

> 1.3.1 DATA AND TRENDS

Social reporting measures

2012 is our baseline year for reporting people data. For the US and UK, the metrics we report are:

	Units	People
Total US and UK employees		25,610
All employees – (female)	%	57.6%
Managerial – (female)	%	50.1%
All employees – (minority)	%	17.6%
Managerial – (minority)	%	14.5%
Turnover rate	%	15.9%
Average salary	USD	\$64,000

Environmental reporting measures

2007 is our baseline year for our environmental reporting.

MEASURE	UNITS	2007	2009	2010	2011	2012
Net internal area of reporting offices/locations covered	m ²	1,200,624	1,360,151	1,443,347	1,262,440	14,915,561
Full-time employees (FTE) covered	FTE	31,622	37,164	35,978	41,520	48,500

Energy consumption

MEASURE	UNITS	2007	2009	2010	2011	2012
Total electricity consumption (including from renewable sources)	MWh/year	223,093	258,114	204,438	198,190	218,410
Total electricity consumption from renewable sources only	MWh/year	2,594	170,229	170,712	166,896	218,410
Total gas consumption	MWh/year	89,251	122,153	78,742	72,884	64,462
Total fuel oil consumption	MWh/year	3,099	7,033	6,533	3,517	1,927
Total energy consumption	MWh/year	315,444	385,836	289,714	269,391	284,800
Total energy consumption/space occupied	KWh/m ² /year	263	284	201	213	210

Total energy consumption for 2012 excluding acquisitions was 269,092 MWh.

Business travel

MEASURE	UNITS	2007	2009	2010	2011	2012
Air	Passenger km	231,924,032	184,829,576	219,056,753	242,830,349	255,072,031
Rail	Passenger km	2,282,245	11,434,758	3,833,674	3,924,710	4,711,264
Road (distance)	Vehicle km	91,738,237	20,428,719	9,930,039	7,284,921	3,486,138
Road (fuel use)	Litres fuel	400,000	6,256,692	6,336,425	5,815,052	6,120,706
Total GHG from business travel	Tonnes CO ₂ e	51,343	41,733	48,007	28,719	34,211
Total GHG from business travel by FTE	Tonnes CO ₂ e/FTE	1.62	1.12	1.33	0.82	0.71

We collect and report business travel air data where there is a centralised agency in the US, the UK, Australia, India, Mexico, Singapore and Hong Kong which together account for around 80% of total full-time employees.

> 1.3.1 DATA AND TRENDS CONTINUED

Greenhouse gas emissions

MEASURE	UNITS	2009	2010	2011	2012
Direct (Scope 1)	Tonnes CO ₂ e	44,649	35,739	35,806	31,095
Indirect (Scope 2)	Tonnes CO ₂ e	130,395	122,189	114,730	128,542
Other (Scope 3)	Tonnes CO ₂ e	4,375	3,523	5,276	2,782
Business travel (Scope 3)	Tonnes CO ₂ e	30,887	33,913	28,719	32,336
Total	Tonnes CO ₂ e	210,306	195,364	184,531	194,756

In the table above, we report our greenhouse gas emissions in a way that is consistent with the Greenhouse Gas Protocol.

Paper

We prepare a separate [report](#) on the paper we purchase for use in our books, newspapers and magazines.

Waste

MEASURE	UNITS	2007	2009	2010	2011	2012
Total waste to landfill	Tonnes/year	3,100	5,508	3,834	9,097	7,134
Total waste to landfill/FTE	kg/FTE/year	98	148	107	221	147

Water

MEASURE	UNITS	2007	2009	2010	2011	2012
Total water consumption	m ³ /year	[*]	832,685	604,822	528,873	678,256
Total water consumption/FTE	m ³ /FTE/year	[*]	22	17	13	14

Legal Compliance

MEASURE	2008	2009	2010	2011	2012
Reported environmental prosecutions	Nil	Nil	Nil	Nil	Nil
Reported health and safety prosecutions	Nil	Nil	Nil	Nil	Nil

> 1.3.2 AWARDS AND RECOGNITION

	<p>SAM Gold Class</p>
	<p>Included in indices since inception</p>
	<p>BITC Corporate responsibility index Platinum Big Tick</p>

Environment

	<p>Pearson becomes only the second organisation to be accredited against the Carbon Trust Standard globally</p>
	<p>Pearson was one of 35 global companies to achieve a maximum score of 100% in the 2012 Corporate Renewable Energy Index (CREX) produced by <i>Bloomberg New Energy Finance</i></p>
	<p>Pearson recognised by the US Environmental Protection Agency list of Green Power Partnership as one of the top 50 largest purchasers of green electricity in the United States</p>
	<p>Pearson's buildings in Centennial, Colorado and 345 Hudson Street, New York hold LEED Gold Certification</p>
	<p>Pearson's buildings in Cedar Rapids, Iowa; Sandy, Utah, Boston, Massachusetts and Rancho Cordova, California all hold LEED Silver Certification. Over 800,000 sq ft across these six Pearson buildings are LEED certified</p>
	<p>Pearson businesses in the UK and Australia are certified against ISO 14001, the international environmental management standard</p>

> 1.3.2 AWARDS AND RECOGNITION CONTINUED

Our people



Pearson is named for the 12th year as one of the top 100 Best Companies for Working Mothers, by *Working Mother* magazine



Human Rights Campaign (HRC) has given Pearson a 90% score on its Corporate Equality Index



Pearson is named in the Dave Thomas Foundation list of 100 Best Adoption-Friendly Workplaces



The Pearson Diversity Summer Internship Programme won Race for Opportunity (the UK's largest race equality organisation) Award for 'Widening the Talent Pool'



Pearson finished in second place in the 2012 Global Corporate Challenge (GCC). Over 7,000 Pearson employees from 44 countries participated in GCC

Communities



Pearson, alongside charity partner Booktrust, won the 2012 Lord Mayor's Dragon Award in the education category for the Booktime programme



Pearson Foundation received the NEA Foundation Award for Philanthropy in Public Education

> 1.3.3 PLANS FOR 2013

	2012 PLANS	[OUTCOME]	2013 COMMITMENTS
Risk management	To pilot the new workshop approach in our businesses, to assess its effectiveness and to roll-out as appropriate	✔ Workshop piloted with DK and Penguin. New governance process introduced	Embed quarterly review of key risks into remit of newly established reputation and responsibility committee
Stakeholder engagement	To continue to develop how we consult both on our responsible business framework and on our key issues	➤ Dedicated Impact on Society site set up within neo, our internal collaboration tool and a survey carried out with investors	New metrics to be developed as an integral part of the global education strategy – to be launched in 2014
Metrics	Continue to develop metrics, targets and objectives to measure and assess our progress	➤ New metric on paper usage introduced into Annual Report	New metrics to be developed as an integral part of the global education strategy – to be launched in 2014
Benchmarking	Maintain or improve how we are viewed in external benchmarks of corporate responsibility practice	✔ Achieved. We attained gold in the Dow Jones Sustainability Indices although we did not lead the sector this year. We were ranked Platinum and received a big tick, the highest possible rating in the BITC Corporate Responsibility Index	Maintain or improve how we are viewed in external benchmarks of corporate responsibility practice
Economic impact	To assess our economic impact on the UK and the US	✔ Achieved.	Carry out an in-depth economic impact review for one country where we operate

In addition, we set targets relevant to both our three focus areas and our areas of responsibility relating to people, the environment, the supply chain, our customers and the communities in which we operate.

✔ Target achieved

➤ Target ongoing