

SUSTAINABLE  
DEVELOPMENT **GOALS**

# 17 GLOBAL GOALS

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SUSTAINABLE MATERIALS



# THE 17 SUSTAINABLE DEVELOPMENT GOALS



Sustainability is at the centre of the business ethics today.

How can we sustain growth and increase living standards for people across the world, and at the same time care for the planet we live on?

Businesses are leading the way to sustainable development. But despite that, they are often painted as the villains when it comes to sustainability.

With this campaign your business will have a chance to change perceptions, to create influential and positive content that will prove how your organisation is promoting sustainability.

It's a key message: for your customers, for your employees, for policy makers, and for the world.

# 17 GLOBAL GOALS CAMPAIGN MISSION

It is time to take action. It is our responsibility to make a difference today to protect our tomorrow and we need to promote sustainable efforts in order to improve our habits. Business Reporter is determined to be a part of this transformation.

To inspire others, we are creating a series of films and documentaries that emphasize the need to achieve global sustainability.

Influenced by the United Nations' 2030 Agenda and its 17 Sustainable Development Goals, we are broadcasting the strides that socially responsible organisations are making and highlighting how they are contributing to a better future. Help us encourage further investment and involvement in the UN's mission.





# **SUSTAINABLE MATERIALS**

## **CAMPAIGN MISSION**

To achieve the United Nations' SDGs, use of sustainable materials needs to become the enterprise norm within construction and manufacturing industries. However, the industries' products and services must still appease stakeholders and bottom lines and the balance of environmental needs with profitability can too often lead to these two requirements opposing one another.

By highlighting technologies and strategies that still allow for an increasing profit margin whilst also following green compliance and regulation, this campaign is encouraging organisations to invest more in sustainability and start helping the planet.



# A STRONG VOICE IN THE MARKET

Published on a dedicated Business Reporter  
Brand Voice Hub on Forbes.com

Published on The Telegraph online

Published on 17GlobalGoals.com

Published on Business-Reporter.co.uk

## Quality Content

Business Reporter is an award-winning media organisation and we can help you create high quality video, imagery and articles to showcase how your organisation promotes sustainability.

## Credible Editorial Environment

As well as being published on Business-Reporter.co.uk, your content will be hosted on a website inspired by the United Nations' Sustainable Development Goals - 17GlobalGoals.com.

Here, it will be seen alongside content from highly credible organisations including the UN, the Commonwealth and the International Institute of Sustainable Development.

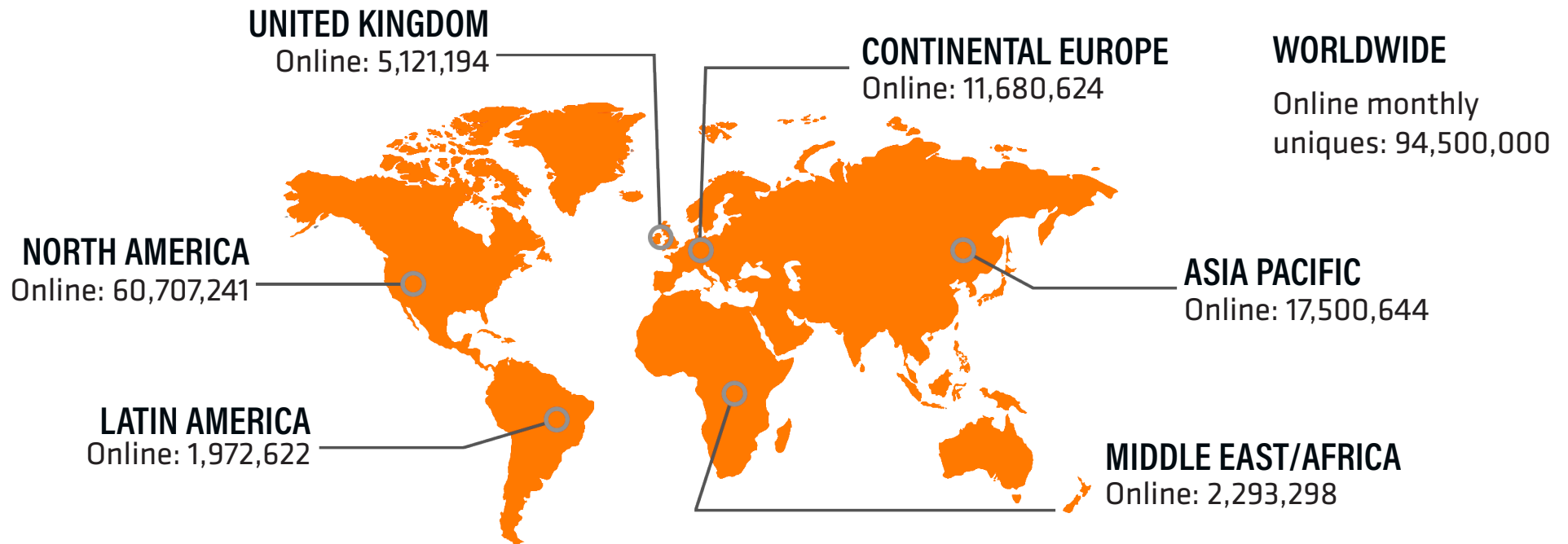
## Global Reach

We ensure global reach online by hosting content on both The Telegraph online and Business Reporter's Brand Voice Hub on Forbes.com.

Together with our media partners, we will drive viewers to your content, through a campaign that includes social media, newsletters and advertising and we will work with you to ensure you get the most value from the campaign through your own marketing activities.

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# FORBES AUDIENCE



**OVER 94 MILLION**



Total monthly digital readership reach\*

**OVER 102 MILLION**



Total monthly multiplatform readership reach\*

**MOST SHARED**

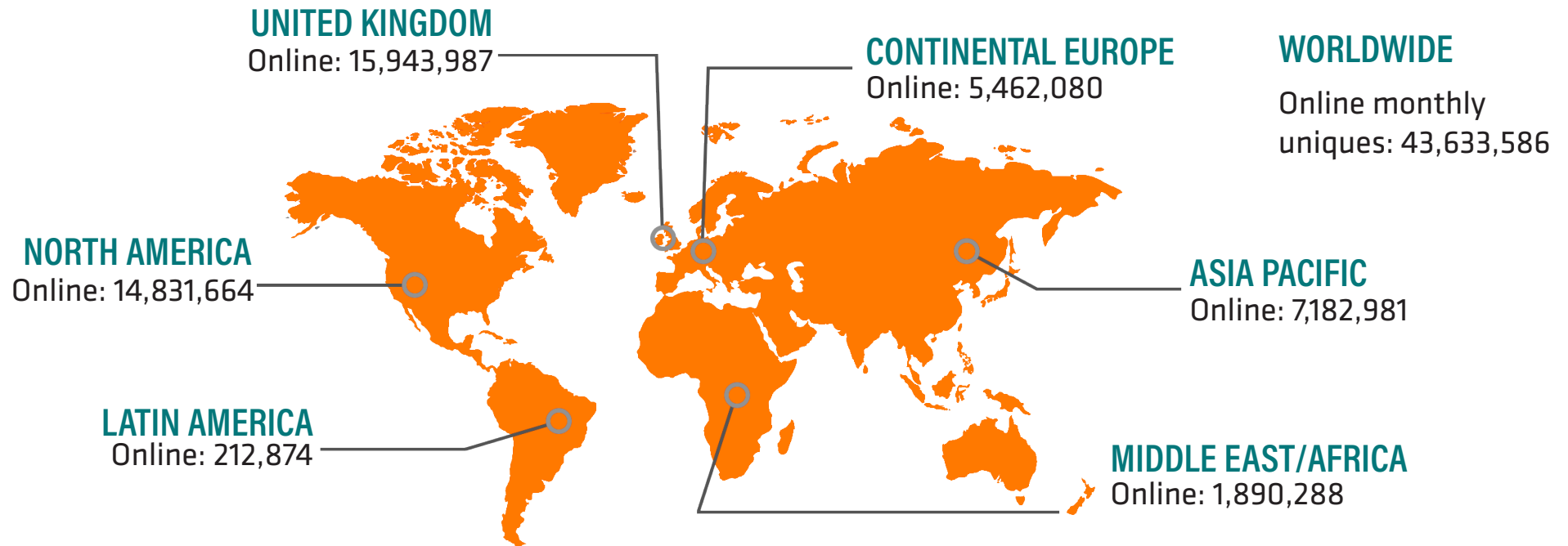


Most shared publisher on LinkedIn\*\*

\*Source: Forbes.com audience - May 2019

\*\* Global Digital Experience (2019, July 24). Retrieved from <https://www.forbes.com/forbes-media/platforms/digital/>

# THE TELEGRAPH AUDIENCE



**OVER 25 MILLION**



Total monthly digital readership reach\*

**OVER 27 MILLION**



Total monthly multiplatform readership reach\*

**OVER 414 MILLION**



Global page views monthly\*\*

\*Source: NRS PADD Jul '16 - Jun '17

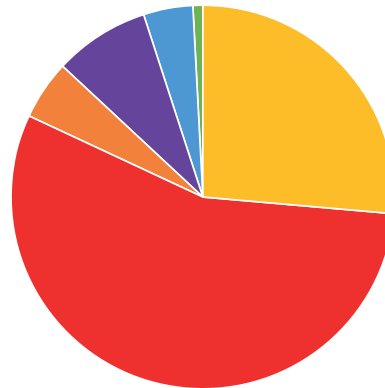
\*\* Source: UKOM August '17, Adobe August '17

# 17 GLOBAL GOALS AUDIENCE

OVER 600,000



Annual online visitors



Chief: 26%  
Director/Head: 56%  
Executive: 5%  
Manager: 8%  
PR/Other: 4%  
Partner/Consultant: 1%

OVER 4,000



Database of senior sustainability professionals

17 Global Goals is Business Reporter's dedicated sustainability platform and directly targets an audience of sustainability professionals and enthusiasts to educate them on the 17 Sustainable Development Goals and the progress made towards their targets.

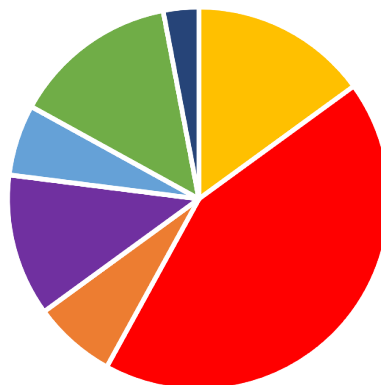


# BUSINESS REPORTER AUDIENCE

OVER 3.5 MILLION



Annual online visitors



- Chief: 15%
- Director/Head: 43%
- Executive: 7%
- Manager: 12%
- CEO: 6%
- Managing Director: 14%
- Partner/Consultant: 3%

OVER 123 THOUSAND



Database of senior business professionals

Business Reporter has over 15 years' experience in creating business narratives and has therefore built up one of the UK's largest networks of senior business professionals.

# CAMPAIGN ACROSS ALL CHANNELS

The Telegraph  
HOME | NEWS | SPORT | BUSINESS | ALL SECTIONS

Business | Business Reporter

Home | Management | Finance | Technology | Sustainability | SMEs | More

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Business · Business Reporter

## The future of IoT at Advantech

Advertisement feature for **BUSINESS REPORTER**

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Advantech: the future of IoT at Advantech

By Jash Bansidhar, associate vice-president of industrial IoT, Advantech Europe  
27 JANUARY 2020 · 9:00AM

WISE-PaaS is cloud-based middleware based on open source, meaning it provides a large amount of information and quick deployment of new technologies

The potential positive economic impact of the internet of things (IoT) is estimated to reach between £3trn and £11trn a year by 2025.

Despite this, the high barriers to adoption, along with a lack of trust in the systems, are discouraging many manufacturers from investing in IoT. Advantech's strategies aim to combat this resistance.

Typical monthly content views:  
The Telegraph online client piece - 2,649

BUSINESS REPORTER  
The Daily Telegraph · The Sunday Telegraph · City A.M.

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Future of Supply Chain  
Monday 10 February 2020

FUTURE OF SUPPLY CHAIN / INDUSTRY VIEW  
Eradicating forced labour in supply chains

FUTURE OF SUPPLY CHAIN / INDUSTRY VIEW  
If we are to ensure robust supply chains, SMEs must be treated responsibly

FUTURE OF SUPPLY CHAIN / INDUSTRY VIEW  
Five ways to create a better world through supply chain

FUTURE OF SUPPLY CHAIN / INDUSTRY VIEW  
As the technology that is reshaping manufacturing at DSMX

A New Dawn For Sustainable Packaging

SPONSORED CONTENT  
A little luxury for the golden years by Leo World

FS & Banking  
OVERCOMING THE BEHAVIOURAL

Typical monthly content views:  
Business Reporter client piece - 7,220

17 GLOBAL GOALS

News | Sustainability | The 17 Goals | Industries | What can I do? | About us

Industry Insight  
Inspiring stories from industry leaders and experts

Latest news

Norway, leading European oil and gas producer, rises carbon-cutting goal

Watch now: Our Sustainable Development campaigns summarised in 76 seconds

British aviation industry outlines plans for net-zero emissions by 2050

Tackle 'unacceptable inequalities' in cancer care, raising up to seven million lives, WHO urges

Video: Planting trees for people and for the planet

Typical monthly content views:  
17 Global Goals client piece - 5,624

Forbes  
BUSINESS REPORTER BRAND VOICE HUB

HOME | FINANCE | TECHNOLOGY | SUSTAINABILITY | FUTURE OF WORK | BUSINESS AND OPERATIONS

Why Sustainable Businesses Can Both Profit And Pay It Forward [Video]

Business Reporter talks to Swedish engineering firm SaabTech about how sustainability and financial success go hand in hand.

17 GLOBAL GOALS  
Read what businesses do to align with the UN's 17 Sustainable Development goals

OUR CONTRIBUTORS

ABOUT

Founded in 2007, Business Reporter is a long-established content marketing and events company. Through its business analysis content, Business Reporter now enjoys a key strategic relationship with the Telegraph Media Group and City A.M. This has led to the... [Read More](#)

LATEST ARTICLES

Why Sustainable Businesses Can Both Profit And Pay It Forward [Video]

A New Dawn For Sustainable Packaging

Taking The Lead In A More Sustainable Future

BUSINESS REPORTER  
Business news, features and analysis around critical issues!

MOST POPULAR

A New Dawn For Sustainable Packaging

Fintechs Rule: Why It's Time To Pull The Plug On Legacy Banking Systems (Video)

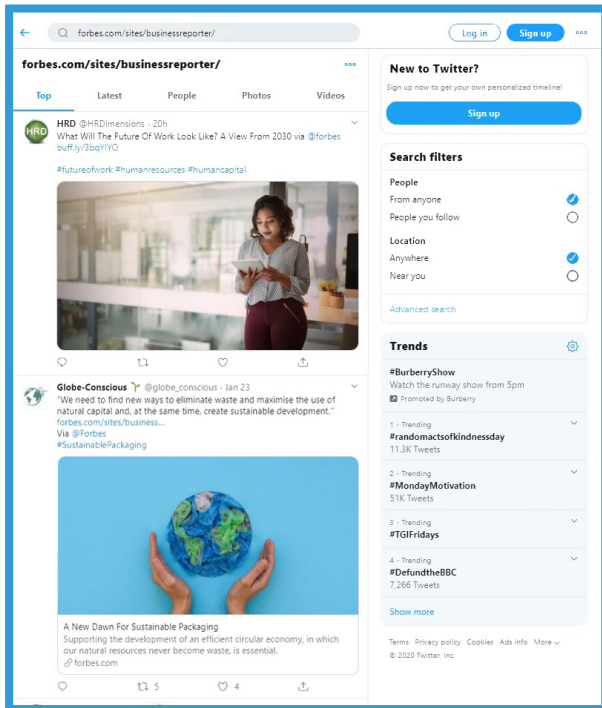
The Right Strategy For Digital Transformation In Your Workplace

Forbes

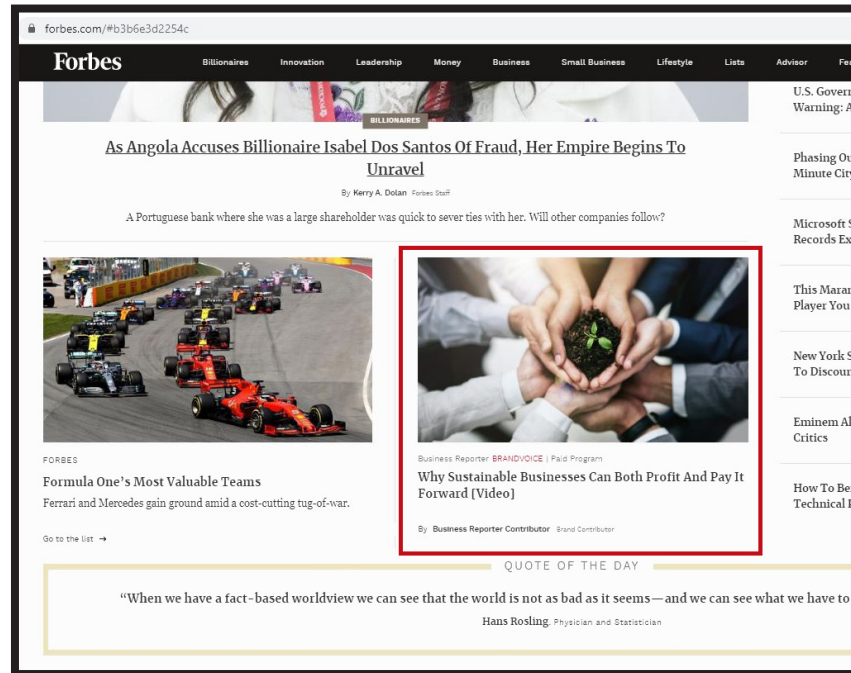
Typical monthly content views:  
Business Reporter Brand Voice Hub on Forbes.com client piece - 13,995

N.B. Click on the above images for links to their respective web pages.

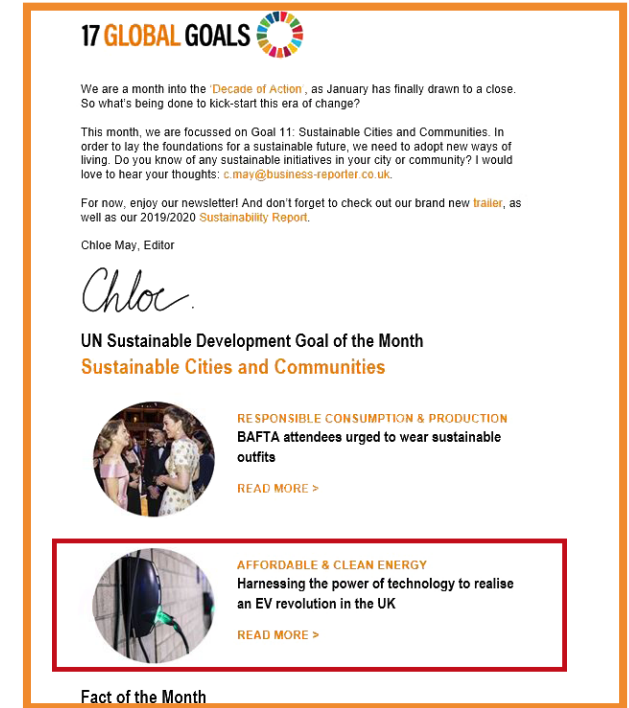
# CONTENT PROMOTION AND ORGANIC AMPLIFICATION



Organically promoted across Twitter



All Business Reporter Brand Voice Hub content is natively syndicated across the Forbes platform



Content featured in bi-weekly 17 Global Goals newsletter



# MEDIA & DISTRIBUTION PARTNERSHIPS

As participants in the UN SDG Media Compact, our content promoting engagement with the 17 Sustainable Development Goals is shared with a network of UN agencies and partners including UNICEF, UN Women, UN Water, UN Development Programme and UN Habitat.

We also work with a number of other agencies in the sustainability ecosystem to help support the project with additional editorial and distribution. These include:

#### Forum for the Future

A newsletter database of over 12,000

A social media following of over 56,000

#### The Carbon Disclosure Project

Feature on the newspaper of the website with c.400,000 monthly views

A social media following of over 50,000

#### The International Institute of Sustainable Development

A subscribed audience of 59,000 in both the general & SDG-update newsletters

A social media following of over 56,000

#### The International Labor Organization

A social media distribution of c.750,000

Campaign presence on the website, averaging 274,000 weekly views

A newsletter to c.50,000 subscribers

#### The Commonwealth (Blue Charter)

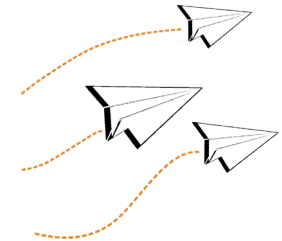
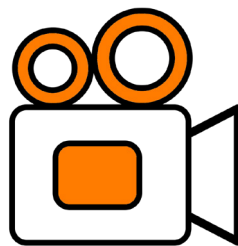
A social media following of over 229,000

Feature on the news pages of the website

SOME OF  
OUR SPONSORS



# HOW IT COMES TOGETHER



## BRIEFING

## PRE-PRODUCTION

## FILMING

## POST-PRODUCTION

## LAUNCH

## POST-LAUNCH

A briefing call with the creative team that covers the salient points of your production process.

Following the briefing call, a script will be created that fits the discussed topics. Filming and dialogue coaching can also be provided.

Between one and three days' filming at the location of your choice – on-site or in studio.

Our editorial team will edit the video content and format it alongside your input.

Your filmed and written content is published on all the relevant platforms.

Your content is promoted through relevant channels and you are provided with the copyright licence to repurpose in pre-external marketing activities.



# INVOLVEMENT **OPTIONS**

## **VIDEO ON LOCATION:**

- Video filmed over one or more days at appropriate location of choice

## **VIDEO STUDIOS:**

- Video created at our film studios in London or New York

## **CONTENT DELIVERABLES:**

- Video published on our dedicated Business Reporter Brand Voice Hub on Forbes.com
- Video embedded in editorial feature published on The Telegraph online
- Video embedded in editorial feature published on 17GlobalGoals.com
- Video embedded in editorial feature published on Business-Reporter.co.uk
- Feature press release syndicated via PR Newswire
- 2.8 million ad impressions across all campaigns on Business Reporters Brand Voice Hub on Forbes.com



# A CALL TO ACTION

If you are utilising the Sustainable Development Goals in your business, join us in championing a socially just and environmentally sustainable future of economic development and prosperity.

**Nik Jagpal**  
Campaign Director

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