

# Pearson: Social contribution 2018

## Assurance Statement

Pearson is an active member of LBG; the global standard for measuring corporate investment into social programmes. LBG's measurement model helps businesses to improve the management, measurement and reporting of their investment programmes and activities. It moves beyond charitable donations to include the full range of contributions (in time, in kind and in cash) made to community causes and assesses the actual results for the community and for the business. (See [www.lbg-online.net](http://www.lbg-online.net) for more information).

As managers of LBG, Corporate Citizenship has worked with Pearson to ensure that it understands the LBG model and that its reported investment<sup>1</sup> is in line with the LBG principles of measurement. Having reviewed how Pearson has compiled its totals, we are satisfied that this has been achieved for the year to 31st December 2018. Our work has not extended to an independent audit of the data.

### Commentary

The information reviewed reflects that Pearson's approach to achieving social impact has two elements:

- A **community investment** programme of partnerships with, and donations to, community and charitable causes
- A programme of **social innovation**, where it is working to bring greater alignment between community needs and its own products and services.

This second element is new extension of LBG, where draft guidance and principles regarding measurement are currently being tested. We are satisfied that:

- The activities that Pearson is including under 'social innovation' are aligned with the draft guidance

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<sup>1</sup> As reported in the 2018 Annual Report and Accounts, available at <https://www.pearson.com/corporate> from the end of March 2019, and the 2018 Sustainability Report, available at <https://www.pearson.com/sustainability> from the end of April 2019

- Pearson has effectively distinguished the two elements of its approach to produce two distinct totals that represent its investment for social Impact

This assignment focussed on the 'input' numbers; the resources committed by Pearson. However, we are encouraged that Pearson is also systematically tracking and reporting the results (the outputs and impacts) of its major initiatives so that it can understand the change it generates for beneficiaries as well as identify opportunities for improvement.

### **Corporate Citizenship**

[www.corporate-citizenship.co.uk](http://www.corporate-citizenship.co.uk)

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