

# News Limited



## Profile:

As Australia's largest newspaper publisher, in 2007, News Limited sold over 12.8 million national, metropolitan and regional newspapers each week in Australia, reaching more than 9.4 million readers daily. Alongside publishing almost 150 titles, News Limited also has an extensive digital media division, News Digital Media.

News Limited employs over 11,000 staff Australia-wide, with each Australian division involved in the environmental audit and responsibility program since 1990, as well as the One Degree program. News Limited was also a founding member of the Publishers National Environment Bureau (PNEB), and has been a strong supporter of the Industry Recycling Plan that has been formulated by the PNEB.

## Recycling and Green Initiatives:

### Vision

News Limited launched One Degree in 2007 to tackle carbon emissions within the organisation, and educate and inspire action on climate change. This builds on News Limited's long standing environmental program, which was established 18 years ago. The program has led to the introduction of cleaner printing technologies, contributed to Australia's success as the world's leading recycler of newsprint, with 76% of used newspapers recycled in 2006.

The One Degree program targets environmental changes that can be made in the workforce, such as the electricity used to power the presses, the carbon impacts of air travel, the air conditioning systems used in the buildings, waste and recycling. Through implementing the program, News Limited hopes to be carbon neutral by 2010.

Although all News Limited facilities have recycling initiatives, the One Degree program aims to educate staff about these initiatives. For example, at Nationwide News in Sydney, bottles and cans are sorted and recycled, but because this is in addition to the office

paper recycling bins, many staff members did not know it was happening. Recycling efforts will also be expanded to include mobile phones, printer cartridges and printing plates.

The One Degree program has three aims:

- To address energy efficiency within News Limited
- To inspire staff to contribute to the program
- To inspire News Limited's business partners and suppliers to do the same

### Planning

As part of the lead up to the launch of the One Degree initiative, News Limited conducted an online staff survey in May 2007. 83% rated climate change as important or very important, 70% said they already take measures to help prevent climate change and 95% of staff said they were willing to make changes to their workplace behaviours.

To assess the environmental impact of the organisation, News Limited conducts audit reports on all of its facilities, to help ensure that the organisation interacts in a positive way with the environment. While every division has "Carbon Councils" with staff members who are dedicated to working on environmental and carbon issues,

# Greening your workplace

Energy savings of approximately **10%** ✓

both the national environmental audit program and also the One Degree program are coordinated centrally through the group's 'Environment & Climate Change' department.

## Implementation

The One Degree program keeps staff and external audiences up to date through its website, <http://www.1degree.com.au>. Staff also receive emails from their head office, as well as specific divisional communication. Presentations are also given by senior management on the progress of the program, demonstrating not only the success of the program but also support from the executive managers. As well as in-house presentations, One Degree has benefited from regular presentations to external audiences, both at conferences and inter-company briefings.

To achieve the programs aims, initiative include:

- Regular 6-8 weekly email updates and notice board announcements and annual updates,
- Staff "energy saving" offers, which includes bicycles and solar products.
- Many divisions have banned the use of styrofoam in kitchenettes throughout their buildings, and provided staff with their own re-usable ceramic mug or re-usable plastic water bottle.
- Other divisions have trialed corn starch utensils in their kitchens and the use of degradable plastic bags.
- Competitions, CEO messages.

## Results and Benefits:

Energy savings of approximately 10% have been verified through News Limited's national energy audit program. Office recycling has also gained focus, especially toner recycling.

## Challenges:

Maintaining staff enthusiasm and creating innovative ideas were the main challenges faced by the program. However, these were overcome through staff engagement activities and novel partnerships.

## Future:

The One Degree program will continue to conduct audits and implement energy efficiency projects as it moves towards achieving carbon neutrality by 2010. News Limited will also engage staff to alert them to the environmental work the organisation is doing, while encouraging employees to make changes both at work and at home. Having open lines of communication will also ensure that staff recommendations are implemented into the plan.



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