



Working with energy clients

Our mandatory Assignment Assessment Policy and Framework includes clear guidance on conducting additional due diligence for all client sectors and types of work, for example on working with energy clients.

We work with a number of clients in the energy sector. We believe it is essential that the communications of energy companies¹ are truthful, fair and accurate. We require that rigorous standards are applied to all content we produce for our energy clients, as we do for all clients, and seek to fairly represent their actions and commitments at all times. Our policy is not to take on any client work, including lobbying, designed to frustrate the objectives of the Paris Agreement.

When considering assignments for energy clients, we give particular attention to whether:

- The proposed work is truthful, fair and accurate
- The proposed assignment is designed to influence public policy decision makers, such as government officials
- The client has made a public commitment to a transition to net zero and is seen to be developing transition plans
- The work relates to the approval or development of new greenfield oil and gas fields
- The work relates to the extension or development of particularly high-emission forms of energy, such as coal, or forms of extraction that have a higher environmental impact

We keep this under ongoing review as we continuously evaluate the nature of the work we perform for clients and the context in which it occurs.

¹ Energy companies in this context refers to those involved in the extraction, production, sale or distribution of oil, natural gas, coal or other fossil fuels, utility companies making use of such fuels and any relevant trade associations or organisations