

Creating value for our stakeholders

In a digital world, we are a driving force behind change. Our focus is on providing better access, affordability and learning outcomes

Education is evolving to meet the changing demands of today's learners. In a digital world, we are a driving force behind that change. This enables us to create long-term sustainable growth for our investors and all stakeholders of the company.

For Pearson, engaging with stakeholders always takes place through the lens of sustainability, which informs and influences our approach across our global operations. In order to ensure that our new 2030 Sustainability Strategy is focused on the areas that are most important to our stakeholders, an Engagement Strategy was a cornerstone of the process. Read more on p16 →

Read more on our interconnected approach to stakeholder engagement, and how the Board engages with our stakeholders, in the Governance report, on p62 →

STAKEHOLDER GROUP

Learners

Pearson helps tens of millions of learners across the world make progress in their lives.

88% of people globally agree that education doesn't stop at college/university and believe that you need to keep learning to stay relevant in your career

HOW WE SERVE & ENGAGE

We regularly gauge the views of learners to understand how people are incorporating learning into their lives beyond the traditional classroom. This enables us to put learners at the centre of what we do, build world-class digital products delivering amazing experiences, and help people to learn and thrive in the talent economy.

KEY CONCERNS

Our inaugural Global Learner Survey shows that around the world education is still highly valued. But, people are redefining when, how and what they learn, relying less on traditional institutions and adopting a do-it-yourself approach, learning on their own terms.

OUR RESPONSE

We are helping meet learners' needs through working with institutions, employers and governments to increase options for virtual learning, online degrees, stackable credentials for adults and on-demand learning for everyone. See the strategy section on p10 for more about how we are becoming a learner-centric business.

Employees

Our purpose-driven employees are key to the sustainable success of Pearson.

2 Employee Engagement Network meetings connecting employees with the Board

We are focused on creating a healthier company, encouraging and enabling more people to progress. We are working to develop talent, drive more diversity, ensure greater employee engagement, drive innovation, support accessibility and inclusion efforts, and improve best practice sharing across Pearson.

Our people want better tools to help them manage more effectively and develop their own careers. They want to feel more closely connected to leadership, be supported through our digital transformation and have more access to Pearson's products and services.

In 2019, we introduced a more flexible approach to performance management, developed a new behaviours framework, and launched 'Managers' Corner' to help managers guide their teams better. We created our first Employee Engagement Network and launched 'Pearson Products for Pearson People' as part of our commitment to help our employees prosper. See how this approach helps create long term value in our strategy section on p10 →

Shareholders

We have a broad range of investors who entrust their capital with us.

477 investor meetings with
284 institutions in 2019

We engage with our investors on an ongoing basis. We communicate with them regularly, including at our financial results, our AGM and at investor meetings and conferences around the globe.

Our shareholder base has a diverse range of views covering financial, environmental and ESG-related issues.

We have a positive, ongoing dialogue with our shareholder base. We aim to deliver long-term sustainable value for our investors and all our company stakeholders. We also respond to surveys and questionnaires to provide information about our ESG practices.

STAKEHOLDER GROUP

Educational Institutions & Educators

We work with teachers, instructors and educators across all stages of education.

91%

of educators in the US and UK believe technology in education gives people more freedom, flexibility, choice and convenience in their education options

We collaborate with educators and provide them with the tools they need in order to help the next generation of learners to be successful in their education and make progress in their lives.

HOW WE SERVE & ENGAGE

In a cost-conscious environment, educators are focused on delivering high-quality educational experiences that set their students on a course to a better career and life for them and their families.

KEY CONCERNS

We aim to provide more engaging ways to connect students with lifelong learning opportunities, accelerated through the move to digital. This enables more timely feedback on student progress to help set them up for success. We also continue to listen to learners to understand how we future-proof our products and services for the learning journeys of the next generation of learners.

OUR RESPONSE

Employers

Pearson works with employers, trade associations and industry bodies to meet the demands of the workforce and equip learners with the skills they need to thrive.

84%

of UK employers we surveyed plan to maintain or increase their investment in adult education and training in the year ahead

Through assessment and qualifications, micro-certification, online learning and professional badging, among other solutions, we are supporting the efforts of industry to prepare workers for the jobs of today and of the future.

Industry is looking for education systems to help drive innovation, tackle the global skills gap and contribute to long-term economic growth by ensuring learners enter the world of work better prepared to succeed in their careers.

We have listened hard to employers and are designing products that meet the needs of industry head on, whilst providing learners with the skills to succeed in the workforce.

Governments & Regulators

We partner with governments to ensure learners have access to high-quality instruction, materials and assessments linked to beneficial outcomes, including building workforce skills.

50

US states and a wide range of global markets in which Pearson works with government stakeholders

These learning opportunities address learners' needs, close skills gaps and meet workforce demands. Governments and regulators also set policy to help drive sustainable growth and ensure learners have access to affordable education.

Governments are looking for effective approaches to better connect education and training to employer needs, improving learner outcomes.

We are committed to building strong relationships with political and educational leaders. We do not make policy. Instead, we share best practices, inform the policy-making process, and forge innovative partnerships aimed at increasing learner access, affordability and success.

Business Partners

From technology providers to suppliers, channel partners to our authors, we have a broad range of partners across our global business.

c.80%

Pearson global spend derives from c.600 suppliers

We are focused on building successful business partnerships across the education ecosystem to ensure joint success and growth.

We share similar goals with our partners – from driving business transformation to developing world-class products; enhancing customer experience, adherence to data privacy and IT security processes; managing risk; developing talent and more. We expect partners to share our values.

We build relationships with world-class partners and suppliers for the benefit of all our stakeholders. We believe that working with partners who share our commitments not just to best-in-class business practices, but also best practice and international standards for human rights and environmental stewardship, strengthens our value chain and reduces our business costs and risks.