Fiscal 2019
Summary of Environmental Initiatives
RESPONSIBLE PAPER

ENVIRONMENTAL PAPER ASSESSMENT TOOL
Meredith uses the Environmental Paper Assessment tool (EPAT) to track the environmental performance of paper suppliers, identify potential areas for improvement, and help them make informed procurement decisions. (Page 29)

80%
All of Meredith's paper is supplied by mills with third-party chain of custody certification. More than 80% of the paper produced by the mills supplying Meredith contains third-party certified fiber. (Page 30)

To reduce unsold copies distributed to retail outlets, Meredith developed a wholesaler incentive program that has reduced waste and saved paper. (Page 32)

2018 2019
49% 69%
During fiscal 2019, tonnage of paper purchased from mills certified ISO 14001 (an environmental management system for manufacturers) increased from 49% to 69%. (Page 29)

Meredith has changed the default setting of all office printers to double-sided, implemented “Follow-Me” printing in many offices, and improved its ability to track printer usage to identify reduction opportunities. (Page 32)

Consumer Marketing has reduced paper use by reducing the size of direct mail packages; increasing use of digital channels for subscription sales and renewals; and growing digital editions, especially through its relationship with Apple News+. (Page 33)

Meredith Premedia has implemented systems to reduce paper while improving employee workflows and company risk management. (Page 32)

To help increase the availability of certified fiber, the former Time Inc. was a founding member of the Sustainable Forestry Initiative (SFI) Forest Partners program. Meredith has continued its commitment to SFI with a financial donation and participation on its leadership committee. (Page 31)
WASTE & RECYCLING

Meredith printers use recycled toner. (Page 35)

Meredith India launched a “Go Green” campaign in 2017 that eliminated the use of approximately 900,000 paper cups per year. (Page 38)

Meredith cafeterias in Des Moines and New York have strategies in place to reduce food waste. (Page 37)

Meredith has reduced office paper weights from 28 to 20 pounds in Des Moines, and across the company Meredith set printers to default to double-sided printing. In the first year of this policy, the company reduced its paper usage by close to 900,000 sheets. (Page 35)

Meredith conducted a waste audit with the Iowa Waste Exchange in 2016. The data retrieved has been helping Meredith identify diversion, reduction, recycling and employee-education programs to further reduce waste. The Environmental Leadership Group is investigating the possibility of doing similar audits at other Meredith locations. (Page 36)

In 2017 the Des Moines office implemented a mug program that has kept 39,000 cups and 7,000 lids out of the landfill. In 2018 Des Moines and New York offices eliminated plastic straws and coffee stirrers, and subsequently New York eliminated plastic utensils in its coffee stations. Other Meredith offices and TV stations also provide reusable cups/mugs for employees. (Page 37) Work is underway to identify and implement further reductions in disposables across the company.

Meredith uses outside providers to recycle fluorescent tube light bulbs, electronic waste, and batteries. (Page 35)

Read about recycling programs across Meredith offices and TV stations on page 36.

Meredith’s magazine brands – from Allrecipes Magazine and Martha Stewart Living to SHAPE and FOOD & WINE – included special ads in their April issues that informed readers about Meredith’s recyclable plastic wraps. Meredith’s wraps consist of poly film, a grade #4 plastic, which are completely recyclable. The ad provides a URL and QR code, found at https://www.plasticfilmrecycling.org/, to help readers learn where and how to recycle the plastic wraps.
All Meredith US offices and TV stations now track all energy bills. Analysis is underway to uncover and share best-practice energy and cost-saving initiatives across the company. (Page 43)

Meredith’s Des Moines Locust North office received LEED Existing Building certification from the US Green Building Council in 2010. The owners of Meredith’s 225 Liberty Street building in New York are applying for LEED Gold certification. Read about the energy efficiency features across Meredith. (Pages 41-43)

Meredith’s increasing use of Webex is contributing to reduced travel expenses and related greenhouse gas emissions. (Page 44)

Meredith works to promote environmentally friendly modes of transportation in its communities, and provides incentives to employees to use alternatives such as bicycles and public transportation. (Page 45)

In 2010 Meredith committed to reducing greenhouse gas emissions by 20% over the next five years and achieved that goal. The company recently completed a new greenhouse gas emissions inventory for a fiscal 2019 baseline year and will set a new greenhouse gas reduction goal moving forward. (Page 41) See the full greenhouse gas emissions report at meredith.com/about-us/social-responsibility

Meredith uses the EPAT tool to engage paper suppliers in discussions about greenhouse gas emissions, energy efficiency initiatives and other environmental issues. (Page 41)
WATER CONSERVATION

159,000 GALLONS SAVED

In 2017 Meredith’s Des Moines office partnered with a team from the Iowa Department of Natural Resources and the University of Nebraska - Lincoln to conduct a full-day engineering audit. Among the group’s recommendations were installing low-flow showerheads in the locker rooms that save 159,000 gallons of water per year. (Page 48)

In Des Moines, satellite-controlled irrigation adjusts watering based on weather patterns. Plantings on the west side of the Des Moines building are native grasses requiring little to no artificial irrigation.

In lieu of surface parking for the Des Moines Locust North building, an underground parking garage allowed Meredith to develop two city blocks on either side of the property into greenspace that helps reduce precipitation runoff.

21,000 ft²

Meredith’s Des Moines office has a 21,000 square foot green roof that was developed in the 1950s and reduces the volume of precipitation runoff.

As part of the company’s tracking of utility bills, a major water leak was found at a TV station. Rectifying that situation saved the company almost $20,000 and saved water resources. Consistent analysis will now help the company identify and repair similar anomalies in the future. (Page 48)

This brochure represents a summary of Meredith’s sustainability efforts as detailed in the Fiscal 2019 Corporate Social Responsibility (CSR) Report that is located in full on Meredith.com. The full CSR Report also contains sections highlighting Meredith’s ongoing work in Volunteerism & Charitable Giving, Human Resources, Wellness, and Diversity & Inclusion.
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In 2019, Meredith formed an Environmental Leadership Group consisting of senior managers from the company’s businesses that have the greatest environmental impact.

Environmental Leadership Group Members

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VP, Consumer Products

Chuck Howell  
SVP, Strategic Sourcing, Newsstand/Production Operations

Mike Lacy  
SVP, Chief Information Officer

Todd Neilson  
Director, Paper

Alan Schultz  
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