



Media **CSR** Forum

Annual Report 2013

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## The Members

The "Media Corporate Social Responsibility (CSR) Forum" (the "Forum") is a partnership between 23 major companies, representing the full breadth of the media spectrum. In 2013, we welcomed four new members to the Forum – Atres Media, DMGT, RTL Group and UKTV. The Nordic Media CR Forum, a sister organisation, also regularly collaborates with the Forum and its members attend the Forum meetings.

As of December 2013, the membership includes 23 of the world's leading media organisations, as illustrated below.



# Activity Summary

## Forum Meetings

The Forum meets on a quarterly basis and is chaired by the secretariat. Meetings are usually themed around a particular challenge or topic. The secretariat invites one or two expert stakeholders to present their perspective and insights to the group. These stakeholders include academics, NGOs, think tanks and representatives from other industries. In 2013, the meetings addressed the following themes:

### The Future of Media Regulation

Nigel Warner, author of the report 'Life after Leveson: the challenge to strengthen Britain's diverse and vibrant media'<sup>1</sup>, presented his views on media regulation. His report identified the change in mood among the UK public, away from the acceptance of media self-regulation and towards a desire to see stricter regulation. He explained the need for regulation to respond to increasingly digitised and converging media content, and highlighted the need for platform-neutral regulatory structures. He emphasised the importance of preserving the diversity and quality of media in the face of calls for stricter regulation.

### Data Privacy and Protection

Sir Nigel Shadbolt, co-founder of the Open Data Institute and Professor of Artificial Intelligence at the University of Southampton, gave his views on privacy and data protection. He drew attention to the asymmetry between data held by governments and companies, and the data which is accessible to citizens. He highlighted the huge benefits to be had for both parties if the former are clearer in their communications about the data they store and how they use it, while making the data an individual creates more accessible to that individual. Without such a move, he believed that legislation, stifling the huge opportunities presented by technology, will be much more likely.

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<sup>1</sup> <http://www.ippr.org/publication/55/9944/life-after-leveson-the-challenge-to-strengthen-britains-diverse-and-vibrant-media>

## **Volunteering and community engagement**

Representatives from Aegis Media, The Guardian, Sky and Turner Broadcasting told the group about their own company's employee volunteering and engagement programmes. They shared their insights on what they have learned about how to get their colleagues engaged in the programmes, how to work with volunteering partners and how to quantify the impact of the programme.

## **Targeted Sessions**

Shorter targeted sessions in 2013 addressed the following themes:

### **Professional bodies for Corporate Responsibility**

Jennie Galbraith, Corporate Responsibility Group (CRG) board member, gave an update on a new professional body called the Institute of Corporate Responsibility and Sustainability (ICRS). The ICRS will be a membership organisation for those with a professional interest in the area of CR and sustainability. It will provide a network, career path and continuing personal development for practitioners and is intended to help employers embed sustainability within their business and create cross-sector standards.

### **Freedom of Expression and Privacy**

Susan Morgan, Executive Director of the Global Network Initiative (GNI), discussed some of the freedom of expression and data privacy issues faced by the information and communications technologies (ICT) sector. She explained the role of the GNI in supporting its response to these issues and shared her views on what the future implications may be for media companies.

### **Data Privacy and Protection Workshop**

CR and data experts from member companies took part in a breakfast workshop hosted by Turner Broadcasting. The purpose of the workshop was to assess the ever-developing norms and expectations users have around the fair use of data and companies' communication on these issues. The work stream will continue in 2014.

## Mirrors or Movers Conference

The Forum ran its first major conference this year, held over two days in June at Sadler's Wells Theatre in London. The event was chaired by Simon Hodgson, Chair of the Forum. The Forum's sister organisations, the Nordic Media CR Forum and the Media RSE Forum (France), also attended the conference.

### Material sustainability issues for the media sector

A breakfast session on the first day saw investors providing feedback on the Forum report 'Does it matter? Material, Strategic or Operational? An analysis of sustainability issues in the media sector'. Raj Thamotheram, President of the Network for Sustainable Financial Markets, Andy White, Associate Director at Sustainalytics, and Richard Menzies-Gow, Head of Investor Relations at Informa, each gave their own perspective on the issues faced by the media sector from an investment perspective.

### Internal presentations

The rest of the first day consisted of a series of internal presentations and discussions. Four members presented on environmental initiatives that had worked well. This included:

- a partnership between Aegis Media and Alma Media aimed at measuring the carbon footprint of advertising;
- TF1's involvement in the Ecoprod partnership to make audiovisual and film production more environmentally responsible; and
- Lagardère's carbon footprinting of its publications.

Three members presented on social initiatives that had made a difference. This included:

- Sky's 'Sky Sports Living for Sport' programme;
- Vivendi's integration of CR into governance and strategy; and
- Virgin Media's stakeholder engagement on 'our digital future'.

The final session saw three members present their approach to the influence their content has on their audience:

- Lagardère talked about digital literacy;
- Reed Elsevier presented a series of initiatives involving their events and publications; and
- Sky facilitated a group discussion on the social impacts of content.

## Mirrors or Movers

The second day of the conference invited both members and the public to hear from 14 expert speakers, each with their own take on the social impacts of media content. The day was structured around five sessions, each examining content impacts through one of the six modes articulated in the Mirrors or Movers report:

### *Silencing/Amplifying*

Ignoring or restricting voices on/of certain topics, events or groups or, conversely, giving disproportionate voice to or coverage of certain topics and thereby creating skewed representations of society:

- Matti Posio (Editor-in-Chief at Lapin Kansa)
- Caspar Melville (Editor, New Humanist)
- Mike Truman (Editor, Taxation)

### *Questioning*

Challenging existing practices and structures in society, highlighting adverse effects and bringing to light hidden information which leads to subsequent changes in policy or behaviour.

- Professor Stewart Purvis (Professor of Television Journalism, City University London)
- Cathrine Gyldensted (Founder, Franklin&Me)
- Jonathan Levy (Head of News Gathering, Sky News)

### *Inspiring*

Stimulating action via changed perspectives, alternative futures or by highlighting different ways of behaving.

- Alison Walsh (Disability Executive, Channel 4)
- Jeremy Wickremer (Founder, Ideal Media)

### *Campaigning*

Deliberately taking a partisan stance on an issue, topic or product with the explicit aim of selling, changing behaviour or raising money.

- Jon Alexander (Brand Strategist, National Trust)
- Luca Magnani (Strategic Planner, Aegis Media)
- Thomas Kolster (Founder, The Goodvertising Agency)

### *Normalising*

Introducing or legitimising forms of behaviour that may otherwise be unknown or marginal.

- Professor Justin Lewis (Professor of Communication, Cardiff University);
- Dr Martine Bouman (Founder, Center for Media and Health);
- Tom Crompton (Change Strategist, WWF-UK).

## Other Events

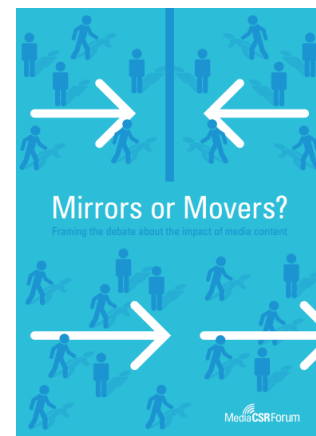
Christian Toennesen, Manager of the Forum, spoke at the World Forum Lille, Responsible Economy in October and Simon Hodgson, Chair of the Forum, spoke at an event organised by the creative advertising agency Grey and represented the Forum at a breakfast seminar hosted by Turner Broadcasting.

## Reports

2013 saw the publication of two reports by the Forum.

### **Mirrors or Movers: Framing the debate about the impact of media content<sup>2</sup>**

This report addressed the media's role as a messenger. It presented a framework for discussing whether the media should actively seek to shape public debate, change behaviours and promote sustainable lifestyles as part of its corporate responsibility. The report suggested six modes through which media moves society: questioning, campaigning, silencing/ amplifying and normalising. A discussion paper, it invites politicians, academics, regulators, campaigners and educators to further the debate and challenge the report's findings.



<sup>2</sup> <http://mirrorsormovers.com/>



## Does it matter? Material, Strategic or Operational? An analysis of sustainability issues in the media sector<sup>3</sup>

This report took each of the social and environmental issues that affect the media sector and assessed whether their impact is considered to be:

- material (financially significant over the short or medium term);
- strategic (may significantly affect the ability of a company to deliver its strategy in the medium to long term); or
- operational (has importance but does not represent a significant threat to the company).



The report looked at how the issues affect the sector as a whole and specifically within sub-sectors. The report was intended to support a richer conversation between media companies and their stakeholders in the financial sector.

James Featherby, Chair of the Church of England Ethical Investment Advisory Group and author of the publication 'Of Markets and Men', wrote the foreword.

## Online

Between them, the **Media CSR Forum website** and the **Mirrors and Movers website**, created for the launch and conference of the same name, attracted more than 2,600 unique visitors in 2013.



The Twitter feed, established in 2010, has 760 followers to date, up 50% compared to last year. The most popular hashtags used in reference to the Media CSR Forum were #mirrorsormovers, #doesitmatter and #brainprint, generating much conversation and debate online.



The Mirrors or Movers website hosts the report and features information about the public-facing side of the conference. It also provides a home for future work on this subject by the Forum.



<sup>3</sup> [http://mediacsrforum.org/\\_media/documents/doesItMatter.pdf](http://mediacsrforum.org/_media/documents/doesItMatter.pdf)

# Plans for 2014

## Forum Meetings and Specialist Sessions

The Forum plans to organise forum meetings and specialist sessions around the following themes in 2014:

- Diversity;
- The media supply chain;
- Responsible advertising;
- Accessibility of media;
- Understanding the environmental impact of the media supply chain.

## Data Privacy Working Group

Following the discussions in forum meetings and a specialist session in 2013, the Forum will convene a working group on the subject of data privacy and what this means for media organisations. The aim will be to map out the issues relevant to media and work to understand how the media sector might respond to these issues.

## Conference

The Forum plans to host a second conference in the summer of 2014. This will run along similar lines to the 2013 conference with the first day set aside for internal forum discussions. The second day will again be open to the public and will further address how media content influences society.

# About the Forum

## Objectives

The Forum is a group of media organisations which meet regularly to explore and discuss CSR and sustainability issues relevant to the media sector.

The Forum was established in 2001 in recognition of the fact that the practice of CSR and sustainability for media companies has many unique features that set it apart from other business sectors. Our objectives include:

- developing an understanding of the implications of CSR for media organisations;
- identifying areas for focus;
- sharing best practices;
- engaging with stakeholders;
- running collaborative projects on key issues.

The Forum produces an Annual Report on its activities. This is the Report for 2013.

## Benefits of Membership

Members benefit from an open environment in which to discuss, under Chatham House rules, the sustainability issues faced by the sector. The Forum is able to use its collective size to engage with a range of key stakeholders on the most pressing issues, both through internal meetings and through public events. Lastly, the Forum produces original research into and on behalf of the media sector, which members use to inform their own strategy. The membership fee for 2014 will be £1,650

## Governance

Carnstone Partners LLP continued to provide secretariat services to the Forum, and chaired Forum meetings throughout 2013.

The secretariat meets on a 1:1 basis with members at the end of each year to gather feedback on how the Forum is meeting their needs and to discuss potential topics to be addressed in the following year. Actions and initiatives arising from this review are then discussed and agreed by members in a consensual manner,

The Secretariat is the first point of contact for stakeholders and new member enquiries:

Email: [mediacsforum@carnstone.com](mailto:mediacsforum@carnstone.com)

Telephone: +44(0)20 7839 0182

## Costs and Expenditure

	Income	Administration	Projects	Other
2011	£27,550	£21,500	£3,650	£2,400
2012	£27,300	£18,300	£14,500	£113
2013	£28,500	TBC	TBC	TBC