

Universal Magazines Green Business Update June 2009

As part of company Environmental Policy, Universal Magazines has undertaken to update readers and advertisers with details of our transition to being a greener business. We are far from perfect but are committed to running our business in a more sustainable way, and are committed to communicating our activities to our customers.

What follows is a list of achievements since our last update:

- We have commenced more accurate waste accounting for our warehouse recycling activities. Last year, our main warehouse recycled over 2 tonnes of cardboard waste and 768kg of plastic waste.
- We have commenced more accurate accounting for carbon credits purchased for staff flights. We have not been able to reduce the number of flights taken, but can confirm that we purchased carbon credits for 100% of flights in 2008.
- We completed a roll-out of energy-efficient LCD flat-screen computers to all staff, replacing CRT screens.
- 100% of subscription mail-outs have been done on degradable plastic for the past 6 months.
- We have completed a roll-out of energy-saving devices to further reduce power consumption in our Sydney offices. [Click here to see our savings.](#)

What follows is a list of activities we are working on and expect to report on in the next update:

- We have made a 100% green commitment on the production of marketing collateral for certain magazines — Green Living and WellBeing. Now we have established suppliers, we will roll this out to other publications.
- We have invested in software to better manage our newsagency allocations and efficiencies (ie. the ratio of sold to unsold magazines). In Australia, most magazines sell at a 60% efficiency, which means 40% of magazines are unsold and hence wasted unless the publisher runs an extensive recycling program like the one we operate at Universal. The new software will help us reduce oversupply, reduce waste and reduce the need to recall and recycle magazines. The first publications to be allocated with the new software will be in July 2009.

We thank our staff for their ideas and persistence in our drive to go green. We have commended two staff for their contributions in this period: Kerry Buckley and Yohan Rodriguez.

Universal Magazines Environmental Policy

Efficient production processes, recycling and environmental print purchasing have been an integral part of our business practice at Universal Magazines for over a decade. In an industry that is often wasteful, we strive to be efficient and minimise the impact of our business on the environment where possible.

We make two strong claims in regards to our environmental achievements to date.

1. Universal Magazines is a significant purchaser of non-virgin paper stocks. 90% of our publications are printed on paper stocks that at least meet the ISO 1400 standard as a minimum and many are on paper stocks with higher environmental standards.

2. Universal Magazines is an industry-leading recycler:

- The magazine publishing industry in which we participate is inherently wasteful, with 60% of magazines supplied being sold and 40% remaining unsold.
- At Universal we recall and recycle approximately 70% of our unsold copies.
- Magazines that can't be recycled in their printed form (that's about 1% of our total production) are recycled as pulp.
- All of our warehouse cardboard is recycled.
- All of our warehouse plastic is recycled.
- Our toner cartridges are recycled.
- Our old computer chips are recycled.

Our commitments here are part of our ongoing dedication to quality publishing for our readers.

2007 Commitment

In the 2007/08 financial year we made a commitment to undertake a more rigorous approach to improving the environmental credentials of our business and are now conducting biannual reviews to track our environmental performance.

We have a Green Team who account for these processes, and several green champions within our organisation who are responsible for implementation.

Our commitment is to focus on areas where we can make a significant difference:

- Purchasing
- Resource-use Reduction
- Waste Management

Universal Magazines is not a carbon-neutral business. We remain interested in developments in the carbon offset accounting area, but to date our focus has been on reducing our impact directly.

Universal Magazines has made significant environmental achievements in the past decade and will continue to work to raise our own standards.

If you are interested in our progress, updates like this are posted every six months at:
www.universalmagazines.com.au