

Company – National Magazine Company

Sector – Publishing

Recruiting the green champions overcame the 'them and us' suspicions at the beginning. We like to apply a more democratic process rather than simply impose rules from the top.

National Magazine Company

Background and Context

The National Magazine Company is one of the UK's largest magazine distributors, publishing 14 titles in the UK, including titles such as Cosmopolitan, Country Living, Esquire, Good Housekeeping and Harper's Bazaar.

Employee engagement has been key to the success of Natmag's environmental actions. Its Environment Committee, chaired by CEO Duncan Edwards, meets quarterly, liaising with a network of 40 green champions who monitor progress on key green initiatives. This collaborative effort has enabled the company to work together with staff to develop and implement measures.

Employee engagement and out of the box thinking

Natmag is committed to becoming carbon neutral by 2013. Through efficiency measures (eg movement sensitive lighting, motor speed inverters, reducing boiler temperature) in the past year, Natmag has decreased energy consumption by 19% and waste by 25%. Other green initiatives include:

- **Recycling.** Having recycled since 2003, they this year introduced an improved, simpler system, which can accept all types of recyclables except food scraps and contaminated food packaging.
- **Green roof.** Natmag has developed the first retro-fit green roof in the West End. A large balcony, previously a pigeon infested patch of grey concrete, is now a flourishing wildflower meadow that attracts bees, butterflies and bluetits. Food waste from the Good Housekeeping kitchens goes to the two wormeries on the roof, which then produce compost and fertiliser.
- **Rainwater harvesting.** Natmag has budgeted to harvest rainwater in 2009, which should enable it to reduce water consumption by 20%. The water will be used for flushing toilets and watering the green roof.

Employees are encouraged to cycle to work, and are offered a 43% discount on bicycles from Evans. Only 2% of their 900+ workforce regularly uses the car park bays, and they are working to reduce this further.

In addition to initiatives focused on internal operations, Natmag seeks to practise what it preaches through its product – paper content of its magazines is from sustainable sources, either FSC or PEFC-approved. Natmag also works to influence its readership – many of its titles run regular green features.

Natmag has achieved ISO 140001 certification, a mark of best practice in environmental performance, and is the only publishing company to reach the inaugural Sunday Times Green List, coming second of all companies in London and tenth in the UK. However, it is not stopping there. A number of plans are in the pipeline, including an environmental training programme for all staff to raise awareness of potential green savings and lifestyle changes and the installation of equipment for video conferencing to cut down on transatlantic air travel (as it is an American-owned company).