

*An MPA workshop:*

# What Does it Mean to be Green

*(and how can magazine publishers benefit ?)*

## Today's Speakers:

- Carolyn Lockstone, Spicers Paper
- Lisa Hegh, BJ Ball Paper
- Steve Wilton-Jones, GEON Group
- Peter Salmon, Moxie Design
- Vincent Heeringa, HB Media



# Why are we here today



- Learn what we could do better
- Learn what we are already doing right
- Learn what we can say about it
- Learn why we should be saying it more, how, and to whom



# Some publishers perceptions of 'Green' ROI...

*Responses to MPA online survey ... "Agree or Disagree"*

“Increasing the ‘green-ness’ of our OFFICE will appeal to CUSTOMERS and thus result in more revenue”

- |              |     |
|--------------|-----|
| – Agree      | 35% |
| – Disagree   | 45% |
| – Don't Know | 20% |



# Some publishers perceptions of 'Green' ROI...

*Responses to MPA online survey ... "Agree or Disagree"*

“Increasing the ‘green-ness’ of our magazine production & distribution processes (for one, or all, of our titles) will appeal to CUSTOMERS and thus result in more revenue”

- |              |     |
|--------------|-----|
| – Agree      | 55% |
| – Disagree   | 35% |
| – Don't Know | 10% |



# Some publishers perceptions of 'Green' ROI...

*Responses to MPA online survey ... "Agree or Disagree"*

“Increasing the ‘green-ness’ of our BUSINESS OVERALL will appeal to EMPLOYEES and thus result in better employee attraction and retention”

- |              |     |
|--------------|-----|
| – Agree      | 80% |
| – Disagree   | 20% |
| – Don't Know | 0%  |

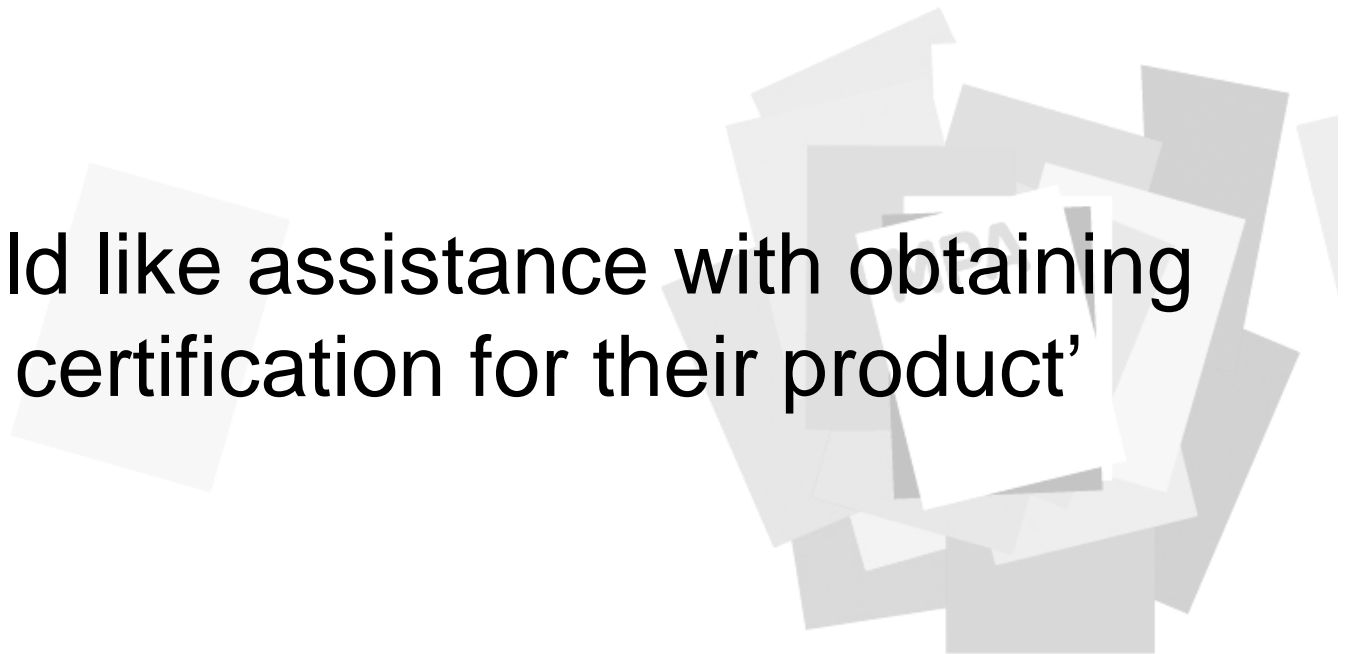


# How Green are MPA members



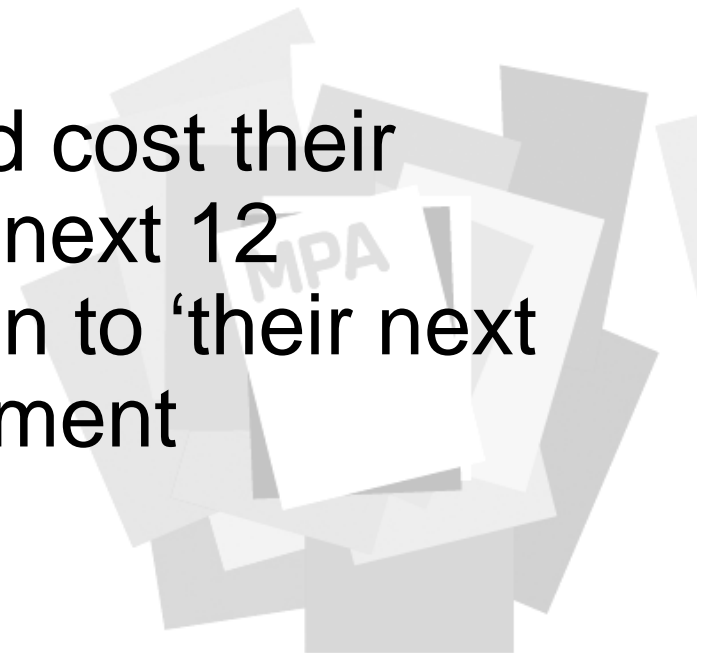
*Responses to MPA online survey ...*

- 45% said 'keen to do more re. environmental management in their business, but not sure how'
- 67% said 'would like assistance with obtaining environmental certification for their product'



# Barriers to publishers increasing environmental management ...

- 25% said 'lack of time'
- 25% said 'lack of knowledge'
- 33% said 'cost', or 'ROI not worth it'
- 50% said they envisage it would cost their business up to \$5,000 over the next 12 months to take their organisation to 'their next level' in environmental management

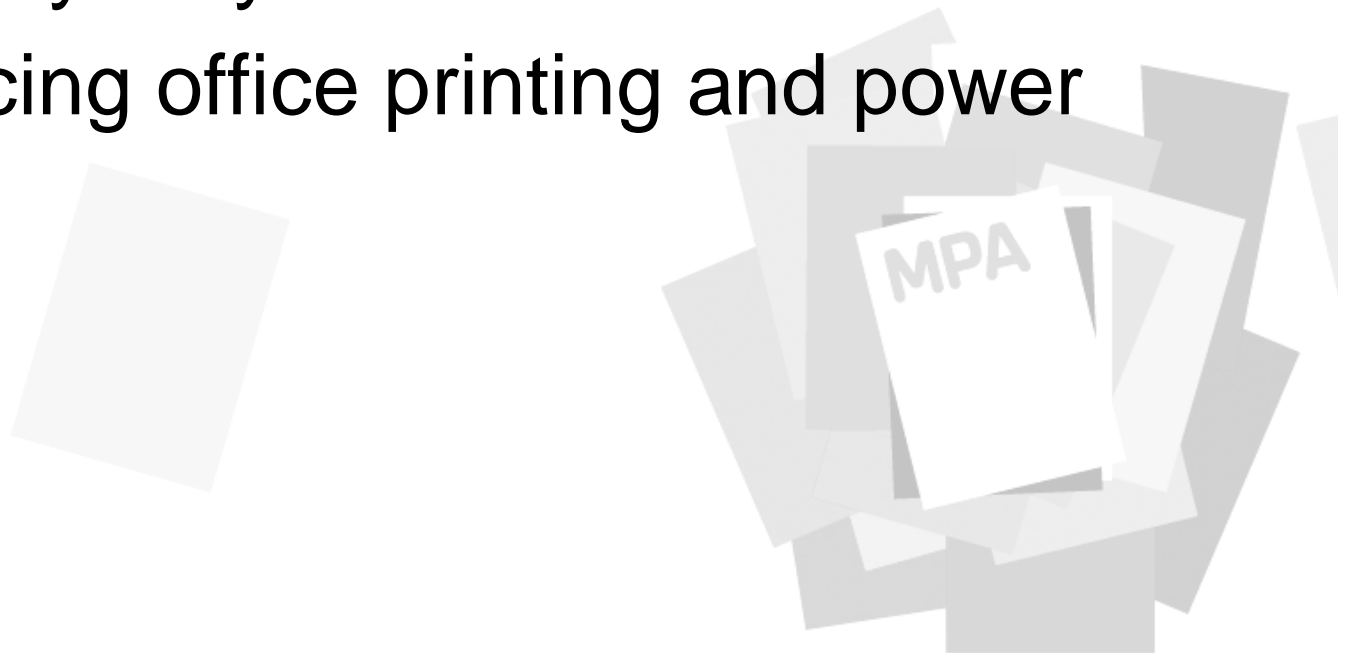


# Are we better than we think



Of survey respondents ... IN THEIR OFFICES

- 100% say actively recycle paper waste
- 66% say actively recycle other waste
- 60% say reducing office printing and power consumption



# Are we better than we think



## REGARDING PRODUCT

(relying on suppliers / partners)

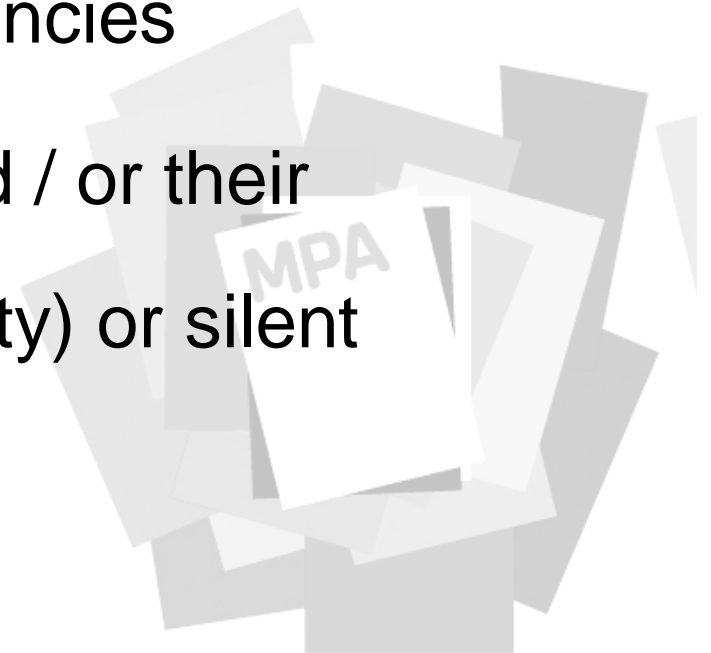
- 75% said use paper from sustainable sources for their product
- 75 % have a system for recycling magazine returns and over-runs
- 75% said 'not marketing the environmental credentials of their office or products in any way'



# What are the Threats



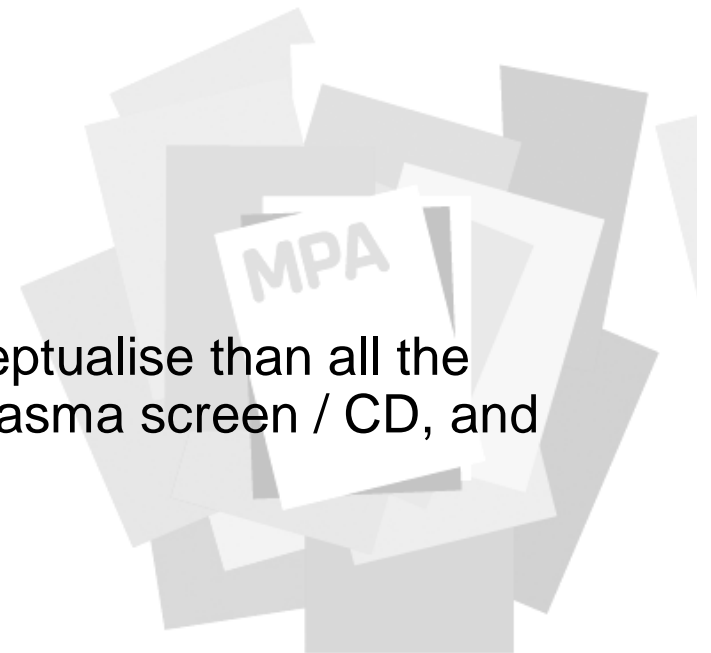
1. Poor perceptions of print (wasteful, harmful) among readers
2. Poor perceptions of print medium ('behind the times') among advertisers and agencies
3. Mistaken claims by publishers, and / or their advertisers, attracting complaints (eg. Advertising Standards Authority) or silent labelling as 'Green washing'



# Public Perceptions of Print

Climate Change Awareness impacts on every decision a consumer makes:

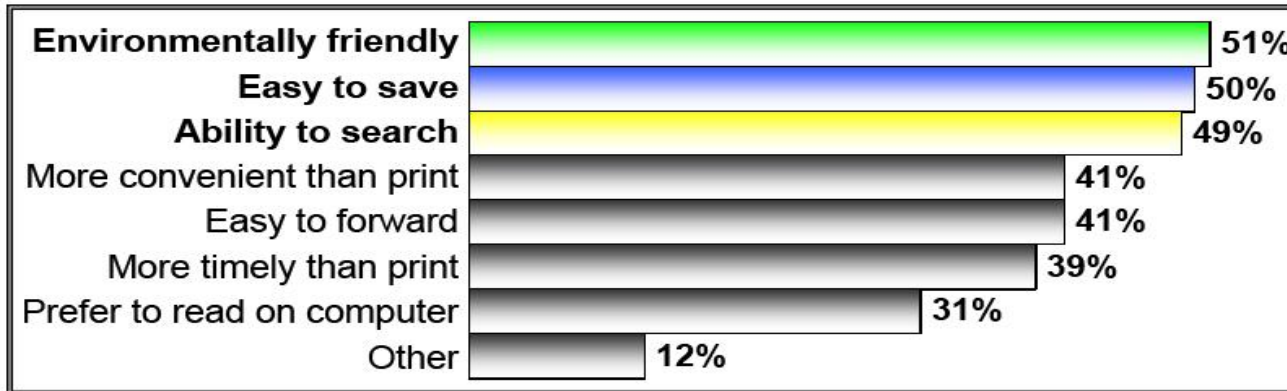
- What car? Should I still fly? What light bulb?
- Emissions, landfill, recycling, carbon footprint, food miles, conserving resources ...
- Reading on paper, vs reading online?
- **TREES>PAPER>LANDFILL** is easier to conceptualise than all the processes that go into manufacturing a PC / Plasma screen / CD, and creating the content for it, and playing it, etc.



2008 PROFILE OF THE DIGITAL MAGAZINE READER

### The “Big 3” Reasons for Reading Digital...

Subscribers like digital magazines for environmental reasons, easy to save and ability to search



Why do you subscribe to this digital publication? (n=33,897 all readers)

Top 3 reasons the same, but environmental concerns have increased in importance since 2007.



# Much debate about Online vs Print – see “Readers Questions” on Environmental page on MPA website

***Q: What are the Carbon footprint pros and cons of reading magazines online ?***

***A: Measuring total carbon emissions is an extremely complex task, which is as yet inexact. This link provides some insight into the complexity of the issue, and the good news about the paper industry [http://www.longtail.com/the\\_long\\_tail/2007/12/are-dead-tree-m.html](http://www.longtail.com/the_long_tail/2007/12/are-dead-tree-m.html)***

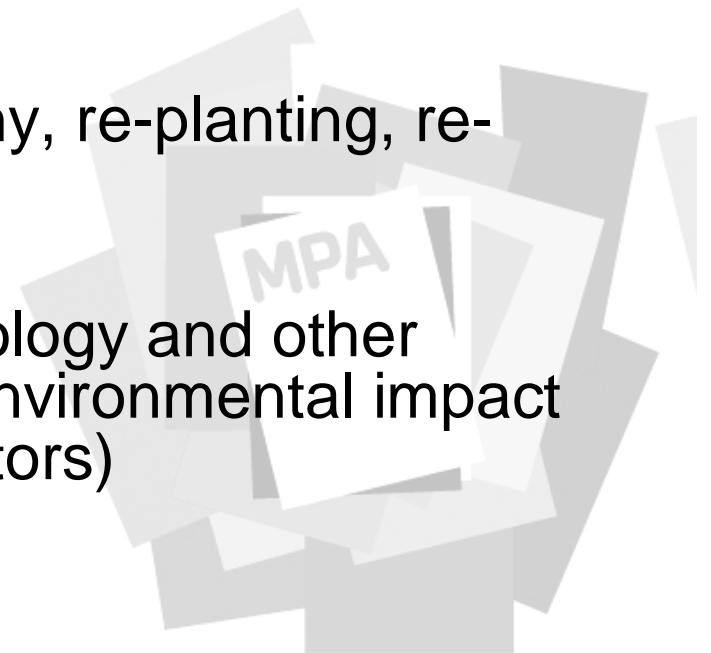
# Public Perceptions of Print

Speaker at Oct 2008 Print NZ conference:

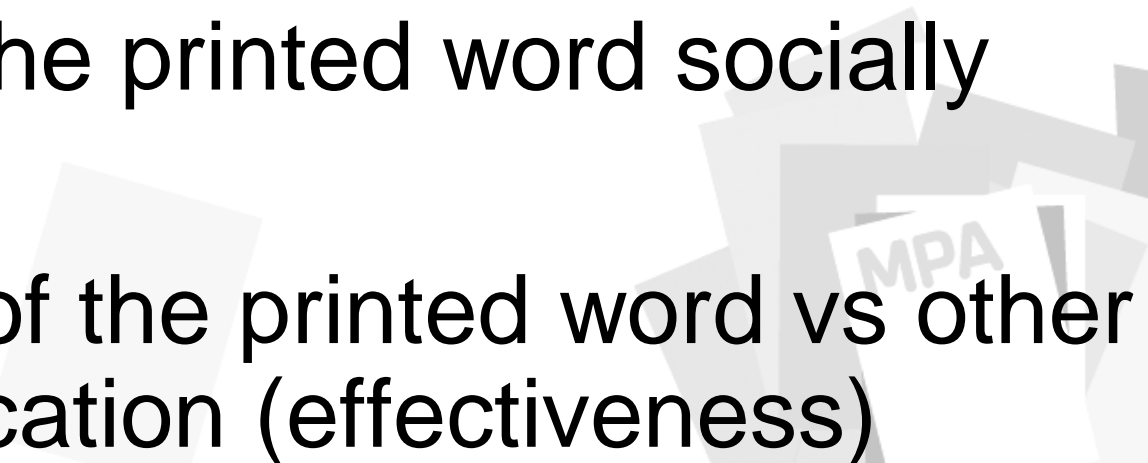
Phil Lawrence, consultant & print industry researcher

Much mis-information about:

- Carbon release (burying paper in landfills is more eco-friendly than recycling – consider the Toxins and Transport miles involved in recycling)
- Deforestation (where it happens, who / why, re-planting, re-growth)
- Print portrayed as a ‘dirty’ industry (technology and other changes have led to a 97% reduction in environmental impact since 1990, better than other industry sectors)



# Printed material has three strong “Sustainability” arguments:

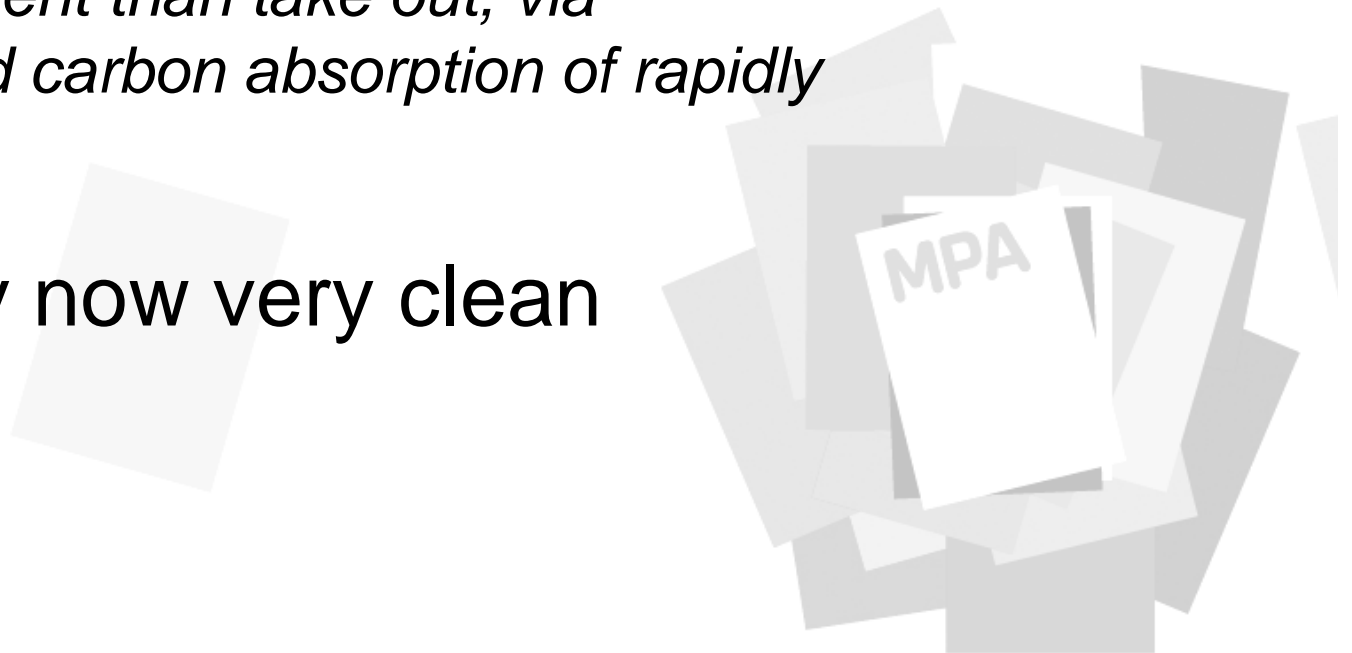
1. Low Eco-footprint
  2. Value of the printed word socially
  3. Strength of the printed word vs other communication (effectiveness)
- 

# Low Eco-footprint of Ink on Paper

Speaker at Oct 2008 Print NZ conference:

Phil Lawrence, consultant & print industry researcher

- Paper milling and production industries are actually carbon positive  
*(ie. in developed nations, Paper industry puts more back into the environment than take out, via re-forestation and carbon absorption of rapidly growing trees)*
- Print Industry now very clean



# Value of the printed word

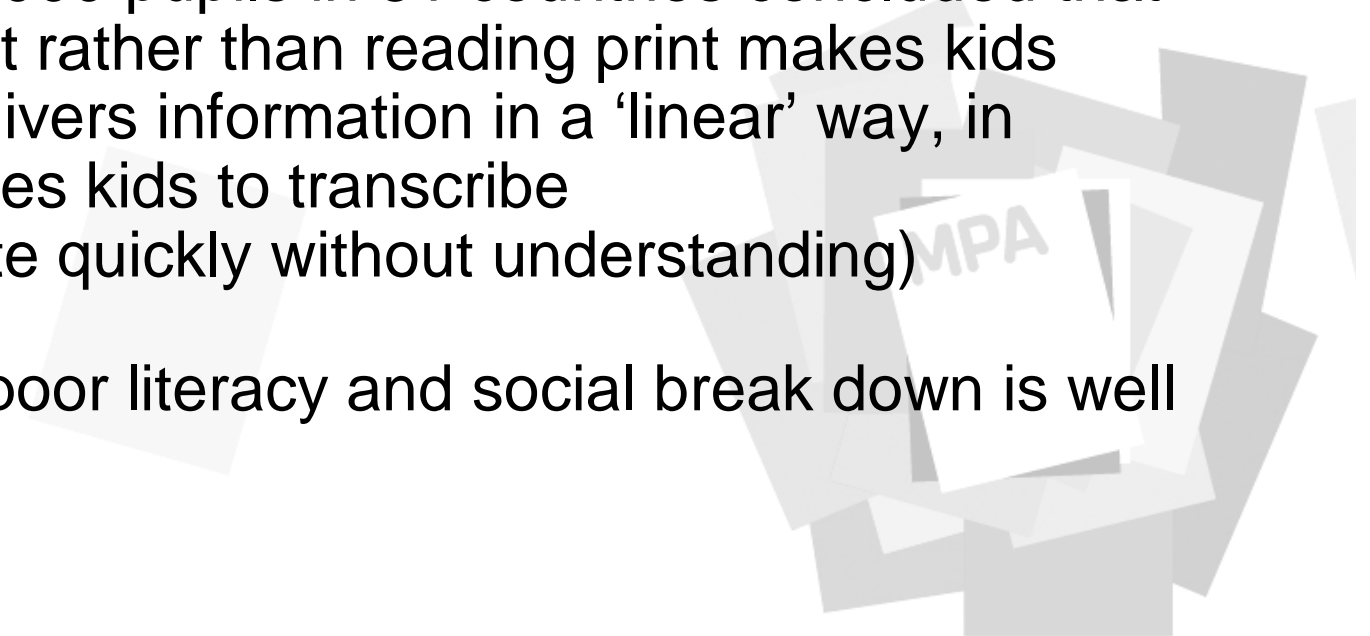
Speaker at Oct 2008 Print NZ conference:

Phil Lawrence, consultant & print industry researcher

## Print has a Positive effect on Literacy, and Society

– a study of 100,000 pupils in 31 countries concluded that using the internet rather than reading print makes kids 'dumb'. Print delivers information in a 'linear' way, in context, and forces kids to transcribe (not cut and paste quickly without understanding)

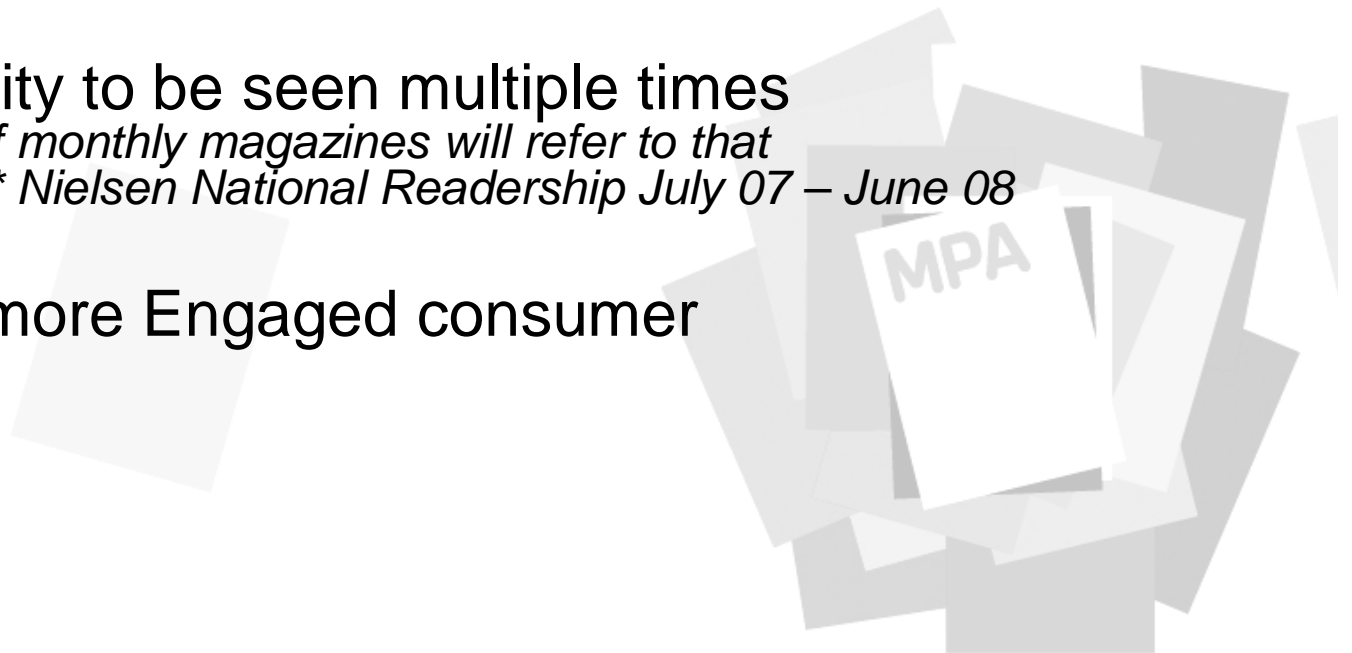
> Link between poor literacy and social break down is well researched



# Strength (effectiveness) of the printed word

Given identical creative, an ad, or other message in a magazine:

- Has a longer life than most other mediums
- Has the opportunity to be seen multiple times  
*On average, readers of monthly magazines will refer to that month's issue 6 times \* Nielsen National Readership July 07 – June 08*
- Is delivered to a more Engaged consumer



# Public Perceptions of Print

Speaker at Oct 2008 Print NZ conference:

Jacqueline Smart, Director of Strategy for M&C Saatchi

“Turning Green into Gold”

*“The real danger emanates from what competitive products or industries will do to discredit printing ... they believe they can win our potential customers by way of demonstrating the benefit of their offer to our environmentally aware buyer.”*



# Public Perceptions of Print

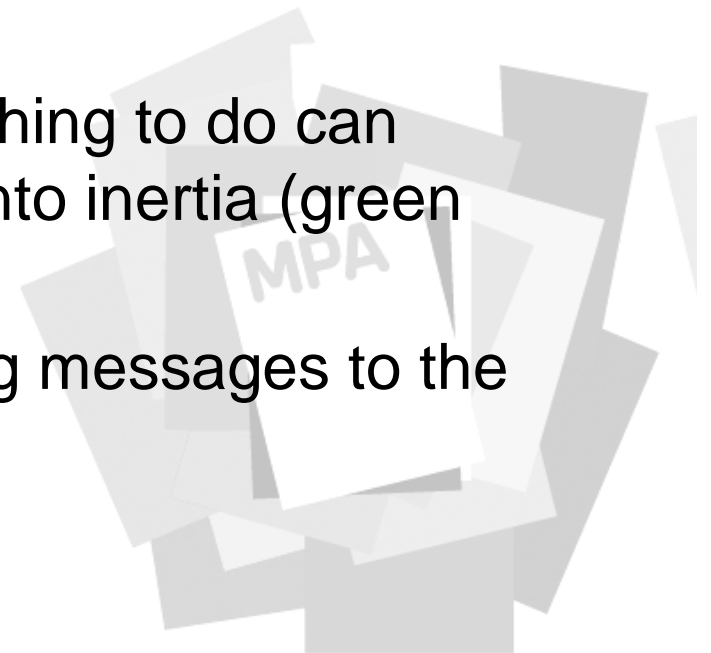
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“Turning Green into Gold”

*“An Environmentally Aware buyer is NOT the same as an Environmentally Informed buyer”*

- Conflicting messages about the ‘right’ thing to do can overwhelm the shaky decision maker into inertia (green fatigue) or easy (wrong) concepts
- Must continue to give consistent, strong messages to the public about our industry



# Public Perceptions of Print

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“Turning Green into Gold”

*“Expect smart companies to quickly move from ‘merely’ neutralising and offsetting their undesirable eco-effects to actually boosting the environment by doing something extra. Boosting is the new neutral ... cleaning up not only your own mess, but someone else’s too.”*



# Public Perceptions of Print

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“Turning Green into Gold”

- Learn from other industry categories that have come under threat (not necessarily Environment related) from market place trends / consumer advocacy groups / scientific evidence ...

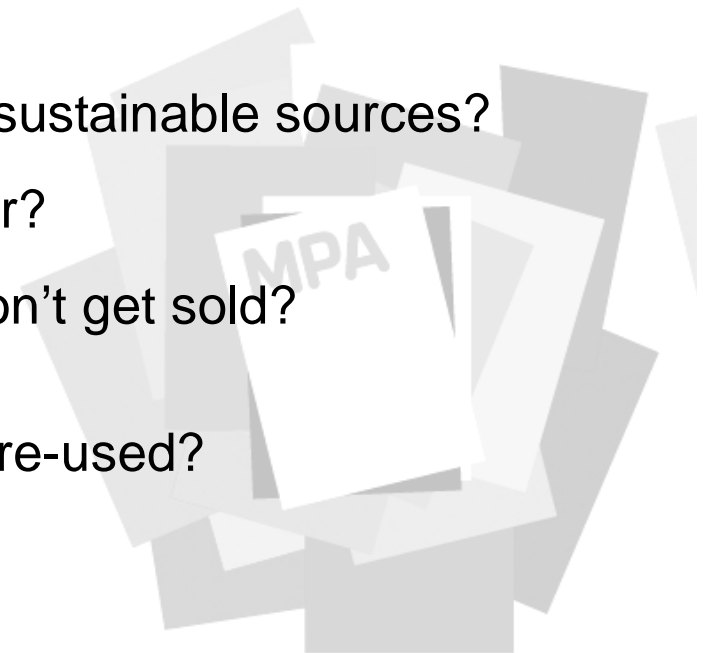
*e.g. Fast Food – note McDonalds brand and corporate reputation moving to a stronger place, due to facing the issues and talking publicly about facts*



# How would you answer these **Readers' Questions**



- What is the magazine industry doing to reduce its environmental impact?
- Is it more sustainable to read magazines online?
- How do magazine publishers balance being sustainable in their practices, with promoting consumption in their content?
- What words/logos should I look for in my magazine to help me find out if it's sustainably produced?
- How can I tell if the paper in my magazine is from sustainable sources?
- Can glossy magazines be recycled like other paper?
- What happens to all the leftover magazines that don't get sold? Do they get recycled?
- How can I pass my mags on to others so they are re-used? Are there any organized schemes for this?



# Resources

- Enviromark [www.landcareresearch.co.nz](http://www.landcareresearch.co.nz)  
Training courses in Auckland 10 & 11 Dec.  
Contact [enviro-mark@landcareresearch.co.nz](mailto:enviro-mark@landcareresearch.co.nz)
- NZ Business Council for Sustainable Development [www.nzbcSD.org.nz](http://www.nzbcSD.org.nz)
- Print NZ [www.printnz.co.nz](http://www.printnz.co.nz)
- [www.mpa.org.nz](http://www.mpa.org.nz)

