

FT GROUP 2024 SUSTAINABILITY AND ENGAGEMENT UPDATE



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A note from the FT Group CEO

The FT Group is committed to building a fair and equitable organisation where our people can thrive. We believe that diverse talent fuels innovation, strengthens collaboration and drives excellence, ultimately building a more successful and resilient business. These aims are aligned with our core company values of ambition, integrity, trust, curiosity, subscriber focus and inclusion.

This report covers the investments and efforts we made in 2024 to have a positive impact on our people, the planet and in the places where we operate. I mention a few notable highlights here, but plenty more can be found throughout the report:

- We held the first-ever FT Global ERG Summit, bringing together 35 global co-leads and committee members, at our London headquarters.
- More than 2,400 individuals, many from underrepresented communities, participated in our early career programmes.
- 5,500 schools signed up for FT Schools, with 62,000 active readers generating nearly 10 million page views.

- FT People delivered 600 hours of personal coaching and 176 learning programmes.
- We reduced our Scope 1 and 2 emissions ahead of schedule by switching our UK electricity provider to significantly lower emissions from purchased energy.
- Our newspaper team has driven efficiencies across our supply chain, working with global partners to reduce emissions from printing and paper usage.

We're committed to maintaining this momentum and to driving lasting change. Together, we'll make the FT best in class when it comes to our culture, workplace and communities.

John Ridding,
FT Group CEO

Sustainability

Our environmental impact spans across two key areas: the reach and influence of our journalism, and the direct measures and targets we implement within our own business operations.

The FT Group provides trusted, data-driven climate news and information to individuals and decision-makers who run companies, organisations and governments worldwide. Our climate journalism reaches millions every day, whether it's through FT.com, specialised products like Moral Money, Climate Capital and Sustainable Views, or FT Live events. Last year, we welcomed 4,900 attendees to FT Live conferences focussed on climate and sustainability.

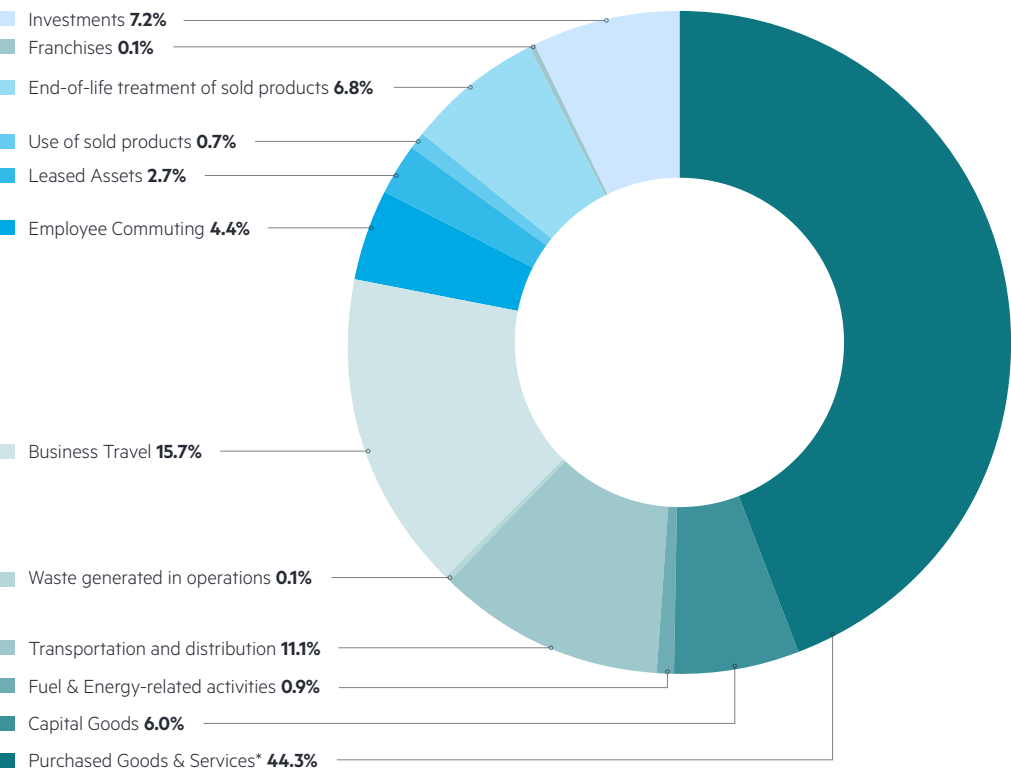
As a business, we are also actively working to reduce our Group-wide emissions, using our 2019 footprint as a baseline. We have invested in resources and tools to help lower emissions across our operations and ensure that our business strategy aligns with our public commitment to be Net-Zero by 2050, a goal validated by the Science Based Targets Initiative.

We met our 2030 target of reducing Scope 1 and 2 emissions by 46.2 per cent ahead of schedule. By switching our UK electricity provider, we significantly lowered emissions from purchased energy.

However, there is more to be done. Our 2023 emissions (the most recent year for which we have verifiable data) remained virtually flat compared to 2022, but with business travel nearly doubling year on year. To improve oversight, we have introduced enhanced carbon reporting for travel approvers and set annual carbon travel budgets for 2025, ensuring they align with our financial targets. FT leaders are now accountable for the travel emissions generated by their business areas, each with a corresponding reduction target.

In 2025, we are partnering with Watershed, a leading enterprise sustainability platform, to improve data collection, analysis and reporting across our global operations. Improving our understanding of the impact we have as a business and taking appropriate actions in shorter timescales is essential to achieving our long-term strategy.

FT Group 2023 Scope 3 emissions, verified by the Carbon Trust



Suppliers

We implemented a new procurement system in 2024 which also includes a new due diligence process focussed on the environmental sustainability of our suppliers. This approach enables us to assess the commitments, targets and policies of potential partners before engaging with them.

Our Supplier Code of Conduct sets clear expectations: suppliers must operate environmentally sustainable business practices, minimise their environmental impact, and promote green practices throughout their supply chains. We recognise that suppliers are at different stages of their sustainability journey, so we are committed to supporting and encouraging all FT suppliers to measure their greenhouse gas emissions and establish reduction targets.

Print operations

The FT embeds sustainability across its print operations, from the sourcing of raw materials to newspaper production. As the FT does not own or operate its production or printing centres, our choice of partners is a critical factor in ensuring responsible practices.

We prioritise working with paper suppliers that demonstrate the lowest emissions per tonne in their paper production, and whose facilities uphold environmental protection and resource conservation practices.

Holmen and UPM, two of our main global suppliers, hold the PEFC and FSC certifications, which verify that a particular forest is supporting responsible forestry. One of our newspaper printers in the US, Evergreen Printing, has initiatives focussed on responsible material handling, minimising waste, and conserving energy. Our magazine printing partner for the CEMEA market, Roularta Printing, has achieved ISO 50001 certification for implementing energy-saving measures.

Finally, we continue to explore innovative environmental initiatives. In the UK, our home-delivered copies are packaged in compostable film made from potato starch, suitable for both home and industrial composting.



Solar panels on the roof of our CEMEA magazine printing partner, Roularta Printing, in Belgium

Commercial sustainability

Our commercial team is dedicated to reducing the environmental impact of digital advertising through responsible media practices. We prioritise direct insertion orders over complex programmatic supply chains, ensuring a more streamlined and energy-efficient approach to media buying.

To further minimise energy consumption, the FT follows sustainability guidelines set by IAB and Ad Net Zero wherever possible. Our initiatives include:

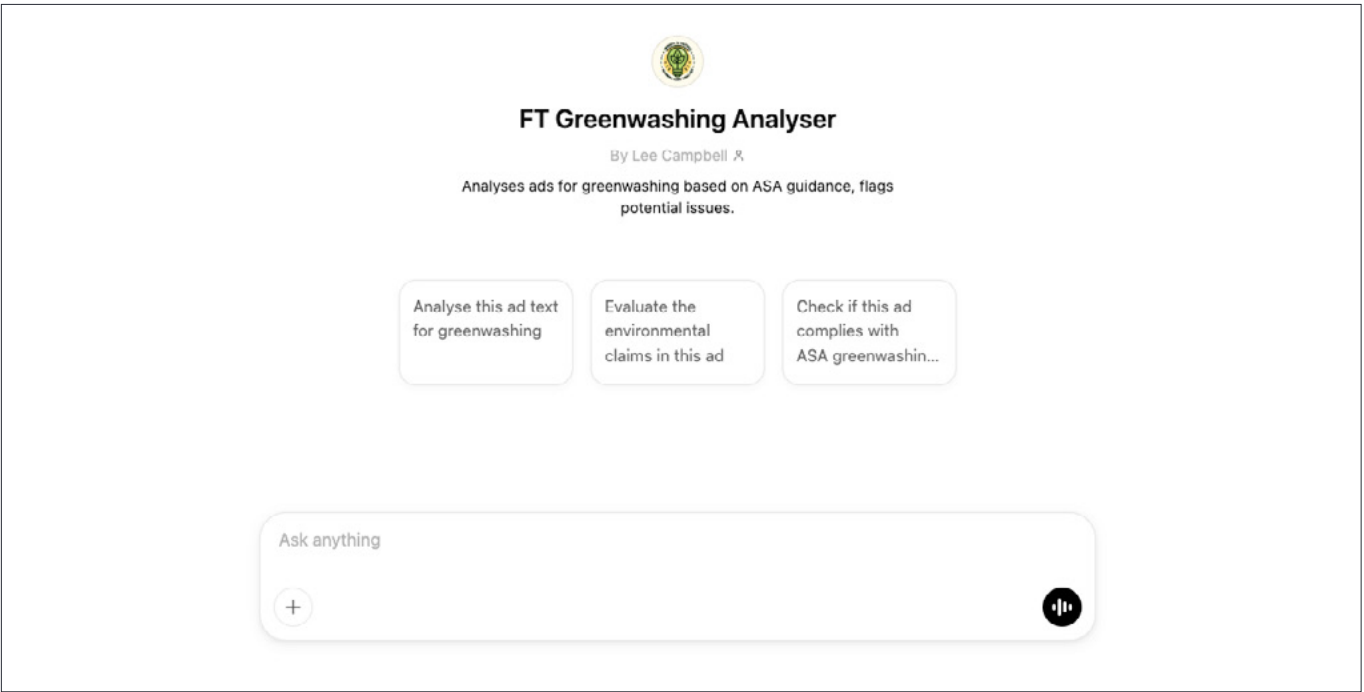
- Simplifying our tech stack to eliminate redundant platforms and services
- Avoiding programmatic reselling and integrating with a single SSP to reduce unnecessary data transfer
- Accepting adaptive streaming tags for creatives, supporting specialised technology solutions to cut data usage and eliminate wastage

As an Ad Net Zero partner, the FT works alongside brands, agencies, and media owners to promote sustainability in

advertising. We actively contribute to best practice sharing, the development of carbon measurement tools, and initiatives aimed at reducing industry emissions.

With the increasing scrutiny on greenwashing in recent years, our legal counsel - both in-house and external - play a crucial role in ensuring that companies and clients adhere to sustainability claims legislation and advertising codes. The FT Legal team has been at the forefront of these efforts, delivering internal training for the FT Advertising team, issuing a quarterly newsletter on key developments and ASA rulings, and creating a guidance note and training for advertising clients on green claims.

The FT is also developing an AI-powered solution to detect greenwashing in digital advertising. By integrating ASA guidelines and automating ad reviews through the OpenAI API and Make.com, the system offers a scalable and cost-effective safety net. Early results returned high levels of accuracy, providing a promising foundation to flag potentially misleading ads for review by the FT Legal team.



Proof of concept of custom GPT to help identify advertisements that don't meet UK advertising industry standards

Events

Sustainability is a core consideration of our event planning and execution processes. FT Live, our events arm, published a sustainability statement to be transparent about the core considerations of our event planning processes.

We prioritise venues that are accessible by public transport and locations that have energy-efficient buildings, waste reduction programmes, and water conservation measures.

We work closely with venues to implement comprehensive waste management strategies at our events, including the use of reusable materials and reducing single-use plastics, and encourage donating or repurposing leftover food and materials whenever possible.

Our catering partners have a strong commitment to sustainability, including prioritising locally sourced, organic, and seasonal ingredients to reduce food miles and support local economies.

Finally, we leverage digital solutions for event materials, including paperless agendas, brochures, and tickets to minimise waste. Attendees are encouraged to use our event apps and online platforms for accessing information, networking, and participating in sessions.



FT Live Transforming Portugal's Economy Through Sustainability and Innovation, 2024

Employee engagement

We provide our employees with benefits, such as sustainable commuting and transport options, to lower our collective carbon footprint, reduce air pollution, and contribute to a healthier environment. Benefits include bicycle purchase and hire schemes, commuting loans for public transport, and support with leasing zero-emission vehicles. Our staff in the UK pension scheme can access information on where money is invested and the ESG rating for their investments, as well as select their own funds.

FT Sustainability is an employee resource group dedicated to making the FT a more sustainable workplace. The group works across our global organisation. They organised multiple events and initiatives in 2024, including a coastal clean up in Manila, a clothing

swap and recycling drives in London and New York, Earth Day activities including a litter picking competition in London and a 5k walk in New York, and vegan awareness event during Veganuary.



Coastal clean up in Manila and FT Sustainability members in New York



Colleagues

We believe in the power of unique perspectives and want all voices in our organisation to be heard, respected and valued. Our workplace should be an environment where people can experience the best of our culture and build careers they are proud of.

In 2024, our efforts centred on reshaping our vision, mission, and priorities to drive meaningful cultural change through shared accountability, equitable processes, and greater awareness of diverse racial experiences within our organisation.

Key actions included equipping leaders with skills to foster inclusive leadership, empowering our employee resource groups, and refining early careers activity to open access to our profession to improve social mobility. We also revamped our DEI Council, led by our CEO, to provide clear direction in continuing our work.

Employee networks

Our Employee Resource Groups (ERGs) play a vital role in fostering a culture of belonging at the FT. They provide a sense of community, a space for knowledge-sharing, and fresh perspectives that drive creativity and innovation across the organisation.

In 2024, we held the first ever FT Global ERG Summit, bringing together 35 global co-leads and committee members at our London headquarters. The event celebrated our ERG communities and provided a platform for eight strategic discussions and workshops on fostering and building inclusive cultures, empowering participants to drive meaningful change.

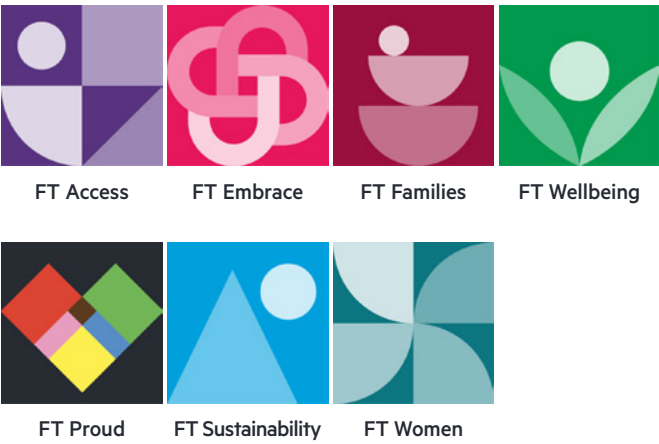
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Being part of FT Access makes me feel like I can change things around me and even outside FT. For the first time, I am trying to challenge myself to be around many people without worrying about what they might think or the way they might look at me. Every disability has its unique story, but now I am able to share the challenges I have as a person and a mother with a disability.”

Magdalena Zhisheva, Collaboration Tooling Engineer, Sofia

The council serves as a platform for strategic action, championing activities and responding to the needs of all our talent at the FT.

Looking ahead to 2025, our priority is to embed a culture of belonging for all colleagues, leading to equitable outcomes. We aim to equip our leaders to practice conscious inclusion and support colleagues from all backgrounds to thrive. We will address operational inequities and create opportunities for everyone to engage in building an inclusive culture, recognising our shared responsibility in fostering change.

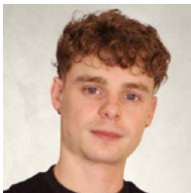


Throughout the year, the ERGs hosted staff events to mark important dates and milestones, including International Women's Day, National Hispanic History Month, Pride Month, Black History Month, Mental Health Awareness Month.

The ERGs also identify organisations aligned with their mission that could benefit from complimentary print advertising space in the Financial Times newspaper. In 2024, the FT ran ads from Mencap, OUTSpoken, GiveOut, It's Humanly Possible, UNESCO, Refuge, Make Us Visible, and Notpla, helping to amplify their work and impact.

Next Generation Board

The Next Generation Board (NGB) pairs emerging leaders with FT board members to foster collaboration through reverse mentoring and idea exchanges. In 2024, the NGB provided advisory insights on procurement and apprenticeships, played an active role in the FT AI Taskforce and Global AI Immersion Week, and engaged over 700 colleagues through surveys and focus groups. The NGB also partnered with Nikkei teams to better understand younger audiences and explore strategies to attract the next generation of readers to both the FT and Nikkei.



“I discovered the board aren’t distant authority figures - they rely on insights from across the organisation to make better decisions, and I now feel empowered to contribute to that.”

Jamie Brown, Product & Tech



“Collaborating with colleagues allowed me to build meaningful relationships, and being paired with our CFO provided an opportunity to learn how commercial decisions are shaped.”

Joanna Kotyrba, FT Live



“I now have a much better understanding of the FT. We always reference the FT’s story with our external clients but I felt a bit disingenuous doing this in the past. Now, I feel much closer to our core business.”

Aliya Itzkowitz, FT Strategies



“Collaboration across departments gave me a deeper understanding of how and why decisions are made at the FT. Going forward I will continue to make use of these cross-department relationships.”

Lucy Warwick-Ching, FT Editorial



“Collaborating with colleagues around the organisation has been a rewarding experience - I’ve learnt a lot about how the FT operates. I’ve valued my 1:1s with my board member, and built lifelong friendships and connections along the way.”

Lindsay Nicol, Data & Analytics



“I feel that I now have a much better understanding of how the FT works, and I learnt a lot about different departments that I wouldn’t have otherwise engaged with. I particularly enjoyed my calls with our CCMO.”

Hugh Allman, Advertising Sales



“I gained invaluable exposure to a diverse range of perspectives, the company priorities and the rationale behind key decisions. Engaging with the board enriched my appreciation of the opportunities and challenges we face.”

Andrew Howard, Finance



“It was a joy to meet colleagues across departments, and learn the value of collaboration across the organisation. A highlight were my chats with John, who was consistently candid and open.”

Madhumita Murgia, FT Editorial



“The NGB pushed me to get outside of my departmental bubble and I feel I know the business better. Understanding the board’s priorities has helped me think about how I can contribute more in my everyday work.”

Sean Durkin, FT Professional



“I enjoyed collaborating with colleagues across departments to learn more about how other parts of the business work. Being paired with Sarah was incredibly helpful as I prepared for a global move.”

Emily Robbins, Advertising Sales

Training and development

The FT is committed to helping employees advance their careers through coaching and skills development. In 2024, the FT People team delivered 600 hours of personal coaching and 176 learning programmes. We also run a variety of career development programmes, including:

- **FT Women in Business Forum**, which equips 25 women from across the business with the skills, tools, and confidence to progress into senior leadership roles.
- **Mission Include**, an award-winning cross-company mentoring initiative designed to empower a cohort of 15 individuals from underrepresented backgrounds through mentoring, networking and masterclasses.
- **FT Elevate**, a 10-month experiential programme aimed at helping individuals from underrepresented groups unlock their potential, by focusing on overcoming barriers, identifying strengths, and empowering them to bring their best selves to work.
- Our **newsroom mid-career programme** supports experienced women journalists and editors aspiring for senior leadership roles.

In 2024, we launched the Inclusive Leadership Pathway, providing quarterly coaching to help leaders and their teams build confidence and lead with inclusion at the forefront. Alongside this, we have introduced a Mitigating Bias Toolkit, equipping leaders with practical tools for fair and informed decision-making. We also provided a dedicated training module for employees on AI equity, ensuring that people understand the impact of bias and adopt AI with an ethical and responsible lens.



FT Women in Business Forum 2024

Employee demographics

Our workforce has steadily evolved over the years to become more reflective of the societies we live in and write about. In 2024, we maintained gender parity across our management board and senior management group. We also know that ethnic minorities make up nearly a quarter of the UK workforce, and 10 per cent of our global workforce identifies as LGBTQ+.

We know this because many employees voluntarily share their personal information with the FT. We use such diversity information to improve our work environments, benefits, and policies, ensure they are relevant, and allocate resources where needed.

Regularly reporting on our pay gaps also helps us track progress and drive meaningful change towards a more equitable workplace. You can find our 2024 gender and ethnicity pay gap report [here](#).

We are proud of the diversity of our workforce, and will continue efforts to enable all talent to join, grow, and thrive within our organisation.



Communities

We are committed to enabling a more diverse future for our industry by working with historically underrepresented communities and expanding access to our profession. Through FT Schools and our charity partner FLIC, we are broadening our reach to schools and colleges and we are making financial education more accessible.

Early career opportunities

The FT offers internships, work experience, apprenticeships, and workshops for young people exploring careers in journalism and media. In 2024, more than 2,400 individuals - many from underrepresented communities - participated in our programmes.

We collaborate with schools, universities, charities, foundations, and specialist recruitment agencies to support outreach and talent acquisition. Our partners include Big Brothers Big Sisters, Career Ready, AAEducates, Warwick Plan, Mencap, Click Start, Forward Trust, East London Connect, Careers Hub East, Unity Works, Creative Access, and ERIC, helping us connect with diverse talent and expand opportunities.

Our flagship programme, FT News School, is a two-week night school offering that offers insights from industry experts in media and professional services in London and Manila. In 2024, 28 young people took part, gaining mentorship from an FT professional for six months and work experience opportunities. Following the programme, 12 graduates went on to complete a paid summer internship, further strengthening their pathways into the industry.

In editorial, our highly competitive Paul McClean graduate trainee programme is now in its 39th year. Programme alumni are well represented among senior staff of the FT (including our news editor, world news editor and UK news editor) and other news organisations around the world. The successful graduates receive seven weeks of training from FT writers and editors, plus external trainers, to prepare them for a long career at the FT.

In March, we will welcome our sixth Maisie Hylton Fellow onto our newsroom production desks. This fellowship is aimed at helping aspiring Black journalists gain experience and insight into how stories are produced, edited and published in print and online in a busy, international newsroom.

Our first newsroom apprentice, in partnership with the Manchester Evening News, is proving to be a success. The apprentice will qualify in Spring 2025. The apprenticeship is for non-graduates from a low socio-economic background who aspire to be journalists.

In the US, our New York newsroom hosted its third US newsroom diversity fellow in partnership with Columbia Journalism School. The fellow worked alongside our US data team. FT Specialist also ran its year-long fellowship programme aimed at recent graduates for the third year.



FT staff and Maisie Hylton fellows, including Lloyd Harry-Davis, Vanessa Brown, Franklin Nelson and Melody Abike Adebisi

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I felt really welcomed, and felt a real connection to everyone I spoke with. I also loved that everyone's final project was displayed, it really made me feel part of something greater and helped me to know a little more about everyone else on the programme. Also, speaking with other FT professionals was great - I had a lovely time networking and learning about roles and opportunities across FT. It felt great that they took the time to speak on such a personal level.”

FT News School Participant

Inclusive recruitment

Our Talent Acquisition team participates in recruitment events and collaborates with organisations and job boards that support a more diverse media industry, including MyGwork to reach LGBTQ+ talent and Evenbreak to connect with talent from the disability community. Hiring and promotion decisions continue to be guided solely by merit and performance. Our approach focuses on reducing barriers that have historically limited access to the FT for individuals from underrepresented communities.

In 2024, we focused on improving the representation of women in tech by partnering with events such as Women of Silicon Roundabout, Codebar workshops, Women Hack in Sofia, Dev.bg Careers, and Women Who Code. We also hosted Ladies that UX in our London office and took part in the Honeycomb Workstechish Queer Women and Friends event.

The FT partnered with Forward Trust, a social enterprise that empowers people to break the cycle of crime or addiction to move forward with their lives, to host a Dragons' Den-style event. Six entrepreneurs pitched their business plans to an invited audience and a panel of five judges. The event highlighted the power of entrepreneurship in creating second chances and reinforced the FT's commitment to supporting talent from all backgrounds and fostering economic opportunity.

We also hosted our first recruitment fair with News School alumni and Forward Trust clients. The event showcased six FT roles, attracting 34 candidates who participated in 64 speed interviews with our Talent Acquisition team. As a result, 22 individuals progressed to the next stage of recruitment, an example of how we're broadening access to careers in media and publishing.

To strengthen outreach to racially minoritised communities, we partnered with Black Young Professional to lead a panel discussion at their careers event and supported UK Black Business Week as media partners. In the US, we collaborated with the National Association of Black Journalists (NABJ), National Association of Hispanic Journalists (NAHJ), and Asian American Journalists Association (AAJA) to further our commitment to attracting diverse talent from a wide range of backgrounds.

We continue to host industry placements in the newsroom for aspiring journalists completing their NCTJ qualification, prioritising candidates who received a bursary from the Journalism Diversity Fund which is tackling all areas of diversity, including socio-economic.



FT booth at the National Association of Hispanic Journalists conference

We engage with select strategic partners to drive progress in the corporate world. We are members or supporters of **Change the Race Ratio, BDF, Purple Space, The Valuable 500, and Trans in the City**. As part of our media sponsorship for the Black British Business Awards, we hosted their launch reception in London, bringing together over 100 guests to discuss the future of business leadership and the importance of representation. Additionally, the FT sponsored the Purple Space Global Disability Summit, where over 1,500 participants took part in panels and networking sessions focused on disability inclusion.



2024 Black British Business Awards launch reception

FT Schools

FT Schools provides free FT.com access to students aged 16-19 and their teachers worldwide, helping young people engage critically with global news. By the end of 2024, 5,500 schools had signed up, with 62,000 active readers generating 9.6 million page views. The programme gained recognition at major events, including the World Economic Forum and UNGA, where global education editor Andrew Jack highlighted its impact.

In 2024, FT Schools launched the AI Special Report, exploring AI's applications, risks and ethics in education and work. The programme also expanded hands-on learning with FT The Money Machine, a modern recreation of the historic Moniac (Monetary National Income Analogue Computer), developed with Infosys and

Apple to illustrate economic principles. Meanwhile, the FT-Temasek Challenge introduced students to personal finance through guided learning modules, culminating in a competitive finale in Singapore.

A standout success was the Student Advocate Programme, a virtual work experience initiative. So far, 335 students from 43 countries—including Singapore, Hungary and South Africa—have served as FT ambassadors, promoting news literacy in their schools. Through webinars with FT Live, FT Strategies and editorial, students gained direct exposure to journalism and created hundreds of pieces of content. Their work embedded FT journalism in classrooms and generated 6,000 insights into young people's news habits, supporting the Future Audience Initiative.

FT Financial Literacy & Inclusion Campaign

The FT Literacy & Inclusion Campaign (FLIC) 2024 impact report can be viewed [here](#).

