

Corporate Responsibility 2013

Communication on Progress
UN Global Compact

Experience Bertelsmann



TV and radio open up even the smallest room to the whole wide world. Turn on your set, and you will quickly come across RTL Group. Europe's biggest broadcaster operates channels and stations in ten countries and is leading content producer.



PENGUIN RANDOM HOUSE

Books turn people into explorers. More books await readers at Penguin Random House than anywhere else. With more than 15,000 new releases and over 700 million publications sold per year, Random House is the world's largest trade book publisher.



Gruner + Jahr is the home of fascinating media brands and is represented in more than 30 countries with over 500 offers (magazines, websites, and digital media). In Germany, its range includes Stern, Brigitte, Geo, Capital, Gala and Schöner Wohnen.

arvato
BERTELSMANN

Services are the key to success for many businesses. Every day Arvato, with its over 63,000 employees in more than 40 countries, works on custom solutions für business clients from all over the world.



Printed products play a major role in many companies' communications – whether as a magazine, catalog or advertising brochure or with digital offerings. Be Printers covers the entire spectrum of the modern printing industry.



Ladies and Gentlemen,

Bertelsmann is a global media and services company with more than 110,000 employees in over 50 countries. We are very aware of the fact that by taking entrepreneurial and journalistic actions we have a particular responsibility.

The commitment of our companies worldwide is as diverse as Bertelsmann itself. The four Bertelsmann Essentials – partnership, entrepreneurship, creativity and citizenship – are a mandatory and unifying basis for our entrepreneurship and journalistic activities.

Bertelsmann has been a member of the United Nations Global Compact since 2008 and supports the implementation of its ten principles, which fully reflect our understanding of corporate responsibility. It is our goal to work with our employees, customers and suppliers to achieve a continuous and sustainable evolution in labor standards,

human rights, environmental protection and anti-corruption at our international sites. The current Communication on Progress documents this claim with specific examples.

Our focus for 2014 is on strategic realignment, especially in the fields of action that are relevant for Bertelsmann. An overview of the specific implementation of our corporate responsibility as well as news about projects, updated daily, can be found on our website. I invite you to take a look online at www.bertelsmann.com/responsibility and contact us if you have any questions.

Thank you for your interest – I look forward to your suggestions!

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Thomas Rabe', written in a cursive style.

Dr. Thomas Rabe
Chairman and CEO, Bertelsmann SE & Co. KGaA

Bertelsmann Essentials

The Bertelsmann Essentials convey the goals and basic values of our company's employees, executives and shareholders and build on the Corporate Constitution. It is the responsibility of our executives to spread and epitomize these values and to serve as role models. The Bertelsmann Essentials reflect the common understanding of our corporate culture and are subject to constant review, revision and improvement.

Our mission

Bertelsmann is an international media corporation. We provide information, entertainment and media services to inspire people's daily lives. We aspire to make a valuable contribution to society. We strive to be leaders in our markets and achieve returns on capital employed that guarantee growth and continuity of our corporation. Our joint efforts focus on creative content and customer relations. We seek to provide working conditions that are equitable and motivating for our employees. We commit ourselves to ensuring the continuity and ongoing progress of our corporation.

Our core values

Partnership

Our corporate culture is based on a mutually-beneficial partnership between our employees and the company. Motivated individuals who identify with the company and its values are the driving force behind quality, efficiency, innovation, and growth within our corporation. The hallmarks of our participatory leadership approach are mutual trust and respect as well as the principle of delegation of responsibilities. Our employees enjoy autonomy to the greatest extent possible. They receive comprehensive information and participate in decision making and our financial success. We are committed to the professional development of our employees and seek to provide longterm employment.

Creativity

We provide a home for artists, authors and creative talents in all of our fields of business, promoting their creative development and commercial success. We strive for the protection of intellectual property on a worldwide basis. We promote artistic freedom and freedom of thought, the protection of democracy and human rights and the respect of traditions and cultural values. Consequently, the content we provide reflects a wide range of viewpoints and opinions. Continuous innovation and improvement, guided by customer needs and interests, are the cornerstones of our success.

Entrepreneurship

The principle of decentralization is at the heart of Bertelsmann's management philosophy. It enables our employees to act with flexibility, responsibility, efficiency, and entrepreneurial freedom. Our operating businesses are run by managers who act as entrepreneurs: They enjoy considerable independence and bear full responsibility for the performance of their companies. Our executives act not only in the best interests of their individual businesses, but are also committed to the interests of the group as a whole.

Citizenship

The continuity and development of Bertelsmann as an independent entity is ensured by the Bertelsmann Verwaltungsgesellschaft's (Bertelsmann Management Company) control of the majority of voting rights. In the view of our shareholders, the possession of property creates an obligation to the community. They believe that, in a market economy, a corporation derives its legitimacy from making a valuable contribution to society. The work of the Bertelsmann Stiftung – to which the majority of Bertelsmann shares has been contributed – is also guided by this principle. Our businesses are managed in accordance with the spirit and the letter of the law. They maintain high standards of ethical conduct and act responsibly toward society and the environment.

Our commitment

We expect everyone at Bertelsmann to adhere to this mission and these core values.

Our Corporate Responsibility Program

CR Strategy and Management

Goals	Realized Measures (2013)	Planned Measures (2014)
Expand CR management	<ul style="list-style-type: none"> Increased the staff of the CR department at Corporate HR Expansion of topics covered by CR department to include Group-wide climate and environmental protection management 	<ul style="list-style-type: none"> Discuss future strategic direction of CR at Bertelsmann in the Group Management Committee Intensify cross-divisional collaboration
Expand internal and external CR communications	<ul style="list-style-type: none"> Relaunched CR section of Bertelsmann's homepage 	<ul style="list-style-type: none"> Draw up an online GRI Index Draft the concept for the Bertelsmann CR Report 2013/2014 Continue to promote understanding and awareness of CR through stepped-up internal communications
Continue developing Bertelsmann's CR strategy	<ul style="list-style-type: none"> Performed a cross-divisional materiality analysis with the aim of identifying relevant CR topics for Bertelsmann (1st step: Survey the Top 50 executives in the company) 	<ul style="list-style-type: none"> Stakeholder survey across divisions as a basis for developing the CR strategy (materiality analysis as 2nd step) Develop division-specific materiality matrixes

Responsibility to Employees

Goals	Realized Measures (2013)	Planned Measures (2014)
Promote corporate culture of partnership / Promote employee involvement in the operations	<ul style="list-style-type: none"> Hosted 55 tutorials for employee representatives Hosted a Corporate Works Council conference with 65 participants as well as a seminar for the Group's representatives of employees with disabilities with 30 participants Hosted labor law tutorials for employee representatives and HR staff 	<ul style="list-style-type: none"> Continue the online dialog for direct communication between employees and the CEO / CFO Host a Corporate Works Council conference on demographic change Continue labor law tutorials for employee representatives and HR department staff Initiatives to expand flexible working-time models

Responsibility to Employees

Goals	Realized Measures (2013)	Planned Measures (2014)
Promote Integration of people with disabilities	<ul style="list-style-type: none"> ■ Employed a high number of people with severe disabilities in Germany (2010: 1,520 (4.2%); 2011: 1,551 (4.1%); 2012: 1,680 (4.4%)) ■ Participated in international congresses, trade shows and events ■ Hosted a conference for the agencies that represent the people with severe disabilities with approx. 80 participants ■ Expanded the video portal <i>www.handicapTV.de</i> ■ Expanded apprenticeship and training options for people with severe disabilities 	<ul style="list-style-type: none"> ■ Further awareness-building among managers and staff in handling people with disabilities
Promote a diverse workforce	<ul style="list-style-type: none"> ■ Hosted a Diversity Conference ■ Carried out the Bertelsmann Sponsorship Project ■ Established a Diversity section on the Bertelsmann website/homepage ■ Hosted an internal survey on coping with demographic change in Germany ■ Launched the "Lunch Connection" employee network / networking events 	<ul style="list-style-type: none"> ■ Host a third Diversity Conference ■ Start building employee networks ■ Launch the Bertelsmann Exchange Initiative for worldwide employee exchanges ■ Have the GMC adopt a Group-wide Diversity Policy ■ Develop instruments to improve a stage-of-life oriented HR Policy
Promote employee involvement and Improve working conditions	<ul style="list-style-type: none"> ■ Conducted the fourth worldwide Employee Survey ■ Extensive analysis and discussion of Employee Survey results at team, company, division and Group level, followed by joint definition of measures at team and company level 	<ul style="list-style-type: none"> ■ Draw up Employee Survey-driven measures at division and Group level in congruence with the measures defined at company level ■ Put Employee Survey-driven measures into practice at all levels
Internal knowledge building for HR Managers	<ul style="list-style-type: none"> ■ Hosted the third HR Summit as a 3-day, international professional conference with approx. 100 HR managers on "Challenges of the modern workspace" ■ Hosted 10 events related to the HR Country Coordination Meetings that Bertelsmann organizes in the various countries and regions (France, UK, Spain, China) ■ Regular meetings of the divisions' Management Development staff ■ Carried out the last module of the international HR Circle 	<ul style="list-style-type: none"> ■ Continue developing the HR Country Coordination Meetings ■ Regular meetings of the divisions' Management Development staff ■ Prepare the concept for the HR Summit 2015 ■ Continue the Bertelsmann Academy's activities and expand the qualification program

Responsibility to Employees

Goals	Realized Measures (2013)	Planned Measures (2014)
Expand Group-wide Health management activities	<ul style="list-style-type: none"> ■ The Bertelsmann Academy now offers services for the German HR departments to provide as-needed support for activities related to HR development <hr/> <ul style="list-style-type: none"> ■ Hired a Health Management Officer for the Group ■ Carried out the 1st cross-divisional Bertelsmann Health Management work-shop ■ Set up five Group-wide 'Health' working groups ■ Supported 16 sites with long-term health-related measures ■ Conducted the "Fit to Work" campaign across Germany ■ Health projects for apprentices: Azubi Fitness Day (115 participants) and AzuBeFit&Balanced (111 participants) ■ Hosted 70.5 BeFit Health Action Days (participants in 2013: 1,326) ■ Expand the activities of the sports program in Germany (participants: 2011: 9,250, 2012: 9,450, 2013: 10,400) 	<ul style="list-style-type: none"> ■ Continue working on the specified health topics in the five working groups ■ Host the 2nd and 3rd cross-divisional Bertelsmann Health Management work-shop in spring and autumn 2014 ■ Expand the management of long-term health measures ■ Expand Company Social Services' offerings at all German companies in the Group
Training of young people	<ul style="list-style-type: none"> ■ Clear commitment by Bertelsmann SE & Co. KGaA to the principle of dual vocational training in Germany and active participation in developing training concepts for new professions ■ Constant offer of apprenticeships at Group companies in Germany, with an average apprenticeship rate of 3.5 percent ■ Ongoing implementation of the "Du bist Deine Zukunft" (You Are Your Future) program – a qualification program for young people who have been unsuccessful in their search for an apprenticeship to date ■ Start a dual vocational training program in Spain with the participation of Bertelsmann companies in Barcelona ■ Implement a cross-divisional trainee program in Spain 	<ul style="list-style-type: none"> ■ Continue constant offer of apprenticeships at Group companies in Germany ■ Expand the offer of dual vocational training programs at Group companies in Germany ■ Continue offering the dual vocational training program in Spain ■ Have the Fundación Bertelsmann foundation continue to support the Spanish government's strategy to counteract youth unemployment

Responsibility to Employees

Goals	Realized Measures (2013)	Planned Measures (2014)
Improve access to opportunities for continued training and promote knowledge sharing	<ul style="list-style-type: none"> ■ Introduced a web-based learning management system (for approx. three quarters of the workforce in Germany) to improve transparency of the cross-divisional further training offers and to promote the use of new forms of learning ■ Implemented a self-directed, individual learning management scheme for employees 	<ul style="list-style-type: none"> ■ Continue the step-by-step, Group-wide introduction of the Learning Management System in Germany and abroad ■ Promote social learning and topic-driven collaboration by introducing a Social Collaboration Tool

Ethics & Compliance / Anti-Corruption

Goals	Realized Measures (2013)	Planned Measures (2014)
Promoting awareness of key standards of business conduct	<ul style="list-style-type: none"> ■ Distributed the updated Bertelsmann Code of Conduct to employees ■ Assessed employees' awareness of the Code of Conduct as part of the employee survey 	<ul style="list-style-type: none"> ■ Provide online and in-person training on Code of Conduct ■ Follow-up results from the employee survey on the Code of Conduct
Promoting awareness of anti-corruption standards	<ul style="list-style-type: none"> ■ Conducted anti-corruption training for senior management and employees in at-risk as well as governance, risk and compliance functions ■ Implemented comprehensive communication initiatives to emphasize Bertelsmann's zero-tolerance stance on corruption and inform about anti-corruption policies and procedures ■ Launched an intranet-based Anti-Corruption Resource Center offering practical tools, e.g. a checklist for conducting third party due diligence 	<ul style="list-style-type: none"> ■ Expand anti-corruption training to a broader audience
Effective compliance risk management	<ul style="list-style-type: none"> ■ Enhanced integration of key compliance risk topics into the Group-wide risk management system 	<ul style="list-style-type: none"> ■ Review key compliance risk topics
Effective incident handling	<ul style="list-style-type: none"> ■ Assessed and processed reported incidents ■ Initiated mitigating measures as required 	<ul style="list-style-type: none"> ■ Update policies and procedures for incident handling and conducting investigations

Environmental and Climate Protection

Goals	Realized Measures (2013)	Planned Measures (2014)
Expand Group-wide reporting on environmental and climate protection	<ul style="list-style-type: none"> ■ Calculated the third Bertelsmann carbon footprint and published the tons of CO₂ equivalents for the 2012 calculation period ■ Parallel publication of other relevant key environmental indicators from the corporate divisions 	<ul style="list-style-type: none"> ■ Systematize the processes for Group-wide environmental data collection
Promote environmental awareness and environmental knowledge of the staff	<ul style="list-style-type: none"> ■ Held 4th international “be green Day” on June 5, UN World Environment Day. Activities at about 40 locations in 13 countries ■ Bertelsmann apprentices qualified as “Climate Ambassadors” through a train-the-multiplier workshop 	<ul style="list-style-type: none"> ■ Hold the 5th international “be green Day” in 2014 ■ Intensify “be green” communications in various sections of the Bertelsmann Intranet and on the CR pages of the Bertelsmann Homepage
Increase energy and resource efficiency	<ul style="list-style-type: none"> ■ Discussed measures to increase energy and resource efficiency vs. the 2010 and 2012 carbon footprints, including introduction/use of Green IT ■ Regular exchange of Best Practice examples on energy efficiency and energy sourcing on the “be green Team” (a task force comprised of environmental officers from all the corporate divisions) ■ Pilot project “Green Corporate Center”: Stocktaking on the degree to which ecological factors are considered in the business routine of the Corporate Center in Gütersloh 	<ul style="list-style-type: none"> ■ Derive decentralized measures at the sites based on the results of the carbon footprint ■ Continue the “Green Corporate Center” project: Formulate medium-term climate protection goals for the site, plan measures and communicate to employees
Reduce CO ₂ emissions	<ul style="list-style-type: none"> ■ Carbon neutralization of all company-car-related fuels in Germany (except G+J and RTL Group) ■ Carbon neutralization of all business air travel by Gütersloh Corporate Center employees ■ Introduce hierarchically graduated CO₂ limits for company cars in Germany (except G+J and RTL Group), including the Executive Board: The target for 2013, an average CO₂ score of 130 g for all newly ordered cars, was met 	<ul style="list-style-type: none"> ■ CO₂ limits on company cars in Germany (except G+J and RTL Group: target for 2015 = average CO₂ score of all new orders below 120 g)

Bertelsmann Corporate Responsibility

For more detailed information about Corporate Responsibility at Bertelsmann, operating figures and specific projects of our engagement please visit www.bertelsmann.com/responsibility

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Corporate Responsibility

Corporate Responsibility at Bertelsmann

We take responsibility – for our employees, for the quality of our media and services, and for the impact our business operations have on society and the environment. This is an integral part of Bertelsmann’s corporate culture. We take action locally through a decentralized approach, along our value chain that promotes sustainability, and on issues related to the media and services business. The facts and figures document our actions and demonstrate the commitment of Bertelsmann and its divisions and companies around the world.

News

Penguin Random House | Barcelona, 02/17/2014
Penguin Random House Grupo Editorial Switches to FSC Paper »

Gütersloh, 02/13/2014
Bertelsmann Sponsorship Project: Mentee Meeting in Gütersloh »

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Environment

Environmental and Climate Protection at Bertelsmann

As a business, we are aware of our responsibilities toward the environment. For this reason, together with employees and in line with our values, Bertelsmann strives to use valuable resources sparingly and efficiently, and to reduce direct and indirect greenhouse gas emissions. This year, the Group's overall efforts to reduce the environmental impact of its production, distribution and distribution processes.

Carbon Footprint

A central goal of Bertelsmann's has been to reduce its carbon footprint. In the light of this commitment, our Group-wide carbon footprint (CO₂e) has been reduced by 10% since 2011.

Green is green Day »

Paper

Even in our increasingly digital media landscape, books and magazines will continue to have their place, which is why conservation of paper as a resource plays a special role at Bertelsmann.

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Media and Services

Professionalism and Quality in the Production and Delivery of Our Services and Media

Media has both an economic and cultural role in society and is central to the formation of public opinion. We take our social responsibility seriously in our production activities and in the production and distribution of our content and brands worldwide. In providing print and publishing services, we ensure that our customer and media design, financial and digital solutions are also oriented towards professional and customer-oriented service quality and the protection of intellectual property.

In-House Press Freedom

Freedom of content creation is guaranteed at Bertelsmann by its editorial practice: independence of editorial decisions is in the sole responsibility of journalists to decide what content reaches our readers.

We strive to provide continuous editorial requirements through and outside our services for Bertelsmann-wide.

Quality

Our customers expect high-quality media and services – and we spend a lot of time to ensure the products we send for sale here.

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Society

Social Responsibility

Social responsibility has been a part of our corporate culture and our long activities for decades. Closely linked to one of the Bertelsmann Group's core values, the social responsibility of our employees and our business partners is an integral part of our corporate culture and our long activities for decades. Closely linked to one of the Bertelsmann Group's core values, the social responsibility of our employees and our business partners is an integral part of our corporate culture and our long activities for decades.

Media Literacy

Only those who are able to assess media critically, and who are able to use the media to their advantage, can make use of the full range of media. The Bertelsmann Foundation for Media Literacy can help here.

Engagement »

Academy of Journalism

In 2013, the Bertelsmann Foundation for Journalism, the Bertelsmann Academy of Journalism, was founded to mark the 100th anniversary of Bertelsmann.



Contact and further information

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