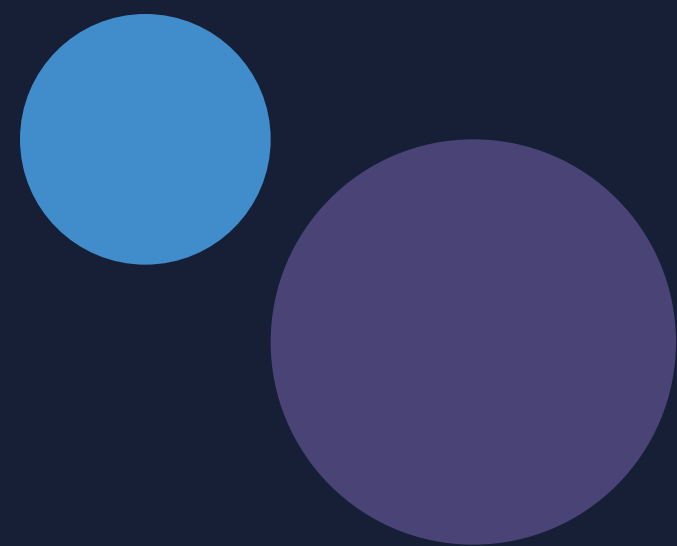


Accordience



One Year In Sustainability Report

November 2023





Welcome to the first Sustainability Report from Accordience

This is the first sustainability report for Accordience as we continue to build and operate our Group more cohesively and effectively. We fully acknowledge the issues facing our planet and society, and are committed to creating positive impact in everything we do both as Accordience but also as individual agencies. It is our belief that no single person, brand, company, government, scientist, NGO can deliver change on their own. Which is why at Accordience, we believe in the power of collaboration and the impact that can deliver.

It gives me great pleasure to share the work that has been done across Accordience in our first year of operation.

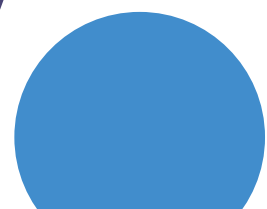
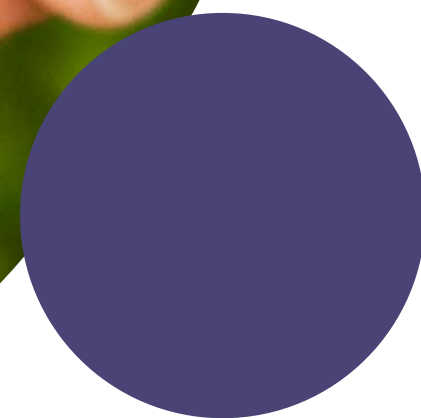
We have collaborated as agencies to build Accordience into a force for good within the world of communications. We have collaborated as industry

experts to help our clients meet their business challenges. We have collaborated as people to celebrate the diversity of our workforce and celebrate how a range of background builds a powerful culture and a productive business. We have collaborated in our communities to help create stronger bonds and to lend a hand to those in need.

We have ambitious plans for the future and are committed to continuous improvement. To achieve this, we will continue to place collaboration with critical stakeholders at the heart of our approach.

Included within this report are case studies of how we have helped clients communicate their sustainability initiatives. This work has aided our knowledge and helped us build our own strategy.

Sarah Scholefield, Global CEO





Who we are:

A global network of communication agencies and experts working across multiple sectors to deliver unparalleled results for our clients whatever their challenge. Our parent company is Inizio Group Limited

What we do:

We harness the power of collaboration to help brands and businesses reach and influence the audiences that matter

Our capabilities:

Brand Communications, Financial Communications & Investor Relations, Financial Services Communication, Trade & B2B Public Relations, Corporate & Public Affairs, Digital & Social, Creative Services, Design & Content, People & Purpose, ESG, Research & Analytics



Who we are in numbers:

- 4 agencies – Grayling, CDR, Red Consultancy, Cirkle
- 750 consultants
- 30 countries with the highest concentration of offices in Europe, UK & APAC
- Over 1,000 clients globally

Vision, mission and values:

Through the power of collaboration Accordience aims to be a thriving and sustainable business with three key pillars:

- Planet
- People and culture
- Community

2024

- Certifications: all agencies to be EcoVadis rated & Cirkle to achieve B Corp status
- Complete a baseline assessment of carbon emissions and set reduction target
- Global training programme for all staff on sustainability
- Launch staff Engagement Plan (including Plastic Free July & Zero Waste Week initiatives)
- Roll out global HR platform and mobile app
- UK DE&I measurement & reporting
- All UK agencies to achieve Living Wage accreditation
- Launch global mobility scheme
- Appoint group charity partner and volunteering programme

2025

- Certifications: all agencies achieve bronze EcoVadis ratings
- Commit to setting science based emission targets
- Develop a supply chain sustainability programme
- Launch global gender & ethnic pay gap reporting
- Launch Western Europe DE&I measurement & reporting
- Group partnership with Powered by Diversity





Introduction:

Accordience is committed to reducing our carbon emissions from our direct operations and across our supply chain to ultimately reach net zero by no later than 2040, 'in line with Inizio Group's commitment'.

This commitment is integral to our ambition to collectively contribute to a better future for people around the world.

We are continuously working to improve our own sustainability footprint. Our agencies are signatories to the UN Global Compact demonstrating our commitment to the ten universal principles on human rights, labour, environment, and anti-corruption.

Many of our agencies are EcoVadis rated – proof pointing their strong environmental policies and practices. In 2023 Red Consultancy achieved a Silver rating, and Grayling a Bronze. Cirkle and CDR have submissions underway.



Neil Jones, Chairman





Our Ambitions:

What are Scope 1, 2, and 3 emissions?

Scope 1: direct emissions from owned controlled sources such as fuel combustion, company vehicles, and fugitive emissions.

Scope 2: indirect emissions from the generation of purchased electricity, steam, heating, and cooling.

Scope 3: all other indirect emission that occur in a value chain to support our company's operations. For example, employee commuting, waste, business travel, and the goods and services we purchase to carry out business.



We aim to:

- Reach net zero by 2040
- Operate single use plastic free offices
- Move to renewable energy by 2030
- Decrease and offset business travel – via a verified carbon standard/Gold standard
- Develop a sustainable procurement programme



How will we undertake this?

- Supported by board level engagement we have strong environmental policies and frameworks in place.
- We empower our people through our Sustainability Champions Network to identify, develop, and implement existing and new environmental initiatives.
- Our champions meet regularly to share best practice and inspire one another through individual agency/office activities.
- As we refine our sustainability strategy in future we will align ourselves with relevant UN Sustainable Development Goals.





Our sustainability strategy has two main elements:

1. Quantify and reduce our Scope 1 and 2 carbon emissions
2. Quantify and reduce Scope 3 emissions

1. Quantify and reduce our Scope 1 and 2 carbon emissions:

As this is our first year in independent operation, we have begun a baseline assessment of our carbon emissions. Understanding our operational emissions will allow us to create specific targets for future reduction. We have the following plan in place to reduce our operational emissions including:

- **2023: Reduce energy consumption in our offices**

Many of our offices already use energy-efficient technology, such as motion detectors and automatic switches for lighting and LED fixtures. Alongside this we aim to further reduce our energy consumption by changing employee behaviour through undertaking employee education and engagement programmes.

- **2030: Use renewable electricity in all our offices globally**

We aim to purchase 100% of our electricity from renewable resources by 2030. We'll do this by purchasing renewable electricity via energy contracts, either directly with energy companies or via our landlords. Where we can't purchase renewable energy, we'll buy Energy Attribute Certificates as an interim measure.





2. Quantify and reduce Scope 3 emissions:

Our current belief is, that like many organisations the majority of our carbon emissions fall within Scope 3. Most within the “Purchased Goods and Services” category, which is why a key focus is developing a sustainable procurement programme.

Planned actions to reduce our supply chain emissions are as follows:

- **Develop a sustainable procurement programme:**
 - We will work with suppliers to reduce their operational emissions and build long-term sustainable relationships. This will focus on our environmental expectations of suppliers, as well as well as increasing our spend, where possible, with small and diverse suppliers.
 - This has been initiated with a Supplier Code of Conduct which is being rolled out across all offices and agencies.
- **Reduce waste:**
 - Waste is not a material source of emissions for us. However,

we recognise the importance of reducing the amount of waste we send to landfill. We generate waste through meetings and events/content creation for clients, and in our offices.

- This year we implemented a zero single-use plastic policy globally. This galvanised the support of our people and encouraged office managers to reconsider their approach to purchasing office supplies.
- For electronic waste, we’ve taken steps to ensure that in most cases we donate old or defective IT equipment to local charities or other good causes. Where this isn’t viable, we partner with e-disposal companies based in the UK and US. These companies refurbish and remarket working equipment or recycle it responsibly, to recover raw materials.
- We will continue to work with our people to educate them on positive waste-management practices and the importance of recycling. We’ll also engage with our landlords, to ensure proper recycling facilities are available.



- Business travel and employee commuting

- We currently believe that business travel is a significant contributor to our Scope 3 carbon emissions and we have a multi-faceted approach to reducing them.
- We encourage our people to consider whether taking a flight is necessary and proportionate.
- We also encourage our people to commute using more sustainable travel choices, such as cycling and public transport.
- Our approach to hybrid and remote working also serves to reduce emissions from employee commuting.
- Where it's not possible to avoid carbon emissions from commuting or other business travel, we will offset them via a verified carbon standard/Gold standard.

- Encouraging Sustainable events & asset creation for clients.

- We have created guidance and undertaken training via our Sustainability Champions on how to undertake client work in the most sustainable way – such as ‘zero free’ content shoots, and hosting ‘inclusive and sustainable events’.





Power Agency Initiatives

Cirkle:

In 2021, Cirkle started their journey towards B Corp accreditation and completed a robust assessment which measured their impact on their workers, community, environment, customers and governance.

Cirkle made a commitment around a range of areas that impact their team, including:

- Sustainable flexible working policy developed in tandem with the Wellbeing team to drive work/life balance and reduce unnecessary commuting and our carbon footprint
- Reduced its carbon footprint from over 100 tonnes in 2020, to just over 15 tonnes per year by adopting a remote working model, implementing an electric car and cycle-to-work scheme, and relocating to a smaller, more accessible office served by good public transport links.

- Cirkle also launched an electric car salary sacrifice scheme through Octopus Energy and Cycle to Work scheme
- Green and renewable investment options were promoted as part of the company's pension scheme with Scottish Widows
- An internal Sustainability Champions team who deliver events throughout the year - including a book swap programme, a loan library and initiatives and challenges to support calendar awareness days such as Stop Food Waste and Recycle Week





Power Agency Initiatives

Grayling:

All new staff are onboarded with sustainability in mind – taking the time to engage them with each the particular sustainability processes in each office:

- UK employees are given a reusable water bottles & lunch boxes

- All new staff are educated on how to recycle effectively

- Grayling Austria recently introduced free stainless steel lunchboxes for all employees
- UK Green Calendar to promote awareness days and monthly initiatives

- Staff Marketplace to encourage the re-use of personal and work-related items
- In Czechia & Slovakia employees are allocated a “Multisport” card which allows them to use shared city bikes for free
- In Austria, a bike leasing programme promotes eco-friendly commutes, whilst staff can also opt to use their lunch voucher allowance on public transport fares

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Power Agency Initiatives

CDR:

ICDR

CDR's Netherlands team is the communications partner of The Ocean Cleanup. This nonprofit environmental engineering organisation develops technology to extract plastic pollution from the oceans and to capture it in rivers before it can reach the ocean. CDR has seen them evolve into an international organisation that deploys multiple ocean and river cleanup systems in seven countries.

Asset owners, investment managers and researchers are increasingly aware of their fiduciary duty in relation to climate change. As financial communications specialists, CDR works across the global investment community to promote research, thought-leadership and products which increase

understanding and provide opportunities to fund the global energy transformation, for example MSCI's annual ESG & Climate Trends to Watch research.





Power Agency Initiatives

Red Consultancy:

As a silver rated Ecovadis supplier, Red has strong environmental practices in place and hosts a series of sustainability events – including regular ‘schwopping’ events which aim to combat fast fashion.

The agency’s dedicated sustainability offer, Green@Red helps clients translate and communicate complex sustainability messaging.

Red was the most awarded agency at the 2022 ESG awards winning:

- Best Campaign To Improve Conservation, Restoration And Sustainable Use Of The Terrestrial Ecosystems for Weleda, helping raise awareness of soil health

- Best Campaign To Improve Health And Well-Being for KP Nuts in the fight against testicular cancer with partners Movember
- Best Campaign To Create Or Improve Access To Affordable And Clean Energy for Smart Energy, highlighting the benefits of renewables
- ESG Related Charity Partnership Of The Year for KP Nuts in driving donations and signups for Movember

The agency’s Save Earth’s Skin campaign for Weleda has shortlists/wins in over 10x categories.

green@red



WELEDA



Agency: Red Consultancy

Task: A third of the earth's soil is degraded. We were tasked to deliver a global awareness campaign around the importance of soil biodiversity

Collaboration: Partnered with the Sustainable Soils Alliance and the charity Dirt. Created analogy of soil as the 'skin of the earth' and launched full comms toolkits to 45+ markets with CTA to help Save Earth's Skin

Outcome: 215M earned editorial OTS, 11.5M reach, almost 500K YouTube video views. The UK saw 12% uplift in Skin Food Sales and planted 27K trees





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Agency: Grayling

Task: Highlight how reducing methane emissions in oil and gas can significantly help the EU meet climate targets and improve energy resilience

Collaboration: Partnered with industry, investors, scientists, economists and other NGOs to demonstrate why reducing methane emissions is the fastest, most affordable way to slow down climate change

Outcome: 150 media mentions across five markets. Meetings with 75 policymakers pushing for united political action. Led to a specific EU methane strategy resulting in a robust legislative proposal



Empowering our sustainability through our people

“At Accordience, we recognise that sustainability is not just about our environmental impact or business activities – it’s about our people. My responsibility is to ensure that our workforce is not only aligned with our sustainability goals, but also empowered to drive positive change within and beyond our company.

In our first sustainability report, we invite you to explore the critical role our people play in shaping our sustainable future. We aim to nurture a collaborative workplace culture that values diversity, prioritises wellbeing, and fosters an environment where employees can thrive.

Accordience’s sustainability journey is, at its heart, a testament to the power of our people. We remain steadfast in our commitment to sustainability, guided by the belief that our people are the driving force behind our success.”

Laura Cowley, Chief People Officer





Key focus areas:

1. Employee wellbeing: we prioritise the physical and mental well-being of our employees, believing that happy and healthy individuals are better equipped to drive sustainable change.

2. Equity, Diversity & Inclusion: we celebrate the unique backgrounds, perspectives, and talents of our workforce, understanding that diverse teams lead to more innovative and sustainable solutions.



3. Talent development: we invest in our employees' growth and development, ensuring they have the skills and knowledge to contribute effectively to our sustainability initiatives.

4. Employee engagement: we foster a sense of belonging and purpose among our employees, harnessing their passion and commitment to advance our sustainability goals.



Employee Wellbeing

Employee wellbeing is one of our core strategic priorities, and our commitment in this area is demonstrated through our impressive staff retention rate across the Group.

We have implemented a number of initiatives to ensure positive wellbeing practices live and breathe throughout our organisation:

- **Employee resource groups** across the agencies, who are responsible for delivering a programme of initiatives which promote physical and mental wellbeing and ensure our businesses are advocating for a transparent culture where people are able to talk freely about mental health.
- **Mental Health First-Aid Champions** – across many of our agencies, we have dedicated Mental Health First Aid champions, who help champion discussions around mental health and are a friendly ear for team members and peers to talk to in a safe space.

- **Regular Training** which helps line managers develop skills and tools to support their direct reports.
- **Events and Initiatives** – the delivery of cross-agency events, for example International Women’s Day, and Mental Health Awareness Week.
- **Flexible Working** – group policies which encourage flexible working, and allow hybrid working models, ensuring our teams are able to maintain work/life balance and reduce unnecessary commuter travel time.





Equity, Diversity & Inclusion

Accordience is actively committed to creating a welcoming, open, and inclusive culture that nurtures creativity, innovation, and excellence. As part of our mission in this critical area, we have implemented a number of initiatives and practices across our businesses:

- **Data capture and reporting** – as a global business operating in over 30 countries worldwide, it's important we understand both the demographic make-up of our teams, as well as their attitudes and experiences within the businesses in which they work. We launched the annual Accordience Equality, Diversity & Inclusion survey in March 2023, starting in the UK, with plans to extend this across Europe, and then globally in due course.
- **Recruitment practices** - we are focusing on fully inclusive hiring where managers are trained on unconscious bias and we partner with certain providers such as Creative Access, The Taylor Bennet Foundation and 10,000 Black Interns to ensure we're building a continual pipeline of Black, Asian and minority

ethnic talent. We advertise all roles directly and manage the recruitment process within our internal systems, minimising paper trails and ensuring full data protection.

- **Culture & Engagement** – marking and celebrating key cultural calendar moments has helped build engagement with our teams. We have delivered a number of cross-agency collaborations, including the promotion of the Powered by Diversity Culture Calendar which runs monthly events throughout the year.
- **Industry kitemarks and accreditations** – we actively support E, D&I accreditations, and are proud that within our network, Cirkle was awarded Full Blueprint status in October 2022. Grayling has also been recently recognised as a Living Wage employer – with all agencies across the group committed to paying the living wage within their markets.



Talent Development

Attraction and retention of industry leading talent is a priority pillar for our organisation, and we recognise the important role we play in supporting our teams to develop personally and professionally, throughout their journeys with us.

- **Learning & Development** – every agency has developed a robust and market relevant training programme, which covers key industry competencies, as well as support in developing soft skillsets.
- **Our Employer Value Proposition** – we are continually building out our employer value proposition to ensure we are an employer of choice. We utilise LinkedIn and social media to push out new initiatives, benefits, and role opportunities. We create safe places for employees to apply to open roles and have a group mobility program to promote cross-agency and international movements for development.

- **Technology** – we recognise the important role technology can play in upskilling our teams, and as well as utilising technology and AI to streamline our internal processes, we are looking at more innovative tech solutions to support talent development – e.g. the use of Virtual Reality in how we train our people, and puppy therapy events.



Employee Engagement

We are committed to building a culture which is driven by meaningful employee engagement, where our staff have a recognised voice and the opportunity to be actively involved in how their businesses are shaped.

- **Employee Resource Groups** – our teams have the opportunity to be part of a wide range of ERGs, which cover a range of focus areas including E,D&I, Wellbeing, Sustainability, Social Purpose, as well as global youth peer networks.
- **Surveys & Focus Groups** – we launched our first Accordience, global wide Engagement Survey in 2023, which captured the views and experiences of our entire network. As well as being invited to take part in the survey, every individual has been given the opportunity to attend smaller focus groups to present and discuss the findings in more detail to inform our action plan and drive improvements.



- **Socials & Events** – each agency has budget to support social events and celebrations, which ensure our teams are having valuable access to down-time and a chance to informally connect with colleagues.



Agency: Cirkle

Task: Raise industry awareness of Heineken’s SmartDispense technology and reframe it as a leader in sustainable pub and bar technology

Collaboration: Introduced SmartDispense Energy Well Spent Summit revealing SmartDispense in energy saving, sustainability and freeing up time for staff wellbeing. Followed with SmartDispense Energy Well Spent Debate Series

Outcome: Reframed conversations with potential customers and was shortlisted for the 2023 Sabre Awards. SmartDispense has been benchmarked by other bar technology brands as a ‘best in class’ technology





ICDR

Agency: CDR

Task: Supporting a leading international group in the ecommerce delivery space with their corporate and leadership positioning in the UK and global media

Collaboration: Partnered with our client in developing their narrative around an environmentally friendly business model. The narrative was deployed by Rafal Brzoska during his engagement at the World Economic Forum in Davos in January 2023

Outcome: High profile coverage during key corporate events and financial calendar moments. Prominence in the FT, Sunday Times, BBC News, CNN and a CEO profile interview in Management Today



Accordience has offices in 30 countries.

True to our belief in collaboration, we work in close partnership with our employees to support the communities, causes and charities that are most meaningful to them.

DEI Community Programmes:

Our DEI community programmes are not only designed to build a diverse employee base and inclusive culture within Accordience, but also to deliver wider societal change within our industry.

We work closely with leading industry partners to deliver programmes which support the attraction and progression of diverse talent.

These include activations such as:

- Annual intake of 'Summer Stars' via the Taylor Bennet Foundation's intern programme in the UK which is focussed on encourage black, Asian and minority ethnic graduates to pursue a career in communications.



Amélie, Afia and Jemimah



- Apprenticeship Scheme via Multiverse to help bring a broader range of talent into the communications industry.
- Youth Possibility Programme is the first social mobility initiative of its kind for young adults in the UK. The placement targets ambitious young adults aged 19-23 who identify with at least one social mobility criteria and offers bespoke training and support.
- The Grayling Sparks programme, in collaboration with the Careers Enterprise Company, has allowed us to identify education providers with a focus on equality and diversity who we then work with to nurture future diverse talent and promote communications as a career.

Fundraising / Volunteering Activations

The causes we support vary widely and are often tied to current world issues. We provide logistical and physical support to our employees' fundraising efforts and in many cases match-fund their efforts.

Some recent examples include:

- **Turkey / Syria Earthquake** – All agencies undertook fundraising activations including auctions and bake sales to raise money for the many impacted and in need of life saving supplies.
- **Grocery Aid** – Cirkle is a long-standing supporter of the benevolent charity for those in the grocery sector. As well as regular fundraising lunches, bake sales and agency bingo competitions, Cirkle's CEO, Retail Trade MD and Creative Director, got on their saddles and cycled from London to Brussels with industry peers to raise money.
- **One Can Trust** – Cirkle regularly donates food and supplies to this local food bank. The agency runs quarterly volunteering afternoons where the team head down to the warehouse in to help pack food parcels for the local community.
- **Pride London** – Red Consultancy, based in Soho are 'en route' for Pride London. They provide an annual donation to support this culturally important annual event.



Pro Bono Work

Pro bono work to support communities across the world is undertaken across all agencies including:

- Grayling Madrid support the TUBB4A Foundation, the association of families affected by a rare neurodegenerative disease, to generate investment in genomic medicine research.
- Red Consultancy have provided communications support to Creative Access, a social enterprise who aim to help make the creative industries more diverse and inclusive.
- Cirkle has provided creative and brainstorm support to the Samaritans charity.
- Grayling Prague provide PA support to Zachraň jídlo (Save the Food) as they advocate for a legislative change to allow the donation of cooled and frozen food.
- CDR UK provides communications support to Reboot, a financial services think tank that promotes greater diversity through discussions about ethnicity in the workplace and society.

- CDR US has been providing communications support to the Women-led Cities (WLC) which is a collaborative effort between UN-Habitat, UNCDF, and ellaimpacta, consisting of women-led entities and philanthropies.
- The Grayling UK Public Affairs team have supported Maggie's Cancer Charity, whilst the Grayling London Brand team have worked with WWF
- Grayling Austria support the social business Vollpension with their external communications.
- Grayling Czech Republic work with Nevypust' duši, an NGO focussed on the mental health of young adults.





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Agency: Grayling

Task: Build broader understanding of SBTi's role in igniting corporate climate action by making complex science simple

Collaboration: Deep-dive immersion sessions with key external stakeholders and SBTi leadership team to develop a punchy narrative for SBTi with compelling evidence. This became the bedrock of all profiling outreach

Outcome: 15 top tier media engagements inc. Bloomberg, Guardian, MIT and Politico. Secured speaking opportunities at Davos, London Climate Action Week and Global Citizen





AkzoNobel



Agency: Cirkle

Task: Position AkzoNobel as a leading and responsible paint supplier of choice by promoting their commitment to People, Planet and Paint

Collaboration: Launched Dulux's Tester Takeback recycling scheme to drive awareness of AkzoNobel's commitment to sustainability. Opened AkzoNobel's Slough R&D Centre with over 50 high profile attendees, including Lord Grimstone and local MPs

Outcome: 25+ projects completed with 3,200 engaged employees. 2.8M reach on Dulux Trade channels and 9.6M reach on social channels. 1,200+ pieces of coverage





At Accordience we are committed to upholding high standards of corporate governance across all our businesses. Our board and senior management teams recognise the importance of governance practices in promoting long-term sustainability for all our stakeholders.

As a newly formed group and a division of Inizio, our governance framework is established at an Inizio level, and we apply the same controls and policies across our businesses and have the same expectations of all our people.

Our group Code of Ethics was launched to staff in 2022 and sets out the behaviours we expect. We deliver guidance on how staff should deal with behaviour they believe does not live up to the standards we would expect and provide anonymous reporting options.

We carry out a rigorous annual risk assessment process and produce a detailed risk register with proposed mitigation actions that is reviewed on a regular basis by me and the Group CEO with regular monitoring of key risks as appropriate.

Our controls around data privacy and security are established at an Inizio group level to ensure that we take appropriate measures to protect confidential information and individuals' personal information. All technology is rigorously assessed prior to being deployed to ensure it conforms to group policies and all staff are required to undertake regular training to ensure they are aware of their responsibilities for the data they process.

We require all our staff to undertake an annual review of our key policies and to confirm that they will comply with them. This covers our Code of Ethics and other key areas including Anti-Bribery and Corruption, Data Protection, Health and Safety, Information Security and Speak-Up.

As Accordience becomes further established we will continue to refine our approach to governance to ensure that it is appropriate for the specific challenges we face in our business while operating within the framework provided for us by the wider Inizio group.

William Thompson, Global Chief Financial officer



Sustainability Governance Framework



The Board

- The board receives regular updates on how we're implementing the priorities identified in our strategy.

The Sustainability Committee

- The Sustainability Committee meets monthly and oversees the development and implementation of our Sustainability Strategy.

The Sustainability Champions Network

- The Sustainability Champions Network is made up of representatives from across all agencies, who promote the implementation of the Sustainability Strategy in their areas and are a point of contact for all employees. They support the Sustainability Committee with implementing the Sustainability Strategy, share best practice, and report on local initiatives.





Business Ethics

Code of Ethics:

Our Code of Ethics sets out responsibilities for our people and leaders, and empowers good faith, non-judgmental communication to alleviate challenging situations. We believe this allows us to better serve our clients, communities, and each other.

Anti-bribery and corruption :

We conduct our activities openly, honestly, and ethically. We do not condone, under any circumstances, offering, receiving, or facilitating bribes or any form of improper payments, and we always strictly adhere to anti-corruption laws.

Our fundamental integrity standards are the same, no matter where we work or who we're dealing with. Management at all levels are specifically responsible for ensuring that everyone



reporting to them understands and complies with anti-bribery and corruption laws, and our supportive policies and procedures. We limit the gifts, hospitality, or other business courtesies we provide. We ask the same of our suppliers, informing them of our policies and practices. We won't engage with third parties we know or reasonably suspect of engaging in bribery or corruption.



Ask Yourself, Speak Up and raising awareness:

We trust our people to consider unusual circumstances first, either by themselves or with their colleagues. Our Code gives them an “Ask Yourself” methodology to help.

Alternatively, if our people suspect wrongdoing or know that someone has broken a legal, regulatory, or other Code obligation, then they have a responsibility to Speak Up. We prohibit any form of retaliation, which results in disciplinary measures up to and including dismissal.

Our compliance training and communications program is the main means by which we remind employees of our Code, policies and procedures.

Risk assessments:

Changes to our businesses, operations, or our commercial environment require us to undertake periodic risk assessments. We also identify macro-level trends that are likely to impact us. Our board determines which risks are most relevant to us and monitors how effectively we mitigate them.

Risk assessments also help us identify where our internal financial and non-financial audit resources should focus their activities. We operate in regulated industries in 30 countries. Whether we’re on our continuous improvement journey or meeting the audit demands of clients and stakeholders, we want to be always audit ready.



Information Security and Data Privacy

Data Security:

We work with our stakeholders to protect individuals' personal information, which could be about our clients, our employees and their families.

Our central security and compliance teams operate under our Chief Technology Officer, Chief Information Security Officer, Head of Risk and Compliance, and Data Protection Officer, and are responsible for our group-wide policies and procedures. We support our individual businesses to ensure they have the resourcing and knowledge they need to manage the data in their custody.

Governance:

To keep pace with the evolving security threat, we work with key security partners to mitigate the threats and are extending Cyber Essentials certification across our business.

We manage our privacy and data governance programme using a class-leading third-party cloud-based solution. This supports a wide range of assessments, including data protection impact assessments, vendor assessments, records of processing, cookie compliance and country assessments.

Training :

We expect every employee to be responsible for the information they process. We have mandatory privacy and security training, support, and updates, to ensure our people have the knowledge to perform their roles, in line with our clients' expectations. Our security awareness platform targets training to our people around the globe.



ICDR

Agency: CDR

Task: Enhance MSCI's thought leadership in ESG and ability to navigate and capitalize on the dynamic landscape by promoting an annual 'ESG Trends to Watch' report to APAC media

Collaboration: Arranged several media briefings and 1-on-1 interviews across key APAC markets, to give influential journalists direct access to MSCI's specialist ESG insights. Placed thought-provoking articles bylined by MSCI experts to explain the report and its implications

Outcome: The result was significant coverage across China, Hong Kong, Japan, Korea, Singapore and Taiwan's top-tier media that demonstrates MSCI's excellence in guiding investors through the latest ESG developments and opportunities around the region





Agency: Red Consultancy

Task: Create the link between getting a box that measures your energy usage (smart meters) with the fight against climate change in the run up to COP26

Collaboration: Engaged naturalist Chris Packham and academic Tim Forman alongside surfers and windsurfers, to shine a light on Britain's vast renewable riches in creating clean energy and explain the case for smart meters in tangible content-rich way

Outcome: Over a thousand pieces of coverage inc. 7 national news hits with 60M OTS. 100K video views with 5.8% engagement rate



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