



Penguin
Random House
UK

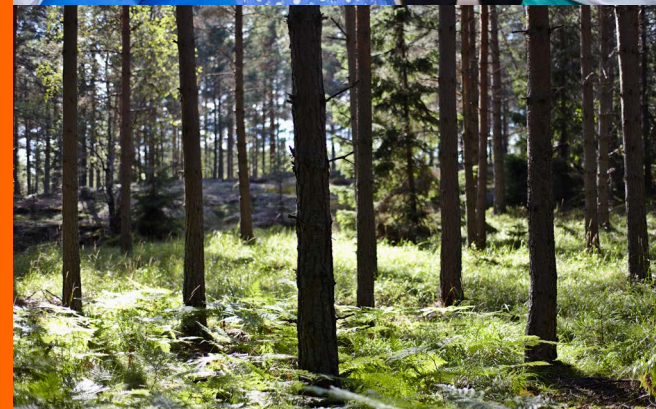
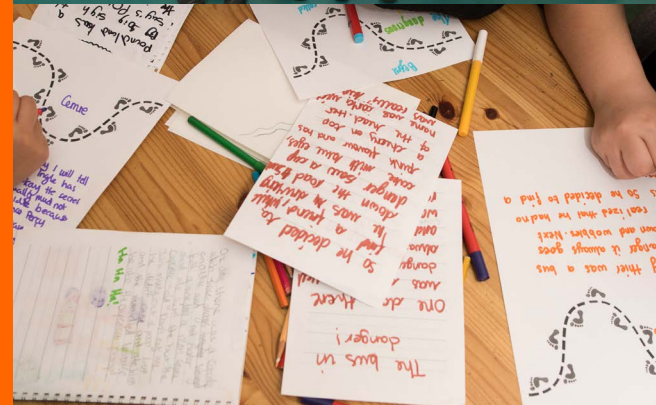
Creative Responsibility

Our Progress in 2016

Other companies talk about
Corporate Responsibility.

At Penguin Random House UK we
talk about **Creative Responsibility**.

It's a small change, but it makes
a **big** difference.



Who Are We?

We are home to over 50 editorially independent publishing imprints.

We publish a wide range of authors from Ian McEwan to JoJo Moyes, Dan Brown to Arundhati Roy, Jamie Oliver to Zadie Smith and a whole host of children's favourites including Roald Dahl, Malorie Blackman and Peppa Pig.

Our purpose is to connect the world with the stories, writing and ideas that matter.

Penguin Random House
is the UK's number
one book publisher



Closing the Creativity Gap

Our progress in 2016

“When our founder Allen Lane broke the mould and published the first Penguin sixpenny paperbacks in 1935, he made books available to everyone.

Whether it's building relationships with schools local to our sites, or finding talented new writers from under-represented communities through WriteNow, in 2016 we carried on this legacy.

Our mission is to help close the creativity gap.

The creativity gap is rooted in the UK's unequal society, and means not everyone has an equal opportunity to meet their creative potential.

To achieve this mission we've set ourselves a number of ambitious goals to 2020. In this report we've set out an overview of the progress we made towards these goals in 2016.

More than 400 colleagues – nearly a quarter of our UK workforce – are actively involved in Creative Responsibility. This is testament to the excellent progress we made in 2016 and makes me incredibly proud to be part of this organisation.”

Tom Weldon,
CEO, Penguin Random House UK

In 2016

Penguin Random

House UK...

Published

1,500

books

45%

of Sunday Times
bestsellers

4,500

hours of audio
recorded

Employed

2,063

colleagues at

8 UK sites

Our progress in 2016 at a glance:

Reading

We are one of the biggest funders of World Book Day, the annual celebration of books and reading.

Pledge	2016 Progress	On Track?
#1: We will help deliver the <i>Read On. Get On.</i> vision to help every child in the UK to read well by the age of 11, by making reading fun for children, parents and teachers	<p>World Book Day tokens redeemed by 1 million children & 16,500 children took part in Biggest Book Show on Earth</p> <p>2 x Penguin Random House special £1 books published</p> <p>Over 130,000 students from 2,000 schools took part in Read for My School, reading our free e-books more than 75,000 times</p> <p>1x Quick Read published for adults with lower literacy levels</p>	<p>on track</p>

Our progress in 2016 at a glance:

Community

We established new relationships with schools local to our warehouse sites for the first time in 2016.

Pledge	2016 Progress	On Track?
#2: We will support 500 local children struggling with reading by 2020	We supported 75 local children through our volunteer reading programme	on track
#3: We will volunteer 4,000 work days by 2020, two for every UK colleague	Colleagues volunteered 534 work days: Local schools - 137 days WriteNow - 64 days #PRHJobHack - 12 days Ministry of Stories - 55 days The Walk - 266 days	more to do
#4: We will donate 500,000 books to charity by 2020	We donated 89,627 books in 2016	on track
#5: We will support Ministry of Stories to help close the creativity gap for 7,500 children across the UK by 2018	60 colleagues volunteered £44,000 raised 24 colleagues trained as writing mentors	more to do

Colleagues can take up to 2 days of work time to volunteer each year with good causes they feel passionate about.

We want to focus on reaching more children outside London in the second year of our partnership.

Our progress in 2016 at a glance:

Inclusion

For a full breakdown of
our stats on new hires see
pages 38/39.

Pledge	2016 Progress	On Track?
#6: Our new hires and the books we acquire will reflect UK society by 2025	In 2016 our new hires were: 64.2% female 13.6 % BAME (Black Asian Minority Ethnic) 8.8% LGBTQ 1.1% disabled Introduced Inclusion Tracker to capture data directly from new authors	on track
#7: We will champion freedom of expression through our editorial independence	Ongoing SILVER membership of English PEN	on track

Editorial independence
continues to sit at the
heart of our commitment
to free speech.

Our progress in 2016 at a glance:

Sustainability

Pledge	2016 Progress	On Track?
#8: We will source 100% of our paper sustainably by 2020	93% of paper sourced sustainably (FSC® sourced) in 2016 We require all our paper to meet an industry standard rating of grade 3 or higher, which means that papers are risk assessed and from known, legal, and responsible sources	on track
#9: We will measure and reduce our carbon footprint by 2020, from paper mill to bookshop	Carbon footprint data capture complete for 2016	more to do
#10: We will only work with suppliers who have signed up to PRELIMS industry-wide environment and labour standards by 2020	52% of manufacturing suppliers signed up in 2016	on track

↓
We have focused our efforts first on manufacturing suppliers, where our risk is greatest.

READING

Helping every child in the UK
to read well by the age of 11

“So Matilda’s strong young mind continued to grow, nurtured by the voices of all those authors who had sent their books out into the world like ships on the sea. These books gave Matilda a hopeful and comforting message: You are not alone.”

**Roald Dahl,
Matilda**

In 2016

Penguin Random

House UK...

Published two special

£1

books for World Book Day

Through Read For My School

130,000

*pupils read our free
library of e-books*

Sold

150,000

discounted books to BookTrust,
gifted to every UK family in
their baby's first year

A photograph of an elderly woman with short white hair and glasses, wearing a black top, sitting on the floor and reading a colorful children's book to two young girls. The girls are also sitting on the floor, looking at the book. They are in a library with tall bookshelves filled with books in the background. The woman is holding the book open, and the girls are looking at the pages. The book has a pink cover with the title 'The Worst thing about my sister' and a cartoon illustration. The woman is wearing a ring and a bracelet. The girls are wearing white t-shirts with a graphic design. The background shows rows of bookshelves filled with books of various colors.

Case Study:

Celebrating World Book Day

We are one of the biggest funders of this global celebration of books and reading. In 2016 we published two special £1 books for World Book Day - *The Trouble with Daisy* by Kes Gray and *The Great Mouse Plot* by Roald Dahl.

Over 1 million children used their free book tokens to purchase World Book Day books in 2016, giving the first ever No. 1 to the world's no.1 storyteller, Roald Dahl. For 1 in 4 children in the UK, the free book they receive on World Book Day is the first they've ever owned.

For the second year running, author James Patterson sponsored the World Book Day Award which challenged schools to respond creatively to the question 'Where does reading take you?' for the chance to win up to £10,000 of books and a school library makeover.



Case Study:

Showcasing Local Artists With The Snowdog

In partnership with Wild in Art we created a series of magical Snowdog Art Trails in cities across the UK. The Snowdog Art Trails celebrated the power of stories as well as showcasing each region's rich cultural and artistic talent through giant Snowdog sculptures designed by local artists.

The Snowdog Art Trails were enjoyed by over 1 million people in Tyne & Wear and Brighton & Hove, before being auctioned to raise over £600,000 for local charities.

IN 2017 WE WANT TO...

- **Focus our efforts on the areas of the UK with the lowest literacy and reading for pleasure rates so that we can have greater impact.**

- **Mobilise our colleagues to make World Book Day an even bigger event in our local communities and beyond.**

- **Use our books, brands, authors and characters to bring a world of stories to libraries in primary schools across the UK.**

COMMUNITY

Supporting the communities
on our doorstep and beyond.

**“A proper community...
is a commonwealth: a
place, a resource, an
economy. It answers the
needs, practical as well
as social and spiritual,
of its members – among
them the need to need
one another.”**

Wendell Berry

The Art of the Commonplace: The Agrarian Essays

In 2016

Penguin Random

House UK...

Supported

75

*local children
struggling with reading*

Volunteered

534

days of colleague time

Donated

89,627

books

Case Study:

Connecting With Our Local Schools

In 2016 we built direct relationships for the first time with 8 primary schools local to our offices and warehouses. Our volunteer reading programme is at the heart of these relationships.

Colleague volunteers are paired with one child for an academic year and spend half an hour each week with them, choosing a book to read, playing word games, and reading aloud together. The children are nominated by the school because they struggle with their confidence in reading.

We gave a book to every child at our partner schools over the festive period, donating 4,000 books in total.



Case Study:

Our Partnership With Ministry of Stories

Our flagship charity partner is Ministry of Stories, a creative writing charity working with disadvantaged young people age 8-18. In 2016 24 colleagues trained as writing mentors, volunteering their time to deliver creative writing workshops for both school groups and after-school clubs in Hackney, East London.

We also raised £44,000 through colleague fundraising activity, from skydives, to half marathons, to staff book sales.

In 2016 we expanded our partnership into our Ireland office, setting up a local partnership with Ministry of Stories' sister charity in Dublin, Fighting Words, which was founded by author Roddy Doyle.



Case Study:

Supporting Reading Groups in Prisons

Prison Reading Groups is a charity which sets up and facilitates monthly reading groups in 35 prisons across the UK. For prisoners the reading groups can be an important route to rehabilitation. They encourage empathy with the lives of others through reading; they promote critical self-reflection and mutual respect; and they help connect prisoners with life outside prison walls.

Each month we support 10 reading groups. They choose any book from our list, and we donate a free copy to each member.



IN 2017 WE WANT TO...

- **Increase the number of colleagues taking part in our volunteer reading programme and voluntary activities with Ministry of Stories.**

- **Increase the number of colleagues taking volunteer days overall, including identifying local opportunities at each of our sites and reminding colleagues to track their days through our online system.**

- **Work with Ministry of Stories to help them reach more children outside of London.**

INCLUSION

Championing diverse voices
in our workforce, authors
and books

“What was it about the
differences in others
that scared people
so much?”

Malorie Blackman
Noughts and Crosses

Trained
400
colleagues in awareness
of unconscious bias

Introduced publishing to

150

young people with
#PRHJobHack

Removed the need for a

University degree

from all of our jobs

New Hires

Our goal is for our new hires and the books we acquire to reflect UK society by 2025. Every year, we will publish our progress in this report.

In 2017 we started to collect author data for the first time, and social mobility data from new hires. We will report this data in 2018.

We have used data from the last England & Wales census in 2011 to make a comparison with the UK population.

Gender	New Hires	UK Society
Male	35.8%	49.1%
Female	64.2%	50.9%
Ethnicity	New Hires	UK Society
Asian/ Asian British	6.4%	7.5%
Black/ Black British	4.5%	3.3%
Mixed	2.7%	2.2%
White	85.5%	86%
Other	0.9%	1%

We have started to capture data on social mobility from new hires which we will publish in 2018.

Sexual Orientation	New Hires	UK Society
Bisexual	2.2%	0.6%
Gay man/Woman	6.6%	1.1%
Heterosexual/straight	91.2%	93.7%
Don't know/declined to say	0%	4.1%
Other	0%	0.4%
Disability	New Hires	UK Society
Yes	1.1%	16%
No	98.9%	84%

Better understanding what more we can do to attract and retain colleagues with disabilities will be a priority moving forward.

This statistic is taken from the UK working population.

A photograph of a group of people at what appears to be a community event or workshop. In the foreground, a Black man with short dark hair, wearing a dark blue sweater and a thin gold chain, is smiling broadly and looking towards the left. Behind him, a man with glasses and a purple sweater is also looking in the same direction. The background is slightly blurred, showing other people and what looks like a table with books or papers.

Case Study:

Finding New Writers With Different Stories To Tell

In 2016 we launched WriteNow, an outreach and mentoring programme for unpublished writers. Our aim is to find, mentor and publish writers from communities under-represented on the nation's bookshelves, including writers from BAME (Black, Asian, Minority Ethnic) and LGBTQ communities, writers with disabilities and socio-economically marginalised writers.

In 2016 WriteNow welcomed 150 writers across the UK to insight days in London, Birmingham and Manchester. Attendees heard from published authors and literary agents as well as receiving one-to-one feedback on their work from an editor.

12 exceptional writers have joined our new WriteNow mentoring programme, working with one of our expert editors for a year to develop their manuscript.

WriteNow: Our mentees



Geraldine Quigley

From: **Derry, Northern Ireland**
Writing: **Music Love Drugs War**
Genre: **Historical Fiction**



Charlene Allcott

From: **London**
Writing: **The List**
Genre: **Women's Fiction**



Emma Morgan

From: **Liverpool**
Writing: **This is Clotilde, This is Grace**
Genre: **Commercial Fiction**



Manjeet Mann

From: **Midlands**
Writing: **Flying Solo**
Genre: **Young Adult Fiction**



Rebecca Pizzey

From: **Suffolk**
Writing: **The Secrets of My Aristophanes**
Genre: **Crime Fiction**



Emma-Jane Smith Barton

From: **South Wales**
Writing: **Black Moon**
Genre: **Young Adult Fiction**



Katie Hale

From: **Cumbria**
Writing: **My Name Is Monster**
Genre: **Literary Fiction**



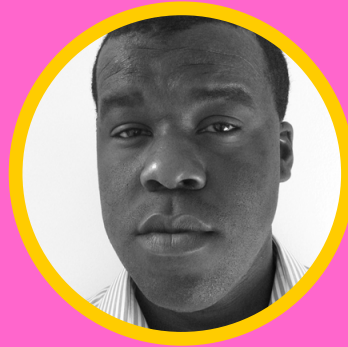
Benjamin G. Wilson

From: **London**
Writing: **Dispatch from the City of Orgies**
Genre: **Literary Fiction**



Nazneen Ahmed

From: **London**
Writing: **The Strange Children of Spittlefields**
Genre: **Young Adult Fiction**



Nelson Abbey

From: **London**
Writing: **Think Like A White Man**
Genre: **Non-Fiction**



Christine Brougham

From: **Liverpool**
Writing: **The Girl With The Woman Behind Her Eyes**
Genre: **Non-Fiction**



Elizabeth-Jane Burnett

From: **Devon**
Writing: **A Dictionary of the Soil**
Genre: **Non-Fiction**



Case Study:

Finding New Writers With Different Stories To Tell

“Before becoming part of the WriteNow scheme I had dabbled in writing, but didn’t entertain the thought of writing novels because I had read the biographies of authors on the inside covers of books and they never seemed to be someone like me.

After being invited to attend the insight day, I realised that all the writers in that room had a story to tell. More importantly, Penguin Random House thought these stories were something people needed to hear.

Sometimes you need someone or something to empower you: to show you the truth of what you can be and that’s what the WriteNow process did for me. I have gained strength from this process and met some incredible people, and Penguin Random House has made me feel like I have a seat at the table.”

Charlene, WriteNow mentee.

Click [here](#) to hear
more from Charlene





Case Study:

#PRHJobhack

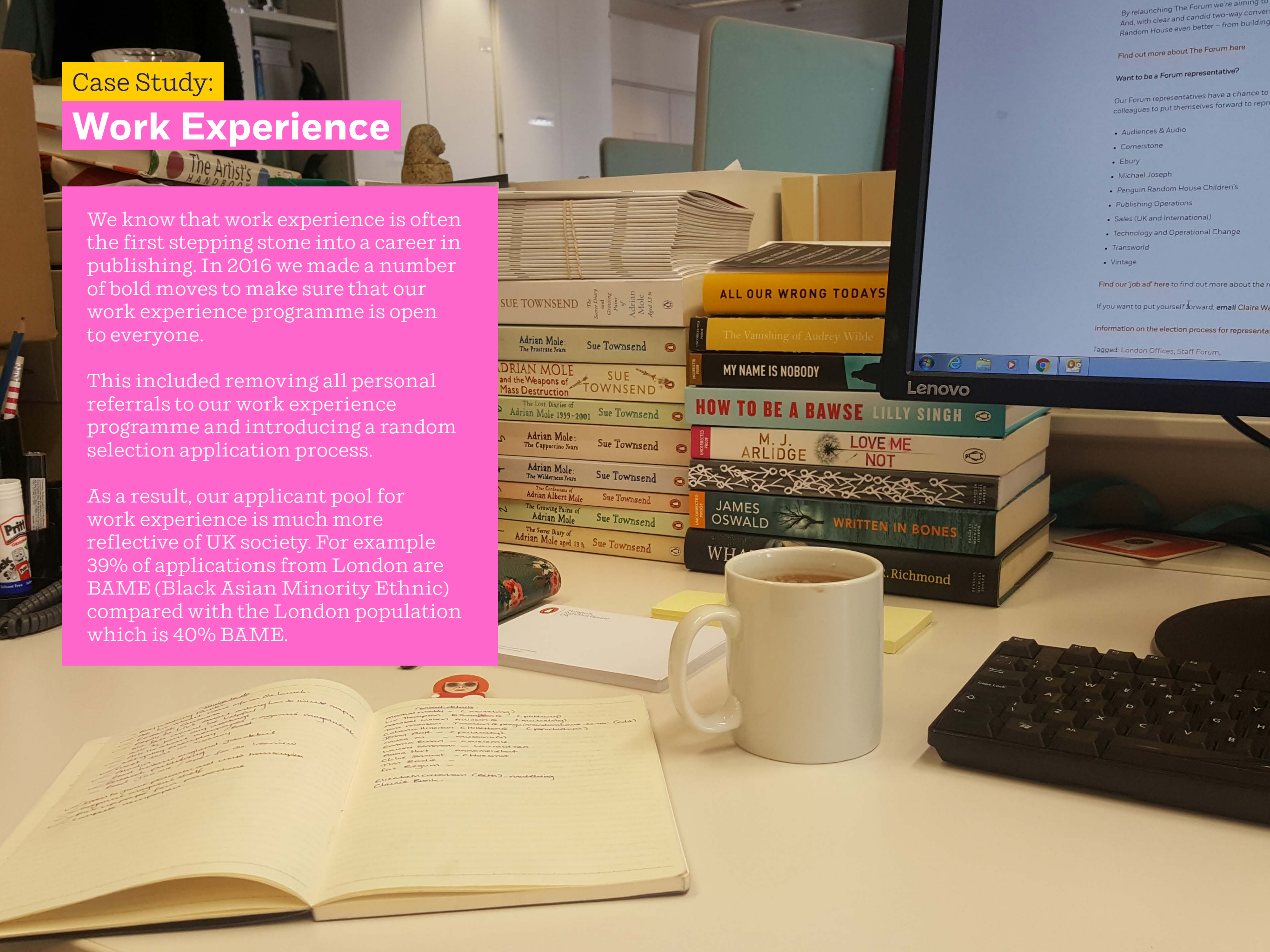
In 2016 we welcomed 150 young people to #PRHJobHack events across the UK, from Glasgow to Taunton to Birmingham, targeting young people who may not otherwise have considered a career in publishing.

The day-long interactive workshops offered an insight into the world of publishing. We asked participants to work together to create a marketing campaign for a new book and pitch a new editorial idea, as well as putting them in the shoes of a recruiter to review CVs and covering letters.

Work Experience

This included removing all personal referrals to our work experience programme and introducing a random selection application process.

As a result, our applicant pool for work experience is much more reflective of UK society. For example 39% of applications from London are BAME (Black Asian Minority Ethnic) compared with the London population which is 40% BAME.



A close-up photograph of a woman with dark hair and sunglasses blowing bubbles. She has a small, circular, rainbow-colored penguin sticker on her cheek. In the foreground, a white flag with a large orange penguin logo is visible. The background shows other people at a Pride event, including a man with a backpack and a woman with a rainbow flag. The scene is outdoors with trees and buildings in the background.

Case Study:

Penguin Pride

Penguin Pride celebrated LGBTQ writers and writing - inspiring and informing readers throughout the month of June across our online and social channels.

We created themed content which included reading lists from our editors; extracts and original content from authors including Matthew Todd, Colm Tóibín and Ali Smith; and a guest blog from Stonewall CEO Ruth Hunt. We involved our readers by asking them to share their own ultimate #LGBTQLibrary on social media.

50 colleagues joined the celebrations by marching in the Pride in London parade.

IN 2017 WE WANT TO...

Continue to build our WriteNow programme to reach 150 more under-represented writers in different UK regions.

Introduce more young people across the UK to publishing with #PRHJobHack and find new ways to take this message to schools directly.

Champion inclusion with our readers through live events and our consumer-facing channels.

Engage more colleagues with freedom of speech issues through our partnership with English PEN.

**“The poetry of earth
is never dead”**

John Keats,

On The Grasshopper and Cricket

SUSTAINABILITY

Sourcing our raw materials sustainably
and reducing our environmental
impact

In 2016

Penguin Random

House UK...

Sourced
93%

of our paper
from sustainable
Forest Stewardship
Council® sources

Was awarded

top marks

by WWF for our
paper sourcing policy

Our 2016 Carbon Footprint

For the first time we have calculated the carbon footprint of Penguin Random House UK. We have included both our direct impacts, such as the energy we use in our offices and warehouses (Scope 1 & 2 emissions), and our indirect impacts, including the paper mills who supply us with paper, and the printers who print our books (Scope 3 emissions).

This analysis will help us to better understand where our biggest environmental impacts lie, considering Penguin Random House UK's global supply chain as a whole, and will help us identify new ways to manage and ultimately reduce the carbon we use.



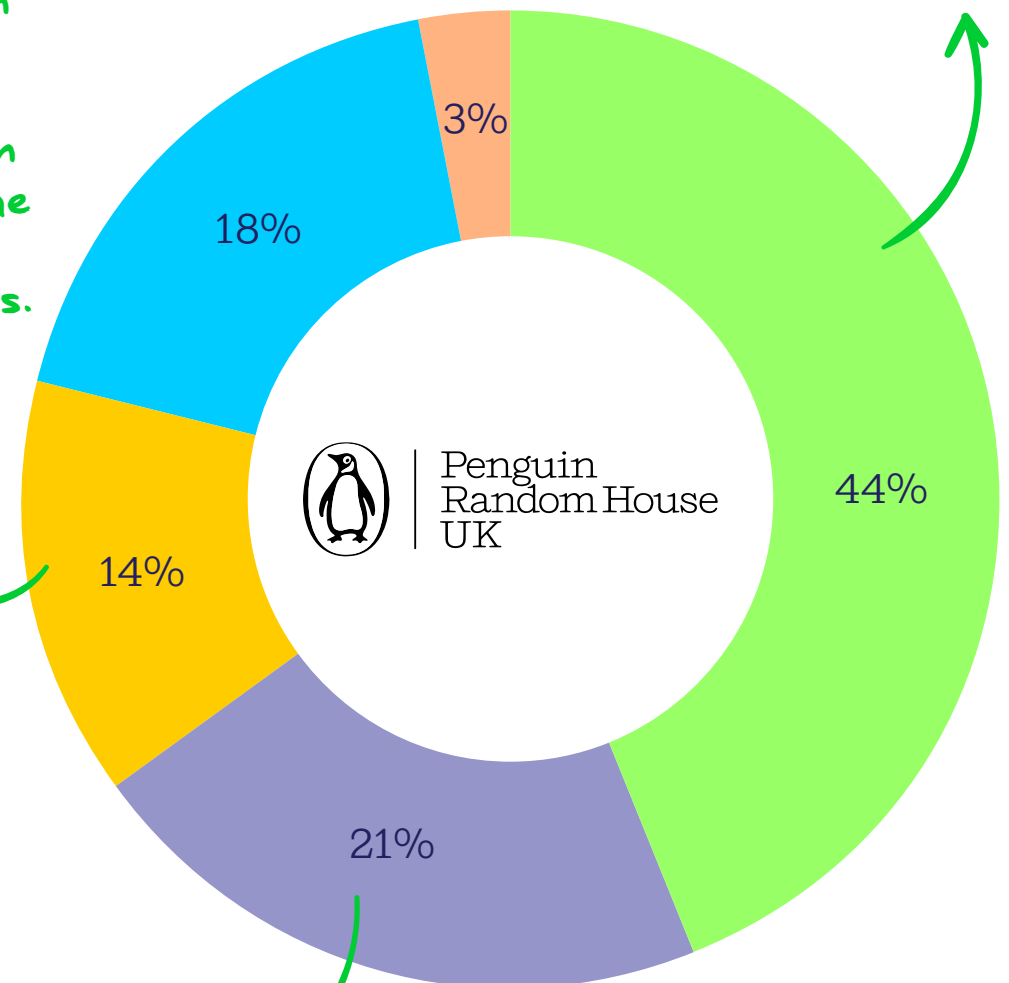
Click [here](#) to read more about our data sources and methodology.

Transport includes moving paper from the paper mill to the printer; the finished book from the printer to the retailer; and any returns back to us.

More than 80% of our paper is sourced from Holmen. Based in Sweden, they plant two new trees for every one harvested.

Most of our books are printed in the UK.

■ Paper ■ Printer ■ Transport ■ Facilities ■ Business Travel



Our 2016 Carbon Footprint

Some of the mill data we have used to calculate this figure is from 2010. We are working with our paper suppliers to gather more accurate data.

One large volume order of paper placed with a higher-carbon paper mill has had a negative impact on our overall footprint.

We have measured our direct Scope 1 & 2 emissions in previous years, but this is the first time we've looked at our supply chain as a whole.

Source	CO ₂ (tonnes)
Paper mill	14,062
Transport paper mill to printer	2,797
Printer	7,438
Transport printer to warehouse	400
Warehouse electricity	4,091
Warehouse gas	609
Transport to & from retailer	1,566
Office electricity	1,537
Office gas	259
Business travel	1,036
TOTAL	33,856



Annual carbon footprint per book:
0.187 (kg CO₂)

An aerial photograph of a vast, dense forest of evergreen trees, likely spruce or fir, covering a hillside. The trees are tightly packed, creating a textured green canopy. The lighting suggests a bright day, with some areas appearing slightly brighter than others.

Case Study:

Sourcing Our Paper Sustainably

Wood is by its very nature a renewable resource. When forests are properly managed, harvesting timber can be an effective way of safeguarding forests for future generations. In 2016 93% of our paper was FSC® (Forest Stewardship Council) certified, an increase from 92% in 2015.

FSC is the only wood certification scheme endorsed by WWF, Greenpeace and the Woodland Trust. Certified forests must meet a range of best-in-class standards, ensuring harvested trees are replanted or allowed to regenerate naturally. FSC also safeguards forest biodiversity and local communities.

Case Study:

Managing Our Global Supply Chain

We are committed to ensuring that all our products are responsibly and ethically sourced without infringement to human rights or local laws.

PRELIMS is a publishing industry code which sets out the minimum labour and environmental standards we require, covering fair pay and working conditions, health and safety, and energy and water management.

We have first focused our efforts on getting our manufacturing suppliers to sign up to PRELIMS, as these suppliers represent our greatest risk.

Out of a total of 56 manufacturing suppliers, 29 signed up to PRELIMS in 2016. 100% of our manufacturing suppliers in high risk countries have signed up to PRELIMS.

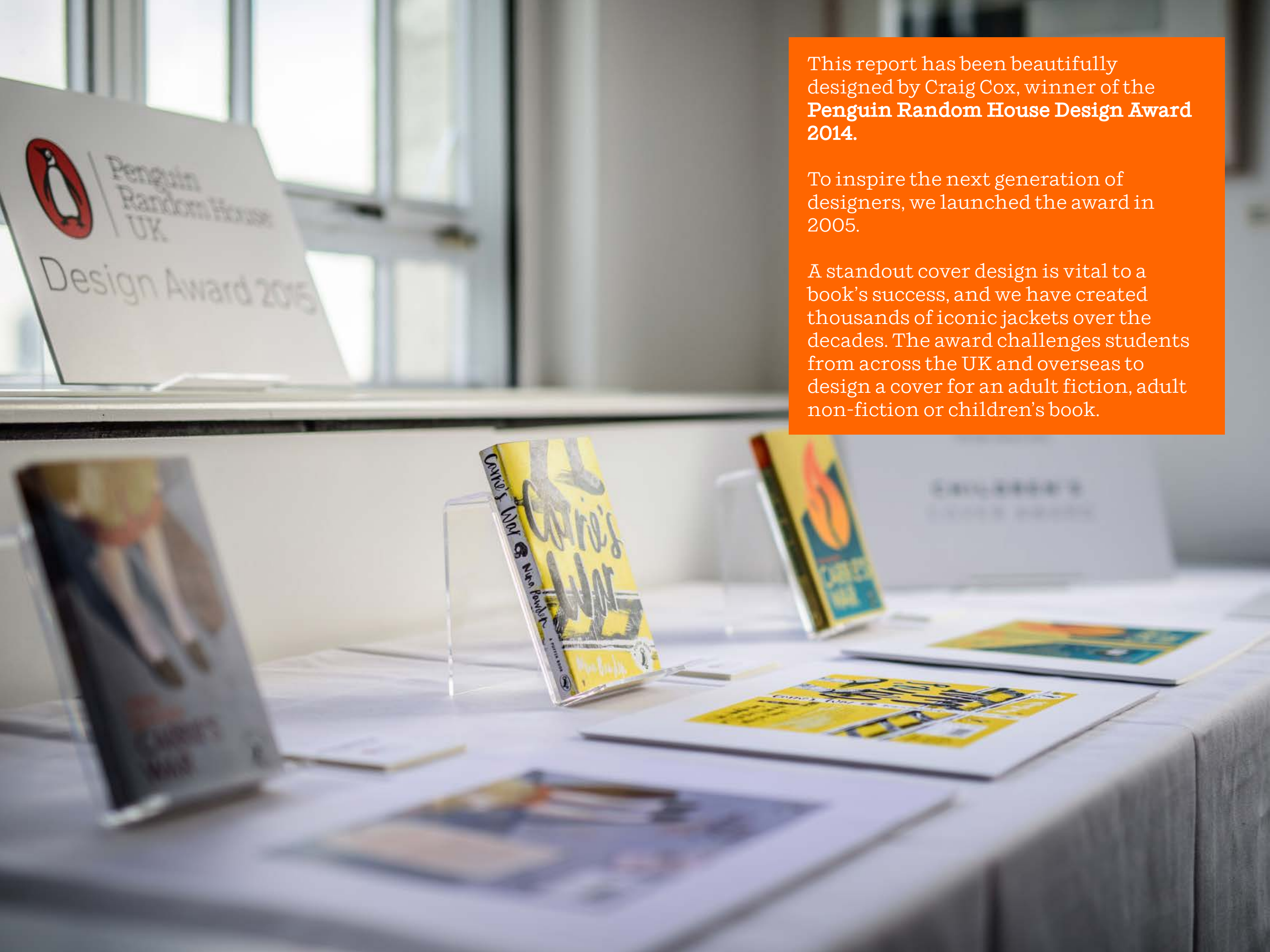


IN 2017 WE WANT TO...

- **Work together with suppliers to identify ways to reduce our carbon footprint and obtain more recent data from our paper mills.**

- **Ensure all of our manufacturing suppliers have signed up to PRELIMS by the end of 2017 and identify our next target supplier group.**

- **Launch an internal campaign to encourage 'green' behaviour in our offices and warehouses – focusing on recycling, printing and energy consumption.**



This report has been beautifully designed by Craig Cox, winner of the **Penguin Random House Design Award 2014**.

To inspire the next generation of designers, we launched the award in 2005.

A standout cover design is vital to a book's success, and we have created thousands of iconic jackets over the decades. The award challenges students from across the UK and overseas to design a cover for an adult fiction, adult non-fiction or children's book.

“That is what literature offers — a language powerful enough to say how it is. It isn't a hiding place. It is a finding place.”

Jeanette Winterson,

Why Be Happy When You Could Be Normal?



Penguin
Random House
UK