate for them through funding high quality carbon offset projects. Our work with Natural Capital Partners supports a range of certified, audited projects around the world that absorb or help avoid greenhouse gases being emitted.

Some of our projects aim to conserve areas of high biodiversity value such as grasslands and rain forests, or to plant trees to absorb carbon and create jobs. Others focus on renewable energy generation for rural communities in China and India. All projects not only reduce carbon emissions but also bring additional economic, social and environmental benefits, such as improving education, job creation and air quality.

Read more: [informa.com/carbonoffsetting](https://informa.com/carbonoffsetting)

Our impact on climate change goes well beyond our own operations. In the next pages, we share how we are connecting and collaborating with others to learn more, know more and do more in the effort to mitigate climate change.

Certified CarbonNeutral® company  
 CDP 2020 CDP score: A-  
 Rated most improved FTSE 100 company in sustainability reporting by EcoAct

In addition to our FasterForward commitments, we have a target to reduce our scope 1 and 2 emissions by 55% and our scope 3 emissions by 20% by 2030 from a 2017 baseline. This has been approved by the Science Based Targets Initiative as in line with what the latest climate science deems necessary to limit global warming to below 1.5°C.

# 97%

of electricity from renewable sources

# 27,500<sub>tCO<sub>2</sub>e</sub>

We've reduced our carbon footprint by the equivalent of approximately 35,600 economy class flights from London to New York



# Working with others to address climate change

We have described the environmental impacts of a typical event in a previous report ([www.informa.com/eventcarbonfootprint](http://www.informa.com/eventcarbonfootprint)) and we are constantly looking at ways to reduce these impacts, as well as those related to our offices, publications and digital products. We also recognise the value of working with others to help solve big challenges. As the decarbonisation of the economy continues, we believe that our brands can support our specialist markets share knowledge on climate impacts, opportunities and best practices to help address and mitigate climate change.

As members of business associations that are committed to tackling climate change, such as the Responsible Media Forum and the Publishers Association Sustainability Group, we are also working with other leading companies to reduce the climate impact of our industries. Through our membership of UFI (the Global Association of the Exhibition Industry), the Events Industry Council (EIC) and the Society of Independent Show Organizers (SISO), we're collaborating with peers to tackle climate change in the global exhibitions industry. We are also a signatory of the 'We Mean Business' coalition, which is catalysing business action to accelerate the zero-carbon transition.

## The Responsible Media Forum Climate Pact

We are one of the founding signatories of the Responsible Media Forum Climate Pact. This commits us to implement ambitious science-based targets and help encourage behavioural change in our audiences towards climate-friendly lifestyles. Through our FasterForward programme we are already making strides in both these areas.



Change in our scope 1 & 2 emissions over time (tCO<sub>2</sub>e)



Note: 2018 data includes UBM emissions from the date of acquisition.  
 \* Market-based emissions take account of renewable electricity purchasing.

Breakdown of our 2020 scope 3 emissions related to our Science Based Targets (tCO<sub>2</sub>e)



## Examples of some of our carbon management programmes

- Reducing emissions at events**  
 Our sustainable event management system is our framework for helping reduce the carbon footprint from events through initiatives such as moving to renewable energy, efficient logistics, making stands reusable and helping attendees reduce the impact of their travel. See pages 28-31 for more details.
- Purchased goods & services and capital goods**  
 We are working with procurement and external partners to measure emissions from our supply chain more accurately and reduce them by asking suppliers to join us in moving to renewable energy and developing carbon reduction initiatives.
- Business travel**  
 As a company, we travelled much less in 2020 due to COVID-19 – all remaining business travel is compensated for using high quality carbon offsets.
- Books & journals distribution**  
 By expanding on-demand printing, we have reduced carbon emissions and waste related to printing, storing and shipping.
- Use of digital products**  
 The Digital Impact project ([www.dimpact.org](http://www.dimpact.org)) is a collaboration between scientists at the University of Bristol and 11 major media companies. It aims to help the industry understand and manage the carbon emissions from digital content. Informa became a founder member of the group in 2019, recognising that digital is becoming increasingly significant in all aspects of our business. This year we worked with colleagues and coalition partners to establish a methodology and identify data requirements. We expect to see the results of this project in 2021.
 
- Employee commuting and home working**  
 In 2020, emissions from commuting reduced significantly due to COVID-19-related travel restrictions. In the future, we expect these emissions to be minimised through our adoption of a balanced working model, with colleagues spending fewer days in the office. For the first time, we have also estimated our emissions from colleagues working from home. There is no globally accepted methodology to calculate these emissions. However, we wanted to give an idea of the scale of these emissions.
- Other emissions: waste and water consumption**  
 We aim to reduce our office waste and water consumption and scope 3 emissions from office energy consumption each year. Emissions from publications sent for pulping were reduced by expanding on-demand printing, being more responsive to sales patterns, and by donating unsold books.

See our reporting methodology for details on how our emissions are calculated: [informa.com/sustainability/sustainability-reports/](http://informa.com/sustainability/sustainability-reports/)

# Better quality, better builds, better stands

## FASTER TO ZERO

### Commitments:

- 2 Halve the waste generated through our products and events by 2025
- 3 Achieve 'zero waste' by 2030 or earlier

### Progress highlights:

- Launched the Better Stands programme aiming to eliminate disposable stands
- Rolled out our sustainable events assessment to over 100 events including working with venues and suppliers to reduce waste at events
- Reduced the number of publications sent for pulping by expanding on-demand printing and donating books
- Reduced waste from the wrapping of journals

### Next steps:

- Build on 2020 programmes to phase out millions of plastic lanyards and event badges
- Seek to expand the phase out of disposable stands to regions outside of EMEA, and continue to reduce excessive stand heights

### Linked to SDG:



A major focus of FasterForward is to reduce the waste generated from our operations, even those that have traditionally been seen as intractable, not the responsibility of our industry or impossible to change. This year we've initiated two key programmes to tackle these challenges: Better Stands and 'naked mailing', both described in the following pages.



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**Kerrie Kemp**  
 Regional Operations  
 Director, Informa  
 Markets, London  
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Until recently, finding a practical solution to the waste generated by exhibitors' stands, particularly single-use stands, that could be agreed and implemented across the multiple vertical markets and customers that we serve, seemed almost insurmountable. Over the past five years we worked with our preferred partners to tackle this issue, piloting various solutions and encouraging developments in our supply chain. In 2020, as part of FasterForward, we're proud to launch the ambitious and ground-breaking Better Stands programme.

### Leading sustainable change

Better Stands is a multi-faceted programme to create better customer experiences, whilst being more sustainable. At its heart, it is a move to encourage exhibitors to shift from single-use, disposable stands to reusable structures instead. With the right choices, our exhibitors build quality stands in a safer manner and reduce not only waste but also build costs and risks in the build process.

### Build, stand, repeat

With the postponement of most physical events in 2020, our brands across Europe and the Middle East took the opportunity to work with their stakeholders to make Better Stands the new normal. The programme has already been adopted at some of our largest events, such as Arab Health, CPhI Worldwide and IFSEC. For other events, there is a phased engagement and implementation planned, with a goal of eradicating disposable stands by 2024 across the Europe, Middle East and Africa (EMEA) region. We'll also be expanding sister programmes in some of our other major markets including Asia and the Americas.

Through Better Stands, we're aiming to build the scale and excitement to help our exhibitions industry create its own, more sustainable future. Several partners and peers have already asked how they can join us as part of our collaborative effort to drive the industry forward in a more sustainable way.



“When our industry works together, we are able to achieve far more than we can alone. We are grateful so many of our contractors, venues and customers were keen to partner with us to create a new future for exhibitions.”

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**Steve Smith**  
 Chief Operating  
 Officer, Informa  
 Markets EMEA  
 •••••

# Tackling 'impossible' waste problems

## Raising the bar, and lowering the heights, for waste in Asia



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Betty Huang  
Sustainability Manager  
- Asia, Informa Group,  
Shanghai  
•••••

Informa Asia, including our joint ventures such as SinoExpo, aims to be the leader in the region for hosting sustainable events. Our FasterForward commitment of halving waste by 2025 gives us a particular focus on the waste generated through our events, and an opportunity for us to lead the way. The market is maturing quickly, and we're developing win-win-win cases for organisers, exhibitors and the environment.

**Standing tall (but not too tall)**  
Exhibitor stand heights have been lowered steadily across the region to reduce the amount of material needed to build them. For example, Hong Kong Cosmoprof Asia and APLF/Fashion Access have set stand heights at 3m, down from 4m and 5m respectively. All India events have reduced their stand heights limits by 20% to 4m and all SinoExpo events have set height limit below 4.4m, lowered from 6m in the past. It's involved some careful management of stakeholders to change the perception that taller is better. Not only do lower stands reduce waste by a significant amount, they're also safer, faster and more cost-effective for our exhibitors. We aim to reduce them even further in future.

**Improving stands with 'frame and fabric'**  
We're also increasing the promotion of the more reusable approach of frame and fabric stands, where all elements of the frame and fabric overlay can be disassembled and reused. This builds on regional pilots at events such as Hospitality and Food Exhibition (HOFEX) show in Hong Kong. In samples of trade show stands, this halved production time and reduced the amount of wood used in construction by more than two thirds.

**Managing other waste streams**  
Exhibitions generate many different waste streams and we're trying, through our sustainable event management system, to tackle each one. This includes how we build our stages and rooms, signage, printing, food waste, carpets and so on.

For example, at China Beauty Expo in Shanghai, using a reusable building for the VIP lounge on the show floor saved more than £20,000 compared to single-use materials. Similar approaches are also in use at CPHI China and FHC China saving cost and almost eliminating waste from those builds.



**HOFEX 2019**  
3.5m high Frame & Fabric construction

Beyond construction, events such as Children-Baby-Maternity Expo have removed all carpet from their event, saving around 120,000 sqm of carpet and £250,000 each year. At Furniture China they saved £43,000 in waste management and cleaning fees by banning foam core signage boards, which do not degrade in nature, and onsite painting.

Another innovative solution we are using is engaging with not-for-profit partners to help us repurpose waste. Our ProPak Asia show in Thailand worked with their venue's charity partner and donated 40 cubic metres of PET plastic waste from their event which was then recycled into medical equipment.

Throughout Asia we are developing new approaches to try to set the standard for sustainable events across the region and sharing our experience with others wherever possible so that we can all make the industry more sustainable in future.

## Pioneering plastic-free packaging for academic journals



•••••  
Becky Nobes  
Manufacturing  
Controller - Journals,  
Taylor & Francis, Oxford  
•••••

Over the last decade, we've been transitioning our readership to digital first. However, some customers still request physical copies. When that's the case, we use sustainable paper and biodegradable polywraps for posting our journals. But new scientific research showed that there were more sustainable choices out there than these polywraps. Given the potential to reduce plastic, I really wanted to help Taylor & Francis (T&F) do more.

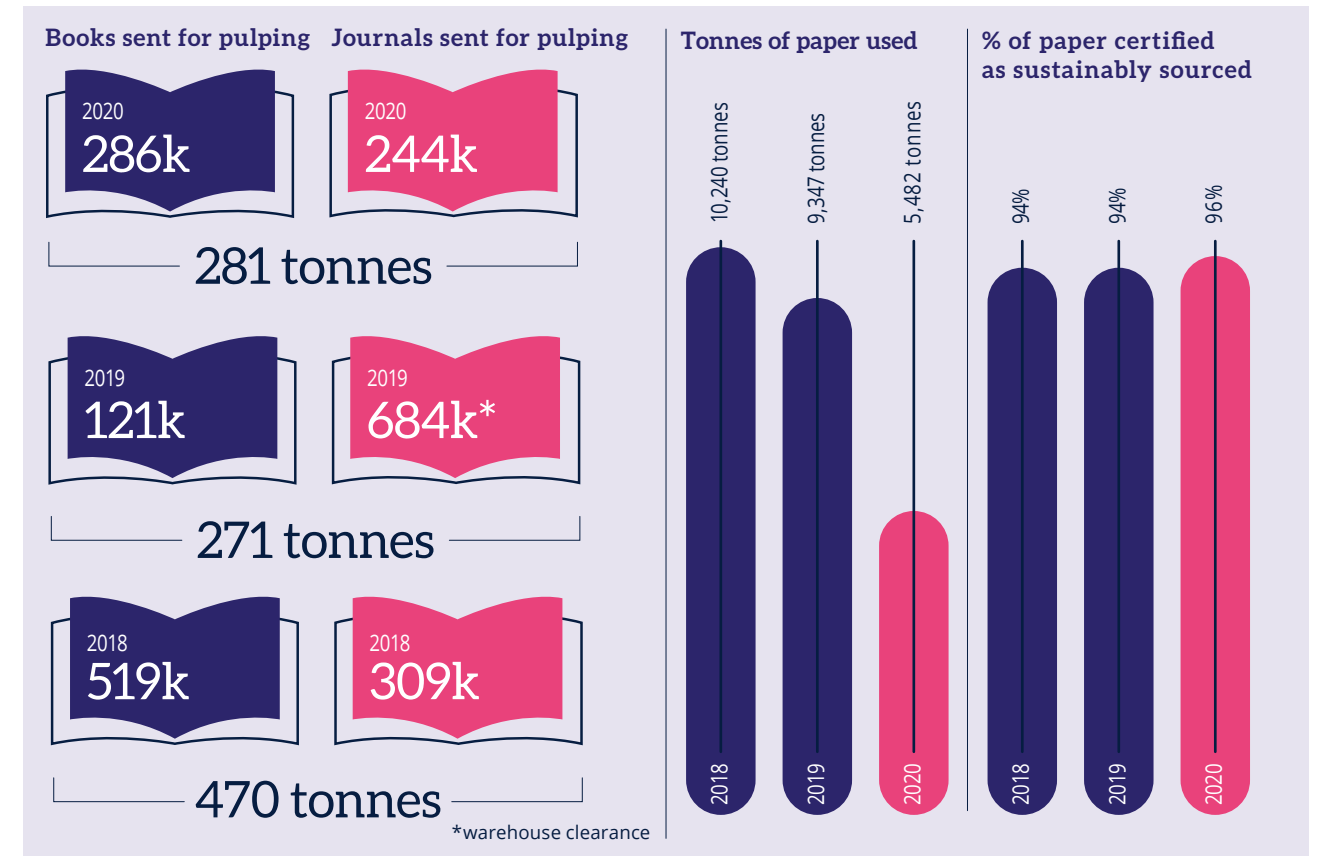
**Unconventional wisdom**  
We worked with our suppliers to run a series of pilots for alternative packaging, including potato starch wraps, paper wraps, and 'naked mailing', whereby journals are mailed with no packaging at all. This latter choice was clearly the more sustainable option, but conventional wisdom told us it couldn't be done - that the journals would get damaged in transit.

We decided it was time to test. We mailed journals around the world to colleagues and customers and collected feedback, along with pictures, to gauge people's reactions. Overwhelmingly, people preferred the naked mailing as the journals almost all arrived in

very good condition, sometimes better condition, than other options and they were seen as more sustainable.

**Customers prefer zero plastic**  
Naked mailing has now been successfully rolled out to all UK T&F journals and we started a trial in the US which has received positive results. We aimed for 50% of T&F journals to be mailed plastic-free, globally, by end of 2020, reaching 100% by 2022. This will save 3 million plastic wraps per year, equivalent to the weight of six cars. We've also already saved 3.3 million plastic laminations for covers.

As the first major academic publisher to commit to plastic-free shipping, we hope that we can set an example of how to move faster towards zero waste in our industry. Our focus is now on eliminating other plastic use across our entire production process, from paper mills to distribution centres.





# Embedding sustainability in our content benefits markets and society

## SUSTAINABILITY INSIDE

### Commitments:

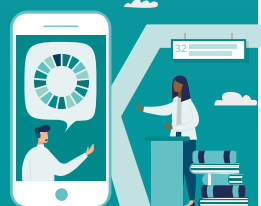
- 4 Embed sustainability inside 100% of our brands by 2025
- 5 Help and promote the achievement of the UN's Sustainable Development Goals through our brands

### Progress highlights:

- Over 150 events have been assessed through the Informa Sustainable Events Management System (ISEMS) – see pages 30 – 31
- 72% of events completing the Fundamentals (our 12 point event sustainability checklist) scored full marks for embedding sustainability inside
- Calculated our weighted contributions to the SDGs from our content and from our operations, shown in the chart on this page
- Identified 2,640 new books and journals in 2020 in our SDGOnline platform that contributes to the SDGs.

### Next steps:

- Create more tools to support our brands to identify opportunities to embed relevant sustainability content into their content and to promote the SDGs
- Work with brands to embed sustainability inside all our products, and track progress
- Collect and share more stories of good practice to inspire others



According to the Business & Sustainable Development Commission, successfully addressing the SDGs will create an estimated \$12tn in new market opportunities by 2030. Some of our main specialist markets such as agriculture, infrastructure, health and transportation are likely to benefit the most.

To take advantage of these opportunities, our FasterForward programme commits us to embedding relevant sustainability content inside 100% of our brands by 2025 and to help promote the achievement of the SDGs. Supporting our customers to make their markets and industries more sustainable empowers them to contribute to the achievement of these global goals.

Many of our brands already help solve major global challenges. Some, such as our green building, solar power and natural foods events and our environmental academic publications, do so directly, as part of their primary offering. Others contribute to the SDGs through the content and connections we help to create, curate and disseminate.

By enabling connections and access to specialist knowledge, we are helping others be more successful in their goals and create lasting, positive change in their industries, making our biggest contributions to SDG 4 (on Quality Education) and 17 (on Partnerships). Through the way in which we are running our business, we are also particularly focused on delivering SDGs 8, 12 and 13.

However, it is through our content and customer networks where we make the biggest difference, as illustrated in the diagram opposite, which shows our products mapped against the most relevant SDGs that they contribute to, based on the revenues they generate.

It demonstrates how we are positioned to support some SDGs more than others, reflecting the mix and balance of specialist markets we serve.

With all the changes that 2020 brought to the world, the SDGs are more important than ever. Each of our specialist brands has a role to play in helping with the successful delivery of the SDGs in their markets. We have shared some of their stories throughout this report. Others are available online.



## Primary goals



### UN Description

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

### Our Contribution

At the heart of our purpose of 'Championing the Specialist' is a role in connecting people with knowledge to help them learn more, know more and do more. The better we do this, the more value we create for others and ourselves. Sustainability Inside, as well as our Impact Multiplier goal of connecting one million disconnected people with the knowledge they need to succeed, all contribute to this goal.



### UN Description

Strengthen the means of implementation and revitalize the global partnership for sustainable development.

### Our Contribution

We create efficient ways to generate tens of millions of connections between specialists and knowledge every year. This helps them learn from each other as well as form and sustain the partnerships needed to foster sustainable development in their markets.

## Supporting educators in challenging times



Heather Jarrow  
Publisher - Education,  
Taylor & Francis,  
New York

We have all seen how the COVID-19 pandemic has had a major impact on education systems in schools, colleges and universities around the world and their ability to deliver SDG4: Quality Education. In the Taylor & Francis (T&F) Behavioural Sciences & Education Books team, we felt it was our duty to help. As lockdowns hit, we called on the expertise and knowledge of our international community of authors to quickly develop new content that would help the world's educators transition to online teaching and adjust to the new realities of remote work and daily life.

### A rapid response

We built and launched the free-to-view website 'Routledge Experts On ... Education' in just six weeks. Featuring over 60 videos from 50 Routledge authors, this site provides quick and actionable strategies to address pressing problems, such as how to teach successful virtual classes. The site has been popular, boasting over 19,100 views in the first six months.

Working with Production and Sales teams, we also released several books on a fast-track schedule to help educators adapt to an unfamiliar world of teaching and learning post-COVID-19. While the rigour of our production process was the same as all Routledge books, the process was expedited to meet the needs of customers. Titles include *Thriving as an Online K-12 Educator*, *Educator Wellbeing* and *Lessons from Lockdown* which explore the impact of COVID-19 on our schooling systems and on educators' mental health.

Our cross-departmental team is pleased to have had the chance to use our knowledge, connections and flexible production capabilities to support our customer communities.

# Inspiring sustainable design in our events



.....  
**Jody Phillips**  
 Director - IDS Brand  
 Canada, Informa  
 Connect, Vancouver  
 .....

**E**ngaging with the design community on promoting sustainable living is one of the most satisfying parts of my job, and I firmly believe sustainability is something in which our customers have a keen interest. At Interior Design Show (IDS), one of the world's leading interior design shows, we've got a fantastic platform and a responsibility to connect and inspire our audiences on an agenda they care about. Sustainability is relevant to a lot of different important topics in our industry, from waste to diversity, so it's important these themes run through every aspect of our event.

## Sustainable by design

In 2020, we had to reimagine our event as a completely new hybrid experience featuring online and offline events. But we were able to introduce virtual talks on sustainable design and the relationship between architecture and community life. We also conducted an in-person tour of a manufacturing facility that uses more sustainable, durable materials to inspire the use of longer-lasting products.

In another area of sustainability, we're meeting our target to have at least 50% women and 20% black, indigenous and other people of colour as speakers, improving the diversity of our event. One of our key talks provided a call to action for designers to make inclusivity a critical part of their work.

## Design-inspired climate action

Discussing climate change at an interior design show may seem unusual. But when I first spoke with the City of Vancouver Sustainability team about the city's climate action plan, I knew I wanted them to present at IDS and engage the community as they had a powerful and important message. The city was also keen to share its plan, but we needed the right approach to make sure that it would resonate with our audience. So, we worked together to create a presentation that highlighted how the city's climate plan could reshape how we design, build and travel in Vancouver, and the important role that designers can play to help meet our local climate targets.

## Appetite for the future

As our show attracts both design professionals and the general public, it is our responsibility to push the envelope

and get the community talking, but also make sure that the content is digestible for everyone. It's all about finding the right balance.

For example, in 2019, we hosted 'Edible Futures: Food for Tomorrow', a thought-provoking installation from artists around the world that addressed the future of food. Even my husband (who is not in the design industry) and children enjoyed it! The event made the cover of Vancouver's most widely read newspaper with a headshot of one of the participating designers, Amanda Huynh, a woman of colour, and now a professor of Industrial Design at Pratt Institute in New York. It has been a career highlight for me that we got the exhibition and that designer on the cover of that newspaper.

I want to continue raising the bar each year and, in the process, help create a more sustainable design industry.



# Trust in content

It is really important to the integrity of our brands that our content is trusted by the specialists accessing it. At a time when differentiating facts from 'fake news' is becoming more difficult, trust in specialist content is increasingly important, particularly within research publishing. We aim to set and maintain the highest standards of publishing ethics and integrity.

**O**ne of Informa's Guiding Principles is "Trust must be earned" and this is especially true for our research journals which help people discover and learn to help solve some of the world's biggest problems, including those outlined in the UN SDGs. Trust allows faster acceptance of science, including in areas of sustainability such as climate change.

Here we share two stories on how we're supporting the academic researcher community with training on how to become more effective peer reviewers and providing tools and resources for internal and external teams on ethics in publishing.



## Ethics and integrity in academic journals



.....  
**Sarah Robbie**  
 Head of Research  
 Integrity & Ethics, Taylor  
 & Francis, Oxford  
 .....

The Journals Publishing Ethics and Integrity team at Taylor & Francis helps ensure we're publishing research that researchers, policymakers and the public can trust. This requires guidance and support for our internal editorial and production teams who support the publication of quality content. We also assist teams in responding to reader queries about issues such as plagiarism, breach of privacy or data errors.

In 2020, to promote awareness and consistent application of our ethical standards, we created a central hub for Publishing Ethics and Integrity, giving our global Taylor & Francis Journal teams easy access to resources and information that support them in handling queries. Our public-facing Editorial Code of Conduct and Editorial Policies were launched, helping authors and editors ensure they are meeting the highest ethical standards. The team have also presented webinars as part of global outreach to researchers and are preparing their 2021 Editor Training launch.

We work closely with industry bodies, collaborating with other publishers and standards setting groups to help the whole sector.



## Improving the quality of reviews



.....  
**Diana Marshall**  
 Head of Reviewer  
 Programmes, Taylor  
 & Francis, Oxford  
 .....

Expert reviewers are essential to a healthy peer review process and for developing trustworthy research. In 2019 we launched a programme, 'Excellence in Peer Review: Taylor & Francis Reviewer Training Network', to improve reviewers' ability to critically assess a manuscript and write a good review report.

The training programme is also designed to bring in more qualified reviewers from diverse regions of the world. So far, we've trained over 3,200 researchers, primarily in China and India, but also from Africa, Australia, the US, UK and more, through in-person and digital sessions. The training is designed to provide practical skills in how to be a peer reviewer. 95% of participants evaluated the training as useful or very useful, with the majority saying they had learnt something new during the session.

We maintain a long-term relationship with reviewers who complete the training and invite them to review our journals where they have appropriate subject expertise. Over 550 participants have actively volunteered to be reviewers for one or more of our journals following the training. Our next step is to give feedback on their reviews to ensure continuous improvement. This training not only benefits the academic community but also provides reviewers with lifelong skills and possibly advancement in their careers.

# Supporting the fight against COVID-19

The response to COVID-19 saw most of our businesses adapt their operating approach through 2020, with many also innovating rapidly to include specialist content and services to support the response of the specialist markets we serve.

For example, in our events businesses, London Tech Week convened a HealthTech Summit to ignite discussion and debate on the most pressing topics in global health. Informa Markets' healthcare brands came together to launch the Omnia Health platform (made up of Omnia Health Insights and Omnia Health Marketplace), as a way of uniting the healthcare industry virtually and providing knowledge and resources to the broader community. Our Fashion portfolio supported the industry by running educational webinars on topics such as moving to digital and financial assistance programmes for small businesses.

Taylor & Francis worked to ensure all relevant research on COVID-19 was made available to experts. This included prioritising rapid publication of COVID-19 materials, creating a dedicated F1000Research gateway to showcase published research, providing free access to COVID-19-related content and free eBooks and etextbooks through our partnerships with VitalSource, Kortext (in conjunction with JISC), and Red Shelf.

In the following two stories you'll hear in more details how other brands responded to the unprecedented crisis and contributed to the SDG3 – Ensuring healthy lives, SDG8 – Decent Work and SDG17 – Partnerships.

**Linked to SDG:**



In the early days of the pandemic, the torrent of information about COVID-19 felt like it risked creating more problems than it solved for the medical profession. As the world's leading provider of intelligence for Pharma and MedTech professionals, our 2020 challenge was to curate our data, insight and analysis into easily accessible services with reliable content to allow healthcare and pharmaceutical companies to respond better to the virus.

## Keeping physicians connected

We knew COVID-19 was also affecting the daily lives of physicians and that, as people were isolating, it was more important than ever for them to stay connected digitally and share best practices. Fortunately, we already had just the right platform: our 700,000-strong social network for verified healthcare professionals, Skipta.

Within this digital platform, we launched a microcommunity, COVID-19 UNITE, for information exchange, education and cross-specialty collaboration on the COVID-19 virus. The Skipta team collaborated with colleagues from across Pharma Intelligence to give this network free access to the best information on COVID-19 and, just as importantly, on the delivery of general healthcare during the pandemic.

## Life-saving data

At Pharma Intelligence, our priority was to create structure around all the COVID-19 information available. Our team also wrote over 1,000 articles on the topic based on our investigations, outreach and expertise, and created a series of informative webinars covering the industry response to the pandemic.

We made important content, including updates on ongoing clinical trials from around the world, available for free in a dedicated dashboard. We also provided more in-depth data and insights to governments, academics and consortiums of pharmaceutical companies at a reduced cost, or for free. By providing this data to all stakeholders in the battle against COVID-19 we supported the race to develop a vaccine, whilst underlining our brand as a trusted and necessary source of information for the community.

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 Dr Theodore F. Search,  
 CEO - Skipta,  
 Informa Intelligence,  
 New York  
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 Philip Jarvis,  
 EMEA General  
 Manager, Informa  
 Intelligence, London  
 .....

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 Michael Hay,  
 Head of Intelligence  
 Products, Informa  
 Intelligence, New York  
 .....



.....  
 Richard Meade,  
 Managing Editor  
 - Lloyd's List,  
 London  
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## Helping a humanitarian crisis at sea

The COVID-19 restrictions imposed by governments around the world had an impact on all our lives. But for the seafarers who crew cargo ships responsible for transporting 90% of global trade, the precautions led to a humanitarian crisis. As crew rotations were restricted, an estimated 400,000 seafarers were stranded on cargo ships far and wide, in some cases for more than a year. The extreme fatigue experienced by crews increased the risk of error which could have catastrophic consequences, such as an oil spill. At the same time, a similar number of seafarers were stuck on land, unable to earn a living. And nobody was talking about it.

### Charting the story

At Lloyd's List we pride ourselves on providing our customers with a complete picture of the global shipping industry. We've been doing it for over 300 years. We felt that it was our responsibility to raise awareness about this issue and to tell the human stories of seafarers. Our coverage was later picked up by international mainstream publications, such as the New York Times, which further helped bring the issue to the attention of governments and industry groups.

By leveraging our brand as a trusted publication in the industry and removing the paywall, we were able to tell the stories of the stranded seafarers in a way that would raise support for

their cause within the industry and governments. We created a free-to-access Crewing Crisis homepage to consolidate information on the issue of stranded seafarers, and get people inside and outside the industry to understand the scale of the problem. This helped facilitate communication between governments, shipowners and seafarers and promote the development of protocols for safe crew changes amid the coronavirus pandemic.

For example, in July 2020, we interviewed a stranded ship crew for a story and soon after we were glad to hear that they were able to leave the ship and return home.

### The role of seafarers

This crisis exposed the fabric of the supply chain that supports our society and shopping habits. When we pick up something at the supermarket or receive a package from Amazon, we tend not to think too much about how it got there. It often involves thousands of low-paid seafarers, who spend months at sea, and are essential to the flow of products around the world.

That's why, in 2020, we named the seafarers at the top spot in our annual list of the 100 most influential people in maritime ([www.lloydslist.com/Top\\_100](http://www.lloydslist.com/Top_100)) rather than the usual owners and CEOs.

With shipping such a global, fragmented industry, the crisis of stranded crews is not one that a single company or government can solve alone. But thanks to the raised profile of the issue, it is now being addressed by the United Nations' International Maritime Organization. It was not just down to us, but we're really pleased to have played our part as a hub of knowledge on current industry issues. We feel that we can make our biggest contribution by continuing to raise awareness of the issue and encourage collaboration across the industry and governments.



Pharma



## Joined-up thinking

With analyst-curated content, information on clinical trials from Citeline, and access to our Primal Pictures anatomy software, we helped our network provide the best healthcare during the pandemic. We also supported physicians in maintaining quality non-COVID-19 healthcare through a series of webinars on topics such as practice management, remote patient monitoring, telehealth, and more.

Through this joined-up approach across Pharma Intelligence, we are connecting healthcare professionals with knowledge and networks to help them and their patients through a very difficult time.



Lloyd's List



# Diversity and inclusion in our content

We believe it's important that our content reflects the wealth of diversity amongst our customers and our markets. We want to create more inclusivity and opportunity for all, particularly for marginalised communities. It is part of our commitment to helping even more people to learn more, know more and do more.

This supports SDG 10 – Reduced Inequalities – as well as helping us reach new customers and markets. It's also a key part of sustainability, making sure that everyone benefits and diverse ideas and views are a part of the solution to big global challenges.

In 2020 we worked harder than ever to increase the diversity of speakers and exhibitors at our events, as well as amongst writers and reviewers in our publications and subscriptions tools.

Here we share more examples that are helping to drive creativity, innovation and entrepreneurship within the markets we serve.

Linked to SDG:



## Fashion for change



Don Pietranczyk  
Vice President  
Experiences & Education,  
Informa Markets,  
New York

I'm fortunate to work in an industry with a diverse mindset by default, but there's still a chasm between the opportunities available to different groups, and much room to invite more people in. For me it's felt essential to drive inclusivity over recent years – from addressing plus and extended size models, to introducing an inclusivity panel including a 70-year old social media influencer and a speaker representing the LGBTQ+ community. Not only is it personally satisfying but professionally it's generated a great response from our customers, highlighting an appetite for relevant content that speaks to sensitive topics.

### Supporting minority-owned start ups

After the civil unrest in the summer of 2020, my team and I decided it was time to solidify the work we were doing and created Informa Markets Fashion for Change (IMFC). IMFC was designed to shed light on and give strength to minority-owned brands of all kinds, by giving them advice from industry professionals, a platform to showcase their products and (in some cases) financial support.

Our inaugural programme, the Incubator Program, gave ten brands a complimentary digital showroom (worth \$1,995 each) and assigned mentors from an advisory board of fashion professionals. We also awarded four grants, totaling \$40,000, to the brands that needed the most financial help.

We've seen an increase in requests for minority brands from our major retail customers. It's win-win for everyone – the more diversity in your product, the more you have among your customers. And increased customers equals increased sales for us and our partners. Without this increased variety we miss out on what fashion is all about – expression and interpretation.



## A more inclusive tech industry



Ashleigh Ainsley  
Co-Founder,  
Colorintech

The partnership between Colorintech and Informa Tech, which led to Black Tech Fest (BTF), was in planning from early 2020 but, as the world mobilised to support racial justice efforts on the back of the Black Lives Matter movement, the urgency and support for it grew.

BTF exists to celebrate Black culture, showcase innovation and create pathways for underrepresented talent. Thanks to our digital platform, we took the conversation global: 3,500 attendees from 60 countries participated in more than 50 sessions.

Initiatives for diverse communities in tech companies have historically been internally focused. In contrast, BTF brought together the leading tech companies for three days of seminars, workshops, network events and awards, to encourage them to use their collective platforms to drive wider industry discussion. One BTF stream, the C-Code track for under 25s interested in a career in tech, enabled large tech companies to connect with underrepresented talent, with TikTok fast-tracking applications. This creates a win-win-win for the talent, our key corporate clients and Informa Tech as the platform to connect them.

While the challenges and issues in the sector were acknowledged, the event also celebrated the amazing progress within companies and Black people who are leading the way.



## Resources for anti-racist education



Matthew Friberg  
Senior Editor  
– Education,  
Taylor & Francis,  
New York

To support the Black Lives Matter movement, we wanted to do more to help educators talk about the issue of racism with students. We know these can be difficult conversations to have, so we developed a website to offer free tools and resources from leading experts, including books, lesson plans, thought pieces and workshop activities, to facilitate conversations not just in the classroom, but also in the broader community.

Taylor & Francis and Routledge have a long history of being leading publishers of social justice and educational material, putting us in a unique position to support educators on this topic. The Educating for Black Lives website launched in August 2020, bringing together more than 80 of the most relevant readings and resources from across our education, mental health and psychology publications. It gives educators everything they need in one place and helps us all think more, and more deeply, about the issues presented.

We worked closely with specialist authors on all aspects of the website from its name to the materials included. Not only has the site been a success with over 14,000 site visits, we also now have authors come to us with proposals for new books on the topics we promote on the website. As well as our own content, we also include materials from societies, associations and groups that don't have a pre-existing relationship with Routledge, and this is further broadening our customer base.



## Promoting female voices in tech



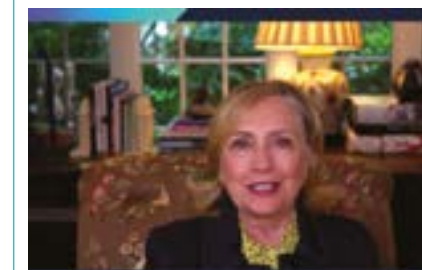
Kelly Shepherd  
Community Manager,  
AccelerateHer, Informa  
Tech Founders

I help run Informa Tech Founders' accelerateHER programme. It's a global events series and network (now 5,000 strong) taking action to change the underrepresentation of women in tech in order to secure an inclusive future across all business. In 2020, we ran 48 virtual sessions with 100+ speakers, including Hillary Rodham Clinton, Kiran Mazumdar-Shaw, Dame Vivian Hunt and many more.

Our primary focus is to spotlight women in tech, but we also take an intersectional approach to highlight the voices who aren't being heard. In November 2020, we ran a pitch competition for diverse women founders in the UK, with the winner receiving £5,000 equity-free cash and £20,000 worth of Facebook ad credits to grow their business.

For me, the best part about accelerateHER is the raw and candid conversations we facilitate about the experiences of being a woman in tech. In April 2020, we launched #AHLIVE! and by pivoting to be fully digital we've enjoyed opening up access to our world-leading content and catalytic connections. A participant who tuned in to our first virtual event commented: "I've been locked down for over five weeks, have been made redundant and had to furlough my team. This session was just the motivator I needed".

Next year we're keeping the momentum up. I'm particularly excited about the launch of our new Community Hub – an online platform where our members can enjoy year-round access to the accelerateHER global network.



# Connecting the disconnected

## IMPACT MULTIPLIER

### Commitments:

- 6 Enable one million disconnected people to access networks and knowledge by 2025

### Progress highlights:

- Identified some leading examples of programmes that provide access to disconnected people
- Created guidance to help events introduce or enhance such programmes

### Next steps:

- Strengthen our reporting processes to quantify the number of connections created thanks to our actions across all divisions
- Work with each brand portfolio to identify existing and future programmes to connect the disconnected

### Linked to SDG:



Eleanor Train  
Sustainability Executive, Informa Group, London

Informa exists to champion the specialist, connecting people with the knowledge and networks to help them learn more, know more and do more. Millions of people around the world are benefiting from our curated content and communities. However, there are many more people we'd like to reach who don't, or can't, connect with our products right now.

This might be due to circumstances as diverse as educational, cultural, digital, financial and/or physical barriers. We have committed to address this issue for over a million people by 2025. We believe that enabling greater access to our content and networks supports those who need it whilst opening up new audiences and markets for us and our customers.

How we connect with the disconnected depends on the market and we are at the beginning of our journey with this work. We've shared some inspiring examples on these pages. These form the basis for expansion in the future as we reach out to each of our brand portfolios to identify good practice activities and measure our progress.

How we might connect the disconnected varies widely across markets and regions and for many of our industries. There is, however, significant opportunity to accelerate progress across the board by sharing existing best practice.



### Digital disconnection

When educational institutions shut down in China as part of COVID-19 lockdowns, many researchers working from home struggled to access online academic resources without the campus network, with its connection to the China Education and Research Network (CERNET). To resolve this digital disconnection, various teams at Taylor & Francis (T&F) moved quickly to join the CERNET Authentication and Resource Sharing Infrastructure (CARSI) which enabled us to provide efficient and convenient remote access to the academic community in China, allowing them to use T&F online resources at any time and place. It also enabled T&F to offer online trials to potential new customers, who previously lacked the opportunity to benefit from its products and services.



### Physical disconnection and language barriers

Informa Intelligence is working hard to improve accessibility to its Primal Pictures 3D anatomy software, by investing in technology to ensure users with visual, auditory, physical, speech, cognitive, language, learning, and neurological disabilities or conditions can access content. This includes the addition of screen reader compatibility, keyboard navigation, audio narration and subtitles, text and interface scaling and colour preference tools. The content was also translated into multiple languages to address language barriers.



### Opportunity disconnection

With most publishers based in Oxford or London, young people unable to relocate or commute to these areas miss out on the valuable and often necessary work experience or internships required to pursue a career in publishing. T&F partnered with Reach Publishing to establish an award-winning scheme and diversify publishing from the bottom up. By providing insights and learning about the world of academic publishing to young people from underrepresented backgrounds around the country, T&F aims to improve access to the industry.



### Financial disconnection

In 2020, the Informa Connect Life Sciences team created the Global Learning Scholarship Program (GLSP) to assist scientists from low- to middle-income countries and students from underprivileged backgrounds. The GLSP aims to provide researchers from diverse backgrounds and limited resources the opportunity to participate in top-tier scientific conferences and advanced networking and training opportunities at no cost, helping them access the latest ideas, science, technology and partnerships to support the fight against diseases. This ties in well with similar, long-standing programmes within Taylor & Francis such as INASP and Research4Life which enables access to scholarly content by researchers finishing final projects in institutions in low income countries.



### Responsibility disconnection

Carers or parents with young children can find it challenging to provide care whilst travelling for work, and disproportionately, women often shoulder a greater proportion of childcare responsibilities. This difficulty is exacerbated in single carer households. Our Black Hat event has partnered with Kiddie Corp and introduced day care to help parents make the most of the event and not be forced to choose between the needs of work and home life.



There is no one doing antibody engineering and cell and gene therapy manufacturing in my country, Malawi. And there is no college which offers these courses. Attending one of these conferences will help me learn how antibody engineering or gene therapy is done. I will use my knowledge and skills gained to benefit anyone regardless of where they come from."

Mphatso Tembo  
Medical Laboratory Scientist, Malawi  
Ministry of Health



# Informa contributes over \$600m to Las Vegas economy

## IMPACT MULTIPLIER

### Commitments:

- 7 Contribute \$5bn per year in value for our host cities by 2025

### Progress highlights:

- Completed the next phase of Informa's externally developed methodology for measuring the economic and environmental impact of events on host cities

### Next steps:

- Use our tools to lead discussions with host cities about enhancing the impact of events on their cities
- Continue to expand measurement globally and develop tool further

### Linked to SDG:



Mark Temple-Smith  
Chief Operating Officer, Informa Markets, London

As a responsible events operator, it is very important to us to build and maintain strong partnerships with the local communities where we operate, contributing to essential infrastructure and leaving behind a legacy within the cities where our events are hosted. Two years ago, in partnership with the independent consultancy, Little Blue Research, we developed an impact valuation model that measures the economic and environmental impact of an event on its host city.

### On a roll

In our 2019 Sustainability Report, we described the value created by one of our shows, Vitafoods Europe, for its host city of Geneva and for its exhibitors. In 2020, Informa went a step further and expanded the tool to measure the impact from all of our events in some of our key host cities, starting with the city of Las Vegas.

The model, which had previously been piloted with events such as GreenBuild, AfricaCom and ExpoEast, uses public data as well as our own events and procurement data. For Las Vegas, one of the world's major event hubs, we calculated the economic impact from 19 events we hosted in the city through 2019 at **over \$600m**. This includes approximately **\$25m** in direct state and local taxes raised from visitors to our events, alongside other benefits for local businesses, including new investment and contracts for local exhibitors, expenditure across the exhibition supply chain by exhibiting companies, and support for the local tourism industry.

### Back to business

In the past, external consultancies have calculated the economic impact of shows in our portfolio, such as World Routes and the Fort Lauderdale International Boat Show. However, having our own model allows us to calculate the potential economic benefits and taxes raised based on various possible attendance levels, and helps us work in partnership with cities to attract visitors. This will be particularly valuable in helping to attract business travellers back to events as the global economy recovers from COVID-19.



### Responsible tax payments around the world:

Paying tax is 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. In 2020, the Group's total tax contribution was £257.2m, including £87.8m of taxes borne by the Group and £169.4m of taxes collected on behalf of governments.

**£257.2m**

Total tax contribution in 2020



# Rallying our brands to support communities' needs

## IMPACT MULTIPLIER

### Commitments:

- 8 Contribute value of at least 1% of profit before tax to community groups by 2025

### Progress highlights:

- With the disruption of many events in 2020, including our own in house fundraising for Walk the World (WTW), our ability to support with cash and in-kind contributions required innovative approaches but our communities have never needed help more
- We relaxed our volunteering rules to allow unlimited community volunteering by colleagues during the pandemic. Hundreds of colleagues chose to take us up on that offer despite all the challenges of volunteering during COVID-19

### Next steps:

- We're looking forward to a return of WTW in 2021 and a resurgence of our products' ability to support community organisations
- We'll also enhance our guidance, engagement and measurement processes

### Linked to SDG:



Our contributions to local communities come from many different sources, including direct cash donations, in-kind giving, volunteering and induced donations such as fundraising by colleagues and attendees at our events.

Overall cash donations were lower in 2020, mostly due to our flagship programme, Walk The World, being scaled back whilst people were working from home, and as many of our colleagues were unable to take part in individual fundraising efforts, such as marathons.

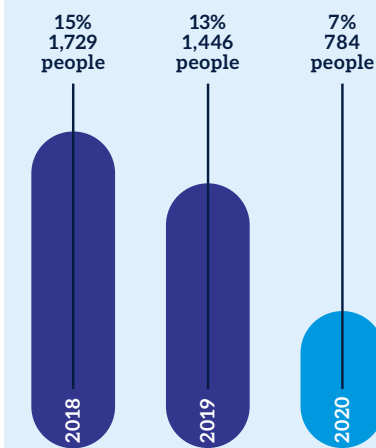
But cash donations are just one way of making a contribution. In a year where human connection was ever more valuable and recognising the need for strong community support in the face of COVID-19, we wanted to provide colleagues with as much flexibility as possible to make a difference.

So, in early 2020, we relaxed our volunteering rules to allow colleagues to support their community in any way they wanted to, whilst also removing the annual four-day volunteering limit. Some opportunities to volunteer in groups have been reduced due to COVID-19 restrictions but we've seen an upswing in our most committed volunteers being able to give more time to help their communities. This has resulted in more than 1,000 volunteer days registered.

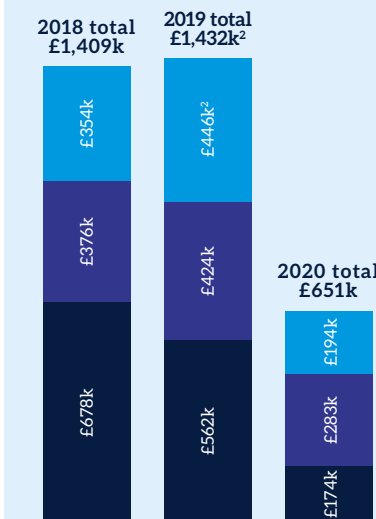
Beyond the contributions of individual colleagues, we also wanted to step up the support our brands gave to specialist communities and host cities, in many cases building upon foundations laid in previous years. The stories opposite are just a few examples selected from our Informa Markets business.

### How we are tracking our contributions

#### % of colleagues volunteering



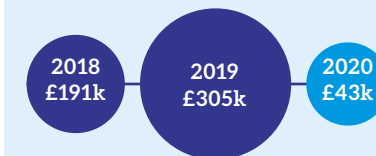
#### Company donations<sup>1</sup>



- Company donations (cash)
- Volunteer programme spend (including value of staff time)
- Donations in kind<sup>1</sup>

1 Includes all known donations in kind  
2 Restated following data review to remove double counting of induced colleague donations

#### Colleague fundraising induced



World of Concrete sets new fundraising record



Jackie James  
Group Director - World of Concrete, Informa Markets, Irving

The concrete industry is changing, and it needs people who not only understand the fundamentals of concrete, but also soft skills such as communication, management, quality assurance and customer satisfaction. That's why we're proud to have raised \$1.2 million at the 2020 annual auction to help students attend the Concrete Industry Management (CIM) education programme, offered at four universities across the US. This brings the total amount raised during the last decade to over \$10 million, with more than 1,500 graduates and currently 500 students pursuing CIM degrees.

The 2020 World of Concrete Auction was our best ever. The results are indicative of the high value the concrete industry places on the CIM program.”

Ben Robuck  
CIM Auction Committee Chairman



Supporting the most vulnerable small businesses



Lacey Gautier  
Group Show Director - Natural Products, Informa Markets, Boulder

It was heart-breaking to have to cancel Natural Products Expo West 2020 at short notice when the pandemic spread in the US.

Many exhibitors had already incurred costs by planning for the event and had expected to make a high proportion of annual sales at the show, whilst also developing valuable new relationships. This is especially true for the smallest and newest entrants to the market, many of whom told us they might struggle to survive without our event.

Recognising these challenges, we stepped up and created a \$5m fund to help support the most vulnerable exhibiting companies. By engaging an independent advisory council, we established the criteria for how best to manage and disperse the fund and this led to around 860 companies within the Natural Products community benefiting, mostly small and emerging brands. Whilst not traditional charitable giving, we felt this was an absolutely essential step to support our customer base and the broader community through such a challenging period.

We stepped up and created a \$5m fund to help support the most vulnerable exhibiting companies.”

Getting together as an industry to support our partners



Anabela Gomes  
Informa Markets, São Paulo



Carla Ramhold,  
Informa Markets, São Paulo

When we postponed our shows in March due to COVID-19, our team decided to help our partners in the industry - the builders, suppliers and other professionals - who have been left without income due to the pandemic.

To have the greatest impact, we joined forces with fellow event organisers from NürnbergMesse and Reed Exhibitions.

We knew it would be difficult to raise funds during this period. But by working together, we all campaigned hard and raised enough to produce and distribute monthly baskets containing food, hygiene products and other essentials to 1,000 local families over four months. The team's efforts were boosted by a donation from Informa's Walk the World #Take5 challenge (see later in this report for more on this). The team also delivered 500 special Christmas baskets to families.

IMPACT MULTIPLIER

Commitments:

- 9 Save customers more carbon than we emit by 2025

Progress highlights:

- In early 2020, we ran a pilot to measure the number of flights our attendees thought they had saved by instead achieving a number of goals in one place at our events. Across a small sample of 15 events, we estimate a net saving of 190,000 flights

Next steps:

- We are taking the lessons learned from the pilot and expanding this across other events in 2021

Linked to SDG:



Saving time, money and carbon



Ben Wielgus  
Head of Sustainability, Informa Group, London

The international exhibition industry has always known that one of the biggest benefits we create for customers is the efficiency of time, cost and travel that is delivered by bringing together so much of their industry under one roof at an event.

Our portfolio of major event brands serves as the focal point for an industry to gather each year, creating huge value for attendees and exhibitors. It enables customers to meet, learn, network and trade all in one place, reducing the significant amount of bilateral travel that would otherwise be required.

In 2020, we piloted a way to measure this value across tens of thousands of customers. The results have shown strong evidence that our customers can save journeys - and therefore time, money and carbon - by coming to a single trade show that convenes an industry.

The pilot was the first time the industry had been able to demonstrate this at scale and we're working with others in our industry to expand the work at other events in 2021, where we look to underline the full value of returning to physical events in a world with greater, albeit temporary, constraints on travel.



# How we're adapting events for a more resilient future

Our focus has always been on providing customers of all types with a wide choice of in-person and digital services, whether they are looking to find products, make sales, learn, meet peers, complete training or profile and market their brands.

In 2020, expanding our digital event services became a priority. That meant fitting several years' innovation and experimentation into just a few months to enable us to provide customers with an effective virtual experience, as well as a safe physical event where local conditions allowed.

Physical and digital events each have their own strengths. Offering a mix of both is important to achieve our purpose of championing the specialist and connecting people with knowledge.

## Making digital events sustainable



Lucille Ryan  
Senior Sustainability  
Manager, Informa  
Group, London

We caught up with Lucille Ryan, one of the architects of Informa's sustainable digital events toolkits.

### How did sustainability help events be more resilient during a period of significant change?

2020 rapidly accelerated innovation and trends that were already shaping Informa to become a digital-first company. Our sustainable events framework helps physical and virtual events meet our customers' sustainability expectations and create value from being more responsibly run. As digital events became the norm in 2020, we quickly created new guidance and training applicable for delivering sustainable digital events. This helped enhance digital events' brand and made them increasingly differentiated from others.

### Aren't all digital events by nature more sustainable?

A digital event is likely to have a lower environmental impact but this is only one part of what we consider in an event's sustainability. We worked to understand what opportunities being digital brought us as well as what new challenges it posed.

New opportunities lay in connecting with new audiences, expanding the reach of the content we provide and helping drive a more sustainable future for the specialist markets that we serve. New challenges emerged in understanding an event's digital carbon footprint, as well as how we could adapt our initiatives to ensure we continued to support our local communities.

### What sustainability topics are of particular importance in a digital format?

Very quickly we realised that ensuring we embed a conscious consideration of our attendees' wellbeing into the design and delivery of the events played a key role in our customers' experience. Popular, often sponsorable, activities ranged from providing workout sessions, to mindfulness zones, to creating virtual dog walking communities.

### What role does Sustainability Inside have for our customers?

A key part of our events' sustainability is considering how they can provide the networks and knowledge, to help our customers address the big sustainability challenges they face. In 2020, this focus was more important than ever as our markets adapted to rapid changes and growing awareness of sustainability topics. Like their physical counterparts, digital events provide fantastic platforms to embed sustainability inside, helping to address issues like the SDGs and how to make our customers' markets more sustainable in a post-pandemic world.

### Do digital events reach a broader audience?

Absolutely. One of our key areas of focus is around how we can Connect the Disconnected by identifying and overcoming physical, social or financial barriers to allow more people to access and benefit from the knowledge and networks we provide. With more digital events in 2020, new routes opened up for our events to connect with people, including on demand content, translated content and being able to network from home. Whilst not a direct replacement for physical events, these offer opportunities for new audiences.



"Around 80% of our customers say it's important that a trade show displays a strong commitment to sustainability."

## Informa AllSecure Restarting physical events, safely and securely



Steve Dyson  
Head of Group Health,  
Safety & Security  
Management, Informa  
Group, London



The safety of our attendees, exhibitors, colleagues and suppliers is always our number one priority. As many of our 2020 physical events were postponed, cancelled or pivoted to digital, we quickly created a project team to further improve the experience of our face-to-face events as they came back on stream. The goal was to develop a set of enhanced biosafety measures to reduce the risk of COVID-19 infection and give all our stakeholders the confidence to attend our events, as permissions allowed.

### Collaboration with industry and government

We collaborated with governments, local authorities, our industry association partners (including UFI, AEO and SISO), venues, suppliers, contractors and other event organisers to develop an industry-wide 'AllSecure' framework for COVID-19 risk management.

Informa events have always run in accordance with official government and local authority regulations and any venue-specific guidance. The Informa AllSecure guidelines add a further layer of measures to provide the highest standards of safety, hygiene and cleanliness. This includes ten priority commitments that all our events seek to adhere to, covering enhanced cleaning and personal hygiene, physical distancing, procedures to detect symptoms of COVID-19 and protection against the virus.

Using Informa AllSecure as our standard, we successfully ran dozens of physical events in the second half of 2020, including a series of major events in Mainland China and several others in Hong Kong, Thailand, USA, UAE, Egypt and India. The AllSecure standard is now being adopted across the events industry worldwide.

73%

of attendees at our Beautylife Bonanza show in Malaysia told us they had heard of the AllSecure safety measures before attending and that their decision to attend was influenced by these measures



The Fort Lauderdale Boat Show 2020 will be one none of us in the marine industry will ever forget. And not just because of the masks, and the hand sanitiser, but also the busy docks, the contracts that came in when nobody expected it, and an overwhelming sense of community. We sold more boats and yachts than we expected. Not only was it a good event for the city at large, it was meaningful to thousands of small business like ours."

Bob Denison  
President,  
Denison Yachting

## Data privacy

### Giving attendees control over their digital journey



Yasmeen Rahman  
Group Data Protection  
Officer, Informa Group,  
London

Maintaining the trust and confidence of our customers and partners is part of our guiding principles, and it's critical to the success of our business. That's why we always want to be upfront and clear about how we handle our customers' data, providing them with control over how it is being used. As we move into large-scale digital events, the way we use data becomes even more important.

For example, during digital events, we want to be able to direct attendees to the most interesting content to them and to the most relevant business partners. As attendees explore virtual halls and exhibitor booths, we want them to be able to decide how much personal data they share. This means holding more complex and personal data about our customers than before, and so it is imperative that this is managed securely.

### Data in the future

Black Hat USA, one of our major information security events, was one of Informa's first major digital events to map out the digital journey of attendees and provide clear privacy notices at critical touchpoints. This experience helped us establish new guidelines for all events, "Building Privacy into Virtual Events".

As we develop our digital services even further, we can apply these concepts to ensure that all brands understand how to effectively protect customer privacy. And by working in partnership with teams across Informa, understanding their ideas and ambitions for the future of their business, we help them navigate various data protection laws around the world in a commercially responsible way.



## Rolling out the Fundamentals to physical and digital events

We believe there is an opportunity to generate long-term value by making events more sustainable, regardless of whether they are physical or digital. That's why we launched our Sustainable Events Management System in 2019. It's a framework to inspire and enable all events to meet customers' expectations on sustainability and to deliver on our FasterForward commitments. We've given just a sample of examples to the right.

The Fundamentals are a 12-point checklist of key sustainability considerations that we believe all our events should be addressing in order to meet the basic sustainability expectations of a modern audience. These aspects are: Purpose, Stakeholder engagement, Carbon & Waste, Procurement, Community & Wellbeing and Governance. More information is available in our 2019 Sustainability Report. We've adapted their implementation in 2020 to cover digital events too.

Since their launch in 2019, over 150 events have completed the Fundamentals, 57% of which were held digitally in 2020. In addition, the Sustainability team has now taken 17 events through the Accelerator, a higher tier, more advanced sustainability programme for events, enabling them to go further and faster forward.

The Fundamentals have inspired new conversations, challenged ways of thinking, and kept our teams focused on key areas of sustainability. The Leaderboard, published internally, has also tapped into the competitive spirit of our colleagues.

● Event in a location that completed the Fundamentals



### Data Center World, Informa Tech, Orlando/digital

Sustainability is an important talking point in the data centre industry. In fact, Data Center World has an entire conference track dedicated to reducing energy consumption: *Mission Critical Facilities and Energy Management*. Data Center World recognises the importance of having its own sustainability efforts implemented at the event. This includes reducing waste and **sourcing food from local vendors**. Attendees and exhibitors are also emailed in advance about **making their trip and attendance more sustainable**. The event has also grown its **health & wellbeing** and **diversity & inclusion** programmes, including scheduling wellness & relaxation breaks and hosting a *Women in Data Center* session.



### Artist Project, Informa Connect, Toronto

Having just celebrated its 14th year, Artist Project wanted to engage with the community, protect the environment, and create an experience that delivers on its **purpose** of "a more personal experience with art."

The event promotes emerging artistic talent from diverse backgrounds, **partners with local non-profit organisations** and businesses, and **communicates with its audience on sustainability practices** online, in print and over social media. The event obtained full marks in their 2020 Fundamentals Report, one of the first events ever to do so.



### Biocontrol LATAM, Informa Connect, Santiago de Chile/digital

Our agriculture show in Chile went digital in 2020 and was the first event in Latin America to **report its sustainability performance** and obtain a Fundamentals rating. Prior to the show, the team got together to **learn more about the Fundamentals** and brainstorm how they could achieve their sustainability goals. Through this planning, they created an agenda for the first day of the event that was dedicated to developing **sustainable industry practices** with talks about regenerative agriculture, food safety and sustainable production systems.



### Bio Process International Europe, Informa Connect, Amsterdam/digital

Like many of our events that moved to a digital format in 2020, BPI had to think about how it would continue to **engage its audience on sustainability** digitally. They did this by sending out daily energy-saving tips to attendees on how they could reduce their energy use while attending online, sharing recipes for lunch and snacks to encourage healthy eating, providing live yoga sessions for attendees during the event, and incorporating **charitable donations** into the networking quiz prizes.



### China Beauty Expo, Informa Markets, Shanghai

As one of the first shows to open after the outbreak of COVID-19, China Beauty Expo followed Informa's AllSecure and local **health & safety guidelines** to lead the recovery of the event industry in Asia. The event also implemented several new sustainability initiatives. In particular, the event focused on **reducing waste** (by using reusable frame structures as much as possible), removed paper registration forms, and stopped using plastic signage.



### Propak Asia, Informa Markets, Bangkok

Propak Asia aims to shape the packaging industry for a sustainable future through product innovation, **community engagement** and ethical operations. **Sustainability content** is integrated before and throughout the event. In particular, the *Sustainability Square* highlights the UN Sustainable Development Goals and their relevance to the event. More information is available in the event's sustainability report. This earned the team a perfect Fundamentals score.



### Arab Health, Informa Markets, Dubai

Through content such as the *Innovation Hub*, the *Bridging the Gap in Medical Knowledge* conference stream, and the *Health Investment Forum*, Arab Health promotes the **sustainable development of the industry** and delivers on its "Together for a Healthier World" **purpose**. In addition, the show was powered by 100% renewable energy, **reducing the carbon footprint** of the event by an estimated 972 tonnes of CO<sub>2</sub>e.

Arab Health is also the first show in the Middle East to obtain the ISO 20121 Sustainable Event Management System Certification.

# Our colleagues' shared culture

## An organisation of more than 10,000 stories



Patrick Martell  
Chief Operating Officer,  
Informa Group, London

Together, our colleagues make Informa what it is. Our culture is one whole made up of many different individuals, offices, divisions, brands and businesses. By working together, we have the scale to help make our industry more sustainable, look after our people, and support our customers in creating positive changes in their markets.

Around the business in 2020, there were great examples of local office and team cultures supporting each other and working together for the same purpose of Championing the Specialist.

The events of 2020 show me that, as an organisation of more than 10,000 colleagues, we have more than 10,000 stories. And to be a successful company, we need to listen and connect with all of them.

For most of us, it's been a challenging year, both professionally and in our personal lives. But one silver lining stood out for me in particular: I saw leaders connecting with their teams in a new way, at a much deeper, more personal level. I saw colleagues being more open with each other, willing to speak up when they were struggling, and more ready to offer help to others when needed. I noticed a stronger sense of solidarity and community.

If we can hold on to this and institutionalise it, I believe we'll be a lot more successful in the future.

### What a year...

We started 2020 with a very different agenda. Two years after integrating several large businesses into Informa, we wanted to strengthen a number of HR programmes and invest in tools to improve the colleague experience, digitalise the recruitment process, and enhance skills across the board.

Then, of course, the COVID-19 virus spread around the world and we had to adapt. We moved rapidly to allow colleagues to work remotely and later adapted our offices to be COVID-secure. Working from home has some advantages but can also be difficult because of the lack of social interaction and lack of boundaries between home and work life.

Across our divisions, we promoted new and existing initiatives to support colleagues' mental health, including a dedicated intranet portal, curated LinkedIn training, workshops for

managers, virtual team building activities, talks with external experts and a confidential employee assistance hotline.

### Supporting colleagues and each other

Throughout 2020, we progressively implemented a range of cost-saving measures to mitigate the impacts of the disruption in our events business and protect the company for the longer term. Our approach was to protect roles and preserve salaries as far as possible, while providing colleagues with as much personal flexibility as possible to manage their time around personal commitments, and take a period of time out if they needed to through offering sabbatical programmes. This gives us the skills and resources to bounce back more strongly as we emerge from the pandemic.

We also increased communications with colleagues throughout the year and created a fund to support colleagues whose households were struggling financially due to the exceptional circumstances. I'm so pleased that we were able to help everyone that made a request.

Our annual Pulse survey, taken in June 2020, showed that colleagues were generally positive on the approach the company has taken to managing the impact of COVID-19. But it wasn't just the company supporting colleagues. We've seen communities of colleagues stepping up, connecting and supporting each other. This included expanding our AllInforma networks, our approach to promoting diversity and inclusion.

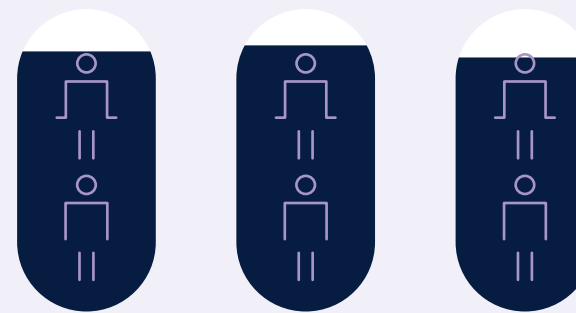
I think that's something we should celebrate too.

### Emerging as a stronger company

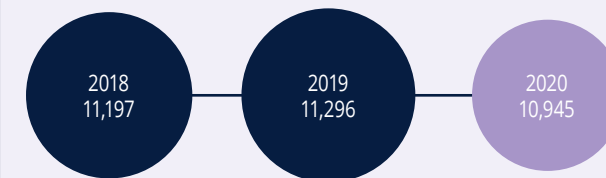
We are now renewing our focus on re-skilling, promoting internal mobility, developing the right talent and bringing the right skills into the company. This is particularly important as we develop our digital services and enhance our data capabilities.

2020 has been a transformative year for Informa. I'm proud to see how quickly we adapted to working remotely and how much more we've learned about providing digital products.

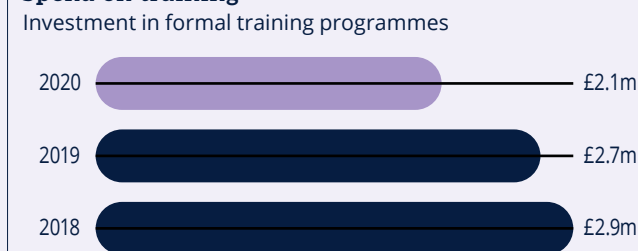
## How we are tracking our contributions



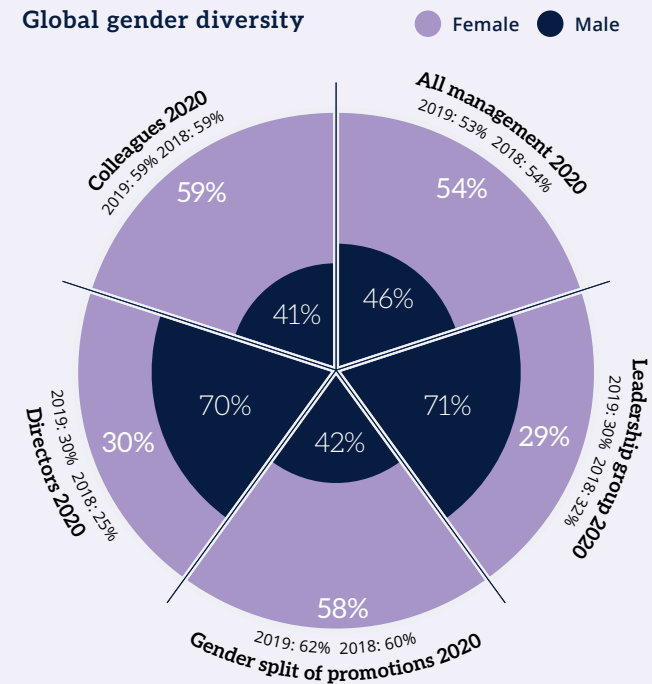
### Headcount



### Spend on training

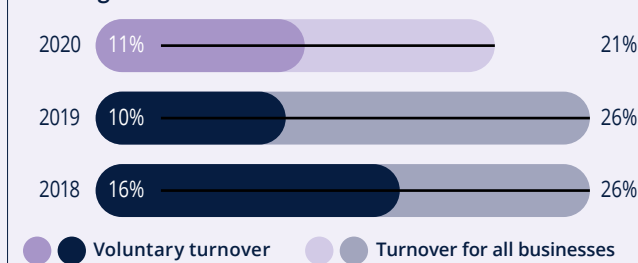


### Global gender diversity

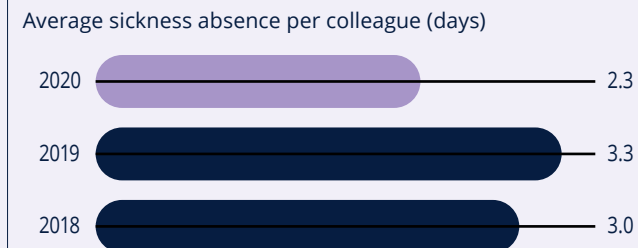


**30%**  
of our Board are women

### Colleague turnover



### Absenteeism



**21.3%**

UK gap in male/female median pay (2019: 22.3%; 2018: 22.7%)

Go to [informa.com/gpg](http://informa.com/gpg) for more

# Championing diversity at Informa

We want to have a workforce that represents the diversity of all our customers and communities, and we believe in attracting, recognising and supporting a diversity of talent that incorporates many different cultures, communities and backgrounds.

By allowing all colleagues to bring their whole selves to work, we are drawing on the unique skills, talent and experiences of each individual to collectively achieve our ambitions, both professional and personal.

Supporting diversity and inclusion involves a tailored approach to individual cultures of different countries and divisions. To support this, we have a range of Group and division-led initiatives, such as Informa Markets' **Diversity, Inclusion and Belonging Action Plan**. We also support the launch and running of colleague-led networks, including Taylor & Francis' **Global Diversity and Inclusion Network** and Informa Tech's **Black Colleague Network** and **Women in Sales**. Some of these have become cross-company global networks, such as the newly created AllInforma Nations and, more recently, AllInforma Illuminate (see stories opposite).

These build upon the success of **AllInforma Rainbow**, which was covered in our 2019 Sustainability Report. The group had a fantastic Pride month in 2020, with specially curated content available to colleagues throughout June. The highlights saw Rainbow Champions across the globe sharing their thoughts on what Pride means to them – a great way to unite and feel connected. The network has now grown to 10 chapters around the world.

## Shining a light on accessibility issues



Eloise Thomas  
Education Consultant,  
Informa Connect,  
London

Living with an invisible disability or condition can sometimes be isolating. As someone living with invisible conditions, I have experienced this myself, especially through the pandemic. I knew that I could not be alone in feeling this way. Illuminate, a new colleague-led network, was created to shine a light on this topic and to provide a safe space for colleagues to share their own experiences and explore how we can improve and support accessibility both internally and externally.

### Championing improved accessibility

At Informa, we believe in championing the specialist; there are already fantastic accessibility groups and subject matter experts across our business, and by unifying these efforts and getting more colleagues involved, we believe we can really make a difference. AllInforma Illuminate is a great example of how when the world changes, Informa colleagues work hard to adapt and change with it.

Illuminate is just at the beginning of its journey and I am really looking forward to seeing how it grows in 2021.



## Starting the conversation about race



Sam Muturi  
Informa Graduate  
Fellow, London

I was tremendously moved and equally frustrated in the weeks after George Floyd's murder, and amidst the momentous Black Lives Matter movement. Conversations on race, equality and justice filled my group chats, zoom calls and social media feeds. I wanted to see this reflected at Informa too.

After connecting with like-minded colleagues, we created a space where we could share our thoughts and feelings. We decided that we wanted to expand beyond our group and grow our conversations about race, equality and justice into an Informa-wide programme. We agreed that we needed to be heard and feel connected, that we wanted a level playing field, and that we deserved representation – not just for a moment in time, but in a way that would create lasting change to make Informa an even more inclusive workplace.

### A network of nations

Out of this passion, AllInforma Nations was founded. As a group of more than 250 colleagues, and supported by Informa's leadership, we're seeking to connect, engage and empower colleagues from underrepresented ethnic groups in Informa by creating safe spaces for advocacy, networking and mentorship. We also want to support our external communities through community outreach and celebrate different cultures in Informa.

Early successes include an overwhelmingly positive response to our digital launch event, with 200 people joining, and our ongoing engagement with colleagues on Informa's intranet. I believe that we are normalising the ability to have uncomfortable conversations through our #HumanisingExclusion series and celebrating the diverse cultures of our ethnic minority colleagues with our Cultural Awareness articles. We have also established regional committees and chapters. It really feels like we're already making an impact at Informa.

## Celebrating 5 years of WTW!

Over the last five years we have:

Walked over  
**150,000kms**  
in **120** locations

Raised over  
**\$1,000,000**  
for over **60** charities  
around the world



## Five years of Walk the World



Abi Taylor  
WTW and  
Sustainability Campaign  
Manager, Informa  
Group, London

Walk the World (WTW) has always been a special event for colleagues. It's a much-needed point of connection for all of us to come together in our locations all over the world, take on the challenge to walk whatever distance is manageable, and raise money for causes we care about. It's testament to how much WTW means that, even with everything that happened in 2020, many colleagues still wanted to take part.

### Walk the World goes digital!

Over the summer, many of our local Sustainability Champions rose to the challenge of evolving their walks in a way that kept everyone safe and adapted to local needs. In a WTW-first, we had several fully digital walks, with colleagues walking solo but connecting via video calling and photos, as well as hybrid walks where small numbers of colleagues chose to walk together locally.

This resulted in over **800 colleagues completing in-person walks**, with creative dance routines, singing and historic walking tours. **600 more colleagues connected virtually for walks**.

### #Take5WTW

We wanted all colleagues, no matter their local situation, to be able to get involved. For six weeks in June and July, we celebrated five years of WTW by launching, 'Take 5 for Walk the World' – a competition whereby colleagues submitted pictures on the theme of '5' to win a donation to a charity of their choice.

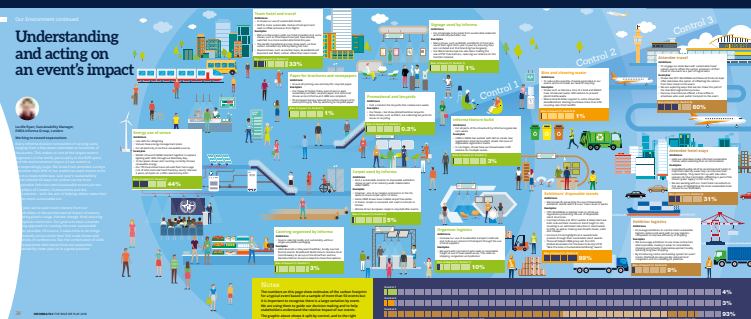
The campaign was a huge success, with over **200 entries from all six Informa divisions**, £15,000 donated and great engagement of over **26,000 impressions on our intranet**. Walk the World has evolved a lot in 2020; we're excited to take everything we've learnt and become bigger and better next year!

# More 2020 Sustainability highlights

There are many sustainability stories in this report but there is more we want to tell. Read on for more detail on our progress in 2020 and where to go for more information.

Learn more about the environmental impact of our events in our **Event Carbon Footprint Map**.

[informa.com/eventcarbonfootprint](https://informa.com/eventcarbonfootprint)



Learn more about what's **Inside a Sustainable Event**

For more information

[informa.com/sustainableevents](https://informa.com/sustainableevents)



Informa Markets Fashion, in partnership with the Fashion Institute of Technology (FIT) partnered in 2020 to launch the FIT Future of Fashion Showcase. This digital exhibition provided FIT's graduates with unparalleled industry exposure to major retailers, brands and industry leaders.

[fashionshow.fitnyc.edu/](https://fashionshow.fitnyc.edu/)

Informa Markets kick started the re-opening of the Hong Kong exhibition industry and helped local exhibitors and suppliers "get back to business".

[meetings-conventions-asia.com/News](https://meetings-conventions-asia.com/News)

[Destinations/Hong-Kong-trade-industry](https://Destinations/Hong-Kong-trade-industry)

[restarts-with-focus-onwellness-and-reconnecting](https://restarts-with-focus-onwellness-and-reconnecting)

[reconnecting](https://reconnecting)

New Hope Network has committed to eliminate single-use plastic at Natural Products Expo by 2022. To support this ambition, the team created a sustainable packaging toolkit for its exhibitors and suppliers.

[newhope.com/business-resources/sustainable-packaging-toolkit](https://newhope.com/business-resources/sustainable-packaging-toolkit)

95%

of colleagues have successfully completed our mandatory Code of Conduct training. The Code of Conduct asks all colleagues to act according to our guiding principles and the law in areas such as respect and safety.

As Informa has grown, our impact and responsibility to conduct our business ethically has also grown. Read more about how we have prioritised **Honesty, Integrity and Human Rights in 2020**

[informa.com/humanrights](https://informa.com/humanrights)

**SASB, GRI and data tables**

Download our GRI and SASB indices, reporting methodology, policies, KPI table and information about governance of sustainability at Informa.

[informa.com/sustainability/](https://informa.com/sustainability/)

[sustainability-reports/](https://sustainability-reports/)



Taylor & Francis' Sustainable Development Goals (SDGs) Online collection supports higher education students, lecturers, researchers and professionals as they learn about, teach about, research and write about, and work out how to address the world's most critical issues.

2,400  
book chapters

240  
journal articles and

20+

pieces of teaching and learning material have been added to our SDG Online collection in 2020.

[taylorfrancis.com/sdg](https://taylorfrancis.com/sdg)



268

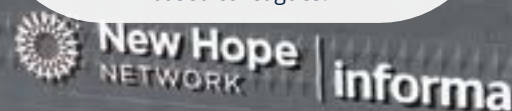
Number of sustainability-related stories on Portal, our intranet

+58,000

views of stories of sustainability-related stories on Portal

8

of our major offices have a green certification (BREEAM or LEED), representing 23% of office-based colleagues.

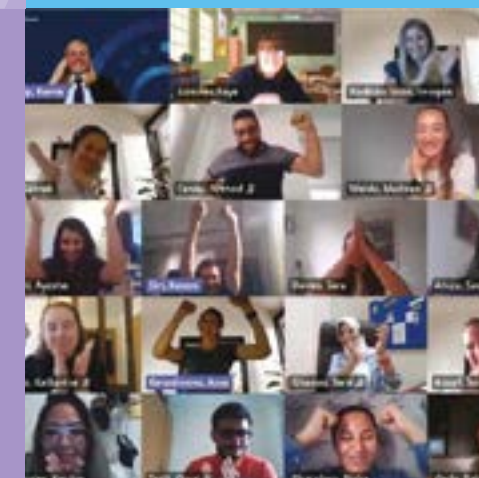


27%

of eligible colleagues participate in Sharematch schemes

[informa.com/talent/](https://informa.com/talent/)

[why-work-at-informa/](https://why-work-at-informa/)



**Memberships and awards**

Our performance against environmental, social and governance (ESG) criteria is reflected in various third-party ratings.

Find a summary of our ratings here:

[informa.com/sustainability/](https://informa.com/sustainability/)

[sustainabilityawards/](https://sustainabilityawards/)



Sustainability Award  
Bronze Class 2021  
S&P Global

Member of  
Dow Jones  
Sustainability Indices  
Powered by the S&P Global



**COVID-19**

In February 2020, Informa Markets in Malaysia invited the country's Director-General of Health to address 200 business leaders to clarify the COVID-19 situation and combat the misinformation that was circulating in the country at the start of the epidemic about the virus.

[youtu.be/14yIDwjO9yo](https://youtu.be/14yIDwjO9yo)

**Diversity and Inclusion in Biotech** exemplifies how our colleagues and events are promoting positive change in the industries they serve.

[informaconnect.com/diversity-inclusion/](https://informaconnect.com/diversity-inclusion/)

**Omnia Health Live Africa** brought the African healthcare community together during a five-day virtual event to discuss the continent's response to COVID-19.

<https://informa.turtl.co/story>

[evolution-of-healthcare-africa/](https://evolution-of-healthcare-africa/)



**External assurance statement**

Bureau Veritas UK Limited has been engaged by Informa plc to provide limited assurance over selected sustainability performance indicators for inclusion in its sustainability report. This Assurance Statement applies to the related information included within the scope of work described below, for the period 1 January to 31 December 2020: Training, Absenteeism, Global gender diversity, Waste, Greenhouse Gas Emissions (Scope 1, 2 & partial Scope 3) and Water. On the basis of the methodology and activities described above, Bureau Veritas concludes that there is no evidence to suggest that the data presented here is not materially correct and a fair representation of Informa's sustainability performance. A full verification statement including methodology, limitations and exclusions and the reporting criteria can be found on the Group's website.

For the full assurance statement:

[informa.com/sustainability/](https://informa.com/sustainability/)

[sustainability-reports/](https://sustainability-reports/)





MEMBER OF  
**Dow Jones  
Sustainability Indices**  
In Collaboration with RobecoSAM

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[www.informa.com/sustainability](http://www.informa.com/sustainability)

For more information on our sustainability programme, or if you'd like to get involved, contact [sustainability@informa.com](mailto:sustainability@informa.com)



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