

Ipsos UK Environmental Social & Governance Activities 2023

Ipsos UK

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Ipsos is committed to providing meaningful change for a more prosperous and sustainable future for everyone. ESG stands for Environmental, Social & Governance and is an umbrella term that covers all our initiatives in this area and reflects the Ipsos company values of integrity and collaboration. This document exists to transform our good intentions into tangible actions.

Kelly Beaver MBE, Chief Executive UK & Ireland

Our internal ESG activities in the UK are led by [Nicola Moss](#). Our main efforts are focused in the following areas:

ENVIRONMENTAL

At a global level, Ipsos has been setting and publishing reduction targets for its greenhouse gas emissions since 2012. We have also taken a very ambitious commitment of carbon neutrality by 2035. Our commitment is reflected in our decision to submit our carbon reduction roadmap to the Science Base Targets Initiative (SBTI) for review and validation.

Ipsos UK is committed to building a sustainable future and achieving carbon neutrality by 2026, where possible reducing, rather than offsetting, our CO2 emissions. For many years we have implemented policies designed to lighten our environmental impact by reducing waste and energy consumption, monitoring and minimising greenhouse gas emissions, and by promoting environmental initiatives. In the UK, our formal commitments are published in our [UK Carbon Reduction Plan](#), which includes our current CO2 emissions, our carbon reduction strategy and targets and Ipsos at a global level

As part of our drive to reduce energy use and eliminate waste, our sustainable development strategy, Taking Responsibility, is designed to raise awareness and encourage behaviour change among staff, suppliers and clients. Activities include:

- **Training and engagement:** Employees at all levels across the business complete ESG training in their first week and are engaged in generating ideas for new initiatives, such as planting a tree for every UK employee.
- **Minimising waste:** Over the long term, we are committed to working with employees and cleaning staff to improve adherence to the recycling policy – targeting plastic waste in particular – by drawing on our in-house behaviour change experts. We further aim to minimise printed materials and have introduced staff awareness/training initiatives to encourage actions that minimise waste being produced e.g. toner cartridges are recycled for charity, unwanted PCs are reconditioned for use by charities, internal envelopes are reused. We offer accessible recycling points on all floors of our offices; all of our recycling is carried out by Change Works Recycling; and we use lower gauge and recycled paper.
- **Reducing energy and water wastage:** we have migrated all our UK offices to 100% renewable energy sources and use energy efficient light bulbs wherever possible. All photocopiers and PCs are compliant with the relevant energy efficiency standard; we run efficient heating and hot water systems, small cisterns and passive infra-red sensors (PIR) which minimise water use, and low traffic office areas such as stairwells, toilets, offices and meeting rooms have PIR operated lighting.
- **Greener transport:** we encourage the use of public transport for employees by ensuring that where feasible, staff use public transport to attend meetings with clients. We provide interest-free loans for public transport season tickets; participate in the UK Government's cycle to work scheme; offer

company Oyster cards for staff to use at our London sites; and provide bike storage for staff at our offices. We do not subsidise employee car parking.

- **Hybrid working:** following the pandemic, we have moved to a blended working approach with most full-time employees spending on average three days per week in the office. This is expected to result in a significant reduction in our CO2 emissions associated with travel to work compared with pre-pandemic.
- **Business travel policy:** while we recognise the importance to our business of in-person meetings, both in terms of our client engagement activities and our face-to-face research fieldwork, we estimate that business travel accounts for 53% of our overall monitored CO2 emissions. It is therefore imperative that we act to reduce these emissions, while protecting as far as possible our commercial operations. We have therefore tightened our Travel Policy to minimise carbon-intensive travel (cars and flights) that is not strictly necessary, including requiring our staff to consider the cost/benefit of a face-to-face engagement versus a virtual meeting, and, where in-person presence is deemed important, reducing the number of people attending in-person and encouraging other colleagues to join remotely as part of a blended approach. Air travel is a particular concern, and we require that all air travel is either Economy class (flights under 6 hours) or Premium Economy (for longer distances), with Business Class travel strongly discouraged and requiring senior approval. We are also pushing to ensure all travel is booked through our company travel agent to give us greater monitoring and control of our business travel. Our Operations, HR and Management teams will work closely to ensure compliance across our teams. Ipsos supports Gold Standard certified climate projects by off-setting all carbon emissions associated with business travel (excluding travel undertaken in the course of research fieldwork).

As a research company, we also have a responsibility to help our clients understand their impact on the environment and to recommend solutions through our insights and advisory work. **Ipsos UK's Climate Change and Sustainability Practice** joins up our sustainability research from across the business to ensure we provide true understanding and reliable insights to our clients, which include government and board room decision makers. We regularly publish thought pieces on the climate emergency, including white papers on a range of relevant topics like Green Finance and ESG. We also produce global surveys for Earth Day and regularly speak at conferences on the topic of sustainability.

SOCIAL

Our people are our most important asset and we are committed to ensure that as an organisation we support and represent the diverse and inclusive society we seek to understand.

- All permanent employees receive up to **two days paid time to volunteer** for community activities, either participating in centrally organised Ipsos team challenge days, or undertaking their own community activities. In 2022 in the UK, 699 volunteering days took place, which equates to £450,855 in value of pro bono work;
- In our **matched giving scheme**, the company will match the amount raised for charity among Ipsos staff, individually or as a team, up to £200 per person, per year. Between 1 April 2021 – 31 March 2022 Ipsos UK raised £98,459 for charities. Company-wide initiatives included £22,335 for the Ukraine appeal and £26,000 for the Turkey/Syrian Earthquake Appeal and £13,095 qualified for matched Giving.

As a company, we realise that there is always more to be done to ensure we are a diverse and inclusive organisation. As such we have created a Roadmap, setting out what we want to achieve in identified areas over the next 5 years. Our programme for change is led by our Chief Executive and supported by **Belong, our Diversity and Inclusion group** along with our employee led networks including **Gender Balance, Ipsos Pride, Ipsos Parents, Carers, International Employees, Menopause Group, Neurodiversity, Disability and Long-term Health Conditions Network** and **REACH** (Race, Ethnicity and Cultural Heritage) network. We are committed to achieving the following:

- The development of an **Ipsos Diversity and Inclusion training** module to build awareness of the issues and help people become better allies;
- The development of an **Ally programme**, with training to incorporate all of our Ipsos networks;
- Continuing to be part of the **UK Governments' Disability Confident Employers' Scheme** which Ipsos signed up to in 2017. This scheme is designed to help organisations recruit and retain disabled people and people with health conditions for their skills and talent;
- Building on the work done so far to **remove unconscious bias in how we recruit**. In 2019 we removed the requirement to have a degree / minimum number of points for graduate roles, but we will remove ethnicity and other biases when making selection decisions, and importantly start monitoring who applies, and who gets jobs going forward;
- Ipsos has played an integral role in the development of the **market research sector's apprenticeship programme** which was launched following more than two years of work from a group of industry-wide trailblazers, led by Ipsos's Head of Talent, Louise Maycock. To date, Ipsos UK has 17 apprentices in post.
- We have a **Schools Partnership Programme** which involves six academies and High Schools in London, Manchester and Liverpool. We also have a close relationship with Queen Mary University of London and with a variety of charity organisations that connect us with underrepresented groups such as SPARK! charity, Migrant Leaders charity programme, We Rise, Shadow to Shine, Autism at Work, Words for Work and The Switch. Our activities include:
 - Masterclasses – politics, market and social research, project management
 - Employability workshops
 - Intro to apprenticeships and Ipsos
 - Mock interviews

In 2022, more than 50 young people took part in work experience and we have piloted a Career Kickstarter programme aimed at strengthening young people's career prospects.

Specifically in terms of our black and minority ethnic colleague representation, we will :

- Create Service Line specific action plans to increase the ethnic diversity of teams at all levels;
- Build a longer-term plan to increase ethnic minority representation at the most senior grades;
- Set up an Outreach recruitment programme for targeted schools with highly diverse/ethnic minority pupil populations to support their student employability programmes and raise awareness of the career opportunities in market research (and at Ipsos specifically);
- Reinforce our Outreach programme for universities to target ethnic minority graduates;
- Help build the external profile of Ipsos as a diverse and inclusive organisation via our REACH network, using our social media presence, speaking at external events and providing research data to contribute to the public debate;
- Commit to support inclusion in the research sector - Ben Page signed the Market Research Society CEO Pledge in April 2019; and
- As a signatory to the BITC Race at Work Charter:
 - Appoint an Executive Sponsor for race;
 - Commit at board level to zero tolerance of harassment and bullying;
 - Make clear that supporting equality in the workplace is the responsibility of all leaders and managers;
 - Take action that supports ethnic minority career progression; and
 - Capture and publish ethnicity pay gap data.

Our Refugees Initiative started in 2018 and involves working with a local NGO called Breaking Barriers to recruit refugees and support them to enter into employment. Since the initiative started, Ipsos has recruited five refugees in the UK and has committed to recruiting a further five refugees over the next 12

months. To drive this initiative forward and to aid employment and volunteering, Ipsos UK launched a Refugee Action Group in 2022.

Globally, we have the **Ipsos foundation** which was set up in 2014 to support and implement educational programmes for underprivileged children and adolescents around the world. Since its creation, the Foundation has funded 110 projects in 43 different countries, for a total of €2.9M. Benefiting thousands of children and young people, including most recently, two projects in the UK – TalentEd which provides school tuition programmes for disadvantaged students and the National Literacy Trust.

Ipsos is also committed to contributing to the public debate on diversity & equality in Britain today. We develop research to explore these topics either; self-funded or in collaboration with other organisations.

Collaborators include Dial Global and Stonewall, the Parker Review, the Centre for Ageing Better, the Hampton-Alexander Review and the Business Disability Forum to measure diversity measures across the FTSE 500 and major NHS trusts, local authorities and government bodies.

Finally, under this cornerstone, is our **Wellbeing Programme - that champions mental health initiatives and financial security**. We want to ensure that our people can be the best they can be at work through various initiatives:

- We have a number of **trained Mental Health First Aiders** throughout the business.
- We want to further **normalise the conversations around wellbeing** and embed it into everything we do by creating support networks and empowering managers to have good conversations with their teams. For example, Ipsos has signed the [Working with Cancer Pledge](#) to ensure that we have a supportive workplace for those who are living with cancer, be that a diagnosis or as a carer.
- We offer **resilience training** and other sessions via the Ipsos Academy such as sleep experts as well as employee led activities such as yoga.
- We have a **comprehensive financial education programme** designed to help employees at different stages in their life including pensions, credit rating, financial wellbeing, investments, inheritance planning, mortgage advice (including first time buyers), savings (ISA, LISA) catering to all levels.

GOVERNANCE

Governance is all about our leadership and how we hold ourselves to account – our reporting, auditing and internal controls. Lauren Demar is our Chief Sustainability Officer & Global Head of ESG supported by Pierre Gaudin, ESG Director & Ipsos Foundation lead. In the UK this is done via our ESG Steerco led by Nicola Moss. The following activities sit under this banner:

- Ipsos have been part of the **UN global Compact** since 2008. We undergo an annual external audit (by KPMG) of our carbon emissions and an internal audit to monitor all of our sustainability initiatives, including volunteering, charity partnerships, education partnerships and our commitment to diversity & inclusion.
- Our **GHG emissions** are calculated and published within our [Carbon Reduction Plan](#)
- **Sustainable pensions:** We operate a Group Personal Pension Plan (GPP) which, focuses on sustainable investment. 75% of our default pension fund is now invested in the Developed World Sustainable Equity Index Fund in which the portfolio of the investments is weighted towards companies that are doing more to tackle ESG issues (such as Microsoft). As well as increasing the ESG percentage in the default fund, our pension provider has made a commitment that carbon emissions from their default solutions will be net zero by 2050, with the aim of reducing these by half by 2030. [Growth Tracker \(Flexible Target\) \(ARC\) Pn PDF Factsheet \(feprecisionplus.com\)](#)
- **ESG is a standard component of our own procurement process.** In 2021 Ipsos introduced a Supplier Code of Conduct – outlining our expectations from our suppliers in key areas of ESG including employees' working conditions or environmental sustainability and describing Ipsos's own commitments to its suppliers. This year we have strengthened our supplier contracts to include a clause

on compliance with the United Nations' Global Compact – an international initiative setting out key principles of responsible business conduct.

- Ipsos has been named as one of **The Times Top 50 Employers for Gender Equality 2023** for its commitment to addressing gender inequalities in the workplace. However, as a business we recognise that there is always more that can be done and we constantly review how we can collect more robust **diversity data** for our employees to be able to report on recruitment, promotion and pay differences. Our Gender & Ethnicity Pay Gap report is published [here](#)

For further information, please contact [Nicola Moss](#) Head of ESG Act in the UK or contact one of the team UK-ESG-ACT@ipsos.com