

Proud to be EG...

Caroline Cooper

An EG account manager shares her insights on the values and passion behind our business and why EG Radius is so important to the industry.



The pause caused by the pandemic has prompted many in the sector to rethink priorities. How do you see EG contributing to the debate?

Every property professional I have spoken to reminisces about their career alongside the magazine. EG's reputation in the market puts us in a position of trust that has extended from print to our online presence. It's so important EG goes beyond being an industry spectator and commentator. We actively try to change the sector for the better and work alongside the industry to do this, from building new products to tackling mental health and diversity issues. You cannot help but be proud to be a part of this.

ESG – environmental, social and governance – is perhaps the area where the sector is changing most. What's EG doing here and what are some of the things that go on behind the scenes?

Through the magazine, dedicated microsites and our events programme, we try and show how businesses can make a difference. We shine a light on areas where the sector can improve, but we also try and show what good looks like. EG's passion for tackling social and environmental issues is demonstrated not only in its explorations of mental health and racism in the industry, but also by encouraging our own employees to learn and take action over the issues we face in society.

For any organisation looking to make a difference it is so important to have internal champions. Personally, I have a great passion for sustainability, climate change and animal rights and, along with a handful of colleagues, help run EG's green team. We recently hosted a presentation on climate change and gave our colleagues a theoretical "toolbox" full of simple changes they can make that will have an impact. From green-themed charity days, competitions and sharing vegan recipes, EG has allowed me to share my passion with the wider collective.

Outside of work I volunteer for the Children's Society, which supports children most in need across the UK. EG gave me a forum to promote the work of the charity through company-wide meetings and my team recently took part in a half marathon to raise money for the cause. I'm now working with our in-house charity co-ordinator to come up with more ways to help the charity. Yes, we are part of a much bigger company which offers support for these kinds of initiative. But businesses of all shapes and sizes can make a difference. There are so many good examples right across the real estate industry.

Again speaking personally, the support EG has given me has made my role so much more fulfilling and rewarding. So much so that it will now become a non-negotiable measure

throughout my career. And we know from the surveys we run and the conversations we have that that view is only becoming more common across the world.

So what is your role at EG and what is it that motivates you?

My role involves working with our clients to make sure they get value from our products. I consult with them and EG's wider development team, offering recommendations for product improvements and new products based on the feedback of our customers.

I joined EG just as it launched EG Radius – the industry's contributory data-sharing platform – and have loved being able to play a part in delivering this new approach to sharing data. I'm sure I'll look back at the opportunity to work on such an innovative product at such an early stage of my career as a real highlight. Whatever job you have it will come with challenges, but being surrounded by good people makes all the difference.

At EG I work in a supportive environment with colleagues who have become friends and get to try and make a difference every day. Add to that the fact that my grandfather worked for EG's parent company 30 years ago, and what more could you ask for?