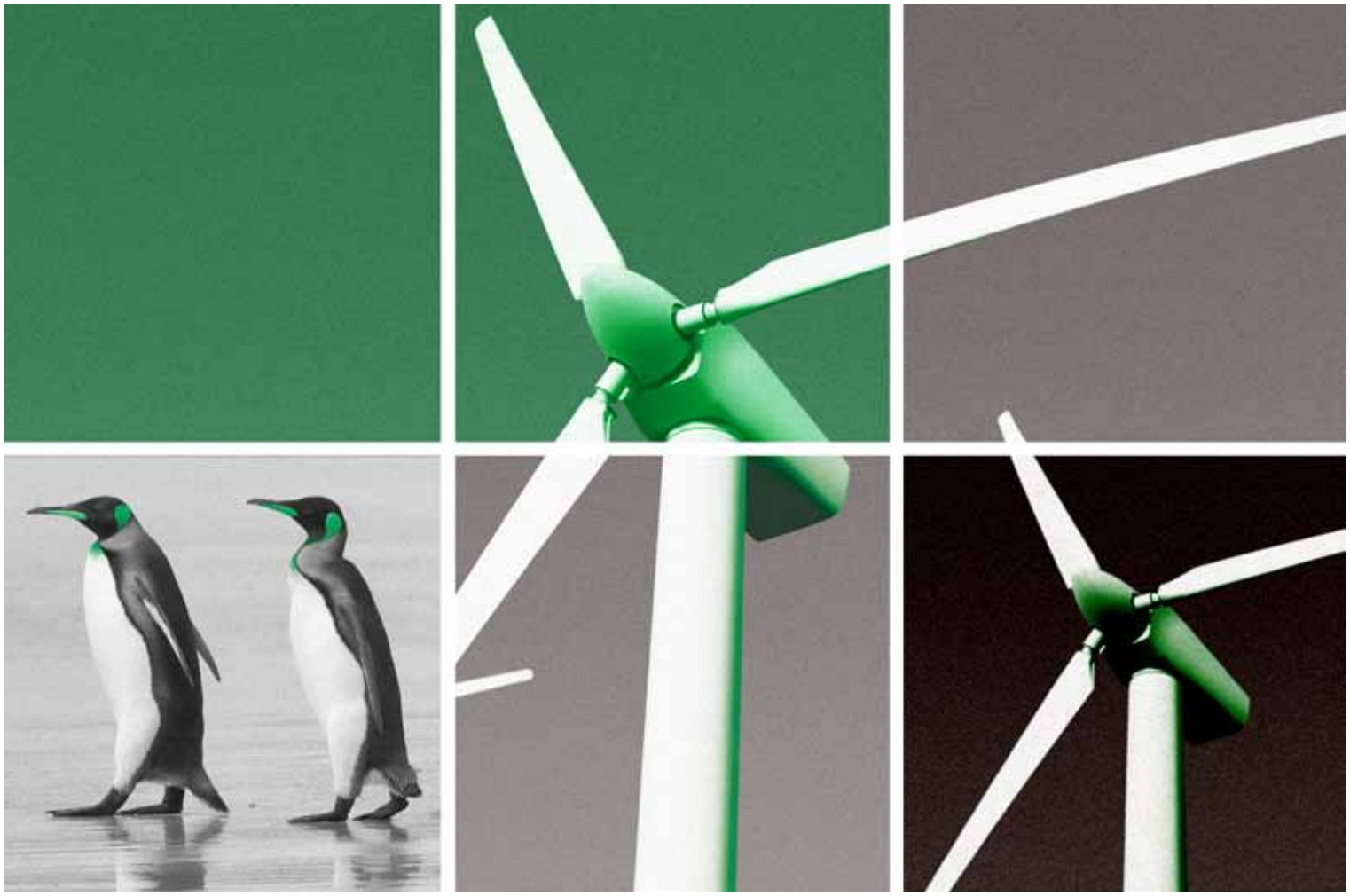
Sustainability Report 2011 – Emerald Group Publishing Limited

# Sustainability through performance, relationships and research



Emerald

Research you can use

# 1. Introduction

This report highlights Emerald's achievements towards sustainability in 2010. It is divided into three main sections mirroring the Triple Bottom Line reporting for sustainability:

(1) Business Performance

(2) Environment

(3) Corporate Social Responsibility.

In order to have a long-term valuable impact on the social context of all its stakeholders and to effectively contribute to the protection of the environment, Emerald recognizes that it must be a profitable business operating above and beyond existing ethical and legal standards.

As an organization, Emerald is committed to expanding its operations globally in a sustainable manner for the benefit of its customers, its employees, and the wider communities and environment on which it impacts. The company takes a proactive approach to its corporate responsibility, which is deeply rooted in its corporate strategy and business decisions at executive level.

As a publisher, Emerald chooses to facilitate the global production and dissemination of research that focuses on issues of social importance. Our scope of publishing covers the collection and dissemination of research that is relevant to the fields of management, library and information science, linguistics and audiology, engineering and the social sciences.

Emerald's strategy for achieving our long-term sustainable vision involves six key initiatives:

(1) Support scholarly research

(2) Make research accessible

(3) Use technology responsibly

(4) Sustain and protect our environment

(5) Support local and regional communities

(6) Observe high ethical standards in business and employee relationships.

"Sustainability is very important in our relationships. We are a people's business and we look to make sure that the relationships we have, both internally and externally, are sustainable. We work very closely with people to build a deep-rooted relationship based on trust and loyalty. We adopt a considered approach to building relationships with our customers and growing the business over time."

**Richard Bevan, CEO**

# 2. Business Performance

## 2.1 Annual growth

Emerald exceeded 250 employees worldwide in 2010, thus officially becoming a large company. The latest financial report shows an annual turnover of £32.755 million in 2010, in line with the company's growth target.

Emerald created 26 new positions in 2010, reaching a total of 297 employees and associates worldwide.

### 2.1.1 Usage

Over 23.8 million downloads were recorded in 2010, an increase of 9.4 per cent on the previous year.

### 2.1.2 Global expansion

Emerald continued its global expansion throughout 2010, opening a new office in Dubai Media City, and appointing representatives in territories in Africa, the Czech Republic, and Taiwan.

### 2.1.3 Portfolio growth

Emerald is continuing its active new launch and acquisition programme. Throughout 2010 Emerald added 13 new journal titles and seven acquired titles.

By the end of 2010, Emerald had published 140 Books and Book Series volumes. The portfolio of journals currently counts 230 titles.

## 2.2 Ecology of knowledge

Emerald accepted its first academic journal title dedicated to Africa, *African Journal of Economic and Management Studies*, which was added to the portfolio in 2010.

We believe that diversity, inclusivity and the creation of opportunity and facilitation of authorship in emerging economies create a strong and sustainable "ecology of knowledge". Our Publishing Development team were instrumental in the launch of the following region-specific titles:

- *African Journal of Economic and Management Studies*
- *Journal of Chinese Human Resource Management*
- *Islamic Accounting and Business Research*
- *Islamic Marketing*
- *Journal of Science and Technology Policy in China*
- *Nankai Business Review International*

# 3. Environment

## 3.1 Environmental policy

Working within the Publishing industry, Emerald recognizes environmental issues as being of concern to our clients, employees and the community as a whole. Emerald works in partnership with suppliers and regulatory authorities to address the environmental impacts of its activities, products and services and aims to run a sustainable business.

Emerald is committed to:

- Continual improvement of its environmental impacts
- Prevention of pollution
- Complying with legal and other requirements which relate to its environmental aspects
- Setting and reviewing realistic environmental objectives and targets
- Promoting awareness of global environmental matters via dissemination of relevant publications.

This policy is documented, implemented, maintained and communicated to all staff and interested parties and is available to the public.

## 3.2 ISO 14001:2004 certification

Emerald Group Publishing Limited (Howard House) has an Environmental Management System (EMS) in place, which has been ISO 14001: 2004-certified by an independent, accredited organization.

Emerald has been audited five times since its initial certification in 2008 and has passed its biennial surveillance audit, carried out by certification body ISOQAR, with no non-conformances. The last audit was conducted in November 2010.

## 3.3 Environmental impact

Emerald's main environmental impacts are: emissions to air (travel, overseas flights), waste, use of resources (paper), and energy consumption.

The Environmental Management System aims to recognize, monitor and improve on these within the parameters of the business. It is recognized that we need business travel and paper as part of the business. As such, we are not aiming to eliminate these, but reduce where possible.

## 3.4 Measures in place to address environmental issues

- Printing single-line spaced and in duplex wherever possible
- Recycling with Biffa: all paper, card, plastic, glass, and cans
- Audio-visual conferencing facilities: these will be upgraded from July 2011 to improve ease of use and reliability
- The new building under construction at the Dowley Gap site (adjacent to Howard House) will comply with all environmental aspects of UK building regulations. Following its completion, the Environmental Management Team will look to extend the existing EMS to include these premises
- All our suppliers and contractors have an Environmental Policy and Scope as a minimum. Most have an EMS and some are ISO 14001:2004-certified.
- We have a Cycle to Work scheme in place
- Our printers have both the Forest Stewardship Council (FSC) and the ISO 14001:2004 certifications
- We use Forest Stewardship Council/Programme for Endorsement of Forest Certification (FSC/PEFC) logos where applicable
- More of our marketing material is available online.

*Howard House has recycled 5.7 tonnes of paper, plastic and metal between February 2010 and September 2010. In the recycling of confidential waste alone, we have saved 18 trees between January and October.*

## 3.5 Green Hero Award

In June 2010, Emerald received a Green Hero Award presented by the Green Organization during a ceremony at the Tower of London. The Green Hero shield recognises the successful implementation of the company's environmental management system, which led to the company's ISO 14001:2004 certification.

## 3.6 Emtac Energy Report

A recent visit from energy management consultancy firm, Emtac Ltd, provided Emerald with some useful information on how to reduce our energy impact:

- Staff are to ensure that everything electrical is switched off at the end of a working day and when not in use – including lights, computers, desk lamps, and screens

- During the day, the ten-minute rule applies: switch off screen and desk lamp if going away from the desk for longer than ten minutes
- Emerald is currently operating at an energy usage level of 190kWh/m², which is situated between typical (226kWh/m²) and good (128kWh/m²) practice as far as energy use is concerned. However, reducing that figure to just 170kWh/m² would equate to a 36-tonne decrease in $CO_2$.

## 3.7 Future plans

- Calculating Emerald's carbon footprint (PAS 2050)
- Working towards combining the ISO 9001:2008 Quality Standard certification with the ISO 14001:2004 Environmental certification (ISO 18001)
- Implementing a Business Energy Management System
- Applying an EMS to all Emerald's global offices.

## 3.8 Publishing output

Emerald publishes books, book series and journals dedicated to environmental and sustainability issues

### 3.8.1 Journals

*Journal of Cultural Heritage Management and Sustainable Development*

*Smart and Sustainable Built Environment*

*International Journal of Climate Change Strategies and Management*

*Management of Environmental Quality*

*International Journal of Sustainability in Higher Education*

### 3.8.2 Books and book series volumes

Advances in Environmental Accounting & Management

Social and Sustainable Entrepreneurship

Experiments on Energy, Environment and Sustainability

Advances in Ecopolitics, Vol. 6: Sustainable Justice and the Community

Advances in Ecopolitics, Vol. 5: Global Ecological Politics

Community, Environment, and Disaster Risk Management, Vol. 5: Climate Change Adaptation and Disaster Risk Reduction

Community, Environment, and Disaster Risk Management, Vol. 4: Climate Change Adaptation and Disaster Risk Reduction: Issues and Challenges

Community, Environment, and Disaster Risk Management, Vol. 3: Integrated Lagoon Fisheries Management: Resource Dynamics and Adaptation

Community, Environment, and Disaster Risk Management, Vol. 2: Water Communities

### 3.8.3 Special Issues

*Management of Environmental Quality*, Vol. 21 No. 6: Renewable Energy

*Management of Environmental Quality*, Vol. 21 No. 2: Environment Research Event (ERE) 2009

*Management of Environmental Quality*, Vol. 21 No.1: Whole Life Urban Sustainability Conference

*Corporate Governance*, Vol. 10 No. 1: Rethinking Governance for Sustainability

*Baltic Journal of Management*, Vol. 5 No. 3: Insights into Sustainable Business Growth

*African Journal of Economic and Management Studies*, Vol. 1 No. 2: Sustainable Development in Africa

# 4. Corporate Social Responsibility (CSR)

By tying its CSR activities to its core competencies and its core business strategy, Emerald aims to optimize its social impact on all its stakeholders so as to generate a virtuous circle of education, knowledge and practice.

## 4.1 Supporting Emerald contributors, users and customers

The following activities and initiatives were undertaken to support the development of scholarly research and the creation of a global ecology of knowledge

### 4.1.1 Insider's Guide to Getting Published

Previously known as Author Workshops, these presentations have now been named Insider's Guide to Getting Published to enlarge their scope. Aimed at authors and researchers, they offer guidance on every aspect of the publishing process with an emphasis on ethics.

In 2010, over 130 Insider's Guide to Getting Published presentations were delivered freely in countries around the world.

### 4.1.2 Research Connections

Research Connections is a free online network aimed at facilitating the exchange of ideas between international PhD students and researchers around the world.

In total, 520 people joined Research Connections in 2010. The network currently counts over 3,000 members.

### 4.1.3 Reading ListAssist

Reading ListAssist is a new innovative service that is free for subscribers and provides peer-reviewed reading lists on specific subject areas. Assembled by subject experts, each list also includes an editorial written by those experts.

### 4.1.4 International Awards and Research Funds

Emerald's Award and Research Fund programme partners with key organizations around the world to promote and facilitate high-quality research with a positive impact on society.

#### Worldwide

- In partnership with the Globally Responsible Leadership Initiative (GRLI), Emerald presented the inaugural Social Impact Award in 2010 to honour Corporate Social Responsibility research worldwide
- Emerald/EFMD Outstanding Doctoral Research Awards
- Emerald Engineering Outstanding Doctoral Research Awards
- Emerald/CEEMAN Case Writing Competition

#### Africa

- Emerald/ALCS African Management Research Fund Award
- Emerald/ALCS African Engineering Research Fund Award
- AABS/Emerald Case Competition

#### China

- Emerald/IACMR Chinese Management Research Fund Award
- Emerald/Chinese LIS Research Fund Award

#### Europe

- Emerald/ASFOR Case Writing Competition
- Emerald/EMRBI Business Research Award for Emerging Researcher
- Emerald/BMDA Borderless Management Research Award

#### India

- Emerald Indian LIS Research Fund Award
- Emerald/IAM Indian Management Research Fund Award

#### Latin America

- Emerald/CLADEA Latin America Management Research Fund Award
- Emerald/CAPES Brazilian LIS Research Fund Award
- Emerald/CAPES Brazilian Management Research Fund Award

Details of the Award and Research Fund Programme is available online: **www.emeraldinsight.com/research/awards/index.htm**

### 4.1.5 Literati Network Awards

Every year, the Emerald's Literati Network Awards recognize the cream of the crop among editors, authors and reviewers to bring to light research with the most significant impact:

### Literati Network Awards

| | |
|---|---|
| Best Practical Implications Awards: | 4 |
| Citation of Excellence: | 123 |
| Highly Commended Awards: | 403 papers (representing 889 authors) |
| Leading Editor Awards: | 6 for journals and 4 for books |
| Outstanding Paper Awards: | 176 papers (representing 382 authors) |
| Outstanding Service Awards: | 10 for journals and 3 for books |
| Outstanding Reviewer Awards: | 158 reviews in 103 journals |
| Outstanding Author Contribution Awards: | 71 authors (41 chapters) |
| Special Issue Award: | 2 editors |
| Highly Commended Special Issue: | 5 editors (4 issues) |
| Partnership Awards: | 2 (one publishing partner and one licensing partner) |
| ASLIB – Emerald Award: | 1 |
| Best New Journal Award: | 1 journal and 3 runners-up |

## 4.2 Meaningful partnerships

### 4.2.1 GRLI

Emerald is a publishing partner of the Globally Responsible Leadership Initiative (GRLI) to promote GRLI's mission to "develop a next generation of responsible leaders."

Two journals were launched in 2010 as a result of this partnership: *Journal of Global Responsibility* and *Sustainability Accounting, Management and Policy Journal.*

### 4.2.2 INASP

Emerald's collaboration with the International Network for the Availability of Scientific Publication (INASP) facilitates access to research for developing countries that lack resources.

Emerald launched an Author Mentoring Programme with INASP to support African authorship.

### 4.2.3 COPE

Emerald has been a partner with the Committee on Publication Ethics (COPE) since January 2009 and issued a new set of guidelines on publication ethics for editors and authors in 2010.

### 4.2.4 IFLA

Emerald has signed a Special Partnership with IFLA (International Federation of Library Associations), which provides publishing opportunities for research produced by the various IFLA sections and for papers presented at the general IFLA Congress and satellite events. These papers then become open access nine months after their publication.

In October 2010, the first batch of articles published through this partnership was made available in open access.

## 4.3 Contributing to CSR knowledge

Several Emerald journals, books and book series are dedicated to issues of corporate social responsibility, sustainability, and business ethics.

### 4.3.1 Journals

- *Corporate Governance*
- *Journal of Global Responsibility*
- *Social Responsibility Journal*
- *Sustainability Accounting, Management and Policy Journal*
- *Journal of International Trade Law and Policy*
- *Society and Business Review*
- *Managerial Law*
- *International Journal of Law and Management*

### 4.3.2 Book Series

- Research in Ethical Issues in Organizations
- Research in Law and Economics
- Developments in Corporate Governance and Responsibility
- Critical Studies on Corporate Responsibility, Governance and Sustainability

#### 4.3.3 Special Issues published in 2010

- *Tourism Review*, Vol. 65 No. 4: Destination governance
- *Corporate Governance*, Vol. 10 No. 4: Corporate responsibility and governance
- *Corporate Governance*, Vol. 10 No.1: Rethinking governance for sustainability
- *Social Enterprise Journal*, Vol. 6 No. 2: Governance and social enterprise
- *European Business Review*, Vol. 22 No. 4: Business ethics – through time and across context
- *International Journal of Sociology and Social Policy*, Vol. 30 No. 11/12: CSR: moving beyond the business case
- *World Hospitality and Tourism Themes*, Vol. 2 No. 5: Spiritual and cultural tourism in India

### 4.4 Employees

#### 4.4.1 Investor in People

Emerald's Investor in People (IIP) accreditation was renewed following an Audit in October 2009. The company has been IIP-accredited since 2000 in recognition of the level of investment put forward by the company for the individual and professional development of its employees. The next audit is scheduled for 2012.

#### 4.4.2 Two-Tick Disability Symbol

- Emerald holds the Two-Tick Disability Symbol in recognition of its commitment for the recruitment, retention, training and career development of disabled employees.
- A dedicated Disability officer ensures that the Two-Tick Disability requirements are met and advises employees on disability issues.

#### 4.4.3 Learning and development

Emerald is committed to providing learning and development opportunities for all employees regardless of location, to help develop the knowledge, skills, experience and behaviours that are required for effective performance.

- 17 Emerald employees took part in the Emerald Academy in 2010, six of whom were located in overseas offices, completing cross-functional action learning projects. In total, 95 staff have now taken part in the Emerald Academy.
- All line-managers, at headquarters and overseas, received training to improve their understanding of management issues and to enhance their performance.

### 4.5 Charity, philanthropy and local communities

- Emerald employees raised more than £15,400 for Barnardo's, the elected charity in 2010.
- Emerald received the "Work Placement of the Year: Best Newcomer" Award at the national Council for Work Experience Awards 2010/2011
- Emerald also received the Quality Standard for Work Experience Provision.
- Emerald acts as administrative headquarters for Brain Tumour Research, a charity raising money to help research into brain tumours. Previously known as Andrea's Gift, it was set up in memory of an Emerald employee who died of a brain tumour in 2002. The charity exceeded £1 million raised in 2010.
- The Emerald Foundation was formerly established in 2009, playing a significant role in the support of local communities with donations to Opera North and towards the restoration of Leeds Grand Theatre.

# 5. Feedback and Contact

An important part of continuous improvement towards sustainability is the understanding of our stakeholders' needs and expectations.

You may return your feedback on this report or send your suggestions to Arnaud Pellé: **apelle@emeraldinsight.com**

For further information about Emerald's sustainability programme, contact

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