



Media **CSR** Forum

Annual Report 2014

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## The Members

The "Media Corporate Social Responsibility (CSR) Forum" (the "Forum") is a partnership between 24 major companies, representing the full breadth of the media spectrum. The Nordic Media CR Forum, a sister organisation, also regularly collaborates with the Forum and its members attend the Forum meetings. This report summarises the activities for both forums during 2014.

Between them, at the end of 2014, the membership includes 28 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 Simon Hodgson of Carnstone, the secretariat provider. 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 2014, the meetings addressed the following themes:

### When the scandal hits

Andrew Cave, Head of Group Sustainability at RBS, gave an honest account of what it is like to manage corporate sustainability at an organisation after it has become 'reputationally bankrupt'. In light of the low public standing of the banking sector, he noted the importance of prioritising mainstream banking issues and not trying to hide behind community programmes and rebranding. In particular, he believed that increasing transparency and accountability would play a big role in restoring the trust of customers. However, the extent to which banks can be transparent while remaining compliant and protecting customers is a tough question for the sector to grapple with. The meeting was kindly hosted by UKTV.

### Diversity

Simon Langley, UK Head of Inclusion & Diversity at National Grid spoke to the Forum about how National Grid addresses inclusion and diversity in its workforce. He highlighted the importance of framing the work as 'inclusion' as well as 'diversity' so as to avoid marginalising large numbers of employees. National Grid sees this area of work as imperative in attracting the best people for the future of the organisation and thus bringing a competitive advantage. Simon emphasised the need to take a structured approach and build it into core processes such as recruitment and incentive plans. The meeting was kindly hosted by UBM.

## Supply Chain

Mark Bannister, Sustainability & Projects Manager at Echo Sourcing Limited, presented the lessons on supply chain that the media sector might be able to learn from the garment industry. He identified four steps through which the sector has acted to manage risk and capitalise on opportunities: mapping first tier suppliers; developing codes of conduct; auditing; and targeted projects on specific issues. Despite some successes, he pointed out how these steps did not tackle some of the systematic supply chain challenges, such as bribery of officials and the risks beyond the first tier of the chain. He saw the most promising developments as those that involved collaboration, data and transparency, and innovative projects that are turning problems into opportunities. The meeting was kindly hosted by Reed Elsevier.

## Targeted Sessions

During 2014, we also organised two specialist sessions on data privacy and protection:

### Data privacy workshop: part II

Following the first workshop at the end of 2013 the Forum reconvened to explore what data privacy means for a media organisation. The workshop included a master class run by Sky and Informa, a discussion on the overlap between content on data and how data is used to support business models, and an exploration of the emerging societal trends and concerns. The workshop was kindly hosted by Reed Elsevier.

### Privacy and Trust - putting consumers in control of their online advertising experience

Ken Parnham, MD EMEA at TRUSTe, and Adam Freeman, Founder of Mutual Media and MD EMEA for Bloomberg Media, each gave an overview of the initiatives they are involved in to help consumers improve their online experience of advertising. They explained some of the complexity of the online advertising ecosystem and noted that up until recently there have only been two alternative options for consumers: block ads altogether; or avoid the advertising platforms. Products they are involved with aim to educate the consumer on how adverts target them and to give them the opportunity to express preferences according to their individual interests. This session was hosted by Carnstone.

## Mirrors or Movers II Conference

Following the success of the 2013 conference, the Forum continued with the subject of 'content influence' and ran a second conference in 2014. The event was held over two days in June at the BBC's Old Broadcasting House. Chaired by Simon Hodgson, it featured presentations from 11 subject experts and attracted 110 delegates from 34 media organisations and other stakeholder bodies. The first day was open to the public and consisted of four sessions, summarised below. The second day was reserved for Forum members to discuss where to go next with each of the themes.

### Women and media

The experts were:

- Tracy Corrigan, Digital Editor at The Wall Street Journal (Guest Chair)
- Tami Hoffman, Interviews Editor at Sky News
- Harriet Minter, Head/Editor of Women in Leadership at The Guardian

The dominant modes discussed were amplifying the under-represented voice of women in the media and normalising women's role in public life and the upper tiers of media companies.

- Finding female experts and encouraging them to speak.
- Testing the internal culture to ensure all personality types can contribute and thrive.
- Understand the 'loss points' where women leave the industry.

### Environment and media

The experts were:

- Arlo Brady, Managing Director of Corporate at The Brewery at freuds
- Dr Emily Shuckburgh, Head of Open Oceans at British Antarctic Survey
- John Vidal, Environment Editor at The Guardian

This debate was mainly about inspiring, i.e. the media reflecting back to us different possible futures and encouraging us to think differently.

- The environment, science and the possible future impacts are tremendous fuel for creativity and a rich source of content for the media. And yet it doesn't seem to be engaging with these topics.

- It is not just about news and current affairs. What we see in comedies, soaps and the weekend colour supplements all normalise environmental issues in a powerful way.

## Privacy and media

The experts were:

- Rachel Oldroyd, Deputy Editor at The Bureau of Investigative Journalism
- Javier Ruiz Diaz, Policy Director at the Open Rights Group
- Matt Rogerson, Head of Public Policy at The Guardian Media Group

There were fewer conclusions in this debate, but all agreed that the media has an important role in questioning how data is used and by whom:

- The media needs to report more on this issue – a challenge when it is such a tricky topic.
- Media companies must reflect on how their own interests may be affected by this topic and be alert to conflicts. Many are using increasing amounts of personal data for commercial gain.
- Public perception of the topic is very unformed, and there may well be ‘nasty surprises’ ahead.

## Measuring media impacts

The experts were:

- Caroline Nursey, Executive Director at BBC Media Action
- Jonathan Simon, Director at Inflection Point

The main conclusions were:

- It is quite possible to measure the impact of content – both qualitatively and quantitatively. But it is expensive and requires effort and investment.
- It is much easier to measure the impact of content which is designed to produce a desired outcome – principally in the campaigning and inspiring modes.
- Using multiple platforms reveals deeper insights into the impact of media content, e.g. using social media and search terms to understand the immediate effect of content.
- There are lots of opportunities for media to measure its positive impact, but what about the negative impacts of content?

## Internal presentations

As well as discussing where to go next in response to the challenges posed on day one of the conference, the second day included internal presentations from members on the following themes:

- Reed Elsevier on a photo essay produced on women in science;
- Atresmedia on its collaborations with environmental campaigning NGOs;
- The BBC on its Albert carbon calculator;
- Sky and Virgin Media on child safety and accessibility.

## Outputs

The conference website (<http://mirrorsormovers.com>) contains a summary report and short videos on each theme from the first day of the conference. Links to several articles written by those who attended the event can be found at the end of the [summary report](#).

## 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 around 2,700 unique visitors in 2014.



The Twitter feed, established in 2010, has 940 followers to date, up 24 per cent 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, with #mirrorsormovers trending on Twitter on the day of the conference.



The Mirrors or Movers website hosts reports and videos and features information relating to both conferences held to date. It also provides a home for future work on this subject by the Forum.





# Plans for 2015

## Forum Meetings and Specialist Sessions

The Forum plans to organise forum meetings and specialist sessions addressing some of the following themes in 2015:

- Diversity;
- Data privacy;
- Content;
- Community;
- Environment;
- Organising CR;
- Human rights;
- Accessibility;
- Purpose.

## Conference

The Forum plans to host a third conference in 2015. It is likely to be a one-day event 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 2014.

## 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. Membership is restricted to large media companies. The membership fee for 2015 will be £1,900.

## Income

The Forum budget comes entirely from membership fees. The increased coordination between the Nordic and UK forums means that this year, for the first time, we report on both in the same report.

	<b>2012</b>	<b>2013</b>	<b>2014</b>
UK	£27,300	£28,250	£36,600
Nordic	£12,000	£8,000	£8,200
<b>Total</b>	<b>£39,300</b>	<b>£36,250</b>	<b>£44,800</b>

## Governance

Carnstone Partners LLP continued to provide secretariat services to the Forum, and chaired Forum meetings throughout 2014.

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,

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