

# A Story of Shared Values



## Penguin Random House Social Impact Highlights Summary - 2016/2017



# A Global Home for Creativity

*Our social responsibility efforts are essential to who we are and what we do as Penguin Random House. From championing freedom of expression and creativity, to promoting diversity and inclusion, to reducing our carbon footprint, we have set forth a number of 2020 Commitments that we are working hard to achieve through in-house initiatives and programs and through our partnerships with local and global nonprofit organizations. You'll see some of these featured in our Highlights Summary. This good work, coupled with the brilliant books we publish every day, helps ensure our meaningful and positive social impact in the world.* **–Markus Dohle, Chief Executive Officer**

10,481

Titles published  
each year

266

Independent  
publishing imprints

10,000

Colleagues  
worldwide

18

Countries

650  
million

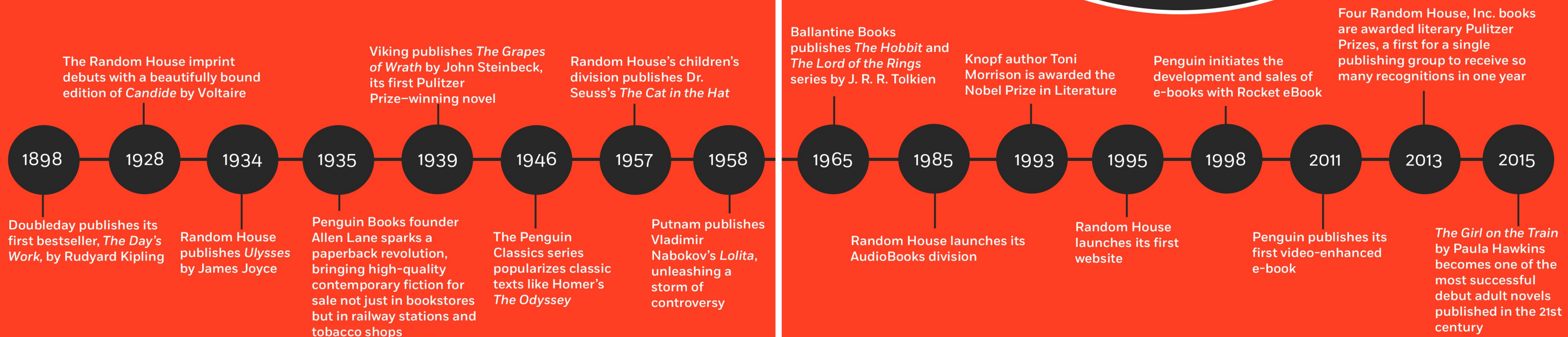
Books sold each year

6

Continents

# Unparalleled Legacy of Books

Dating back to the 1800s, the Penguin Random House publishing portfolio has always been incredibly rich in heritage and value. Inherently providing a service to society, we as book publishers want to do even more—and we can—by taking advantage of our scope and capability as Penguin Random House to drive positive social, environmental and cultural changes, locally and globally.



# **Our Story Begins with Our Mission**

To foster a **universal passion**  
for reading by partnering  
with **authors** to help create  
stories and communicate  
**ideas that inform, entertain**  
and **inspire**, and to **connect**  
**them with readers**  
everywhere.



# Going Beyond the Books We Publish

Given our scale and network of resources, we have the extraordinary opportunity to contribute and commit to projects and partnerships that have a meaningful and lasting impact beyond the books we publish. While our connection with readers spans the globe, our Social Responsibility initiatives are local and community-focused, just like our publishing is.

## Our Global Impact

**1.1  
million**

**In digital  
book  
donations**

**\$9.6  
million**

**Total  
charitable  
giving**

**\$6.92  
million**

**In book  
donations**

**75%**

**In-kind book  
donations for  
children**

**\$2.68  
million**

**In  
contributions &  
sponsorships**

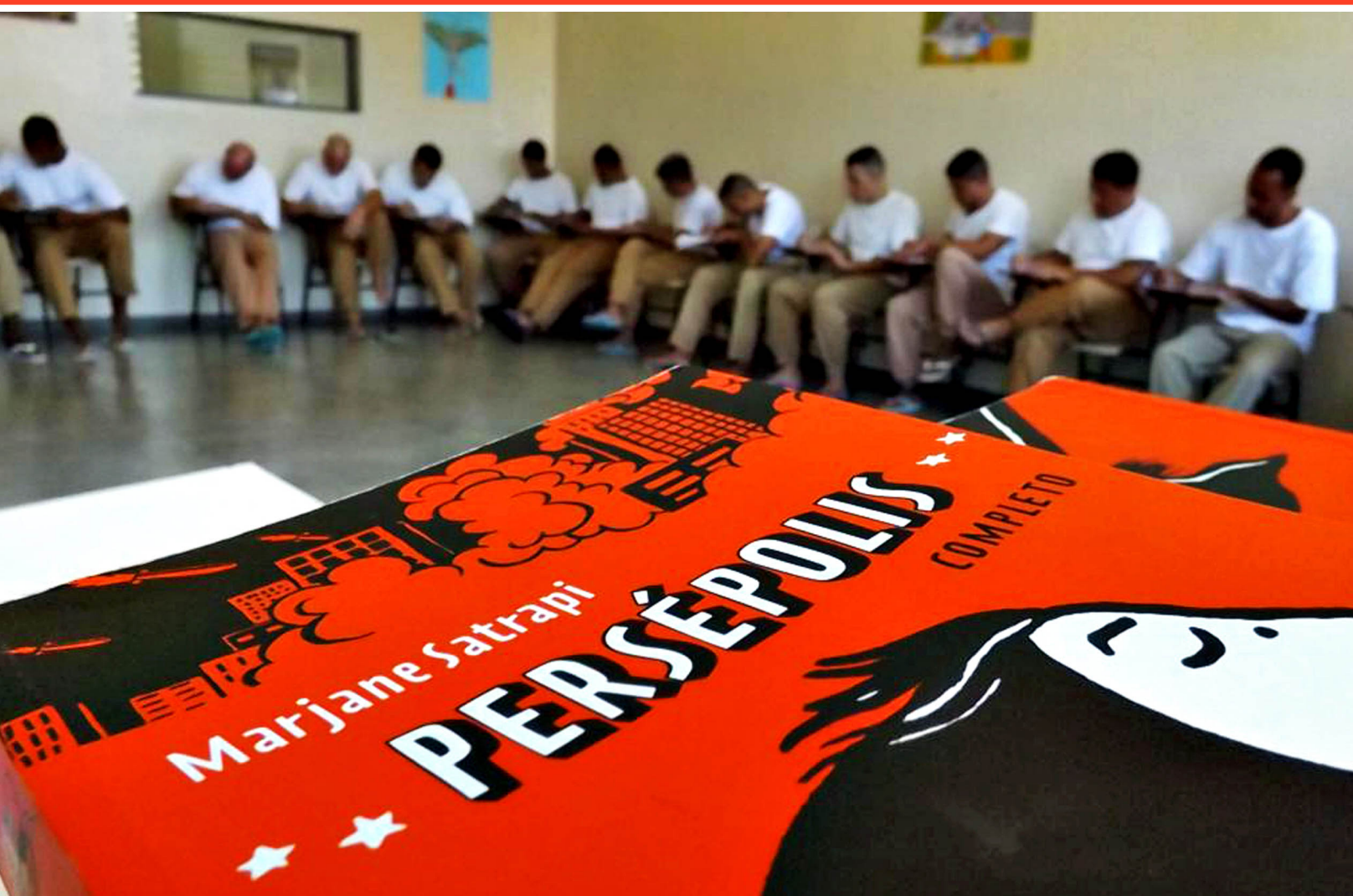
**1.7%**

**Our charitable  
efforts in  
relation to  
pre-tax profit**



# Freedom of Speech & Expression

The right to freedom of expression and the protection of writers against censorship and unjust persecution are indispensable to the development of society and culture. We are unwavering in our support of writers who seek out truth in their stories and stand with organizations that share in our commitment and devotion to free speech as a fundamental right.



In 2016, Penguin Random House took the lead in supporting the **American Booksellers for Free Expression** and **Banned Books Week**, in collaboration with PEN America and other organizations. The campaign rallied thousands of libraries, schools, bookstores and community centers across America and around the world to celebrate our freedom to read what we want—and to explore the histories and reasons behind literary censorship.

Penguin Random House Grupo Editorial helped establish the **Miguel Gil Prize**, named in honor of the late Spanish news correspondent who had covered numerous regional conflicts until his untimely death in a Sierra Leone guerrilla attack. The literary prize is awarded to journalists for their unyielding commitment to uncover the truth.



In partnership with the Prisoner Support Foundation (FUNAP), **Companhia das Letras Group** created the “**Reading for Sentence Reduction**” project at twelve state prisons throughout São Paulo. The project donates books and provides monthly mediator training and a forum on literature and the classics. The project received the Production Chain prize at the Pro Book Institute’s first Portraits of Reading Awards in 2016.



## Partner Spotlight

# PEN



Penguin Random House is a contributor to one of the world's most effective advocacy groups, **PEN International**, its U.S. chapter, **PEN America**, and **English PEN**, the founding center of PEN International. We are proud to join with PEN and to help support its mission to defend freedom of expression, elevate marginalized voices and foster dialogue across boundaries.

As a global community of writers, editors, designers and free thinkers, we are passionate about upholding and protecting our First Amendment rights, and we celebrate through our partnership with PEN the courage of individuals who constructively challenge censorship and taboo no matter the odds.



In a 2016 letter to all U.S. employees, **Penguin Random House CEO Markus Dohle** encouraged his staff to “stand together to both celebrate and protect the freedoms that make our work and success possible” and announced that the company would pay half of the PEN annual membership fee. Upon its significant increase in participation, the membership drive continues each year to welcome new constituents.

**The PEN International Publishers Circle** is a group comprising publishers who support the promotion of free expression, literature and intellectual collaboration among publishers, writers and translators worldwide. Its members believe that literature and freedom of expression are at the heart of a strong, vibrant society.

**pen**  
INTERNATIONAL  
PUBLISHERS CIRCLE

*“Writers, editors and others linked to publishing have come forward out of a sense that the rights and freedoms that underpin their work may be in peril. We are delighted and inspired that Penguin Random House has offered them such a powerful way to become directly involved in defense of these liberties.”*

**–Suzanne Nossel, Executive Director of PEN America**





# Inclusion

Authors and books have never been more important in our championing of diverse voices in our culture, as well as an inspiration in our workplace. We are committed to strengthening and promoting equality, diversity and social inclusion throughout our company and among our shareholders, and by partnering with organizations that share our commitment.



**The U.S. Penguin Random House Diversity and Inclusion Council**, made up of committed colleagues representing each of our divisions, is dedicated to facilitating a company culture that fosters inclusion and equity, supporting a full spectrum of viewpoints. The Council proactively makes recommendations—divisionally and corporately—to enrich the Penguin Random House culture by amplifying underrepresented voices and providing welcoming and open spaces that empower our employees to publish books that truly reflect the diversity of our world. Along with the Council's work, divisional diversity committees are empowered and have extremely active task forces—comprising nearly 200 employees across the company.

Work experience remains a key route into publishing as a career for many young people. **Penguin Random House UK** has made a number of changes to ensure that their 450 annual work experience placements are open to everyone. This includes becoming the first UK publisher to offer fully paid placements, removing all personal referrals, and introducing random selection. These changes have ensured an applicant pool that is more reflective of the UK society. For example, 39 percent of applicants from London are BAME (Black, Asian, Minority, Ethnic), compared with the London population, which is 40 percent BAME.

**Penguin Random House UK** launched **WriteNow** in 2016, aiming to find, mentor and publish 150 writers from communities underrepresented in publishing. This includes writers from BAME (Black, Asian, Minority Ethnic) or LGBTQ (Lesbian, Gay, Bisexual, Transgender, Queer) communities and writers who have a disability or emerge from a socio-economically marginalized background. Now in its second year, WriteNow has welcomed 300 writers to 6 regional events, and has 12 writers in its mentoring program.





## Inclusion

# Embracing Diversity

Penguin Random House embraces the diversity of our authors and employees and, through various initiatives in and out of the office, we strive to create an environment of belonging and respect for all.



In unity with our own **U.S. Penguin Random House LGBTQ Network**, we continue to support **Lambda Literary**, the nation's leading organization advancing lesbian, gay, bisexual, transgender and queer (LGBTQ) literature. In 2017 Penguin Random House authors received four Lambda Literary awards, including the Visionary Award, a lifetime achievement honor presented to Jacqueline Woodson.

**Penguin Random House UK** launched **Penguin Pride**, a campaign to celebrate LGBTQ authors past, present and future to coincide each summer with UK Pride events. During the month of June, LGBTQ writers and writing are showcased to introduce readers to fresh voices they may not have heard before, and perhaps, as well, to inspire a new generation of brilliant LGBTQ writers.



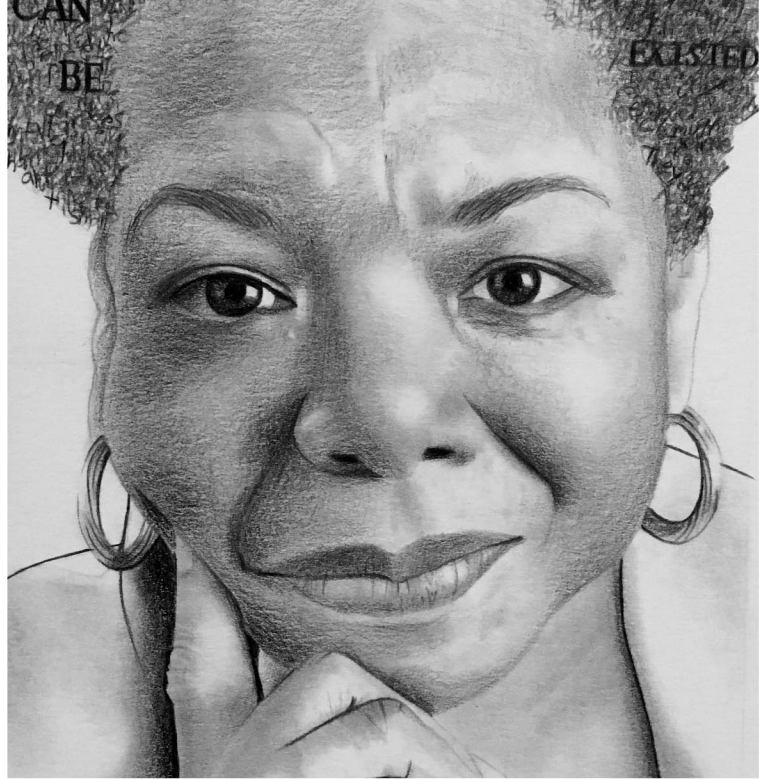
**The Penguin Random House Summer Writers' Retreat**, held each summer at the U.S. headquarters in New York City, includes young high school writers of ethnically diverse backgrounds for two weeks of creative-writing study. Tackling a broad range of topics from friendship, to infidelity, to gender identity, to critical conflicts, students from across New York City's five boroughs spend time learning and writing each day with talented editors, designers, published authors and employee volunteers.



# Literacy & Education

The power of reading and writing knows no bounds. The ability to read and write is key to unlocking a new perspective and a greater awareness of not only the world outside but also the one within. It is the starting point in both transcending and uniting generations and cultures, building empathy and expanding the imagination.

We strive to recognize educators across our territories who nurture the next generation of readers and writers.



*“Maya Angelou saw the good in others and used poetry to communicate a message of hope, especially in times of struggle. We look to her words, her poetry, to support our collection. Her words have guided us and inspired us.”*

**–Gillian Schneider, recipient of the inaugural Maya Angelou Teacher Award for Poetry in the U.S.**



Drawing upon the skills and expertise of the Australian book industry to address literacy levels in remote Indigenous communities, **Penguin Random House Australia’s** key charity partner is the **Indigenous Literacy Foundation**, with AU\$100,000 donated to the organization, raised by employee-organized events, employees and the wider community in the last year. Authors, booksellers and employees come together throughout the year to help spread the word about improving Indigenous literacy levels and distributing books for children living in remote and isolated areas of Australia.



**The Teacher Awards for Literacy** honor with a financial grant the most dynamic and resourceful educators who inspire their students with a passion to read. To highlight public libraries and librarians, the Penguin Random House U.S. **Library Awards for Innovation** acknowledge extraordinary public library programs/services that engage citizens in reading and strengthen the social and cultural fabric of their community.



**Ministry of Stories**, a creative writing charity that works with disadvantaged young people age 8–18, continues to be a **Penguin Random House UK** flagship partner, now with an expanding partnership at the **Penguin Random House Ireland** office. In 2017 the partnership led to the creation of 17 unique picture books—written by children, brought to life by volunteer illustrators and published by Penguin Random House.



Partner Spotlight

# First Book

Penguin  
Random  
House

#GiveaBook

This Holiday Season

Find out how you can contribute to your local community with a click of your mouse through Penguin Random House and First Book, a social enterprise dedicated to children's literacy.



visit [www.penguinrandomhouse.com/giveabook](http://www.penguinrandomhouse.com/giveabook)



First Book worked with Random House Children's Books to celebrate the 75th anniversary of Little Golden Books. Together they distributed thirty Little Golden Books to every U.S. kindergarten classroom in all fifty states this past spring.



Uniting First Book with **Penguin Young Readers** and award-winning children's author Andrea Davis Pinkney and the **Ezra Jack Keats Foundation**, the **Red Mitten Campaign** brought warmth and a wonderful children's story to thousands of kids in low-income communities last winter. The campaign marked the release of Pinkney's children's book *A Poem for Peter*, based on the life of renowned children's author Ezra Jack Keats, which addresses topics such as poverty and discrimination. The campaign raised 5,000 book donations and 5,000 red mittens in celebration of the book's red-suited character, Peter.

As a proud long-term partner of **First Book**, a nonprofit organization that connects literature and learning materials to children in need, Penguin Random House is instrumental in supplying many of the books and educational resources to educators who are essential to the lives of those children. In 2016, we gave more than 2.5 million books for distribution throughout the United States and Canada. Our collaborative efforts serve programs and schools in a wide range of settings where at least 70 percent of the children are from low-income or military families.

The incredibly successful 2016 **#GiveaBook** year-end holiday campaign matched financial contributions to First Book with our in-kind book donations. We surpassed our goal of 50,000 book donations within the campaign's first day. In response, we doubled our contribution to 100,000 books for kids in need across the country.

*"It is vital that children have access to books in order to succeed: in their homes, in their schools and after-school programs. Thanks to the generosity of our friends at Penguin Random House, we have an opportunity to boost our reach to the 32 million children—44 percent of our nation's young people—who are growing up in low-income families where books, the most essential tool for learning, are scarce. We're grateful that they are joining us in our shared mission to invest in the future."* —Kyle Zimmer, President, CEO and cofounder of First Book





## Literacy & Education

# Access to Books

At the forefront of our objectives in social responsibility are programs offering books to people in communities where few are available. Each year we contribute millions of our books, which serve as an invaluable resource to schools and programs worldwide.

# 3.5 million books

donated in 2016 for those who need them most.



Working closely with **Feed the Children's** U.S. program to distribute essentials to families in need, Penguin Random House donates books to the program's extensive network of family relief centers, homeless shelters and various other community organizations in the United States.



National  
Diaper Bank  
Network

In partnership with the **Clinton Foundation** initiative **Too Small to Fail**, Penguin Young Readers donated 100,000 books to the National Diaper Bank Network, which focuses on diaper needs for American children and families. The books were distributed to 33,000 households—three books per family—in 20 diaper-bank communities across America.

Donating a retail value of \$1.6 million worth of books, our **DK Publishing** company proudly partnered with **NBC's Today Toy Drive**, which raised more than \$17 million worth of in-kind gift donations over the holidays. The gifts were distributed to 3 million children through more than 180 organizations across America and to U.S. military bases abroad.



In partnership with **JetBlue**, **Random House Children's Books** launched its seventh annual **Soar with Reading** program where approximately 100,000 books are distributed across a chosen city each summer through custom vending machines filled with children's books. The newest enhancements to the program are the addition of bilingual (Spanish/English) books. Given research supporting higher reading scores among students who see their parents reading, there is the inclusion of a selection of titles appealing to parents.





Partner Spotlight

# Save the Children

As lead publishing partner with **Save the Children**, Penguin Random House has made an impact promoting literacy and education worldwide. In 2016, we not only donated more than 200,000 books to children in some of the most remote communities around the globe, but we also provided our transportation and logistical services, remaining actively involved in the delivery process. These books supported Save the Children's Literacy Boost program, which is designed to motivate children to read in and outside of school. The program now reaches more than 1,900 schools in nations ranging from Mali to Ethiopia to Bangladesh.

We have also dedicated tens of thousands of books for families enrolled in **Save the Children's Early Steps to School Success** program. This U.S. initiative provides parents and caregivers in high-poverty rural communities with insight to help develop their children's essential pre-literacy skills.



ONE CLICK  
EQUALS  
ONE BOOK  
FOR A CHILD  
IN NEED

Brightly  
Save the Children.

Helping parents raise lifelong readers and book lovers is what **Brightly** ([www.readbrightly.com](http://www.readbrightly.com)), Penguin Random House's online family resource, is all about. This is accomplished by unlocking books through social engagement. Brightly partnered with Save the Children to donate books to families in need. During a one-month social campaign, Brightly unlocked more than 10,000 books for U.S. children living in poverty during the 2015/2016 back-to-school season.



**Penguin Random House India** partnered with Save the Children and the **Promoting Early Childhood Education through Balwadis** initiative, providing vital early childhood care and education for all-around development, and to build a habit of children attending school by reaching out to thirty children (ages three to five) and their parents. Penguin Random House India sponsors the education aids, meals and infrastructure requirements to run the education center. In addition, the company helped create a comprehensive library by donating specific early-learning books.

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*"Thanks to you, we've been able to give children growing up in poverty in Nepal, Sri Lanka, Zambia, Malawi and rural America more opportunities to develop strong literacy skills and discover the joy of reading that only comes with access to books that stretch imaginations, inspire new ways of thinking and transport young readers to faraway places."*

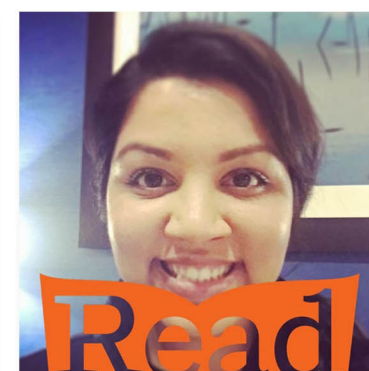
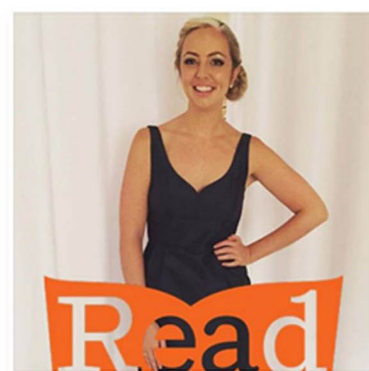
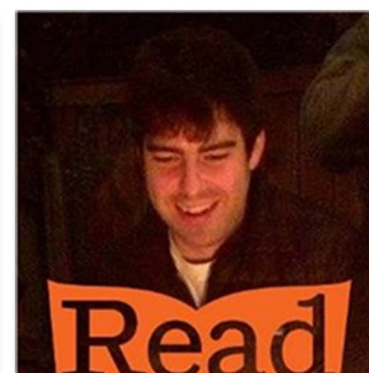
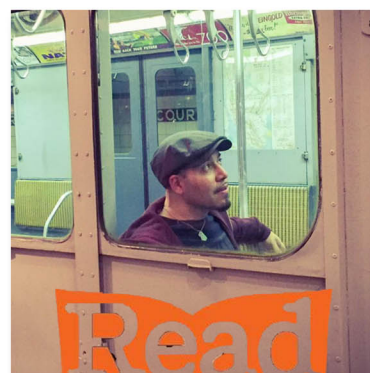
—Carolyn Miles, President and CEO of Save the Children





# People & Community

People are at the heart of what we do at Penguin Random House. From our employees to our booksellers and ultimately our readers, we believe in the power of reading—and how just one story can change a perspective for a lifetime, enriching ourselves and our global community in ways we never could have imagined.



Coinciding with its 30th Anniversary celebrations, **Penguin Random House India** organized **Penguin Fever 2017**, a special edition of Delhi's favorite literary and cultural festival, supporting a local community of authors and readers. With an open-air library of Penguin Random House books during the daytime, its space was transformed into a hub of literary bustle in the evenings, featuring authors, panel discussions, and performances. In addition, Penguin Random House India took the iconic festival outside of New Delhi for the first time, presenting literary activities at the local Heritage Club in Shillong.



Penguin Random House in the United States, Canada and Mexico joined together in April 2017 for the inaugural **#ProjectReadathon Million Minutes** campaign. From April 17 through April 23, the week leading up to World Book Day, the one-week giving-and-reading campaign offered readers the opportunity to aid children in local communities throughout North America—*simply by reading*.

Every year, our **Westminster Distribution Center** colleagues in Maryland give back to the community by planning and managing the **Penguin Random House Book Fair**. Dedicated to raising money for local students, last year's event attracted 4,000 book lovers from across the state. In the nearly two decades since it began, the Book Fair has raised more than \$450,000 for scholarships.



Through the **Book Industry Charitable Foundation**, we are committed to supporting booksellers across the United States, Puerto Rico and the U.S. Virgin Islands in their time of greatest need. The Foundation typically helps brick-and-mortar bookstore employees who have a personal financial need arising from severe hardship and/or emergency circumstances. A special **Penguin Random House Scholarship** will also strengthen the bookselling community with an additional yearly scholarship for an eligible independent bookseller.







Partner Spotlight

Worldreader

As **Worldreader's** largest global publishing partner, our company is proud to help advance literacy in the developing world. In 2016 we donated hundreds of licenses for Worldreader's e-reader programs in sub-Saharan Africa, linking literature of all reading levels and age groups to schools and libraries throughout the region. We also launched our exciting Author Ambassador program, which connects renowned writers to Worldreader-affiliated schools.



Through our Author Ambassador program, **Random House Children's Books' Schwartz & Wade** imprint author Tad Hills visited schools in Ghana and Kenya, giving the students a new perspective on the elements of storytelling.

*"I've seen firsthand how a book or story can introduce children to a world they've never seen, a concept that has never occurred to them or a life they haven't lived. I've seen books bring people together, and as I have visited classrooms in the United States and throughout the world, most recently in Ghana and Kenya with Worldreader, I'm always amazed at how stories can connect people."*

**—Tad Hills, children's book author and illustrator whose works are published by Schwartz & Wade**





## People & Community

# Our Drive to Help

At Penguin Random House, community involvement is not a side story. We volunteer to support and fundraise for organizations around the world that are aligned with our mission to foster a universal passion for reading.



In 2016, 359 of our colleagues in the New York metro area volunteered for the **Penguin Random House Dinner on the House** event. They put together and prepared the delivery of 1,600 holiday dinner bundles for families in need, through **City Harvest**.



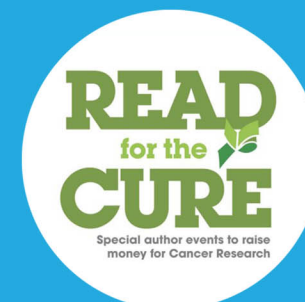
The **Penguin Random House Global Walk** is a company-wide cross-territory fundraising walk that supports organizations that align with our values and are part of our community. Over 700 UK and U.S. employees come together each summer in their respective countries to walk thousands of cumulative miles, as they take pride in raising more than \$100,000 for nonprofit organizations such as Mind, Girls Write Now, the Reset Foundation, Camba, Ministry of Stories and the Good Dog Foundation.



Our colleagues become one-on-one mentors for elementary school students through **Read Ahead's Lunchtime Reading Program**. Each or every other week they share lunch, conversation, and a good book.

At Penguin Random House we provide aid when and where it is needed most. Our company matches the funds raised by our employees in support of relief efforts for natural disasters, humanitarian crisis and devastating events in local communities and abroad.

Our employee-inspired fundraising and matching efforts have raised over **\$500,000** in donations since 2016.



**Penguin Random House of Canada** plays a significant role supporting cancer research emanating out of Canada in its unique partnership with **Read for the Cure**. While providing an opportunity to harness the energy of enthusiastic book clubs and readers to generate funds for cancer research, \$1.15 million has been raised since 2006.



In response to the deadly Gatlinburg, Tennessee, wildfires that tore through the Great Smoky Mountains and destroyed homes and towns in the state's eastern region, **Penguin Random House** and **Penguin Books for Young Readers** donated more than 175,000 book titles to the **Dollywood Foundation**.

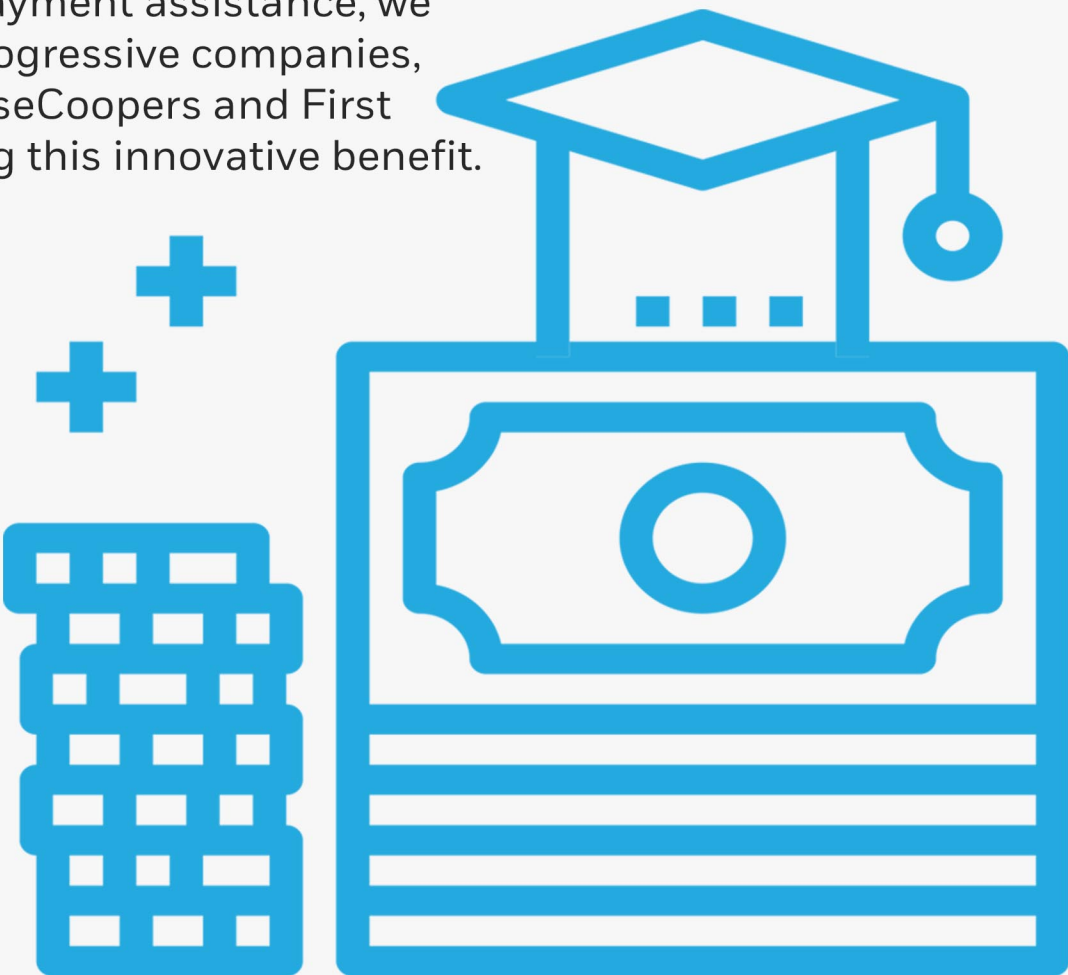


*Program Spotlight*

# Paying It Down

At Penguin Random House we recognize the burden student loan debt places on a large portion of the population and offer a meaningful benefit that truly addresses our employees’ needs. Helping to relieve the burden of student loans inspired our **Student Loan Repayment Assistance Program**, which offers financial support for employees to pay down their student debt.

As the first book publishing company in the U.S. to offer student loan repayment assistance, we join the ranks of other progressive companies, including PricewaterhouseCoopers and First Republic Bank, in offering this innovative benefit.



**Contributions to student loan accounts are as much as \$100 a month for up to 7.5 years, totaling \$9,000.**



# Creativity & Culture

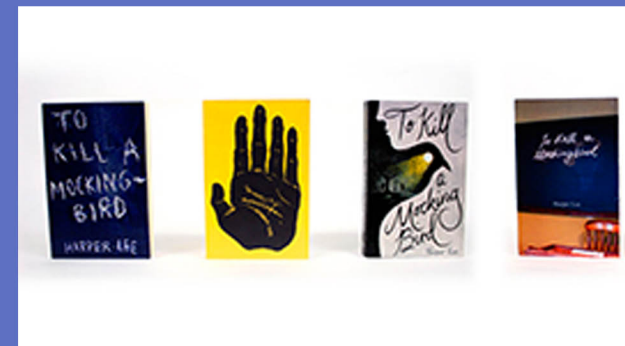
Creativity often equals choices. As a company, we foster the development of a wide range of viewpoints in the writers we publish and the stories they share around the world. We broaden the creative spectrum through our partnerships and programs that discover new authors and connect books to new places.

Engaging people with the art of storytelling is central to our Social Responsibility goals. We champion editorial independence and advocate for the freedom of expression in the children we mentor, the authors we honor and the illustrators we inspire.



As proud sponsors of the **National Book Foundation**, the presenter of the National Book Awards, we support its mission to celebrate the best of American literature and to honor the most esteemed writers and rising literary stars today. The NBF also undertakes numerous year-round initiatives to encourage reading and writing across a broad range of U.S. citizenry.

As the leading publisher supporter for NBF's **Book Rich Environment Initiative**, one of NBF's major programs, Penguin Random House provided 200,000 books for families living in Housing Urban Development (HUD) assisted housing and more than thirty Public Housing Authority and local library partners across the United States.



The **Penguin Random House Student Design Award** is now in its twelfth year. It aims to find the next generation of book cover designers by giving students the opportunity to experience real cover design briefs first hand. Since its inception, the Student Design Award has had almost 12,000 entries, provided 78 weeks of work placements for competition winners and worked with 130 UK colleges and universities.

Through a longtime partnership with **Read Ahead**, Penguin Random House coordinated and sponsored the creation of a special collection of poetry this year recognizing sixty students who joined together and wrote hundreds of poems during National Poetry Month. For most of the students, it was their first published work.





Creativity & Culture

# Creativity & the Arts

At Penguin Random House, we are passionate about fostering the freedom to create for our authors and aspiring writers. We are committed to the development of new literary talent and of stories that celebrate diversity, push boundaries and speak from the heart.

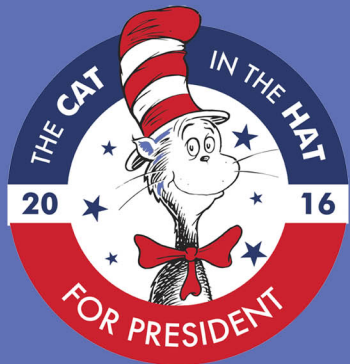


More than \$2.6 million in scholarships awarded & 500 “Write Now” classroom workshops conducted since 1994.

**The Penguin Random House Creative Writing Awards** honors promising young writers in New York City public high schools who are daringly original and unafraid to take risks in their original writing. The program was founded in 1993 as a way to stress the importance of self-expression and creativity with young writers, while giving back to English and writing classrooms in the New York City public schools. Beyond the significant cash scholarship award, these diverse young writers are transformed through their own creative abilities and newly found self-confidence while connecting with the world around them. Our dedicated Penguin Random House publishing colleagues continue to be instrumental to the success of the program, from volunteering their time as judges to providing one-on-one writing tips and reading stories, poems, plays and memoirs in the annual awards show production each year.



**Penguin Random House Australia** has partnered with the **Sydney Story Factory** (inspired by 826 Valencia in San Francisco) since it opened its doors in 2011. SSF programs prioritize marginalized young people and are designed by literacy experts to improve kids' written and oral communication skills, nurture their creativity and confidence and deepen their engagement with learning. Employees have volunteered with the SSF since its inception, and have helped the organization create and publish collections of students' writing, as well as its first anthology: *I Met a Martian and Other Stories*, featuring outstanding Australian writers and some of the SSF's first-ever students.



The beloved children's book character tossed his hat into the ring for the 2016 presidential election, and kids had a chance to vote. **Dr. Seuss Enterprises** and **Random House Children's Books** engaged kids in the election process, with children eligible to vote for an important cause and related charity instead of public-office candidates. In 2016, the winner was education, and the charity First Book, which received \$10,000.



# Environment & Sourcing

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We are constantly inspired to do more with less. We are dedicated to the practices of responsible book publishing, and our policy on environmental sourcing highlights our values and actions on conservation and sustainability.

We are proactive in minimizing the energy consumption in our offices and facilities by adopting cleaner energy sources, and it shows.



We reduced our carbon emissions by **10%** since 2014, and we aim to reach **20%** by 2025.

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We are  
constantly  
driven to do  
more with less.



All our materials are responsibly sourced from certified paper mills. Ninety-five percent of the paper we purchased derives from one of the major international paper certification systems.

By purchasing wind power Renewable Energy Credits, our distribution center in Westminster, Maryland, is able to simultaneously support clean energy and offset a portion of its electricity.





## Environment & Sourcing

# Conservation & Sustainability

Along with reduction of resources, we are engaged in efforts to help protect the planet and its future. We contribute to causes that preserve wildlife and improve the air we breathe, and we express unwavering support on global and pressing issues such as the Paris Agreement.



Inspired by a shared sense of caring and gratitude for their local community, **Penguin Random House Canada** came together as a team for the inaugural **Penguin Random House Canada Family Shoreline Cleanup** the day before the Canadian Thanksgiving weekend. Participants in three different locations along the shoreline collected more than 300 pounds of debris, resulting in a cleaner and healthier environment.

**WE ARE  
STILL IN**

By signing the **We Are Still In** initiative, Penguin Random House joined forces this year with hundreds of industry and government leaders in an open letter to the international community declaring our steadfast commitment to actions that can reduce our carbon footprint.



Our U.S. headquarters was the first existing building in New York City to receive certification from **LEED, Leadership in Energy and Environmental Design**, back in 2008. And we have since continued to maintain this high environmental rating. Our green practices include offsite wind power as part of the building's energy system, a far-reaching recycling program, and the use of all-green sanitation and cleaning products.

**DK Publishing** and **Penguin Random House UK** have been active with **The World Wildlife Fund (WWF) Global Forest & Trade Network (GFTN)** since 2014, working collaboratively to ensure the paper we use to produce our books is sourced responsibly. The companies have now set a goal to source 100% of their paper from FSC certified sources by 2020.



In 2016, through the **Adopt-a-Penguin** initiative, we contributed to the **Southern African Foundation for the Conservation of Coastal Birds** by sponsoring the adoption of an abandoned baby penguin—and naming him Oscar Wilde. African penguins and other threatened seabirds face abandonment and starvation unless conservation organizations such as SANCCOB intervene.





# Our Vision for 2020



Promote **literacy** by giving more than **15 MILLION** of our books to schools and educational programs serving children in need around the world.



Give **3 MILLION Penguin Random House eBooks** to impoverished schools and libraries in sub-Saharan African countries.



Support the next generation of writers and readers by donating more than **\$2 MILLION** for students, teachers and libraries.



Donate more than **\$1.5 MILLION** to the charities that are important to our employees.



Make **250,000 working hours** available for employees to participate in company-organized initiatives, or to volunteer with organizations that they personally support.



Source **100% of the paper** we use worldwide from a certified major chain of custody standard.



Champion **freedom of expression** by publishing a **diversity of voices, opinions, ideas and narratives** that will connect and transform us.



Reduced our carbon emissions by 10% in advance of our 2020 goal and commit to a **20% reduction by 2025**.

*We are currently working on more commitments for 2025.*