



Creative Responsibility

2019 in numbers

Reading Pledges

2016 & 2017	2018	2019	Total
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We will donate 500,000 books to charity by the end of 2020

218,727	146,343	207,734	572,304
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We will work with the National Literacy Trust to fund 12 local programmes, donate 150,000 books and raise vital funds

Books donated	12,450	78,493	90,943
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Funds raised	£21,600	£28,060	£49,660
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Community Pledges

	2019	2018	2016 & 2017	Total
We will volunteer 4,000 work days by the end of 2020	1,095	869	1,100	3,064
We will support 500 local children struggling with reading by the end of 2020	20,250*	75	181	20,506

*In 2018 we launched Puffin World of Stories, which aims to address the key issues facing reading for pleasure in schools where budget constraints often mean investing in school libraries, librarians and buying new books is not an option. In 2019 we supported 81 schools, and this number is calculated on an estimate that the average number of pupils in each school is 250.



Inclusion Pledge

Our new joiners and the books we acquire will reflect UK society by 2025

A note on data transparency:

Since we began sharing our new joiner data in 2016, we've learnt more about the best questions to ask and how to report responses in order to be as transparent as possible whilst protecting anonymity.

Recommendations from expert organisations such as Stonewall and the Business Disability Forum are to include *Prefer Not to Say* or *Don't Know* responses in our reported data. We've included this in our 2019 new joiner data, and also here for our 2017 and 2018 data. We've done this to allow for better comparison over the years, but will mean that some of the 2017 and 2018 numbers here differ marginally to previous CR reports.

n = where a group is fewer than 5 people, to protect anonymity, the data has been removed and proportionately redistributed to the other groups (the impact is minimal on the %)

* Source: [2011 UK Census](#)

** previously published data on gender was from a different source. Here we have included only the data from the inclusivity survey for better comparison

Gender

Gender	UK Society*	New hires			Authors/Illustrators Acquired	
		2019	2018**	2017**	2019	2018
Female	51%	76.5%	82.6%	72.7%	55.5%	53.6%
Male	49%	23.0%	17.4%	27.3%	42.9%	43.4%
Use own term	no data	n	0.0%	0.0%	0.0%	1.3%
Prefer not to say	no data	0.5%	0.0%	0.0%	1.6%	1%

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* Source: [2015 Annual Population survey](#)

Sexual Orientation

Sexual Orientation	UK Society*	New hires			Authors/Illustrators Acquired	
		2019	2018**	2017**	2019	2018
Bi	0.60%	7.0%	6.60%	3.70%	6.4%	11.3%
Gay man/ woman	1.10%	2.8%	2.40%	3.70%	8.7%	5.0%
Heterosexual/ Straight	93.70%	83.2%	83.80%	89.40%	77.8%	77.5%
Prefer to use own term	0.40%	n	0.60%	1.90%	0%	1.3%
Prefer not to say	4.10%	7.0%	6.60%	1.30%	7.1%	5.0%

Inclusion Pledge

Our new joiners and the books we acquire will reflect UK society by 2025

A note on our progress:

We recognise that we need to do more to increase representation in all teams at all levels, and among the authors we acquire. We've set out more detail about how we plan to address this in our accelerated [inclusion action plan](#) including a specific pledge for 5% of our acquisitions to come from Black authors and illustrators by 2023.

n = where a group is fewer than 5 people, to protect anonymity, the data has been removed and proportionately redistributed to the other groups (the impact is minimal on the %)

* Source: [2011 UK Census](#)

Ethnicity

Ethnicity	UK Society*	New hires			Authors/Illustrators Acquired	
		2019	2018**	2017**	2019	2018
Asian or British Asian	7.50%	7.4%	7.2%	6.9%	10.3%	6.3%
Black or Black British	3.30%	6.5%	6.0%	3.1%	0.8%	2.5%
Respondents who identify to a different ethnicity to those detailed	1%	n	1.2%	1.9%	4.8%	5.0%
White	86%	80.1%	78.4%	84.4%	74.6%	83.8%
Prefer not to say	no data	1.4%	0.0%	0.0%	1.6%	no data

Inclusion Pledge

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n = where a group is fewer than 5 people, to protect anonymity, the data has been removed and proportionately redistributed to the other groups (the impact is minimal on the %)

* Source: [Department for Work and Pensions: Working Age Adults](#)

Disability

Disability	UK Society*	New hires			Authors/Illustrators Acquired	
		2019	2018**	2017**	2019	2018
No	81%	78.9%	81.9%	90.8%	92.0%	92.6%
Yes	19%	15.6%	15.7%	8.0%	7%	4.8%
Prefer not to say	no data	5.5%	2.4%	1.2%	1%	2.6%

Inclusion Pledge

Our new joiners and the books we acquire will reflect UK society by 2025

Measuring socioeconomic background is complex, and is influenced by a wide range of factors. Eligibility for free school meals and type of school attended are two of the measures recommended by the Social Mobility Commission and The Bridge Group.

A third measure that we choose to report on is highest level of education.

n = where a group is fewer than 5 people, to protect anonymity, the data has been removed and proportionately redistributed to the other groups (the impact is minimal on the %)

* Source: [ONS](#)

Highest Level of Education

Education	UK Society*	New hires			Authors/Illustrators Acquired	
		2019	2018**	2017**	2019	2018
Secondary Education	20%	6.5%	2.4%	5.0%	2.4%	2.6%
Further Education	21%	11.1%	11.4%	15.5%	6.4%	8.1%
Undergraduate, Postgraduate or Equivalent	42%	82.4%	84.4%	78.3%	88.8%	87.1%
An equivalent high school diploma from outside of the UK	9%	n	1.8%	1.2%	no data	no data
No qualifications	8%	0%	0%	0%	0%	0.4%
Other	no data	no data	no data	no data	2.4%	1.7%
Prefer not to say	no data	0%	0%	0%	0%	0%

Inclusion Pledge

Our new joiners and the books we acquire will reflect UK society by 2025

2019: does not include those who attended school outside the UK or before 1980
2018 & 2017: does not include those who attended school outside the UK

* Sources: [Social Mobility Commission's Employers Toolkit](#)
[Department for Education: Average from 2011-2019, primary and secondary schools combined](#)

Free school meals

		New hires		
Free School Meals	UK Society*	2019	2018**	2017**
No	85%	74.7%	80.8%	85.9%
Yes	15%	13.5%	15.2%	8.7%
Don't know	no data	10.7%	4.0%	5.4%
Prefer not to say	no data	1.1%	0.0%	0.0%

Inclusion Pledge

Our new joiners and the books we acquire will reflect UK society by 2025

* Sources: [Social Mobility Commission's Employers Toolkit](#)
[Department for Education: Data stable since 2011](#)

School type

School type	UK Society*	New hires			Authors/Illustrators Acquired	
		2019	2018**	2017**	2019	2018
A school outside of the UK	no data	19.7%	12.65%	17.3%	26.2%	26.9%
A state run or state funded school - non-selective	no data	49.1%	46%	48.1%	32.5%	26.1%
A state run or state funded school - selective	no data	14.2%	19.88%	18.5%	11.9%	16.7%
Independent or fee paying school	7.50%	15.6%	19.88%	15.4%	27%	28.2%
Don't know	no data	0.9%	1.20%	0.6%	0%	2.1%
Prefer not to say	no data	0.5%	0.00%	0%	2.4%	0%

Sustainability Pledge

We will source 100% of our paper sustainably by the end of 2020

We will measure and reduce our carbon footprint by the end of 2020 (tonnes of CO₂)*

We will only work with suppliers who have signed up to PRELIMS by the end of 2020

2019

2018

100%

99.6%

28,692

32,148

89%

87%

*This data covers all aspects of our supply chain, from scope 1 (areas of the supply chain we have direct control over) to scope 3 (all indirect emissions that occur in our supply chain).

See next page for a more detailed breakdown of our carbon data.

Sustainability Pledge

We will measure and reduce our carbon footprint by the end of 2020 (tonnes of CO²)*

Data shows that our scope 1 emissions – emissions we as Penguin Random House UK have direct control over – fell dramatically in 2019. This is a result of:

- All our sites switching to renewable energy
- A reduction in our office paper consumption

2019 CO² emissions breakdown

Scope 1	2019	2018	+ / -	+ / - to 2014
Warehouse	954	3,011	-68%	-80%
Office	312	1,641	-81%	-16%
Facilities Paper	112	154	-27%	no data
Company Cars	63	65	-2%	no data



Sustainability Pledge

We will measure and reduce our carbon footprint by the end of 2020 (tonnes of CO²)*

However, we can see that emissions in our wider supply chain (Scopes 2 & 3, right), have slightly increased on paper and transportation. This is a result of:

- A change in our reporting to ensure that we account for 100% of our printer and paper emissions
- Widening the scope of our reporting to ensure it is as detailed and accurate as possible (now including burning oil, plastics, packaging materials, foils, waste disposal and water)
- An increase in book sales compared with the previous year

Printer emissions have reduced as a result of our largest printer switching to green energy

Because the scope of our reporting has expanded, this means that we can retrospectively adjust our data for 2018. We've done this to allow for better comparison over the years, but that will mean that some of the 2018 numbers here differ to previous published reports.

2019 CO² emissions breakdown

Scope 2&3	2019	2018	+ / -	+ / - to 2014
Paper Mill	11,734	10,815	8%	-3%
Transport - Mill to Printer	2,000	1,961	2%	-24%
Printer	9,433	10,657	-11%	48%
Transport - Printer to Warehouse	1,771	1,173	51%	224%
Delivery	1,160	1,004	16%	-23%
Business Travel	1,045	1,265	-17%	-25%

Sustainability Pledge

We will measure and reduce our carbon footprint by the end of 2020 (tonnes of CO₂)*

In February 2020 we announced our goal to become climate neutral by 2030, in line with our parent company Bertelsmann.

While we successfully reduced our direct (scope 1) emissions in 2019, and lowered our carbon footprint despite our number of production units increasing, our indirect (scope 2 & 3) emissions remain a key area of focus – given that this represents the most significant part of our carbon footprint as a whole (see right). Our sustainability team will continue to work with suppliers and key partners to reduce our carbon usage in this area.

2019 CO₂ emissions breakdown



