

**client**

Global media company

**location**

United Kingdom

**further information**

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**services provided**

- Sustainability strategy development

**the challenge**

A global media company with a highly decentralised business model required support to develop a sustainability strategy. A Global Head of Sustainability had been appointed to spearhead the project. The scale of the task was significant and encompassed the entire Group; including subsidiary brands in all 80 markets of operation. fti consultants were asked to engage with the business to develop a consistent, yet flexible approach to sustainability.

**project scope**

- The existing strategy was stress-tested against internal business drivers and wider market / industry trends
- Issue and opportunity areas were identified and prioritised using a materiality matrix
- Senior executives were engaged to probe views on sustainability, identify existing approaches across the business and gather perspectives on trends, risks and best practice
- A gap analysis of internal and external reporting and communication requirements were conducted
- Workshops were run with key staff to develop objectives, KPIs, targets and next steps

**outcomes**

- A positioning and strategy framework was developed and communicated internally
- High levels of buy-in from the business were achieved with momentum focused on a clear economic rationale built around shared value (what's good for society is good for business)
- Coherent and relevant environmental, social and economic objectives were developed
- A 3-year implementation plan was developed
- Reporting tools were developed to assist measurement and monitoring of performance