













## OUR PERFORMANCE IN 2010

Future Proof builds on the great work already happening worldwide.

	2009	2010
 Despite the best efforts of our <b>Green Bean</b> champions, our carbon footprint increased by 3.1% to 22,273 metric tonnes of CO <sub>2</sub> .	21,595	22,273 
Energy consumption in metric tonnes of CO <sub>2</sub>	12,854	13,253 
Our electricity consumption in Kwh	25,636,756	25,453,697 
Business travel in metric tonnes of CO <sub>2</sub>	8,741	9,021 
The Green Beans were successful in increasing the number of offices which separate waste and recycle at least 1 waste group to 42% in 2010.	27%	42% 
 Through the Aegis Media CARES initiative, we donated the equivalent of <b>£1,245,128</b> of financial, in-kind and pro bono contributions in 2010.	£1,196,573	£1,245,128 
Financial donations	£156,581	£130,412 
In-kind donations	£199,800	£252,562 
Time and pro bono donations	£840,192	£862,154 
The CARES network enabled 2,737 employees to take part in community involvement in 2010.	1,061	2,737 



# STRONG MOMENTUM

CSR and Sustainability at Aegis Media

WE'RE HERE TO HELP. FOR MORE INFO, PLEASE CONTACT:



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## RE-INVENTING THE WAY BRANDS ARE BUILT



“We have set an ambitious goal to double Aegis Media by 2015 through our vision of “re-inventing the way brands are built”. Our strategy to deliver that vision, the power brand strategy, focuses on putting in place the right people, the right structure and the right product to do the job.

Sustainability is an integral and essential part of the power brand strategy. Our commitment to taking our corporate responsibility seriously will help us attract and retain the best talent and enable everyone to reach their full potential. Sustainability is an issue that cuts across all our agencies and countries, bringing us together as one organization. And, with sustainability integrated in what we do, we have the best product for the power brands to take to market.

Simply put, without sustainability embedded in everything we do, we cannot “re-invent the way brands are built”.

- Jerry Buhlmann, CEO, Aegis Media

We exist to help clients understand, communicate and build relationships with consumers around their products and brands. Sustainability is an increasingly important factor in that process.

As part of their **supply chain**, clients ask us to contribute to their sustainability objectives as well as advise them how to use sustainability to enhance their communications. Many of our accounts already feature some kind of environmental or social requirements and sustainability often delivers great pitch contributions and ideas.

Sustainability enables us to attract and retain **the best talent** in the industry. Research has shown that an overwhelming majority of under 35 year olds simply expect companies to ‘do something’ when it comes to CSR and sustainability. In addition, sustainability contributes consistently to the learning and development of our people through cross agency collaboration and innovation. At Aegis Media in 2010, 53% of employees who participated in volunteering reported an increase in personal effectiveness.

For our business, sustainability reduces our **risk exposure** around scarce resources, enhances internal cost control and builds our corporate reputation. All around the world, we are seeing legislation and regulation for emissions and corporate liability being discussed at government levels. In the UK for instance, carbon emissions of the largest companies are already being taxed.

## BUILDING SUSTAINABLE CONNECTIONS

As a global media, marketing and communications agency, we play a crucial role in influencing consumers’ attitudes, preferences and behavior every day. We believe that with great power comes great responsibility.

Our sustainability vision is to use our consumer insight and communications expertise to build sustainable connections.

We want to use the reach, knowledge and leverage of media and communications to enable sustainable lifestyles and promote sustainable communities by connecting our employees, suppliers, vendors, clients and local communities.

Because that’s what we are best at. Building and enabling valuable connections. Because we cannot tackle these issues on our own.

Our approach to delivering this vision is the **Future Proof** strategy.

“In the convergent media world, consumers expect brands to help them fulfill their responsibilities towards the environment and their communities. Our clients are turning to us, as a part of their supply chain, to help attain their sustainability commitments. They need our help to reach their objectives and they want us to take responsibility too. Future Proof will help guide our CR and sustainability efforts, lead our initiatives and make us a leader in our sector around sustainability.



- Nigel Morris, Chair, CR Steering Group

## FUTURE PROOF

Future Proof is the Aegis Media-wide framework to embed sustainability in everything we do. Our vision of building sustainable connections is at the heart of the Future Proof approach.

Future Proof consists of 5 areas:



### COMMUNITY: Promoting sustainable communities

**2015 Target:** Donate 1% of our employees’ time and enable suppliers, clients and consumers to do the same.  
**How we will get there:** In 2011, we will ensure we have an Aegis Media CARES champion in every office worldwide through whom we will roll out GlobalGiving (our digital volunteering community). We will share time & expertise to the tune of 1% of pre-tax profit.



### ENVIRONMENT: Enabling sustainable lifestyles

**2015 Target:** Reduce our carbon footprint by 20% by 2015 and enable suppliers, clients and consumers to do the same.  
**How we will get there:** In 2011, we will ensure we have a Green Bean champion in every office worldwide. All champions will organize one environmental action to raise awareness. We will reduce our carbon footprint by achieving ISO14001 accreditation in key markets.



### GOVERNANCE: Responsible, responsive and transparent

**2015 Target:** Aegis Media will achieve a GRI A+ accreditation.  
**How we will get there:** In 2011, we will expand the scope & scale of sustainability reporting and increase the accuracy and completeness of our sustainability data and information.



### MARKET PLACE: Pioneering and ambitious

**2015 Target:** Provide employees, vendors and clients alike with the tools and knowledge to integrate sustainability in marketing and communications to give them the competitive advantage.  
**How we will get there:** In 2011, while continuing to meet our clients’ sustainability requirements in RFPs, we will integrate sustainability considerations into the integrated communications process (ICP) and other tools.



### WORK PLACE: Rewarding and connected

**2015 Target:** Embed sustainability in everything we do through connecting our employees and involving them in our agenda.  
**How we will get there:** In 2011, we will ensure **Future Proof** features in every HR hand book and induction training worldwide. We will ensure the Code of Conduct is brought alive for our employees and enable the sharing of best practice in sustainability thinking.

## BUILDING BUSINESS VALUE THROUGH FUTURE PROOF

### The Benefits:

- Contributing to the success of the power brand strategy
- Contributing to the **Future Proof** targets, helping the company ‘do good’ and ‘do well’ at the same time
- Progressing personal development & skills acquisition of our key talent
- Making personal strides and gaining recognition in our sector and in our industry
- Positive Aegis Media brand recognition ie. PR stories, case studies, client work
- Encourages creative thinking in response to client requests and can lead to interesting collaborations around client CSR initiatives and goals.
- Delivering an opportunity to advise the CEO and the board of our clients

