

Living our values

Guardian News & Media sustainability report 2013



theguardian TheObserver

What are our values?

“Honesty,
cleanness [integrity],
courage, fairness,
a sense of duty
to the reader and
the community”

CP Scott, editor of the Guardian, 1872 to 1929

What is our plan?

Living our Values 2015 Strategy

The strategy provides a framework to ensure our core values remain at the heart of our business through to 2015. Our four key challenges are:

- **People and community:** Are we forming partnerships for sustainable growth?
- **Open and independent:** Are we building a trusted and engaged audience relationship?
- **Climate responsibility:** Are we reducing the cost and impact of our operations?
- **Good business:** Are we building and protecting the brand & revenue by living our values?

Why and how we report

We want you to be proud of being part of Guardian News & Media, whether you work for us (or with us), read us or use one of our products.

We believe there will always be appetite for a media organisation that prioritises editorial and commercial integrity, operational responsibility, personal development and community engagement.

Our independently assured sustainability report publicly holds us to account as a transparent organisation that lives its values.

Editorial

Our investigative journalism has revealed information that would otherwise remain hidden, we have pushed for independent press regulation and our open approach to journalism builds trust, grows audiences* and gives people a voice.

Our recent successes include the NSA revelations on mass surveillance, exposing the scandal of undercover policing in the UK and our international audience expansion. Ofcom ranked the Guardian and the Observer as the most trusted, accurate and reliable newspaper in the UK.

Alan Rusbridger Editor-in-Chief said:
“The Guardian continues to develop its philosophy of openness, which set it apart from many other media organisations.”

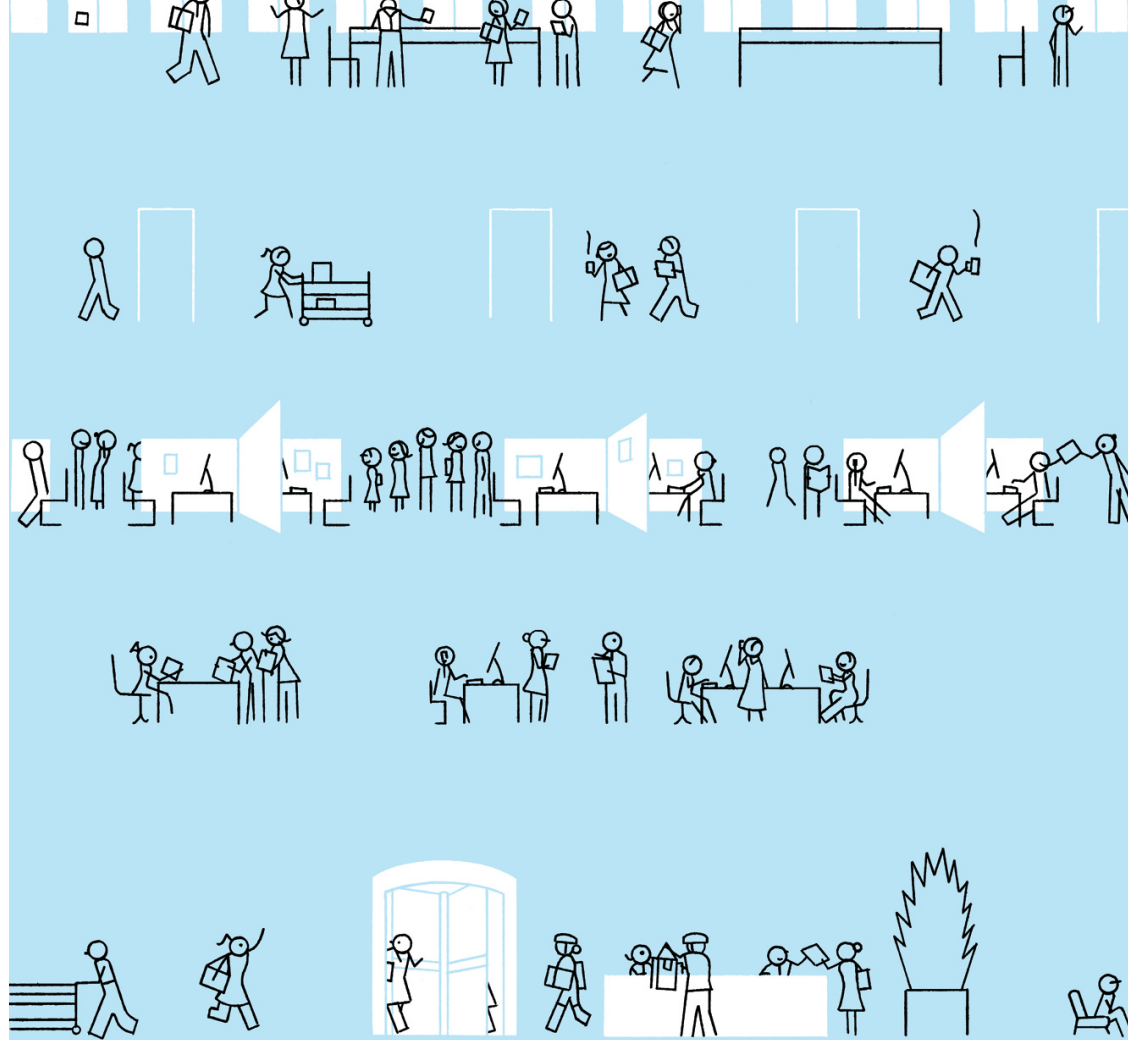
63%

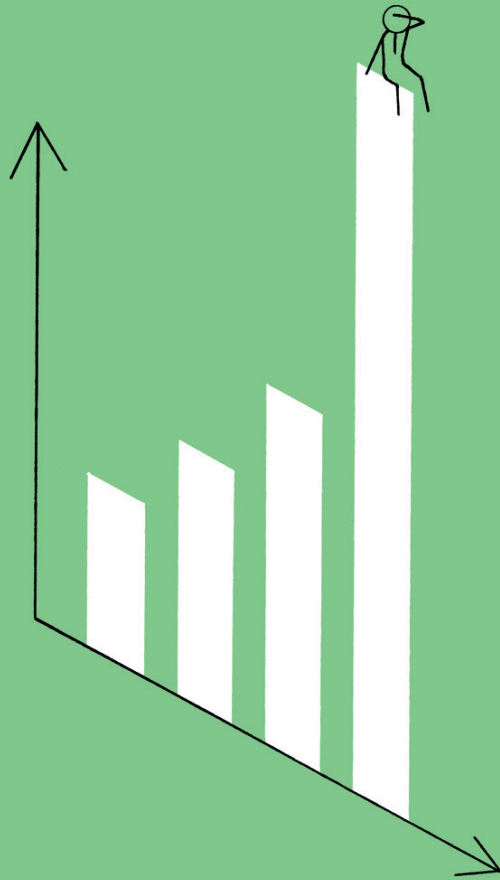
of our audience believe we give a voice to under-represented groups in society

80%

of the Guardian/Observer audience feel that the readers' editors are responsive to their views and opinions

* monthly unique browsers 78.3 million
(Source: ABC digital April 2013)





Commercial

“Open” has been adopted as a philosophy through all of our commercial activities. Commercial decisions are transparent and we ensure the appropriate checks are in place to maintain our editorial independence and integrity.

These have resulted in a number of highlights such as Guardian Sustainable Business’ growth in revenue and audience, the launch of GuardianWitness powered by EE and the formation of the Editorial Partnership Group to ensure clarity over sponsored content.

14%

of revenue generated in 2012-13 (excluding paper sales) was considered “net positive”, commercial opportunities that champion a positive future and stay true to our values

68%

of readers believe we are open and transparent in our business and editorial decision making

People

We continue to support our people to succeed in the digital era and are working to ensure that the Guardian's traditional commitment to fairness and respect remain at the heart of the organisation. We continue to run Digital Bootcamps and digital initiatives which are designed to help staff engage with the digital world.

We are also taking active steps to increase employee engagement and are powerful advocates for diversity across the media industry

Andrew Miller CEO said:

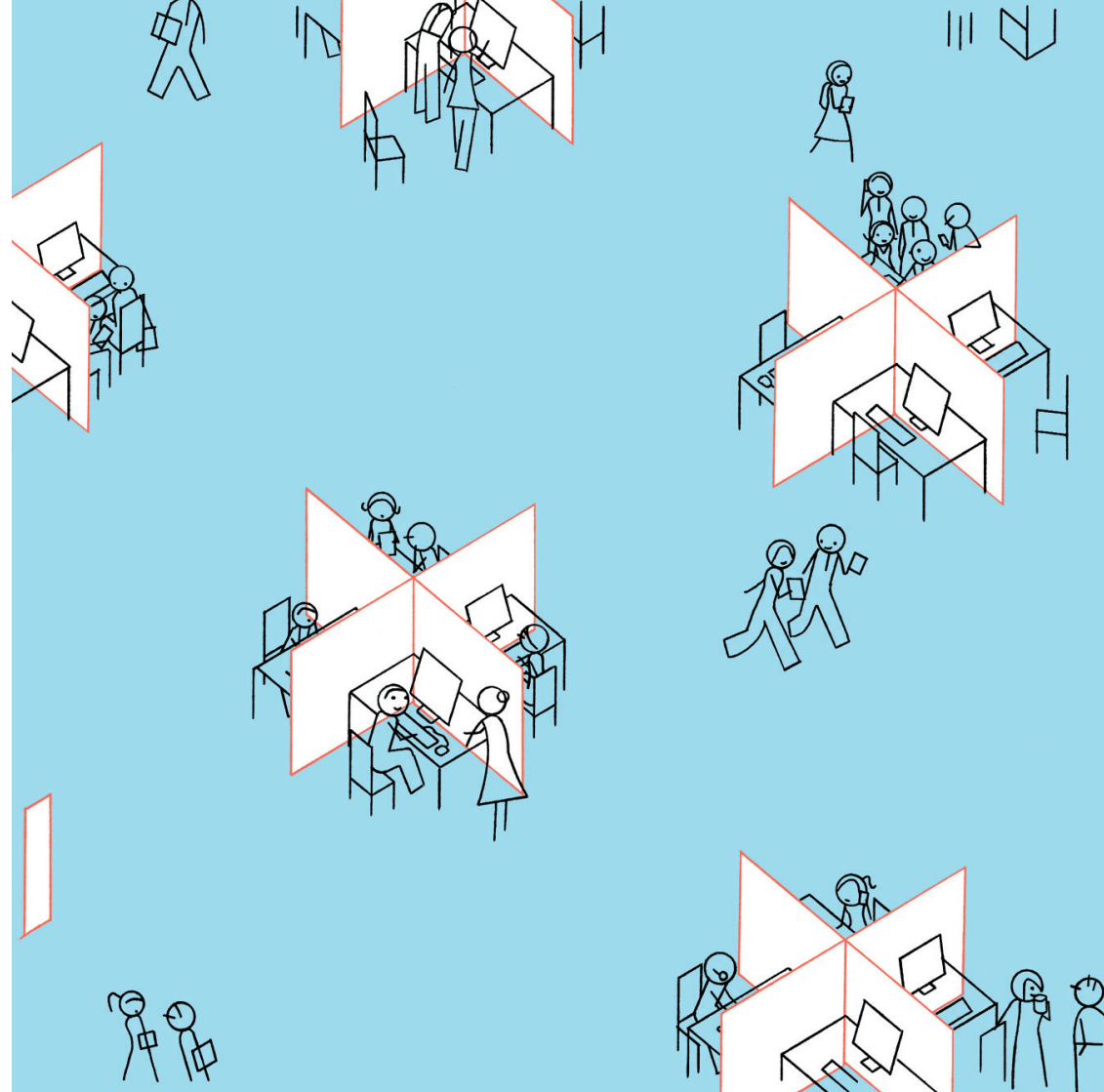
“We have to change the way that we do things, but we can never change what we are.”

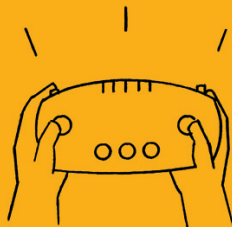
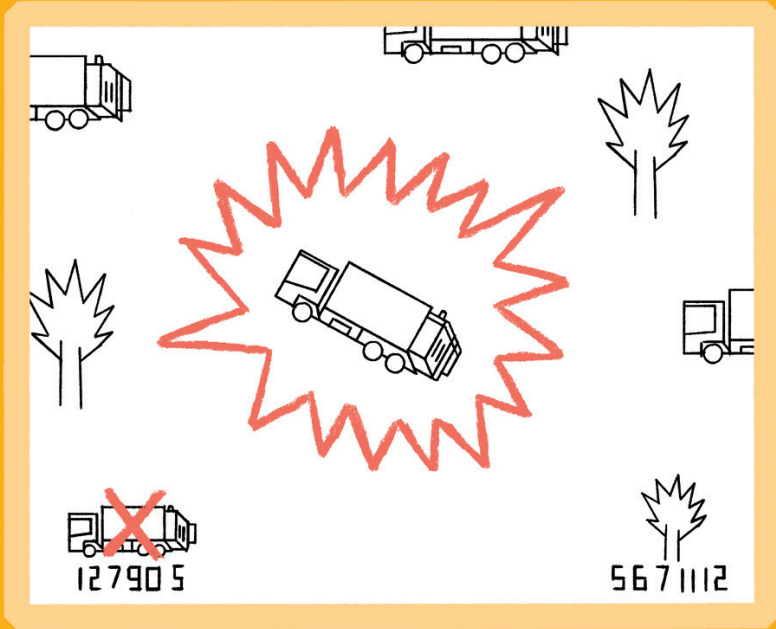
49%

of GNM staff are confident we will live our values as our business transforms. (A 2% increase on 2012)

53%

staff believe their views are listened to, up by 6% on previous year





Operations

The media marketplace has changed dramatically and the Guardian continues to expand its digital operations. A digital product is not simply a digital newspaper, and we are adopting a stronger approach to managing digital carbon emissions as part of our overall footprint.

Over the last year we lowered carbon emissions by 11% predominately through our paper supply chain; we achieved 0% direct waste to landfill and recertified to the Carbon Trust Standard.

98%
of the paper fibre
for the newspaper is
sustainability sourced
(recycled or sustainable
certified virgin)

101
tCO₂ equivalent, the
carbon emitted to
generate £1m of digital
revenue (16% less than
previous year)

Community

In 1921, editor CP Scott wrote of “a sense of duty to the readers and the community”. How do we realise these words in today’s challenging marketplace and international context?

In the UK our new community programme and Volunteering Week successfully aligned both business and community needs. Volunteering Week won the Environmental prize at the 2013 Newspaper Awards. Internationally, the Guardian Foundation launched the first year of the European Press Prize and supported a study group of Georgian journalist.

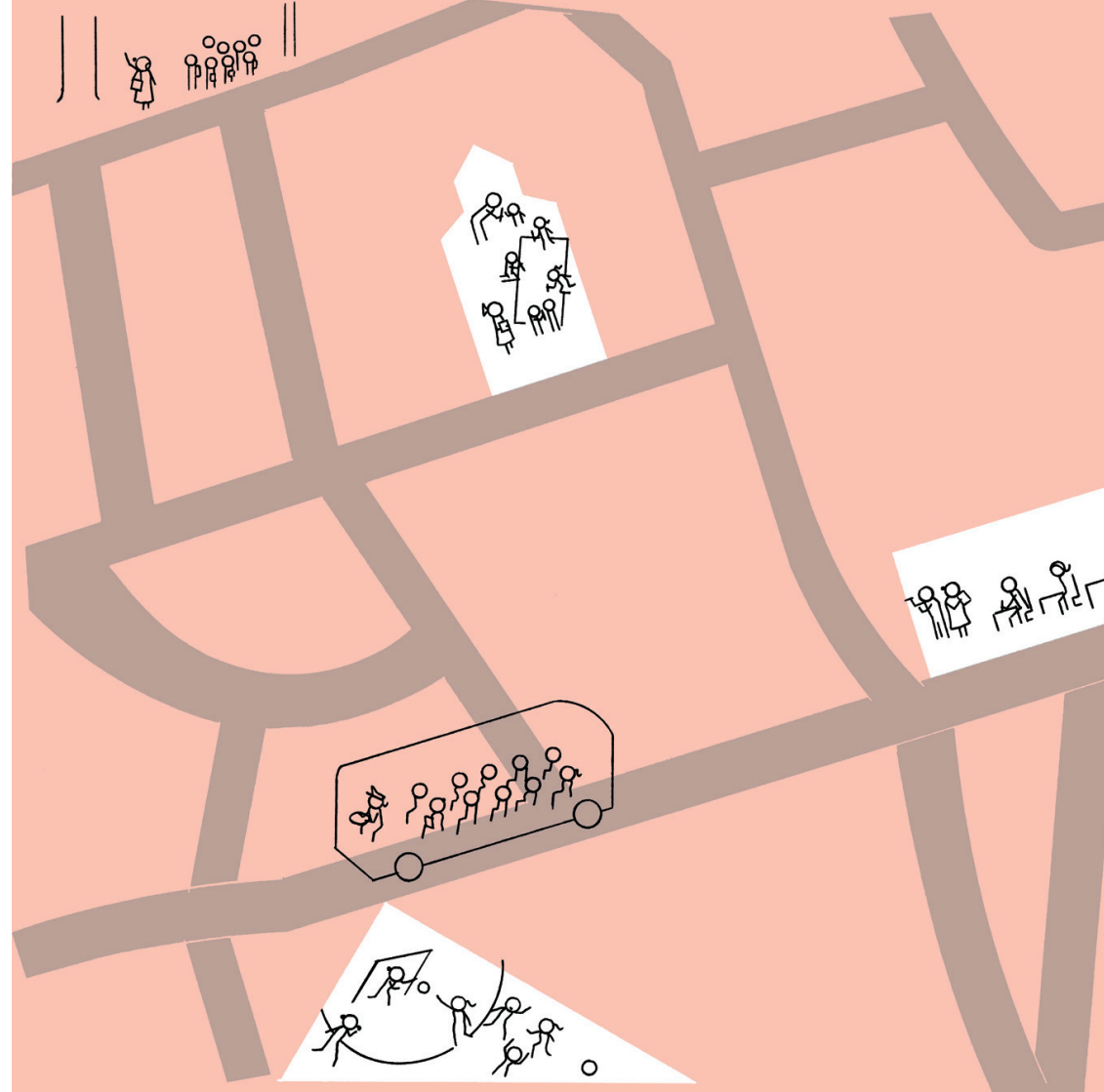
A young worker from Live Magazine said about Volunteering Week: “Nothing would have ever prepared me for what was one of the best days of my life, on a professional and personal level”.

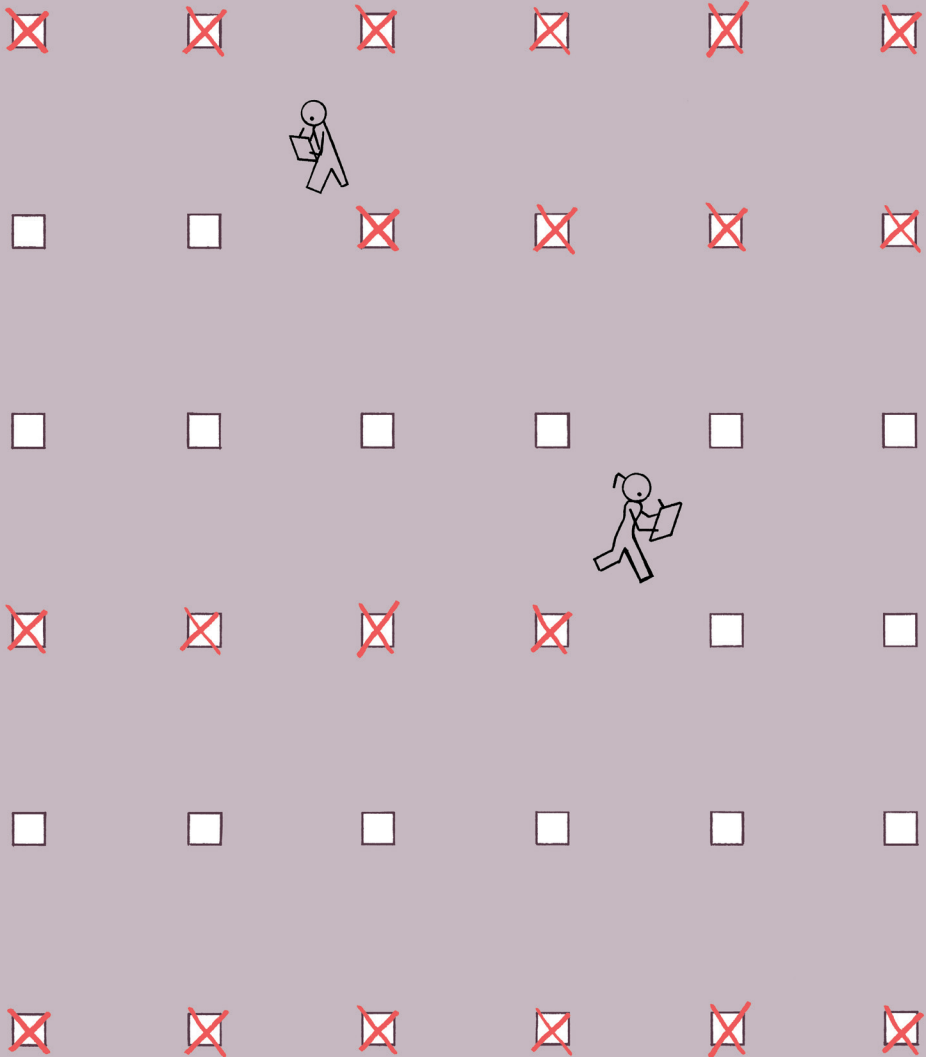
92%

of staff says
Volunteering Week
has made them
more aware of local
community issues

1 in 4

staff now
volunteering
through our
community
programme





Audit

The assurance process DNV undertook this year focused on a values-driven approach, to assure that what was being reported in the 'Living our Values' report was representative of the principles GNM ascribes to; accountability, integrity, collaboration, and being agent of change.

The report supports GNM's continuing sustainable development efforts and progress made, and our view is that the report properly reflects GNM's values and longstanding sustainability commitments to their stakeholders.

We want you to be proud of being part of Guardian News & Media, whether you work for us (or with us), read us or use one of our products.

This is a brief summary of the Living Our Values Sustainability Report 2013. For more in-depth information please go to theguardian.com/sustainability

