

We commit to play our part as a leading media organisation in creating a fair society that lives within the means of our planet. Driven by our unique ownership structure and values – honesty, integrity, courage, fairness and duty to our readers and communities – we will enable our audiences, customers, employees, advertisers and suppliers to build a more sustainable future.

Sustainability has many interlinked strands but the dangers of climate change are so great and immediate that we will pay particular attention to highlighting its hazards and exploring ways of combating it.

While all our businesses share this common goal, we recognise that each has its own specific contribution to make.

1) Audiences and customers

We will educate, influence and inspire our audiences and customers to live in a way that does not compromise the ability of future generations to meet their needs. Our businesses will be recognised as an authority on the implications and opportunities that sustainability presents and will also, wherever possible, give our audiences a platform to explore and debate these issues for themselves.

2) Governance

Each of our businesses will have its own sustainability strategy and action plan and an effective governance structure to ensure it is implemented.

3) Products and services

We will seek a competitive advantage through promoting and developing products and services that support a more sustainable way of life.

4) Advertising

We will share our vision with key clients as well as encouraging advertising from organisations that are playing their part in creating a more sustainable future.

5) Environmental management

The passion we have for inspiring our audiences and customers will be matched by our commitment to operating our offices, print sites and digital platforms to high environmental standards, including minimising waste and maximising both efficiency and recycling

6) Carbon management

We will measure and publicly report on our carbon footprint and set challenging targets to lower our emissions.

7) Procurement

We will team up with our suppliers to minimise impacts along our value chain, sourcing more sustainable products and services where possible, with a particular emphasis on carbon reduction.

8) Employee engagement

We will give our employees information to increase their awareness of the impact of their actions on the planet both at work and at home.

9) Embedding sustainability into the workplace

Each of our employees will understand how to interpret our priorities on sustainability for their specific roles and have the support necessary to implement change. Successes will be celebrated and shared across the group.

10) Community

We will work in partnership with our local and business communities in ways that meet their environmental, economic and social needs and have positive effects for our businesses.