

## Introduction:

Whether it's during the production of our magazines, developing our websites or simply through the tasks we carry out in our offices on a daily basis, it's inevitable that our business activity has an impact on our environment in some way. But while this may be unavoidable, there is also much we can control to make sure that any adverse effects we have on the world around us are minimalised and we achieve this in four ways: making sure we use natural resources that are sustainable, reducing waste, water and energy use, reusing equipment where possible, and through recycling.

Our environmental strategy has two key strands that reflect the impact of our buildings and operations, and the activities of our brands. These are our commitments:

## Our Buildings and our People:

We minimise our energy use and carbon emissions as much as possible.

- *Example: simple adjustments to lighting, air conditioning and computer equipment have helped us to reduce our energy use consistently over the last few years.*

We minimise the waste we produce in our offices by conserving resources and aim for a recycling target of at least 75%.

- *Example: we provide recycling facilities for paper, mixed and food recycling at clearly marked locations on every floor. We also recycle batteries, mobile phones, ink toners and computer equipment.*

We minimise our water use by using water efficient equipment.

- *Example: our offices have dual flush toilets and energy efficient dishwashers.*

We consider the environment when we buy stationery and other office products.

- *Example: all our printer and photocopier paper is from FSC certified sources, and our printers are set to double-sided printing.*

We operate a flexible working policy that allows staff to work in the office, at home, at clients or in other Wi-Fi accessible areas, cutting down the amount of travel journeys they take.

- *Example: every member of staff has been given the technology to enable flexible working.*

We encourage and help our staff to act in an environmentally-friendly way while working.

- *Example: using internal communications to let our staff know about new initiatives and to encourage them to be environmentally aware.*

# Environmental Policy

## **Our Magazines from start to finish:**

We work with all our suppliers - paper manufacturers, printers and distributors - to reduce the impact that creating our magazines has on the environment.

- *Example: our key paper supplier treats all its waste water and it is returned to an on-site reservoir to be re-used.*

We ensure that all the paper we purchase comes from manufacturers who have adopted sustainable forestry practices and have a separate paper purchasing policy.

- *Example: certification levels for the paper we purchase currently stand in excess of 90%.*

We are also focused on reducing the environmental impact transport has on each stage of the magazine-making process: this applies to journeys between mills and printers, printers and wholesalers, and wholesalers and retailers

- *Example: all our main haulier's drivers are monitored by individual telematics with weekly reporting detailing miles per gallon, engine idling and harsh breaking, so they can continually improve their fuel consumption.*

We continually strive to reduce the external waste our business generates.

- *Example: all our unsold magazines are recycled, mostly into newsprint and other paper based product.*

We also aim to actively contribute to the debate and best practice around the magazine-manufacturing process and improve it where we can.

- *Example: through our membership of the Professional Publishers Association Sustainable Action Group we are particularly looking at how we reduce single-use plastic wrap across the sector.*

Our readers are encouraged to recycle their magazines when they have finished reading them.

- *Example: our magazine brands carry the WRAP recycling messages and logos and we are signed up to the On Pack Recycling Labelling Scheme which gives consumers additional information on how to recycle, or dispose responsibly, any plastic wrapping associated with their magazine.*

Our brands recognise and reflect their audiences' interest in environmental issues by featuring relevant articles that fuel their interest and motivate them to adopt environmentally-friendly behaviours.

- *Example: many of our brands regularly bring an environmental perspective to their content by featuring, for example, advice on saving energy, eco kitchen appliances, green home decorating, eco fashion and highlighting current environmental issues.*