



# Above the Fold:

## Environmental Leadership in the Newspaper Sector 2011

canopy | canopée

# Above the Fold: Environmental Leadership in the Newspaper Sector 2011

**WE LIVE IN A HECTIC WORLD**; it's easy to focus only on what's in front of you, and miss the forest for the trees. In this report, **Canopy** and **Green Press Initiative** have investigated the fast-paced medium of newspapers and stepped back to acknowledge the environmental leaders within the American and Canadian market. The newspapers profiled here are incorporating sustainability into their operations, business models and brands for long-term success and gain. Their efforts are helping to protect the world's forests, climate and species and we want everyone to know.

Although more and more readers are accessing news online, newspapers continue to be printed in large volumes daily in North America. In 2010, US and Canadian newsprint demand consumed approximately 105 million trees, generated 130 billion gallons of wastewater, and emitted 22 million tonnes of greenhouse gases - equivalent to the emissions of 4.48 million cars per year.<sup>1</sup> Newspaper publishers, therefore, have the power and influence to safeguard our environment through their own paper procurement, production efficiencies and engagement of their suppliers to support forest conservation initiatives.

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<sup>1</sup> Environmental impact estimates were made using the Environmental Paper Network's Paper Calculator. Based on 33% recycled content from 2010 North American supplier survey by Canopy and Green Press Initiative.

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<sup>2</sup> Agricultural residues are residues/by-products of food and other crops that have great papermaking qualities, and using them maximizes the lifecycle of the fiber. Fibers include cereal straws such as wheat straw, rice straw, seed flax straw and rye seed grass straw; stalks from corn or sorghum; sugar cane bagasse. Canopy is working actively throughout the supply chain to make these 'Second Harvest' papers a reality.

# ABOUT THE PROFILES

This report is based on a survey of the 60 largest newspapers by daily circulation in the United States and Canada. The following profiles were developed collaboratively through a systematic review of corporate websites, online surveys, and written contributions directly from publishers.

The profiles highlight newspaper leadership based on the following categories and lines of inquiry:

- **Corporate Environmental Statement**

- Has the newspaper company endorsed environmental policy language?

- **Production Efficiency** - Has the publication made efforts to minimize resources used in printing?

- **Recycled Fiber** - Have significant efforts to source recycled content for newsprint been made by the publication?

- **Eco Paper Development** - Is the newspaper company supporting alternative eco paper development, such as paper made from straw residue?<sup>2</sup>

- **Conservation Initiatives and Protecting Endangered Forests**

- Has the newspaper company engaged suppliers on protecting endangered and intact forests?

- **Forest Certification** - Is the newspaper company making efforts to preference and source Forest Stewardship Council Certified paper?

- **Eco Bite** - Are additional, interesting and valuable 'green' initiative(s) underway?

Based on performance within these categories only newspaper publishers who have risen to the top with respect to environmental performance are included and profiled in this report.

An aerial photograph of a lush green forest. A winding river or stream flows through the center of the forest, creating a series of meanders. The trees are dense and vibrant green, with some lighter green areas where the river is wider or shallower. The overall scene is a natural, undisturbed landscape.

# **THE RESULTS**

*Above the Fold:  
Environmental Leaders  
in the Newspaper Sector  
**2011***



photo: © Jiri Rezac / Greenpeace

**Company:**

**LES PUBLICATIONS  
MÉTROPOLITAINES INC.**

**Newspaper:**

**Métro Journal (Montréal)**  
(circulation 168,208)

**Corporate Environmental Language:**

*Journal Métro*, part of the largest chain of free dailies, has endorsed leading edge corporate environmental policy language in summer 2011 that commits the newspaper to working with their suppliers and Canopy to promote sustainable forest management, the protection of endangered forests, eco-paper development and responsible environmental practices.

**Production Efficiency:**

*Journal Métro* is committed to paper efficiency and reduced their paper size by 10% in 2011. They are also encouraging technological innovation to reduce operational waste.

**Recycled Fiber:**

As stated in *Journal Métro's* Policy, the company is committed to supporting recycled newsprint and would like to increase their recycled content. Currently the newsprint used contains at least 40% recycled content.

photo: A.S. Wright

## What is Forest Stewardship Council Certification (FSC)?

The Forest Stewardship Council (FSC) Certification is the only forest certification system broadly endorsed by environmental and social organizations internationally. FSC is an independent, third party certification scheme that audits on-the-ground logging operations according to ten international principles and criteria to ensure sustainable logging operations.

Academic studies in both the US and Canada have shown that FSC-certified forests are more likely to ensure real changes on the ground, including requirements for a smaller annual allowable cut.<sup>4</sup> FSC's criteria also contribute to better managed forests through stricter provisions related to protecting high-conservation value forests and endangered species, no genetically modified trees, avoiding the conversion of natural forest into plantations and minimizing the impacts of forestry on aboriginal peoples.

Currently, FSC is part of the solution for forest conservation globally to ensure a secure supply of environmentally improved papers. Where virgin tree fiber cannot be substituted a stated preference for FSC-certified forest fiber is appropriate, ideally from second growth forests or tree farms. Today FSC is recognized as the most stringent certification system; however, we encourage the improvement of all certification systems to advance forest practices worldwide.

**Eco paper development:**

*Journal Métro* encourages the development of fibers from agricultural residue such as flax, wheat straw or other crop residues to produce paper when it is economically viable and technically feasible.

**Conservation Initiatives and Protecting Endangered Forests:**

*Journal Métro's* policy requests the elimination of endangered and high conservation value forests from its supply chain.

**Forest Certification:**

Simultaneously with *Journal Métro's* policy launch, they became the first newspaper in North America to guarantee that its printed on FSC certified newsprint.

**Eco Bite:**

*Journal Métro* launched their policy commitment and shift to be the first FSC-certified North American newspaper, with a statement from their publisher highlighting their environmental leadership.<sup>3</sup>

<sup>3</sup> *Métro Montréal*. Soyons Responsables. <http://www.journalmetro.com/paroles/article/898666>

<sup>4</sup> Masters, M., Tikina, A. and B. Larson. 2010. Forest certification audit results as potential changes in forest management in Canada. *The Forestry Chronicle*. 86(4):455-460; Newsom, D., V. Bahn and B. Cashore. 2006. Does forest certification matter? An analysis of operation-level changes required during the SmartWood certification process in the United States. *Forest Policy and Economics*. 9(3):197-208.



photo: © Jiri Rezac / Greenpeace

**Company:**

**THE GLOBE AND MAIL INC.**

**Newspaper:**

***The Globe and Mail***

(circulation 317,781)<sup>5</sup>

**Corporate Environmental Statement:**

"The *Globe and Mail* is aware of the potential effects of paper production on forests and natural ecosystems, and encourages sustainable forest management and forest conservation. *The Globe and Mail* believes that with the support of its suppliers, its desire to source paper for its publications from ecologically sustainable sources can be implemented in harmony with *The Globe and Mail's* commitment to source paper according to product quality, price and availability, and to maximize profits and brand value."<sup>6</sup>

– *The Globe and Mail* Sustainable Paper Mandate

**Production Efficiency:**

*The Globe and Mail* reduced its total paper usage by 13.5% through a redesign in October 2010.

**Eco Paper Development:**

"*The Globe and Mail* encourages innovation in alternative fiber."<sup>6</sup>

**Conservation Initiatives and Protecting Endangered Forests:**

"*The Globe and Mail* recognizes that high conservation value forests need special protection. *The Globe and Mail* encourages its suppliers to protect forest areas of high conservation value as well as maintain vibrant natural ecosystems across forest regions. *The Globe and Mail* will work with its suppliers to track and work to eliminate sources that originate from high conservation value forests."<sup>6</sup>

*The Globe and Mail* is a founding member of Canadian Boreal Forest Agreement's Boreal Business Forum<sup>7</sup> and Canopy Club – a group of C-suite leaders focused on conservation, and regularly engages its suppliers on conservation issues within its supply chain.

**Forest certification:**

"*The Globe and Mail* would prefer to use paper certified by the Forest Stewardship Council." The company encourages its suppliers to increase FSC-certified tenures. Currently, *The Globe and Mail* uses certain papers that contain FSC-certified fiber – including a premium sheet for their eastern publication.

**Eco Bite:**

*The Globe and Mail's* Project Green is an in-house green team made up of staff members from across the company. The team helps make the business more environmentally friendly. Initiatives Project Green has implemented include discounted transit passes for staff, green bins for composting, paper procurement initiatives, and waste audits to uncover opportunities for increased recycling.

**Canadian Boreal Forest Agreement**

The Canadian Boreal Forest Agreement is a result of active engagement from forest product customers, including Newspaper Industry Leaders profiled here. Brokered in May 2010, by Canopy and our environmental allies with 21 forest companies the Boreal Agreement covers an area the size of Texas. Successful implementation of the Canadian Boreal Forest Agreement will result in the preservation of large tracts of carbon-rich forest and ensure the continuation of threatened caribou populations. Forest practices are also set to improve and we expect a significant increase in the availability of FSC-certified newsprint.

5 Daily Newspapers: 2010 Circulation by Ownership Group. Newspapers Canada.  
6 Sustainable Paper Mandate. *The Globe and Mail*. <http://www.theglobeandmail.com/news/the-globe-and-mail-mandate-for-sustainable-paper-choices/article1730674/>  
7 **Boreal Business Forum:** is a roundtable comprised of Canopy and other CBFA participants, and leading corporations and investors with a strong interest in conservation of the Boreal Forest – including Hearst Corporation, *The Globe and Mail* and Time Inc.



photo: Adrian Dorst

**Company:**

**THE NEW YORK TIMES  
COMPANY**

**Newspapers:**

***The New York Times***  
(circulation 916,911)

***The Boston Globe***  
(circulation 219,214)

**Corporate Environmental Statement:**

The New York Times Company recognizes that business leadership and long-term success must consider the environment, and is strongly committed to protecting the environment in all of the many communities in which it operates.

**Production Efficiency:**

The New York Times Company implemented best practices for handling paper rolls to improve efficient use and reducing paper waste in pressrooms. The Times Company has also reduced paper width and weight, while consolidating sections to reduce paper consumption.

**Eco Paper Development:**

The New York Times Company is supportive of paper made from agricultural residue provided the paper is high-quality; and can be competitively priced; and produced in sufficient quantities by a reliable source.

**Conservation Initiatives and Protecting Endangered Forests:**

The New York Times Company encourages suppliers to commit to responsible forest management practices, and maintains an ongoing dialogue with suppliers to reiterate their commitment to responsible practices and protecting forests. The Times Company supports the successful implementation of the Canadian Boreal Forest Agreement, to which their principal newsprint supplier is a signatory.

**Forest Certification:**

The New York Times Company purchases a portion of its newsprint from FSC-certified mills and promotes the importance of implementing FSC with its suppliers. The Times Company also regularly reviews its suppliers' progress in increasing the percentage of their forest regions certified by FSC. As these percentages grow, the Times Company will have the opportunity to increase the use of FSC-certified newsprint.

**Eco Bite:**

The New York Times Building features a co-generation plant that makes energy on site and supplies 40% of the power for the Company's offices.



photo: Philippe Henry philippe-henry.com

**Company:**

**HEARST**

**Newspapers:**

***Houston Chronicle***

(circulation 364,724)<sup>8</sup>

***San Francisco Chronicle***

(circulation 235,350)

**Corporate Environmental Statement:**

"As one of the world's largest publishers, Hearst Corporation believes responsible environmental stewardship is not only an integral part of doing business; it is at the core of who we are as a company. We continually review the ways we source and use the raw materials that go into the great magazines and newspapers we publish."

– *Being Green*, Hearst environmental report.<sup>9</sup>

**Production Efficiency:**

Hearst has decreased its use of newsprint by reducing the width and weight of paper used and addressing marginal circulation, resulting in savings of thousands of tons of fiber annually.<sup>10</sup>

**Eco Paper Development:**

Hearst is supportive of paper made from agricultural residue, but is unable to access this type of newsprint in North America at this time.

**Conservation Initiatives and Protecting Endangered Forests:**

Hearst has engaged its suppliers on a number of conservation initiatives and is a founding member of the Boreal Business Forum. This forum includes a select group of customers and investors committed to tracking and supporting the implementation of the world's largest forest conservation initiative – the Canadian Boreal Forest Agreement.<sup>11</sup>

**Eco Bite:**

Hearst's head office is the first-ever Gold LEED-certified<sup>12</sup> (Leadership in Energy and Environmental Design) office building for core, shell and interiors in New York City. The *San Francisco Chronicle* is printed at Transcontinental's plant in Fremont<sup>13</sup>, one of the first printing plants built to meet LEED standards in the US.

<sup>8</sup> Daily Circulation information for US Newspapers is from Audit Bureau of Circulations (ABC). The six-month period ended March 31, 2011. <http://abcas3.accessabc.com/ecirc/newstitlesearchus.asp>

<sup>9</sup> *Being Green*. Hearst Enterprises. 2010.

<sup>10</sup> *Being Green*. Hearst Enterprises. 2010.

<sup>11</sup> **Boreal Business Forum:** is a roundtable comprised of Canopy and other CBFA participants, and leading corporations and investors with a strong interest in conservation of the Boreal Forest - including Hearst Corporation, *The Globe and Mail* and Time Inc.

<sup>12</sup> For more information on LEED certification visit: [www.usgbc.org/LEED/](http://www.usgbc.org/LEED/)

<sup>13</sup> Transcontinental began printing the *San Francisco Chronicle* at this new plant in July 2009.





photo: © Jiri Rezac / Greenpeace

**Company:**  
**MCCLATCHY**

**Newspapers:**

**Kansas City Star**  
(circulation 209,258)

**Sacramento Bee**  
(circulation 210,925)

**Miami Herald**  
(circulation 173,555)

**Charlotte Observer**  
(circulation 155,497)

**Fort Worth Star-Telegram**  
(circulation 151,753)

**Recycled Fiber:**

In 2010, 99.4% of the newsprint used by McClatchy newspapers was made up of some recycled fiber; the average content was 69.8% recycled fiber. This translates into an overall recycled newsprint average of 69.4%. In the same year all of McClatchy's newspapers collected and recycled press waste, newspaper returns and printing plates.<sup>14</sup>

**Company:**  
**TRIBUNE PUBLISHING**

**Largest Newspapers:**

**Los Angeles Times**  
(circulation 605,243)

**Baltimore Sun**  
(circulation 195,561)

**Orlando Sentinel**  
(circulation 187,841)

**Sun Sentinel  
(Fort Lauderdale)**  
(circulation 174,641)

**Production Efficiency:**

All Tribune newspapers recycle 100% their newsprint related production waste (including fiber cores and wrappers), collect their unsold single copies for recycling, use lithographic plate-making technology that eliminates the need to use silver and process film, and returns almost all of their waste ink back into the production cycle for reuse.

**Recycled Fiber:**

Tribune Publishing has long recognized the importance of protecting the environment. Tribune Publishing has been printing these three newspapers on paper largely composed of recycled fiber since 1985. The *LA Times* in particular is the largest user of recycled newsprint in California. In 2010, about 73% of all newsprint used by The *Times* contained a recycled fiber content of at least 50%, according to the California Environmental Protection Agency.<sup>15</sup>

<sup>14</sup> The McClatchy Company. 2010. *Annual Report: Building a Better Tomorrow*.

<sup>15</sup> *Los Angeles Times*, Environmental Programs. <http://www.latimes.com/about/mediagroup/latimes/environmental-programs/>



photo: Philippe Henry philippe-henry.com

**Company:**  
**ADVANCE COMMUNICATIONS**

**Newspaper:**  
***The Plain Dealer***  
**(Cleveland)**  
(circulation 254,372)

**Production Efficiency:**

*The Plain Dealer* is partly printed with soy ink. Waste ink is collected in the waste tank and pumped to a recycling truck at the outside connection area, and then a portion of the recycled ink is re-used in the printing process.<sup>16</sup>

**Recycled Fiber:**

A portion of *The Plain Dealer* is printed on 100% recycled newspaper, and on average, each new roll of newsprint contains 35% to 75% recycled fiber.<sup>17</sup>

**Company:**  
**TORSTAR**

**Newspaper:**  
***Toronto Star***  
(circulation 314,173)<sup>18</sup>

**Eco Paper Development:**

The *Toronto Star* is supportive of eco paper development to the extent that such products can perform suitably, are available in volumes required for operation, and are economically feasible.

**Recycled Fiber:**

The Torstar Printing Group Policy, the company continues to develop and maintain its paper recovery program to facilitate the use of higher levels of recycled fiber. Approximately 80% of the *Toronto Star's* newsprint supply contains on average 40% recycled content.

**Forest Certification:**

The *Toronto Star* gives preference to suppliers who work towards forest certification, and encourages FSC-certification in its ongoing dialogue with current and prospective suppliers. Approximately 15% of the *Toronto Star's* supply is from an FSC-certified newsprint supply.

**Eco Bite:**

The *Toronto Star* is a significant participant in each of Torstar's environmental committees, covering all aspects of its operations, and with a mandate to improve environmental sustainability across the company.

The *Toronto Star* has completed a baseline carbon footprinting project, and is active in a number of initiatives to reduce its carbon footprint. Energy reduction initiatives include major re-lamping investments using LED technology, and load demand management to reduce energy consumption during peak demand periods.



photo: A.S. Wright

**Company:**  
**POSTMEDIA**

**Newspaper:**

***The Montreal Gazette***  
(circulation 160,672)<sup>19</sup>

\* Other Postmedia titles are not profiled as leaders

**Production Efficiency:**

Between 2007 and 2009, *The Gazette* reduced newsprint consumption by over 14 % through a variety of initiatives including reducing paper width.<sup>20</sup>

**Forest Certification:**

Much of *The Montreal Gazette's* newsprint is sourced from FSC-certified forests, which they recognize as the highest standard of forest management in the industry.

**Quebecor: On the Road to Leadership**

Quebecor is the parent company of newspaper publications *Journal de Montréal* and *24 Hours*. Within Quebecor, environmental policies have been developed with Canopy's support and are being implemented by TVA Publications Magazine Division and the Sogides Book Department. Official policies are not yet in place with Quebecor's newspaper division. However, *24 Hours* has implemented

initiatives to encourage newspaper recycling. For instance, via a partnership with Earth Day Quebec, 24 hours plants two trees for every tonne of newspaper recycled in throughout the Montreal Transport System. We remain hopeful that these types of green efforts will lead to formal environmental policy development and we will have the opportunity to showcase their newspaper publications' leadership in the near future.

16 *The Plain Dealer* website [http://www.plaindealer.com/about\\_us/general\\_info/recycling.php](http://www.plaindealer.com/about_us/general_info/recycling.php)

17 [http://www.plaindealer.com/about\\_us/pdhistory/facts\\_figures.php](http://www.plaindealer.com/about_us/pdhistory/facts_figures.php)

18 Circulation Data Report 2009. Newspapers Canada.

19 ABC. 12 months ending March 31, 2010.

20 *The Montreal Gazette*. <http://www.montrealgazette.com/news/green+Gazette/4332857/story.html#ixzz1SmU4pTLY>

*For each 1% increase  
in recycled content,  
the carbon footprint  
of newsprint decreases  
by approximately the  
same amount: 1%*



# FASTEST ROUTE TO A FOOTPRINT REDUCTION:

## *Prioritize recycled newsprint*

### **SOURCING RECYCLED**

**NEWSPRINT** is the single most effective way to reduce a printed newspaper's carbon footprint. In fact, for each 1% increase in recycled content, the carbon footprint of newsprint decreases by approximately the same amount: 1%.<sup>21</sup>

Right now 15 of 28 newsprint mills in Canada and the US produce newsprint with recycled content.<sup>22</sup> Four of these can produce newsprint comprised of 100% recycled fiber.<sup>23</sup> However, overseas demand and contamination from single stream collection systems is challenging North American recycling infrastructure.

There are two solutions to this:

1. Newspaper publishers should continue to articulate a preference for and purchase recycled sheets, proving demand continues to exist.
2. Closed-loop relationships with recycled mills can be established.

In fact, the trend toward closed-loop relationships to secure clean fiber supplies is on the rise with other paper grades. Boise and TD Bank, for instance have developed such a relationship, as have Cascades and Random House - unsold copies of Random House books are directed right back to the Cascade mills their pages first came from.

Publications who print on recycled newsprint have a clear, simple environmental message and platform to attract readers and to draw advertisers whose customers value environmental leadership.<sup>24</sup> Using recycled paper connects the everyday bluebox user to a newspaper's paper choices.

### **Green on the inside and out - *The Times of India* and its advertisers team up and get creative.**

This year *The Times of India*, with support from a key advertiser, launched a unique 45-day campaign encouraging readers to submit their ideas to help build a greener world. *The Times* then bought 10 kgs of used newspaper for every green idea received. On World Environment Day the newspaper reused and recycled all of the paper it had collected to publish a 100% recycled edition. This green edition was titled "Forests: Nature at your service." and focused on the fact that forests play a critical role in stabilizing our climate. The ad agency responsible for the ground-breaking campaign won a Cannes Lion 2011 award for creativity.<sup>25</sup>



photo: *Times of India*

### **Ireland's Newspaper Industry Leads the Way on Systemic Change**

A combination of recycling reform, pro-recycling advertisements, and closed-loop recycling agreements resulted in 79% of Irish newspapers being recycled in 2011, up from 28% in 2002. The average recycled content across Irish newspapers is now 52%.



photo: © Greenpeace / Daniel Beltra

*Using recycled paper connects the everyday bluebox user to a newspaper's paper choices.*

<sup>21</sup> Based on calculations using the Paper Calculator. <http://calculator.environmentalpaper.org/>

<sup>22</sup> Canopy and Green Press Initiative. Supplier Survey 2010.

<sup>23</sup> Resolute Forest Product's Thorold, Ontario Mill; SP Newsprint's Dublin, Georgia Mill and Newburg, Oregon Mill; and Catalyst's Snowflake, Arizona Mill.

<sup>24</sup> From polling undertaken by Canopy we know that 95% of Canadian consumers think it is important for a company to develop an environmental policy action plan and show clear progress towards targets.

<sup>25</sup> Campaign India. *Cannes Lions 2011: Lodestar UM strikes Gold in Media Lions*. June 22, 2011. <http://www.campaignindia.in/Article/261322,cannes-lions-2011-lodestar-um-strikes-gold-in-media-lions.aspx>.

# ACROSS THE OCEAN

## Two Profiles of Global Environmental Leadership

### Company:

**PEARSON**

### Newspaper:

**Financial Times (UK)**

(circulation 336,590 globally)<sup>26</sup>

### Corporate Environmental Language:

"The *Financial Times* needs to ensure that environmental impacts are managed throughout the supply chain, from paper production through to printing". The newspaper recognizes that their major environmental impact comes from their use of natural resources, particularly paper, and they are committed to using the resources responsibly. Their parent company, Pearson, has environmental guidelines for paper purchasing outlining their commitments.<sup>27</sup>

### Conservation Initiatives and Protecting Endangered Forests:

The policy, as adopted by the *Financial Times* parent company, states, they are committed to support the protection of high conservation value forests, and rejects illegal logging of old growth forests.

### Recycled Fiber:

In 2006, the *Financial Times* began to trial different sources of 100 per cent recycled pink newsprint – where the pink newsprint is an important part of their brand and heritage. This trial was extended, resulting in the relative percentage of the recycled paper used by the *Financial Times* rising steadily in 2009.

### Forest Certification:

The policy, as adopted by the *Financial Times* parent company, states a preference for FSC-certified forests for virgin forest fiber.

### Production Efficiency:

The *Financial Times* has significantly reduced the paper they used by moving to a smaller page size and a reduced base weight (from 50,509 tonnes in 2008 to 31,571 tonnes in 2009).

### Eco Bite:

The *Financial Times*, along with the Pearson Foundation and Children's Tropical Forests UK, invest in and raise funds for the purchase and protection of primary tropical rainforest in Costa Rica, which has been incorporated into one of the largest protected rainforest national parks in Central America.<sup>28</sup>

### Company:

**THE GUARDIAN MEDIA GROUP/  
GUARDIAN NEWS AND MEDIA**

### Newspaper:

**The Guardian (UK)**

(circulation 248,775)

### Corporate Environmental Language:

"The *Guardian's* ambition is to be environmentally regenerative. They will investigate how they can become carbon positive – go beyond carbon neutral and positively affect climate change ... Sustainability will be at the heart of their procurement processes as they recognize that their suppliers represent a key part of their operational impact."

–The Guardian News and Media Environmental Vision and Paper Purchasing Policy.

Guardian News Media's vision is accompanied by a reporting of environmental performance that aims to cover all aspects of their operations. They have also had their efforts evaluated by an independent auditor.<sup>29</sup>

### Recycled Fiber:

The Guardian Media Group has a commitment to keep recycled levels for newsprint at or above 80% of total tonnes of fiber purchased. The recycled content for *The Guardian and Observer* was 86% for the 2011 fiscal year.

The Manchester print site operates a closed-loop recycling scheme with a Palm Paper mill – which operate the world's largest newsprint machine and which produces 100% recycled newsprint.

### Production Efficiency:

The print sites have significantly reduced their use of volatile organic compounds in their printing process by eliminating the use of solvents in the press cleaning process and font solutions.

### Eco Bite:

Sustainability is one of Guardian News Media's eight priority business areas. The company makes efforts to live their sustainability values within their operations, and has sought input from environmental organizations. Previous efforts have included an assessment of how carbon thinking is embedded into the business culture, and carbon emission reductions of 27% this past year.

# FOSTERING SECTORAL LEADERSHIP

## *The Newspaper Industry Environmental Vision*



photo: stock

**THIS YEAR** a North American working group of newspaper industry stakeholders, including representatives from both publishing and manufacturing have forged a Newspaper Industry Environmental Vision.

### The Vision aims to:

- Engage employees by encouraging social responsibility at the corporate level;
- Respond to environmental interest from readers, advertisers and shareholders;
- Improve brand appeal, and
- Reduce pressure on valuable and endangered forest ecosystems.
- It provides publishers with a unique opportunity for publishers to communicate to their suppliers, advertisers, and readers that they are committed to improving the environmental sustainability of their publications, which resonates very well with an increasingly environmentally conscious public.

The Association of Alternative Newsmedia, the Mid-Atlantic Community Papers Association, and eight other newspapers have already endorsed the vision. Learn more, sign the vision, and track new signatories to the vision at <http://www.greenpressinitiative.org/treatise/newspapervision.htm>.

### Wondering why some publications didn't make the cut?

Canopy and Green Press Initiative sent out an initial survey to all newspapers in the US and Canada with a daily circulation over 150,000 copies and conducted follow-up correspondence and independent online research. Newspapers with a daily circulation of above 150,000 copies in the US and Canada who are not listed did not complete the survey and/or no information was available on their website with respect to their environmental paper purchasing. These missing publications are currently not providing transparency on their environmental performance and their sustainability initiatives cannot be accurately assessed.



### FOR MORE INFORMATION, please direct inquires to:

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<sup>26</sup> Circulation for the *Financial Times* and *The Guardian* reported in: ABCs: National daily newspaper circulation July 2011. <http://www.guardian.co.uk/media/table/2011/AUG/12/abcs-national-newspapers>

<sup>27</sup> *Financial Times*: <http://aboutus.ft.com/corporate-responsibility/printing/>

<sup>28</sup> *Financial Times Rainforest* <http://aboutus.ft.com/corporate-responsibility/ft-rainforest/> - top

<sup>29</sup> *The Guardian's* Environmental Vision. <http://www.guardian.co.uk/sustainability/gnm-vision-manifesto> and *The Guardian's* revised paper purchasing policy: <http://www.guardian.co.uk/sustainability/carbon-footprint-paper-purchasing-policy>



photo: Heiko Wittenborn



Vancouver, Montréal, Québec, Toronto, New York

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Thanks to International Web Express for donating the printing and paper for this report, and for advancing environmental leadership in their operations.



Printed on 100% recycled newsprint

