



**PARTNERING
FOR A SUSTAINABLE
SECTOR**

Annual Report 2016

Contents

The participants	2
Activity summary	3
Rebranding	3
Research and publications	3
Forum meetings	4
Mirrors or Movers IV	6
Online	9
Plans for 2017	10
Forum meetings	10
Mirrors or Movers V	10
About the Forum.....	11
Objectives.....	11
Participating in the Forum.....	11
Income.....	11
Governance	12

The participants

The Responsible Media Forum (the 'Forum') is a partnership between 23 major media companies to identify and take action on the social and environmental challenges facing the sector. The Forum has been going since 2001, starting as a UK initiative but with participants now drawn from all over the world.

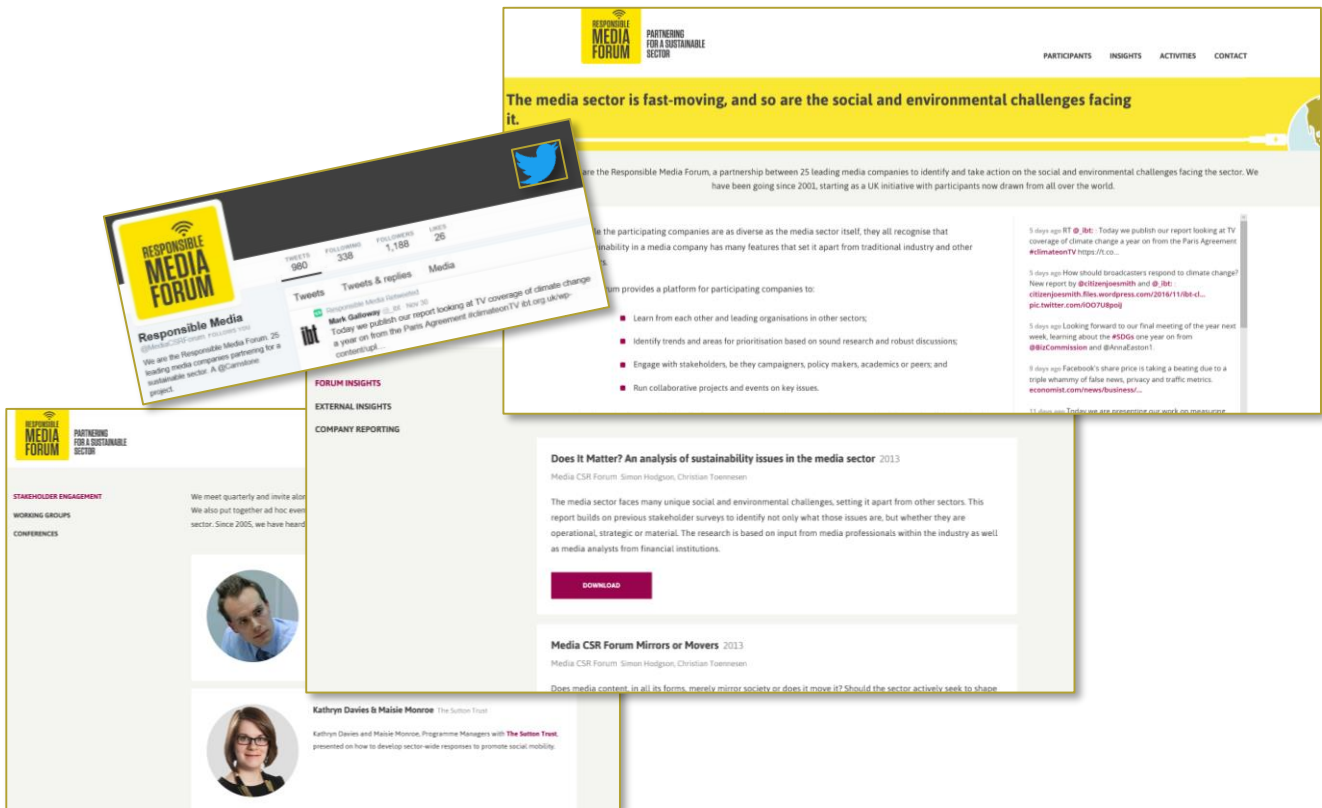
Participants represent the full breadth of the media spectrum, from public service broadcasters, to data analytics providers, to advertising agencies and event organisers. Individual representatives include CR Directors, HR Directors, Company Secretaries and Directors of Risk and Audit. Together, we work to define and develop responsible business practices for the media sector.



Activity summary

Rebranding

In Q4 of 2016, the Media CSR Forum (as it was known) became the Responsible Media Forum. Our new name better reflects corporate responsibility in the sector today, and we think our new visual identity looks pretty smart. Take a look at our new website, responsiblemediaforum.org, and follow us on [Twitter](#) for the latest media responsibility news and debate.



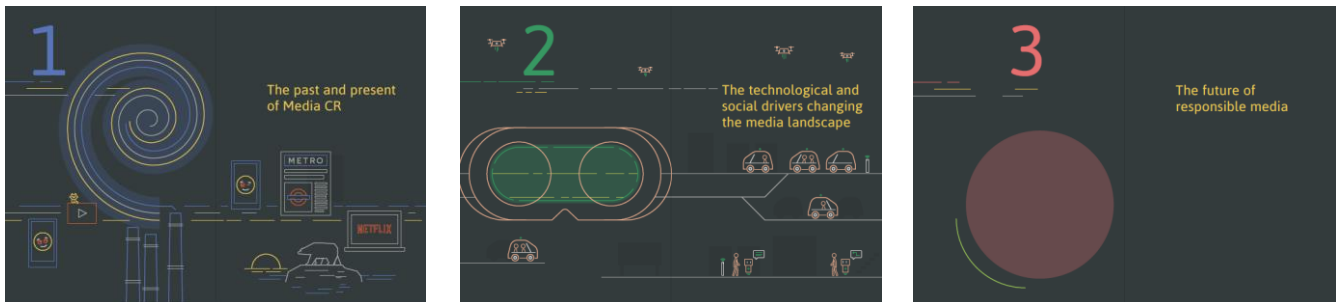
Research and publications

Dimpacts

Our work stream on the environmental impacts of digital media content ('Dimpacts') continued in 2016, with a dedicated working group and external engagement with members of techUK's Data Centres Technical Committee. We have developed a simple model to capture GHG impacts based on spend with external data centres, which we will continue to refine in 2017.

The Future of Responsible Media report

Forum participants contributed their thoughts and predictions for a report written by Carnstone on the future of responsible media in a rapidly evolving world. The report contents cover key developments in the sector from 2005 to 2016, along with eight forces that will change the media landscape and four future challenges that we expect to separate ‘good’ companies from ‘bad’. The purpose of the report is to support our participants in their strategic planning. The report will be launched to the public during Q1, 2017.



Forum meetings

Meetings are usually themed around a particular challenge or topic which has been nominated by Forum participants. One or two invited expert stakeholders present their perspective and insights, followed by a group discussion under the Chatham House rule. In 2016, the meetings were organised around the themes below:

Q1: Data Privacy

This issue has become increasingly important to many Forum participants, so two specialists working in contrasting data privacy contexts were invited to give their perspectives. Dr Gus Hosein is Executive Director of [Privacy International](#). Gus underlined the importance of data privacy as a human right, and then outlined some of the complex – and increasingly, technological - challenges in protecting it. He initiated a discussion about where responsibility for data privacy lies in the media value chain: with policy-makers, technology platforms, media service and content providers, and with the public. Is a push towards strategic management of data privacy being felt from investors? Sophie Rahm, an ESG Analyst with [Schroders](#), certainly thinks investors ought to be concerned, and has published a report entitled [Why investors should care about data security risk](#). However, hearing from Sophie and from Forum participants, the overriding view was that investors still see this as a hygiene issue. The meeting was kindly hosted by UBM.

Q3: Industry collaborations for social mobility

Building on previous Forum sessions focused on social mobility, Kathryn Davies & Maisie Monroe, Programme Managers at [The Sutton Trust](#), gave a practical insight into examples of industry collaborations on social mobility. Jenny Baskerville, Public Affairs Manager and Social Mobility Lead at [KPMG](#), provided an account of the opportunities and challenges of implementing a comprehensive approach to social mobility within a large, global organisation. The session centred on ensuring entry-level recruitment encouraged applications from diverse socioeconomic backgrounds, but there was also a recognition amongst Forum participants that media (like many other industries) needs to support the progression of diverse talent further up the pipeline. The Forum also considered the importance of retaining diversity-of-thought within the media, and using a strategic focus on diversity, inclusion and social mobility to secure this. The meeting was hosted by Pearson.

Q3: Specialist session: Social Mobility Employer Index

An additional Forum session was held to focus on the launch of the [Social Mobility Foundation's Employer Index](#), with several specialist HR & diversity colleagues also attending. From Spring 2017, the Index will rank companies on how open they are to accessing talent from all socioeconomic backgrounds. David Johnston, Chief Executive of the Social Mobility Foundation, told Forum participants that the Index will highlight good practice rather than exposing the bad and provided details of how companies can take part. The session was hosted by Sky.

Q4: Sustainable Development Goals

The UN launched the Sustainable Development Goals (SDGs) in 2015, presenting a significantly more ambitious plan for global development than the Millennium Development Goals which preceded them. Jeremy Oppenheim, Programme Director at the [Business & Sustainable Development Commission](#) (BSDC) presented to Forum participants on the role that business will play in achieving the SDGs. Jeremy provided insights into the BSDC's report, [Better Business, Better World](#), including analysis of the economic opportunity that the SDGs represent for business. Jeremy's high-level perspective was followed by a 'view from the ground': Anna Easton, BT's Sustainable Business Director, provided an insight into their approach. Forum participants discussed practical ways to incorporate the SDGs into strategy and the relative merits of focusing on just two or three of the most relevant SDGs, or aligning strategy across all 17 goals. The meeting was hosted by Turner.

Mirrors or Movers IV

Does media content simply mirror society, or does it move and change the way we behave? If the latter, how do we manage that responsibility? Hosted by Guardian News & Media in central London, the fourth Mirrors or Movers conference devoted one day to tackling media's most material issue through a range of angles and expert views. The event attracted 100 delegates from over 50 companies, making it the biggest Mirrors or Movers event to date. The morning was a closed event, during which Forum participants shared experiences. The afternoon was open to the public and free to attend. Subject experts shared their insights on a range of topics: building a safer and more inclusive internet, the future of investigative journalism, progressing perceptions of disability, and responsible advertising.

How do we get the internet we want?

The presenters were:

- Becky Gardiner, Lecturer & Editor, Goldsmiths & Guardian News & Media
- Arno Ahošniemi, Editor-in-Chief, Kauppalehti
- Alex Krasodomski-Jones, Researcher, Demos

The rise of web and mobile platforms has enabled us to connect with people around the world, access vast repositories of information and transact seamlessly. However the presenters agreed that the internet has a dark side: online abuse, misogyny and stalking that some feel is simply part of the 'culture of the internet'. Our expert panel were asked to consider whether and how we can make the digital world a better, more supportive place. During their keynote speeches they shared learnings from their own campaigns and research, and debated the potential of different solutions to the problem. Whilst they did not see a 'silver bullet', they were optimistic about the potential to create a more positive online world, through policy, law enforcement, education and cultural change, and the use of new technologies to increase accountability.



Maria Peytcheva @backcastme · Jun 7
How to deal with hate speech? 1/3 challenge it! Everyone has the responsibility to counter-engage, says @akrasodomski
#MirrorsOrMovers



Amanda Goodwin @AECGoodwin · Jun 7
Excellent panel discussion on the #WebWeWant from @becky_gardiner @akrasodomski and @arnoahosniemi at #MirrorsOrMovers!

Digging with Greenpeace

- Jim Footner, Investigations Director, Greenpeace

Greenpeace is 47 years old; how does it avoid becoming part of the establishment, stay relevant, and stick to its mission to “ensure the ability of the Earth to nurture life in all its diversity”? Jim Footner is at the coalface of some of Greenpeace’s most subversive methods, managing its investigative journalism unit. Jim outlined how the Greenpeace journalistic team prioritise and investigate stories, and gave an insight into some of the biggest environmental stories

they have exposed. He also talked about their

ambitions to become a global environmental news platform, filling the void left by the crisis in traditional journalism.



richardbrophy @richardbrophy · Jun 7

@JimFootner from @Energydesk on the chilling effect from global crackdown on #NGOs #MirrorsOrMovers @MediaCSRForum



Responsible Media @MediaCSRForum · Jun 7

A beautifully told story is far more powerful than a debate - @JimFootner @Greenpeace #MirrorsOrMovers



Maria Peytcheva @backcastme · Jun 7

Climate deniers have moved on. They've started saying Carbon Regulation is "Political correctness gone mad" #MirrorsOrMovers @Energydesk

Challenging disability, inspiring the public

- Lara Akeju, Project Lead of Paralympics Coverage, Channel 4



Responsible Media @MediaCSRForum · Jun 7
2016 is @Channel4's year of disability - they're definitely movers #MirrorsOrMovers

Rarely has one campaign created such significant change as Channel 4's coverage of the Paralympics in 2012. As the 2016 'Superhuman' Games in Rio approached, we invited Channel 4's Paralympics Lead to lift the lid on Channel 4's plans. Lara's presentation included a detailed look at how Channel 4 have embedded its support for disability throughout the organisation as well as a sneak preview of the new ['Superhumans' trailer](#).

Does advertising have a future?

The presenters were:

- James Schad, Innovation Director, Vizeum
- David Hall, Executive Director, Behaviour Change
- Pete Markey, Brand Communications & Marketing Director, Aviva
- Kath Abrahams, Fundraising & Engagement Director, Diabetes UK

Our panelists were drawn from diverse corners of the marketing world to consider the future of advertising, and whether responsible advertising is a panacea to its ills. "Adblockageddon" and the rapidly changing ways in which we access content have threatened advertising's traditional financial model; is data-driven marketing the future? Or should marketers focus on causes and purpose to

DAN Future Proof @DANFutureProof · Jun 7
Thanks to our great panel @Schadow79 @Freelancebrain @kathabrahams @petermarkey #MirrorsOrMovers @MediaCSRForum



Responsible Media @MediaCSRForum · Jun 7
Many of today's speakers calling out for more partnerships to create change. Mirrors / Movers / Collaborators? #MirrorsOrMovers

Jonathan Wise @JonathanMWise · Jun 7
Great to see @Freelancebrain at #MirrorsOrMovers asking "Does advertising have a future?" @MediaCSRForum @SkatingPanda

get their messages across? Who holds the responsibility for sustainable advertising: the client, the advertising agencies, or the consumer? Our session grappled with a hot issue that remains firmly on the radar.

Online

Between them, the **Responsible Media Forum website** and the **Mirrors and Movers website**, created for the report and conference of the same name, attracted around 3,100 unique visitors in 2016.

The Forum website holds all research published to date by the Forum, a complete list of participating companies and other relevant information. The Mirrors or Movers website hosts reports and videos, and features information relating to the four conferences held to date. It also provides a home for future work on this subject by the Forum.

The Twitter feed, established in 2010, has 1,200 followers to date, up 11% compared to last year.



Plans for 2017

Forum meetings

The Forum plans to organise a conference, meetings and specialist sessions addressing some of the following themes in 2017:



Some of the other themes that were of lesser, but still notable, importance to Forum participants were: the SDGs, CR reporting, supply chain management, health & safety, fundraising regulations, work-life balance and responding to activist stakeholders.

Mirrors or Movers V

The Forum plans to host a fifth conference in 2017. This will be a one-day event on May 31st to be hosted by Sky. As always, it will be free to attend and open to the public. The conference will further address how media content influences society, with a focus on the role of media in a 'post-truth' society.

About the Forum

Objectives

The Forum provides a platform for participating companies to:

- Learn from each other and leading organisations in other sectors;
- Identify trends and areas for prioritisation based on sound research and robust discussions;
- Engage with stakeholders, be they campaigners, policy makers, academics or peers; and
- Run collaborative projects and events on key issues.

In short, the Responsible Media Forum gives participating companies access to insights and collaboration that few organisations could manage on their own. The Forum produces an Annual Report on its activities. This is the Report for 2016.

Participating in the Forum

Participants benefit from an open environment in which to discuss, under the Chatham House rule, 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 public events. Lastly, the Forum produces original research. Participation is restricted to large media companies. The membership fee for 2017 is £2,250.

Income

The Forum budget comes entirely from participation fees. Having previously been organised as separate projects, in 2015 the Nordic Media CR Forum (Nordic) merged with the Responsible Media Forum (UK).

	2014	2015	2016
UK	£36,600	£45,000	£46,600
Nordic	£8,200	NA	NA
Total	£44,800	£45,000	£46,600

Governance

The Responsible Media Forum is a multi-client project run by Carnstone Partners LLP, with a project team consisting of Simon Hodgson, Christian Toennesen and Rosie Towe. We are open to new participating companies, as well as input and enquiries about media sustainability from investors, academics and the third sector, but please note that we are unable to provide funding for projects and research, however interesting and worthwhile they may be.

Carnstone meets on a 1:1 basis with participants 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 participants in a consensual manner.

Christian Toennesen is the first point of contact for stakeholders and new member enquiries:

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