INTERNET MEDIA GROUP

Sustainable Development Strategy 2020-2025

СПИСАНИЕ ENTERPRISE · CEO FORUM · HR.Manager · DiTech® Media

Objectivity and fairness of content

Corporate social responsibility is a key priority in the Internet Media Group's brand sustainability strategy. In a world facing global challenges such as climate change, the energy shortages, biodiversity loss and social inequalities, sustainable practices are emerging as an urgent necessity and a priority for every company. Bigger companies shall lead by example and bear more responsibilities to the society and the environment.



Responsibility towards society and the environment

Our medias aim to provide reliable and trustworthy information to its readers.

Our ultimate goal Is to provide quality, original content to benefit society. Internet Media Group does not publish distorted or populist information that may mislead or deceive audiences. The Media Group adheres to the principles and standards of quality journalism and protects the right to freedome of speech and expression.



Ethics and transparency

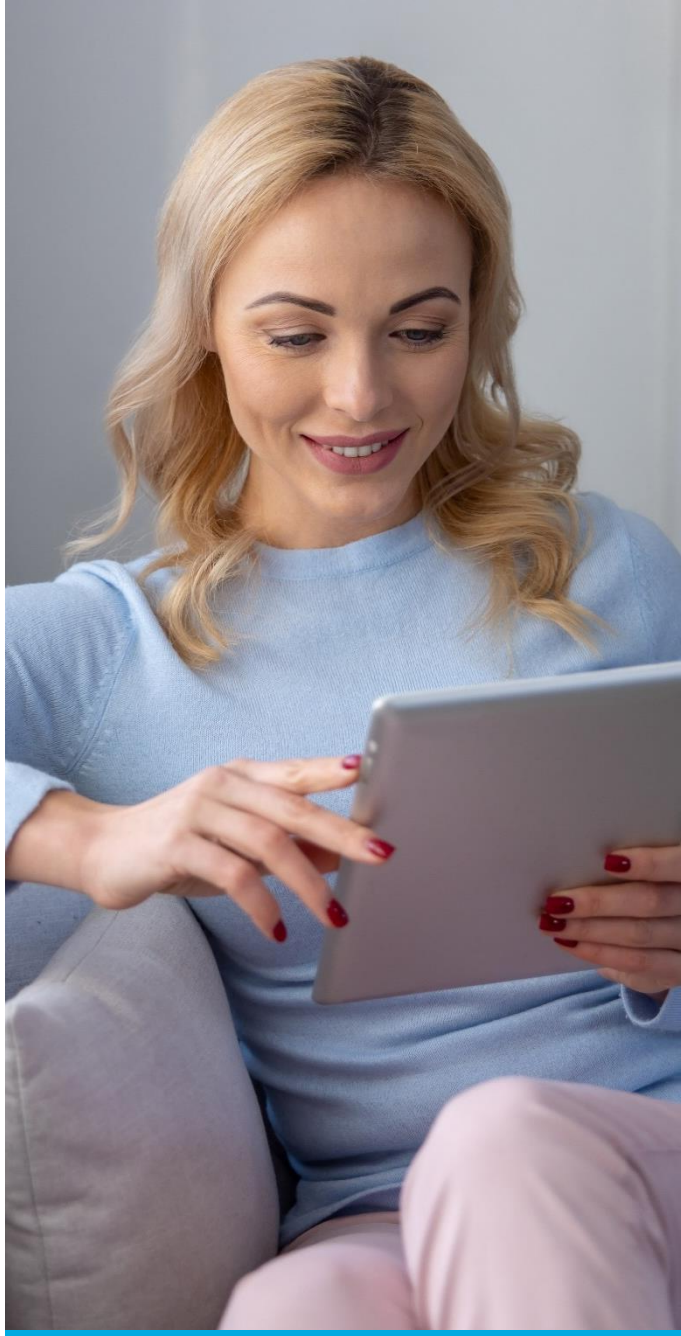
Internet Media Group adheres to ethical principles in its work and strives for transparent and fair relations with its audience, partners and society.

Responsibility towards society and the environment

The Media Group is committed to reducing its impact on the environment.

The Group's media outlets actively promote themes of environmental protection and encourage energy efficiency policies, the use of renewable energy sources and the reduction of the carbon footprint.

We proactively create and supports initiatives to stimulate our own staff as well as others towards the adoption of sustainable practices.



People

People are the force and main asset of Internet Media Group.

The company's strategy for attracting and retaining the best talent includes providingcarrier development opportunities, encouraging personal and professional growth, and creating a stimulating work environment for employees.





Promoting socially relevant topics

The group's media seek, develop and promote topics important to society. They share the best practices of organizations, take part and support such events and competitions.

Enterprise magazine, part of the Internet Media Group, organises and holds an annual conference on corporate social responsibility and the transition to sustainable business models. It is the first Bulgarian business media, which 6 years ago started holding an annual conference on this topic in partnership with Assoc. Prof. Dr. Marina Stefanova. As a socially responsible media outlet, it works hard in creating fully authored content as a primary source of all current European CSR trends and reports.

Enterprise Magazine is a partner of the Faculty of Economics at Sofia University "St. Kliment Ohridski" for the first Master's programme on "Responsible and Sustainable Management", led by Assoc. Prof. Dr. Marina Stefanova.

Promoting socially relevant topics



The media outlet has a long-standing partnership with the UN Global Compact network and supports a number of sustainability initiatives for companies. One such global project is SDG Pioneers, their work contributes to the advancement of the UN Sustainable Development Goals (SDGs), it also supports projects to promote green and circular economy etc.

Over the years, the media has continued to support UNICEF and SOS Children's Villages projects.

In recognition of the hard work on the sustainable development strategy of Internet Media Group came the acceptance as a member of the Bulgarian Business Leaders Forum. It is the first media group in Bulgaria to become part of the organisation, which brings together international and local companies that conduct their business in a responsible, transparent and ethical manner and share common values. Through the Bulgarian wing of the organization we are now part of the global network of the International Business Leaders Forum.

SOS ДЕТСКИ СЕЛИЩА БЪЛГАРИЯ

unicef

Reducing environmental impact

The Media Group actively works to reduce the human footprint on the environment. Separate waste collection facilities are in place at all company offices.

To raise employee awareness, internal trainings and activities are held periodically, including presentations of new and useful practices.

The Internet Media Group has a CRM system in place, thanks to which the document flow is going completely digital. This reduces the use of paper in the office and the generation of additional waste.

The Group's media magazines are mainly distributed in digital format to protect the environment.



The Focus Society

In an effort to promote disability equality and awareness, the Internet Media Group has implemented the WCAG Level 2 standard across all its media platforms, making it easier to read published material.

Internet Media Group organises and runs more than 30 initiatives and events per year. The vast network of conferences united under the Digital4Bulgaria project aims to promote new digital opportunities and solutions for business as well as create conditions for establishing new partnerships and collaborations. It Is our core belief that awareness and promotion of innovative solutions for process optimization is key to the sustainable development of companies.



The Focus Society

Internet Media Group's sustainability strategy is also integrated in the organisation of the company's events. The use of digital access tickets at events has been implemented, reducing the use of paper and eliminating them from entering the environment. Separate waste collection is always ensured during events. With utmost care to the visitors or our events, a guiding principle when selecting a conference venue is to have daylight in it, which is not only energy efficient but also more beneficial to human vision. The conference locations are in the most communicative part of the cities to appeal to the use of public transport.

The media group is actively working to support education and the transition from graduates to well-prepared professionals in the field of journalism. Along with running internship programmes that offer future journalists hands-on experience, the Group is also developing Its own Media Academy.

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