

One Degree

News Limited's climate change initiative

It's all about us:

Exciting, Engaging and Involving



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Today....

1. What we're doing and why
2. The detail – Carbon Footprint
3. Staff engagement
4. Looking forward

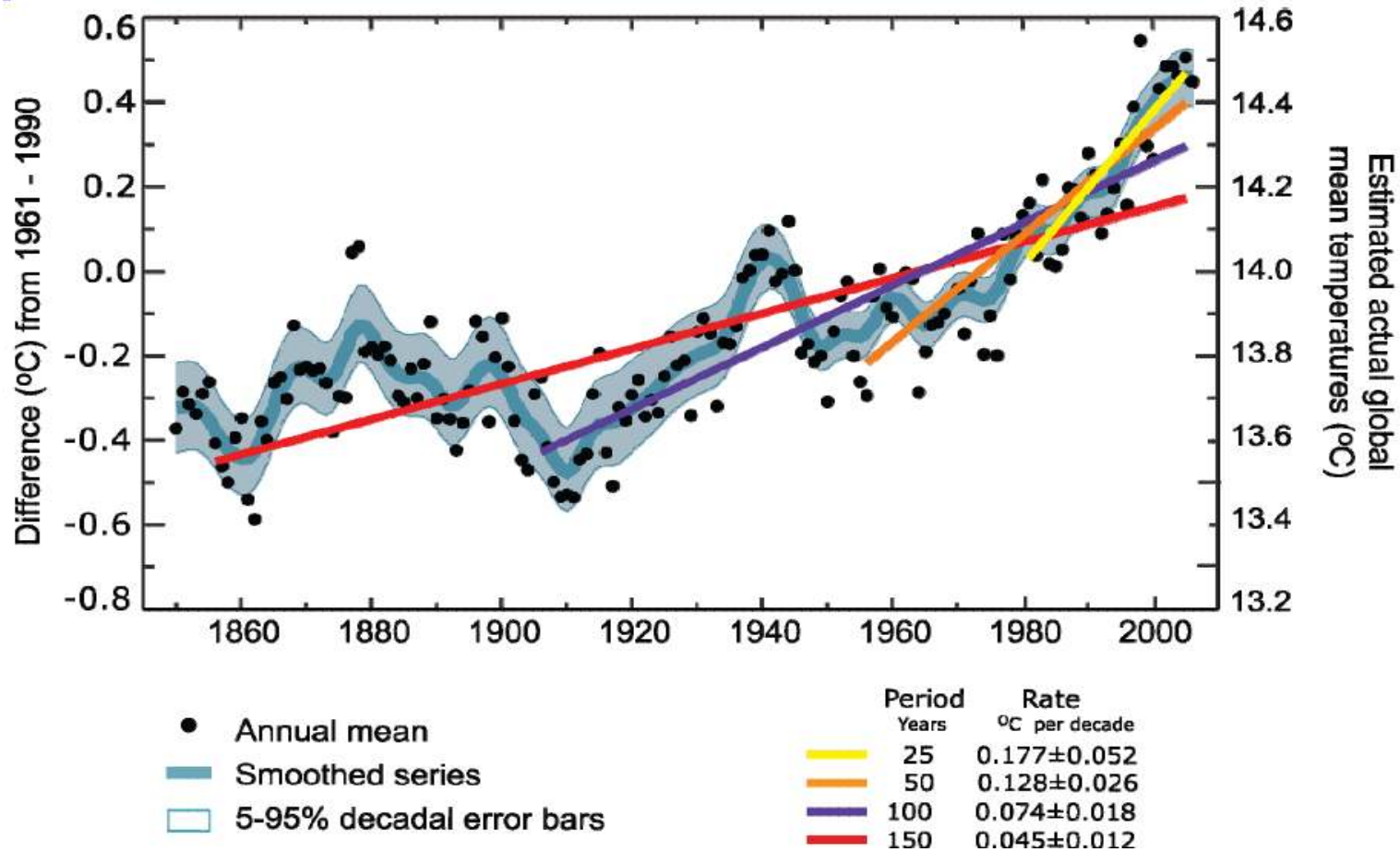
What we're doing and why





UN IPCC 2007

Global average temperature



Why?

“The planet deserves
the benefit of the doubt.”

Rupert Murdoch





News Corporation

- Carbon neutral by 2010
- Transform our business practices to achieve 10% emissions reduction by 2012
- Help employees reduce their own carbon footprints
- Inspire audiences to reduce their own impact on climate change



News Corporation

- To do this all News Corporation businesses undertook:
 - February 2007 : measurement of carbon footprint = a total of 641,150 tonnes
 - March 2007: First Energy Reduction Plans (with a 360 page plan for Australia)
 - On May 9th KRM launched “Cool Change” to engage staff worldwide



News Limited

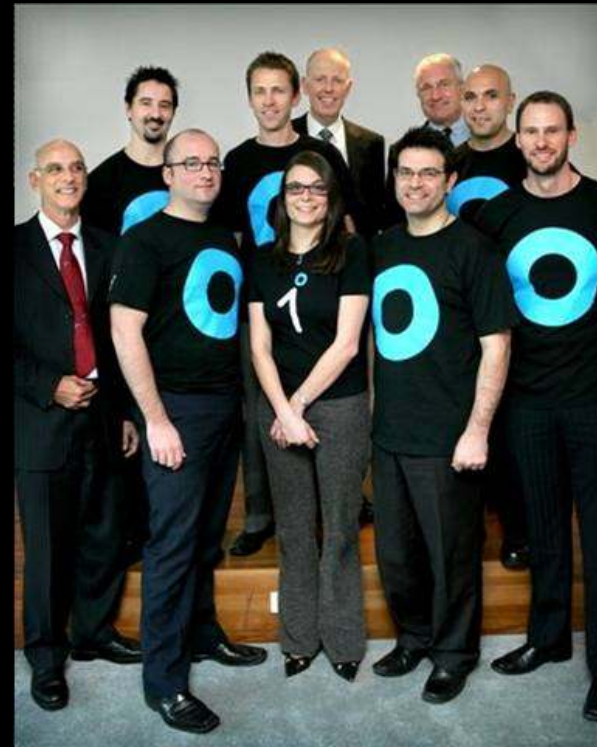
- June 2007 “One degree” launched in Australia
- Carbon neutral by 2010
 - Cut emissions 20% in three years
 - Carbon offsets will be purchased for what can't be eliminated
- Help employees, and our audiences, to reduce their own carbon footprints



News Limited

- To Reduce carbon footprint by 20%, or 30,000 tonnes, by 2010:
 - “1 degree” launched to Staff on July 25th
 - National energy auditors engaged
 - 12 sites audited by February 2008 (73% of our energy usage)
 - All projects with a four year payback considered
 - Internal cost of carbon applied against projects

1 Divisional Launches





Significant

An opportunity to make a world of difference



United

One degree of change by many adds up



Voluntary

You choose the way you want to be involved



Supported

Information, incentives and opportunities



Achievable

A small change





The detail





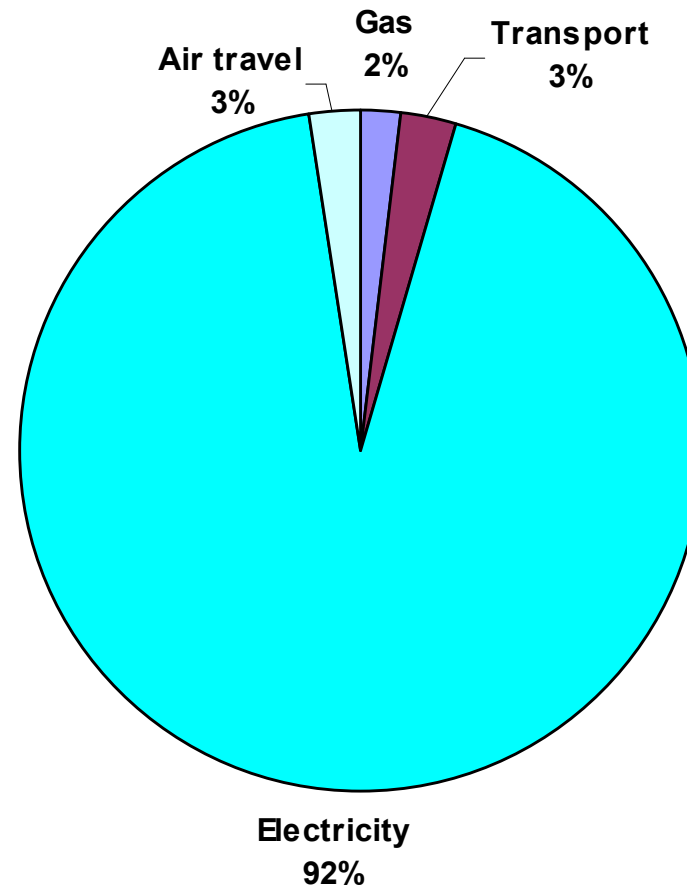
Measuring our carbon

- Standard measure for measuring greenhouse gas emissions
 - Greenhouse Gas Protocol established by the World Resources Institute & World Business Council for Sustainable Development
- Included in our carbon footprint:
 - All fuels used directly by our companies
 - All electricity used in our facilities
 - The impacts of business air travel
- Appointed energy auditor



News Limited carbon footprint FY 2007

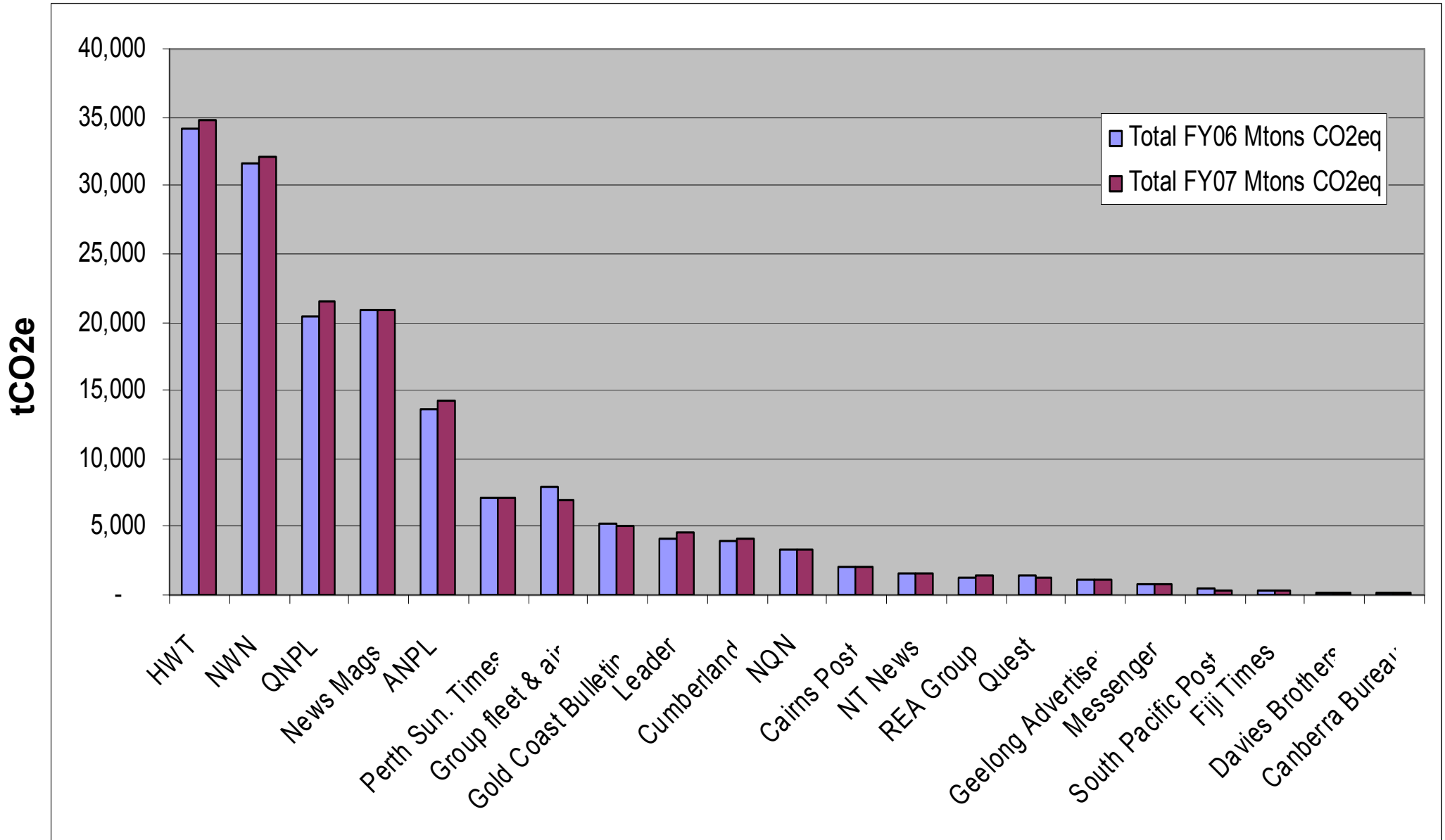
Our carbon footprint =
163,873 tonnes*



*rebaselined Feb 2008 to include aquisitions and 498 tCO₂eq offset for NDM



Carbon footprint by division



Everything we do
emits carbon...



Each copy of...

our major newspapers emit 75-130 grams of CO²

in their production

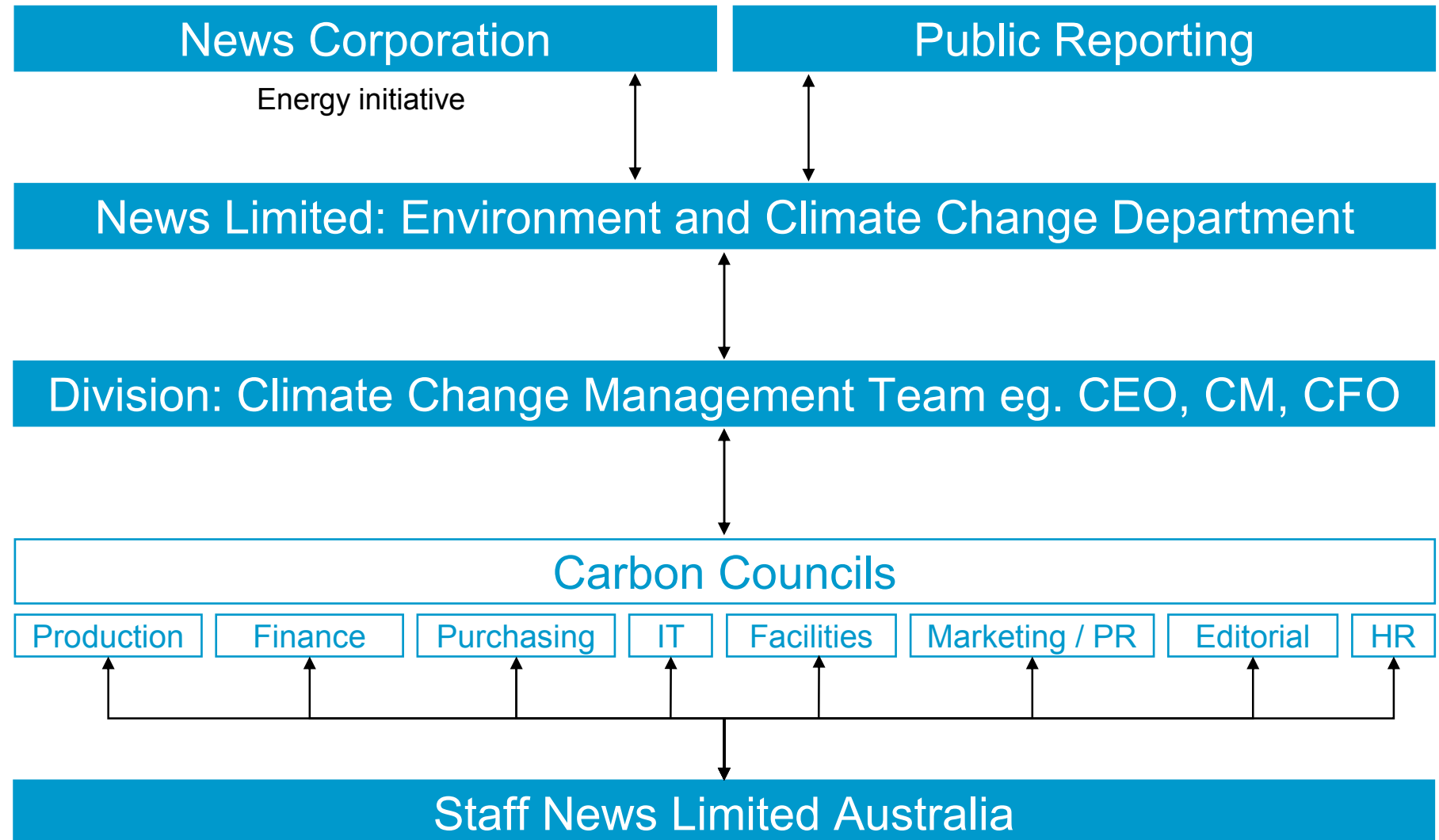




Staff Engagement



How it will happen





Every function

Finance	Marketing, Communications, Sales and Circulation
Fleet Management	Purchasing and Supply Chain
Human Resources	Buildings and Facilities
IT	Editorial and Content



Finance

Goal: Cost effective carbon management and increasing organisational value.

- Identify energy reduction initiatives with four year payback or better
- Investigate costs of all initiatives
- Analysis of possible savings from car fleet, IT and specific projects
- Ensure budget for energy reduction initiatives
- Assess financial impacts of renewable energy
- Carbon reporting alongside financial reporting



Buildings and Facilities

Goal: Reduce energy use and consider using and generating renewable energy.

- Investigate green building principles for all future plans for facilities, modelled on Keith Murdoch House
- Include energy efficient aspects in all new and refurbished buildings
- Implement best-practice across all facilities

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Human resources

Goal: Attract and retain staff, build organisational citizenship, develop skills.

- Provide employees with information about News Limited's environmental credentials
- Address environment and climate change in Induction Package
- Staff engagement. Competitions, prizes, giveaways





Purchasing and supply chain

Goal: Encourage, support, inform and recognise business partners who improve their energy efficiency.

- Implement a Green Procurement Policy
- Consolidate printers and copiers in office space
- FUTURE FOCUS: Engagement of major suppliers



Fleet management

Goal: Enhance the opportunities for employees to cut their travel related carbon emissions.

- Reduce fleet fuel consumption
- Switch fleet to alternative energy such as hybrid cars and use of renewable biodiesel fuel
- Encourage broader use of public transport

Looking Forward



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It's about every one of us...

Moving Forward

If just one energy efficient light bulb was installed by each person we reach, that would be the equivalent of taking 1.8 million cars off the road for a year.



“We shouldn’t let what we can’t do stop us from doing what we can...”

Rupert Murdoch

9 May 2007

