



## Environmental Policy

Hearst UK is a leading publisher of print and digital magazine brands, reaching over 21 million unique UK users every month. This places us in a highly responsible position regarding the promotion of sustainable attitudes and behaviours and helping our consumers feel more positive. In 2022, Hearst UK won both the PPA Sustainability Award and the NMA Sustainability Strategy of the Year, demonstrating that taking meaningful and measurable action is a priority.

Our commitment is to fulfil all compliance obligations, protect the environment, prevent pollution, and maintain a leadership status in relation to both how we work and the work we do. Since our UK headquarters, House of Hearst, achieved certification to the International Environmental Standard (ISO 14001) in 2018, we have:

- Established a House of Hearst steering group, Planet Hearst, to support Hearst Group sustainability ambitions and drive forward meaningful objectives, targets, and plans to 1) Educate the Public and 2) Reduce our Carbon Emissions
- Operated within a BREAAAM-certified building and purchased 100% renewable electricity
- Reduced our emissions from flying by 76% per person (2022 versus 2018 baseline)
- Improved our measurement and monitoring of waste and reduced waste production by 59% per person within a verified zero waste-to-landfill strategy (2022 versus 2019 baseline)
- Continued to use 100% certified sustainable paper for all our printed magazines, with 100% of our paper suppliers and printers certified to ISO 14001
- Reduced use of plastic magazine wrap by 100% by switching to sustainable paper, saving 25 million plastic wraps and bags in total (2022 versus 2018 baseline)

Climate Change is now a priority for citizens, governments, and businesses. We recognise that human activity is the main cause of the rise in carbon emissions and that unless urgent action is taken, the consequences will be catastrophic. Our ongoing plans must include a focus on reducing emissions in line with science-informed targets. We have undertaken a carbon analysis of Hearst UK (scopes 1, 2 and 3 for air travel) against a 2018 baseline. Our objectives for 2022 have been formulated to achieve continual improvement to enhance our environmental performance. Through working with industry associations, employees, clients, and suppliers we will:

- Plan the transition to renewable energy across all Hearst UK offices, iterate the energy KPI to consider recent changes in our working environment, and target a further reduction in consumption through implementing the findings in our ESOS phase 3 report
- Target further per person reduction in House of Hearst air travel compared to 2022 through the implementation of our updated Travel Policy and focused staff engagement campaigns
- Promote the circular economy by increasing reuse and recycling rates
- Reduce the environmental impacts of beauty boxes and cover mounts
- Work in collaboration with our supply chain partners (paper, print, distribution, data hosting) to reduce 'sale or return' retail waste and to measure and plan decarbonised products and logistics
- Educate our internal teams on climate literacy and how they can effectively talk and write about key industry-related sustainability issues to mobilise and amplify positive change
- Implement our new process to assess and manage risk associated with advertising high-carbon products and services
- Continue to increase the dialogue with our audience to adapt our way of life with a better respect for the planet, for us and for the future generation
- Assess the feasibility of expanding our ISO 14001 certification to include all Hearst UK offices
- Enhance the governance across Hearst UK to ensure strategic direction and support are maximised

This policy will be reviewed on an annual basis by senior management. A copy of the policy will be made available on our public website and communicated to all staff.

**Signature:**

**Position:** CEO

**Name:** Katie Vanneck-Smith

**Date:** 2.3.23