

Corporate responsibility

Doing our bit

As one of Europe's foremost media organisations, RTL Group is in an excellent position to champion a wide range of good causes. And we do.

Singer Josh Groban and the African Children's Choir perform live for the *Idol Gives Back* show held at the Walt Disney Concert Hall on 25 April 2007 in Los Angeles, California



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RTL Spendenmarathon, Télévie and Idol Gives Back were three of RTL Group companies' big events of the year – for raising both money for, and awareness of, good causes



RTL Group is committed to improve the societies in which it operates. When dedicating to certain causes, it's important to find the balance between spectacular fundraising events, supportive exposure and thoughtful programming. 2007 was a year of making the most of RTL Group's strengths – for a whole host of important causes.

Popular shows provide a high profile

Nothing demonstrates quite how fun and positive fundraising can be like RTL Group's flagship charity events, where popular television personalities rally the viewers to donate to a good cause – with a generous helping of entertainment thrown in for good measure.

For example, in April 2007, *American Idol* (produced by RTL Group's FremantleMedia and shown on the US network Fox) ran special fundraising episodes – *Idol Gives Back* – that managed to generate an incredible \$75 million for poor children in the USA and Africa.

Simon Fuller, the shows' producer, was understandably pleased: "We are so proud to have been able to leverage the power of *Idol* to raise so much money and awareness for such worthwhile charitable organisations." The achievement was even recognised by a special Emmy award, officially presented during the September ceremony in Los Angeles.

RTL Group's charity event *Télévie* has become something of an institution in Belgium and Luxembourg. It was set up in 1989, and since then has raised more than €84 million for FNRS – Belgium's National Fund for Scientific Research. RTL Belgium and RTL Lëtzebuerg not

The Dalai Lama shows his support for *Spendenmarathon* on RTL Television



only broadcast the action, but actually put together a number of fundraising events as well. In addition, last year's non-stop cycling challenge at RTL Group's Corporate Centre in Luxembourg racked up more than 10,000 miles, which were then converted into €45,000. Total donations for *Télévie 2007* in Belgium and Luxembourg exceeded €7.5 million, which went towards research into leukaemia and cancer.

In Germany, one of the biggest events of all was *Spendenmarathon*. For 12 years now, RTL Television has been organising an annual 24-hour fundraising push for children in need. By the end of November's programme, which enjoyed support from the Dalai Lama, more than €5.4 million had been raised, pushing the 12-year total to over €63 million. Proceeds are distributed to children's aid projects in Germany and throughout the world. Last year, €50,000 was immediately directed to help victims of the cyclone in Bangladesh.

Raising awareness

Alongside the massive events, various RTL Group's broadcasters also like to do what they can by teaming up with all sorts of other campaigns, raising awareness and understanding. Even though fundraising is still an important aspect of these projects, in many ways the real challenge is to inform as many people as possible about relevant issues.

RTL pomaže djeci (RTL Helps Children), the charity foundation of RTL Televizija in Croatia, is bringing support to existing organisations that take care of ill, disabled or poor children, focusing on those organisations that lack the funds to reach the public. "As the leading TV station in Croatia, it was a priority for us to embrace our responsibility towards the Croatian society and to give back to the communities," explains Christoph Mainusch, CEO of RTL Televizija and president of *RTL pomaže djeci*. Since its establishment over a year ago, the foundation has amassed considerable achievements. For example, the 'Be my friend' campaign, launched in December 2007, raised €350,000 to ensure a better future for children in need.

World Aids Day is an important date in the international calendar, because despite huge efforts in education and prevention over recent years, the disease is a worsening problem, even in a developed and prosperous

country such as Germany. In 2007, RTL II set up a hotline allowing viewers to immediately contribute €5 to the German Aids Foundation. The money goes to treatment and education in both Germany and Namibia.

Elsewhere, responding to concerns from The National Aids Counselling Service in Hungary that the state isn't doing enough to actively fight HIV, RTL Klub joined forces with the service to produce a series of short films highlighting the dangers of Aids. And to make sure the message reached as wide an audience as possible, RTL Klub provided other TV channels with the films free of charge.

Sometimes the most productive help RTL Group can provide is simply to offer a platform. EEN is a campaign run as part of the Global Call for Action Against Poverty, the worldwide movement behind Live 8 and ONE. As EEN's media partner, RTL Nederland spearheaded a cross-media campaign on TV, radio and the internet, providing valuable exposure for all kinds of fundraising.

Educating 4 good

Perhaps the most exciting times for RTL Group fundraising activities are when it's not just a question of raising money, but generating a deeper understanding of problems, and tackling them with an eye to the long term. There have been whole enterprises set up for good causes, such as FAN3 in Spain (an entire channel that broadcasts specifically for children in hospital) and Media Smart – an organisation dedicated to improving children's ability to understand and think about the intentions behind advertising.

Television programmes are one of the most effective ways to communicate important messages, particularly to young people. And RTL Group operations are using media as a platform for all sorts of positive messages, from the healthy eating campaign of Super RTL's *Lazy Town*, to the emphasis on children's sports in *Toggo TV*, all initiatives to fight against child obesity. *Gute Zeiten, schlechte Zeiten* (GZSZ), produced by Grundy UFA and shown on RTL Television, is Germany's most famous soap opera. At the beginning of 2008, the GZSZ production team joined forces with the German Federal Ministry of Health to tackle the difficult subject of drug addiction.



The heart of the RTL Group, the Corporate Centre, raised money for their TV colleagues' *Télévie* appeal in Belgium and Luxembourg by cycling 10,000 miles

Five has recently reduced its electricity consumption by 8.6 per cent.



Other highlights

During November and December 2007, Vox appealed for donations towards the building of schools in Mali, one of the world's poorest countries. The Vox **Machen Sie Schule** campaign raised just under €250,000, by inviting viewers to call a special hotline and donate €5.

Every year, employees at **IP Deutschland** propose causes they'd like to see supported, before the entire staff vote to decide who will receive IP's backing. In 2007, the children's hospice *Sternenbrücke* – one of only a handful in Germany – was given a cheque for €10,000.

Christmas is always a time for giving, and a new Christmas campaign at RTL Group in Luxembourg is **Christmas in a shoebox**, when employees compile a shoebox full of gifts to be sent to children in need. It's an idea that originated in the UK, but soon spread further afield – in 2006 alone, 430,000 boxes were sent to children in 13 countries.

Naturally cool protecting the environment

RTL Group is a member of the FTSE4Good index, evidence of its consistent commitment to sustainability. FTSE4Good was set up by the *Financial Times* and the London Stock Exchange as an index of ethically and environmentally aware companies.



One of RTL Group's strengths is the way that different profit centres use their initiative in different ways. For example, Five in the UK has been particularly determined in its efforts to curb waste. The first step has been to set up a Carbon Reduction Action Group and then to identify key projects in terms of energy, recycling, transport and communication. Consequently, Five has recently reduced its electricity consumption by 8.6 per cent.

Environmentally friendly buildings not only reduce waste, but also help inspire employees to be more aware of their own environmental impact, and their power to help make a difference. Mediengruppe RTL Deutschland will be moving into a new building that is being constructed under specific terms of environmental protection. For example, the cooling system

will be regulated by naturally cool water, and waste heat will be recycled.

RTL-TVI in Belgium is heading in a similar direction – it's an active partner of the EC initiative GreenLight, which looks to install energy efficient lighting technology.

As is the case with a number of charitable causes, RTL Group can use its position as a broadcaster to highlight the issue of climate change. For example, RTL Radio in France plays its part by dedicating a whole day's broadcasting to programmes about environmental protection. Super RTL also looks to cover 'green' issues, but with the aim of educating children. So the cartoon heroine *Kim Possible* fights environmental pollution, and calls on viewers to always be on the lookout for environmental damage.

