





SUSTAINABILITY ANNUAL REPORT

BAUER MEDIA UK 2023

Table of contents

	Impact Summary	page 3
	Our Commitment and Pledges	page 4
	Bauer Earth Month	page 6
	Sustainable Brands ad Content	page 7
	Bauer Carbon Footprint	page 13
	Sustainable Workplaces	page 14
	Sustainable Paper	page 15
	Sustainable Partnerships	page 17

Highlights from our annual Sustainability Impact

92% Climate Training

Over 2000 Bauer people completed new Climate Change training over the past year

100% Renewable Electricity

New London workplace is powered by 100% renewable electricity and features solar power design

1 Earth Month

Four weeks dedicated internally to celebrate and embed the importance of our sustainability strategy

100% Emissions Awareness

Our Publishing business measured end-to-end emissions across the supply chain scope 1, 2 and 3

100% Sustainable Paper

All Bauer magazines are printed on paper that is sustainably sourced and fully recyclable

900+ Trees Planted

Yours Forest campaign planted 900+ trees with the support of readers



9m EV Readers

CAR Magazine's Electric Car vs Winter reached 9m digital reader accounts



100% Preloved Fashion

Grazia's Big Fashion issue was shot with only pre-loved clothing



We continue to stand by

Our Sustainability Commitment

“ We acknowledge that we both respond to and set agendas for the cultural issues of the day. With **sustainability being one of the most pivotal issues this generation faces, we commit to playing our part** in achieving a better future for our planet and its people.

As a large-scale producer, distributor and broadcaster Bauer Media UK recognises its unique dual role and responsibility and is committed to using its influential position to **drive behavioural change amongst its audiences** and **reduce its operational impact on the planet.**

”



We action the commitment through our Sustainability Pledges

PEOPLE

Empowering sustainable people and cultivating a culture from within



We will use the **power of our brands and platforms** – as well as the unique relationship with our readers and listeners – to support and promote the sustainability agenda



We will work towards **sustainable workplaces** that make Bauer Media a great place to do great work

PLANET

Protecting our planet and ensuring transparency



We will set a clear **sustainability agenda** and be transparent about how we are moving towards it



We will set a science-based carbon reduction goal that will get us to **net zero**



We will transition to **electric vehicles** and encourage low-carbon alternatives for commuting

PARTNERS

Aligning our values with partners to build a sustainable ecosystem



Our Publishing business will only partner with **sustainably sourced paper suppliers**



We will **partner and collaborate with others** across our industry to promote and support better sustainability practices



We will **reduce our plastic** use as much as possible and be transparent about where and how we use plastic



We internally celebrate and drive action during Bauer Earth Month

LEADERSHIP

Leaders from UK Publishing and Audio came together to **launch Earth Month**.



Our **sustainability sizzle reel** celebrated some of the creative initiatives across Bauer that exemplify sustainable leadership.

The **Sustainability leadership series** gave leaders a platform to applaud sustainability leadership within their teams and recognised the personal pledges Bauer leaders are making for Earth Month.

CAPABILITY

We launched a **Climate Training module** increasing awareness about climate change and what we as a business and as individuals can do to make a difference.

"We want to equip everyone at Bauer with a baseline understanding about environmental sustainability"

The new **Sustainability Capability Corner** saw people across Bauer who have gained further credentials on sustainability share their learnings.



INSIGHT

To understand our audiences and clients on the topic of sustainability we conducted research and released **Bauer Sustainability Insiders**.



"It's about values and integrity. What are your values going to be in mitigating the climate crisis? then align your work and partnerships"

In our insightful **Sustainability Inspire Session** we heard from a panel of external leaders on innovation on sustainability topics.

ACTION

Bauer people came together to make their **#myplanetpledge**, a commitment to be more sustainable in their lives throughout the whole month.



Sustainability actions workshops had people take inspiration and insight from Earth Month and translate these into how we can work in key areas such as content and commercial.



"Don't let the fear of perfection, get in the way of progressing sustainability"



Sustainable Living

informed through the power of
our brands and platforms

Yours

Forming sustainable communities and
driving action together with audiences



To mark its 400th issue,
Yours Magazine pledged to
plant a 'Yours' Forest'
With the support of
readers, planted **942 trees**
in partnership with **Trees for
Good Causes**

64% say they are **open to the challenge**
of **living more sustainably**

Bauer Insiders consumer sustainability survey

that's life! Take a Break

Making sustainable living more accessible by educating on financial
and carbon benefits of sustainable cooking



Monthly roundup of
trending products,
highlighting ones that
are friendly to the
planet

Bella

Educating readers by sharing planet-friendly
recipes and trending products that are sustainable



"If everyone
replaced one chicken meal
a week with a plant-based
alternative, it could save
the equivalent level
of CO2 generated by
13m flights to Spain!"



Sustainable Fashion

showcased through the power of our brands and platforms

GRAZIA

Leading premium fashion coverage with an end-to-end sustainability focus from front cover shoots to deep dive 'specials' content



Daisy Lowe Cover shot with Oxfam pre-loved to mark the Oxfam London Fashion Week collection

The iconic 'Big Fashion Issue' all shot with pre-loved clothing and included a second-hand chic special

heat

Making sustainable fashion more accessible by educating on the benefits and tips to incorporate sustainability in everyday life



Closer

Influencing sustainable purchasing decisions by highlighting sustainable, eco-friendly brands within fashion and beauty



"The range is recycled and made from organic cotton, so you can dress in style while giving back to the planet"

Rental fashion coverage on the perks of hiring: "It's good for your purse and the environment – what's not to love?"

Natural hair dyes: everything you need to know about the eco-friendly way to colour your hair

9 sustainable fashion influencers to follow on TikTok and Instagram

51% expect companies to source raw materials from only sustainable sources

Bauer Insiders consumer sustainability survey



Sustainable Hobbies

showcased through the power of our brands and platforms

Country walking

Elevating the sustainability of walking by addressing impacts across all elements of walking including gear, routes, travel.



30% of consumers are **making eco-friendly purchase decisions**

Bauer Insiders consumer sustainability survey

MODERN Gardens

Garden answers
GardenNews

Sharing simple and practical ways readers can become more eco-conscious in their gardening



Today's Golfer

Rewarding sustainable golfing behaviours through tips, awards and rankings



'Green Golf Awards' is the first ever ranking of Europe's Top 100 sustainable courses. Ranked based on factors such as water and fertiliser usage, recycling and wildlife.



Sustainable Autos

industry wide transition trusted through the power of our brands and platforms

car

Trusted in-depth coverage informing and educating audiences on the transition to electric vehicles



Tailored Apple News+ Electric Car vs Winter collection Spearheaded six-article coverage of CAR's EV content

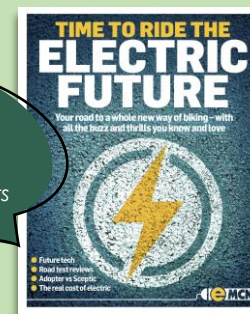


41% consider the **environmental impacts of their travel options**

Bauer Insiders consumer sustainability survey

Bike MCN

Pioneering the coverage of electric bikes since before it was popular

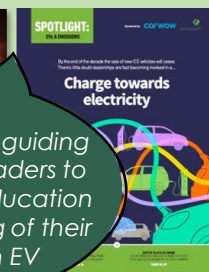


MCN's industry-first bookazine on electric bikes and electric motorbikes supplements



SMART TRANSPORT

Guiding policy makers, industry leaders and UK businesses on decarbonisation and achieving net zero



Urging and guiding business leaders to ramp up education and training of their staff on EV



Sustainable Audio

showcased through the power of our brands and platforms



KISS ran the GOV UK campaign to reduce energy waste featuring tips & advice on being smart with energy.



Bauer Media Audio climate change podcast, investigates how climate change will continue to affect our everyday lives in the future, and our role to save the planet.



Absolute Radio's Frank Skinner climate change interview with former US Vice President Al Gore.



Liz Bonnin's series of nature themed programmes on Scala Radio.

51% expect companies to source raw materials from only sustainable sources



Bauer Insiders consumer sustainability survey



Net Zero

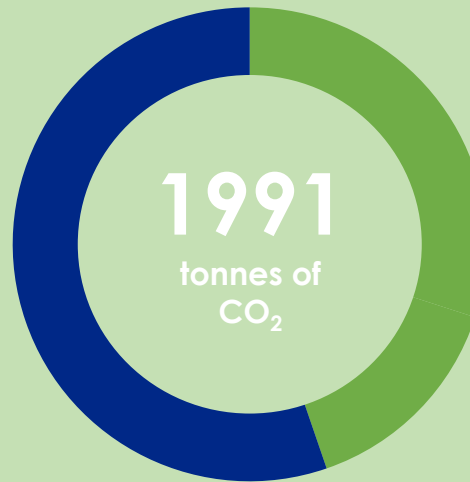
is an important part of our sustainability strategy

2021 BAUER UK CARBON EMISSIONS:

55%

SCOPE 2 EMISSIONS

These are atmospheric emissions associated with Bauer's consumption of purchased electricity. These are indirect emissions that are a consequence of our organisation's activities, but which occur at sources we do not own or control.



45%

SCOPE 1 EMISSIONS

These are emissions from activities owned or controlled by Bauer that release emissions into the atmosphere, primarily caused by gas and fleet.

2022 SUSTAINABLE CHANGES AS PART OF OUR NET ZERO PLAN



Switched to renewable electricity across all publishing offices



Mandated Audio offices to only renew contracts with renewable electricity



Consolidated all London offices into one reducing emissions footprint



Reduce gas use by switching to alternative sustainable heating options



Reduced size of fleets and continuing to transition fleet to hybrid and electric



100% renewable electricity powers our new London office



**The Lantern is our new office
being developed with
sustainability built in by design**



All purchased electricity is from renewable sources and REGO-backed



Design includes solar electricity, solar water preheat, new planting and water storage through blue roofs



Rated 'Excellent' by BREEAM, world's leading validation and certification



**Overarching
sustainable office
practices at Bauer**



Sustainable practices when refurbishing - 93% of strip out waste recycled for our newly refurbish Peterborough workplace



Clearer signage & bins with colour coded lids placed to guide the user to the correct bag and battery recycling bins installed



No plastic cups or crockery are purchased

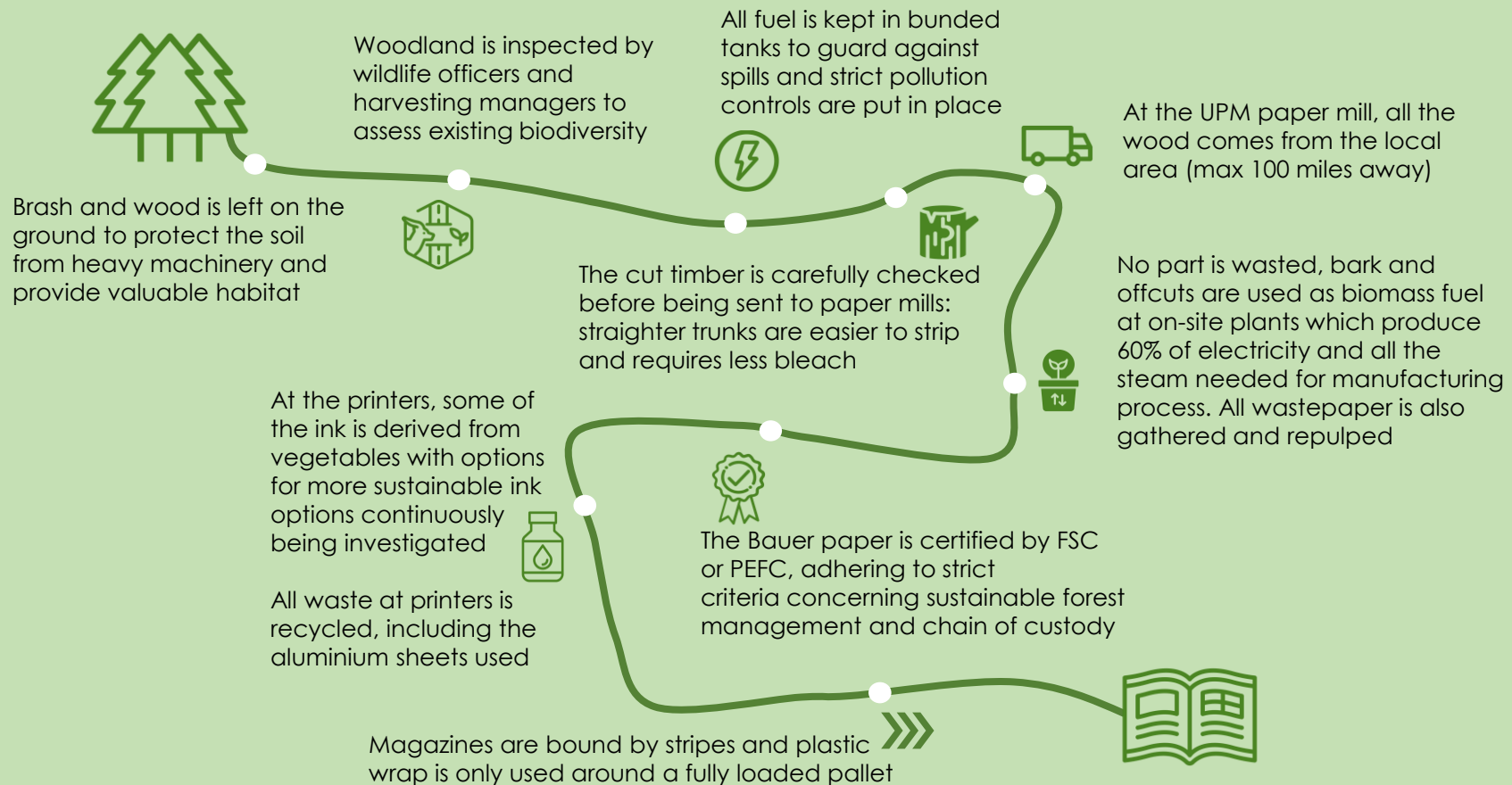


All photocopier paper is recycled paper



100% of our magazine paper is sustainability sourced

THE SUPPLY CHAIN PATHWAY FOR UPM:



100% of our magazine paper is sustainability sourced

WE ONLY WORK WITH SUSTAINABLY ACCREDITED PAPER SUPPLIERS:



storaenso

Accreditations:

FSC, PEFC, EU Ecolabel, ISO 14001, ISO 50001



Norske Skog

Accreditations:

FSC, PEFC, EU Ecolabel, ISO 14001, ISO 50001

HOLMEN
PAPER

Accreditations:

FSC, PEFC, EU Ecolabel, ISO 14001, ISO 50001

sappi

Accreditations:

FSC, PEFC, EU Ecolabel, ISO 14001, ISO 50001



UPM

Accreditations:

FSC, PEFC, EU Ecolabel, ISO 14001, ISO 50001, EES+



Salm Paper

Accreditations:

FSC, PEFC, Blue Angel, ISO 14001, ISO 50001

Paper is supplied from mills using fully accredited timber, sourced only from sustainable managed forests and all our paper suppliers are certified to either FSC or PEFC.

Both the FSC® and PEFC™ schemes have similar objectives: the certification of forests to credible, independently verified standards of responsible forest management, conserving the natural habitats of plants and animals, and respecting the rights of forestry workers and local communities.

Both PEFC™ and FSC® operate robust chain of custody schemes that track wood and wood fibre through every step of the supply chain, from the forest to the end-user.



Partnering for Sustainability

is essential to ensure we reduce emissions across our supply chain



Industry wide drive on sustainability

The PPA (Professional Publishing Association) Sustainable Action Group actively facilitates the interactions of industry actors and offers a platform for discussing key environmental concerns and share information on how to address these topics, including:

- Reducing carbon emissions
- Reducing unsold magazines
- Limiting the amount of plastic wrapping
- Improving the recyclability of magazines
- Encouraging ethical and sustainable procurement practices



Planet friendly packaging transformation

We are working with Frontline, Bauer's trusted distribution partner to deliver a transformation of our plastic coverings to paper wrap.

The ambition of the programme is to switch the packaging of all our magazine subscription titles. Only a small number of titles remain to be switched. At the end of the transformation, we will save 37 tonnes of plastic every year



Sustainable end-of-life technology

As IT assets come to the end of their life, we have a legal and social responsibility to dispose of them securely and sustainably. Bauer are DELL Technologies first UK customer to work with them on a sustainable process called ARR (Asset resale and recycling). As a part of their 2030 Social Impact Plan, DELL Technologies have set a moon-shot goal that:

- For every product a customer buys, they will reuse or recycle an equivalent product
- 100% of packaging will be made from recycled or renewable material
- More than half of their product content will be made from recycled or renewable material
- All IT assets are recycled



Promoting clothing recycling

Bauer Cash for Kids works with Textile Recycling Association (TRA) to encourage clothes donation and enabling clothing to be ethically recycled and not go to landfill





FOR MORE INFORMATION, PLEASE VISIT:
WWW.BAUERMEDIA.CO.UK/CULTURAL-IMPACT/SUSTAINABILITY/