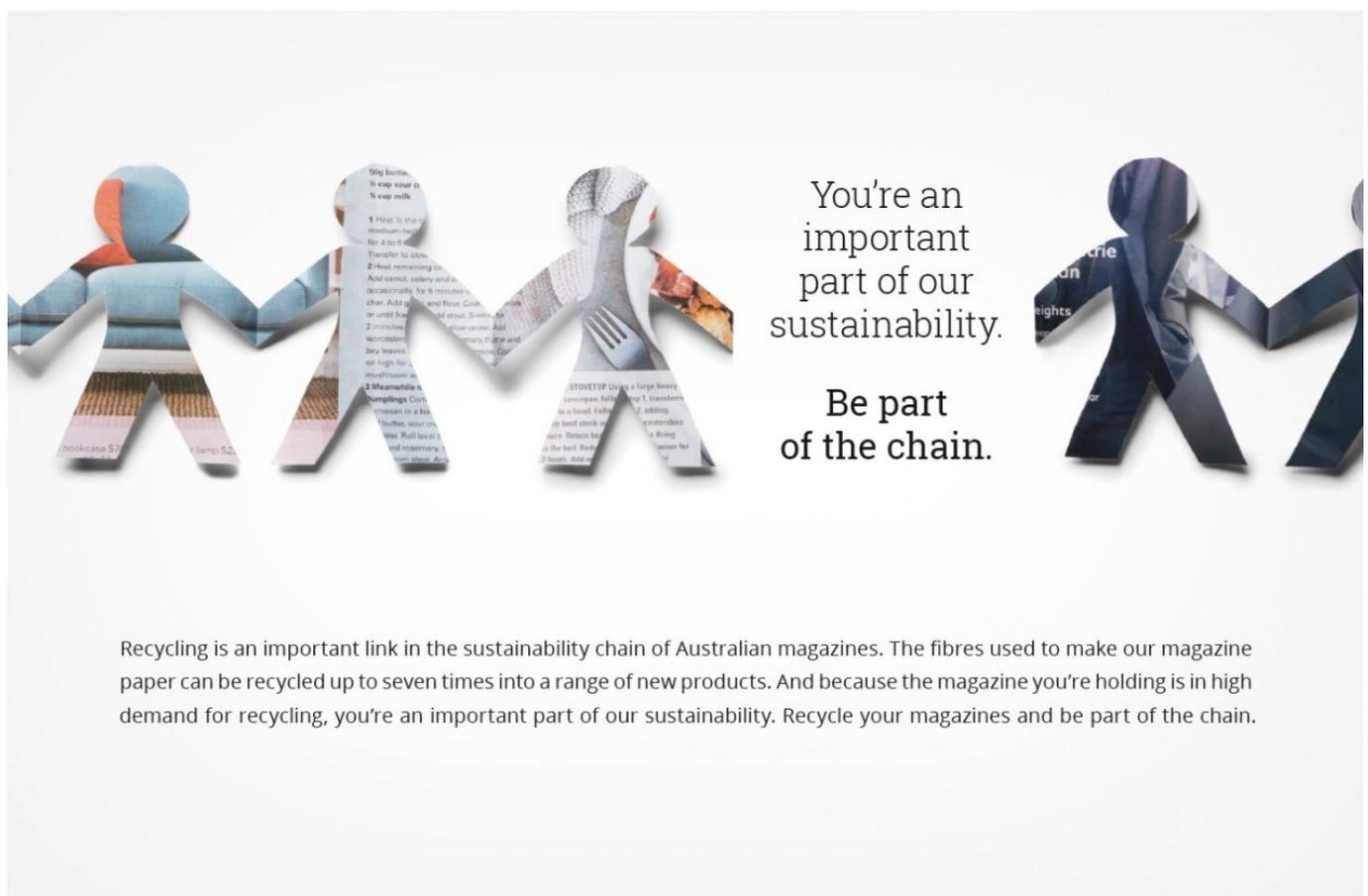


‘Be part of the chain’ campaign

In the lead up to World Environment Day, Australia’s leading news media and magazine publishers united to celebrate and promote the environmental sustainability of print media.

World Environment Day is a United Nations program for environmental awareness and action.

The NewsMediaWorks campaign emphasises the responsible use of natural resources and invites the public to ‘be part of the chain’ of sustainability by recycling their newspapers and magazines. For publishers, this chain represents the circular economy around which their products are made - from sustainable forestry, responsible production to world class recycling.



You're an important part of our sustainability.

Be part of the chain.

Recycling is an important link in the sustainability chain of Australian magazines. The fibres used to make our magazine paper can be recycled up to seven times into a range of new products. And because the magazine you're holding is in high demand for recycling, you're an important part of our sustainability. Recycle your magazines and be part of the chain.

“The campaign provides a call to action to our audiences to continue the important part they play in the chain and grow their great record of recycling newspapers and magazines,” NewsMediaWorks CEO Mark Hollands said.

“That chain starts with making our paper from sustainable plantation forests. No Australian native trees or old growth forests are used to produce newspapers and magazines. The fibres of old newsprint can be recycled up to seven times and doing so is an integral part of our sustainable profile, but is only achievable with the participation of readers.”

NewsMediaWorks Executive Director - Environment Peter Netchaef said he is excited to see two decades of cooperation between Australian publishers on environment culminate in a focus on the whole sustainability chain. “For the last two decades the publishing industry has worked voluntarily to commit to advance environmental outcomes. This commitment is outlined in the industry’s *National Environmental Sustainability Agreement* with government and ahead of World Environment Day it goes one step further to engage our consumers, employees and partners.”

The campaign featured in titles of News Corp Australia, Fairfax Media, West Australian Newspapers, APN News & Media, Bauer Media and Pacific Magazines, and was developed . by Sydney agency OFA Productions.