

IPG HEALTH MEDICAL COMMUNICATIONS

Building Corporate Social Responsibility into mindsets and skillsets in Medical Communications

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Serious about sustainability

We all have a responsibility to build a sustainable future for our people and planet. In Med Comms, sustainability is increasingly important for clients when partnering with agencies.

This inspired us to see if we could positively impact the mindsets and skillsets of our staff, with a sustainability-focused challenge for colleagues on our entry-level talent development program, Fuel (Future Experts and Leaders).

Putting aims into action

We challenged teams to review the UN Sustainable Development Goals, and organize a day out of the business to help with a sustainability cause in their local community.

Teams pitched their ideas to a senior review team, organized their day of action, then presented back to a judging panel. Winners were selected and all participants were invited to provide feedback in a post-challenge survey.

We can make a meaningful difference by building a sustainability focus into early careers

Bridging the sustainability knowledge gap

Our survey showed, the level of self-reported **good awareness of UN Sustainable Development Goals** increased

from **16%** to **76%**
pre-challenge post-challenge



A world of sustainability matters

Our teams gave back to their communities in a wide variety of ways, including river cleansing, aiding refugees, and caring for front-line health workers.

73% of individuals reported a **positive change in behavior in relation to sustainability matters**



Growing skills fit for the future

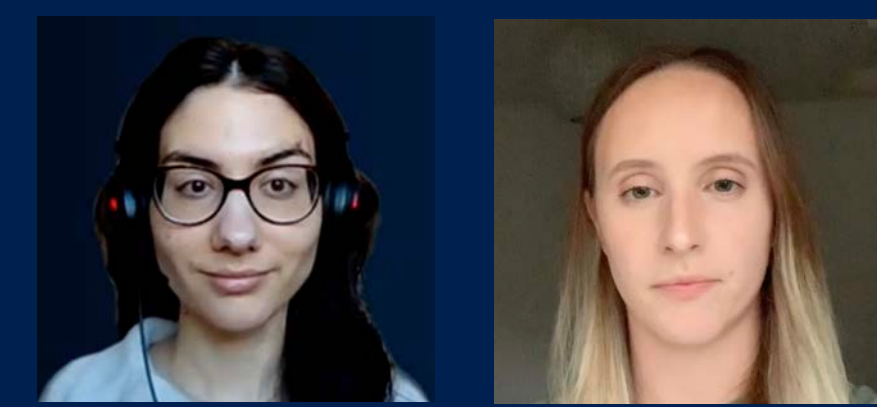
Our Fuel participants developed a range of skills that will enhance their careers, from project management, problem solving, and organization, to leadership, ideas generation and creativity.

95% of participants listed **teamwork as a strengthened skill**



Watch our Fuel participant interviews

<https://mmccard.by/11agau>



Our sustainability partners

The Star Project • Sow the City • The Trussell Trust • Lame Foodbank • UHN Toronto General Hospital • Fulfill Food Bank • Feeding America - Good Shepherd Food Bank of Maine • Friends of the Liesbeck • Hennops Revival • Fareshare • Refuweggee • The Pickup Artists • Surfers Against Sewage • Pickfit • Scottish Canals • Glasgow City Council • Mid & East Antrim Borough Council • Keep Pinellas Beautiful • Clean Ocean Action (COA) • Kingston Ontario Clean Neighbourhoods • CBCM Chicago Bird Collision Monitors (CBCM) • Good Shepherd Ministries, Toronto



Learn more about the UN Sustainable Development Goals

<https://mmccard.by/61311>



fuel

Disclosures

All authors are employees of IPG Health Medical Communications

Acknowledgements

We'd like to thank all the community initiatives/charities that have allowed teams to partner with them as part of the Corporate Social Responsibility challenge. We're grateful for the commitment of CSR challenge participants and to the reviewers of this poster.



Read the full abstract

<https://mmccard.by/61311>