

The National Magazine Company switches to *Our Impacts* and is set to beat carbon neutral target

Introduction

The National Magazine Company, commonly known as “Natmags”, is one of the UK’s largest magazine distributors, publishing twenty mainstream titles including Cosmopolitan, Country Living, Esquire, Good Housekeeping and Harper’s Bazaar. The company has been operating for over 100 years and has a readership of over 14 million across all titles.



Challenge

Ecometrica has been working with Natmags to monitor their emissions profile since 2008. During this time, Natmags has seen its overall emissions reduce consistently every year due to undertaking formal carbon accounting on a recurring basis, generating reduction plans and taking action - specifically taking steps to reduce their electricity, landfilled waste, air travel and hotel stays.

In 2010, Ecometrica and The CarbonNeutral Company moved Natmags’ emissions assessment to the web-based carbon accounting software service *Our Impacts*. The purpose of the move was to reduce the amount of time needed to complete the assessment, as well as giving Natmags a user-friendly web-based platform to work from when entering data and viewing results.

Results

The switch from traditional spreadsheet-based carbon accounting to the browser-based *Our Impacts* software service meant that the Natmags emissions profile was completed more quickly in 2010 than in any previous year. Using *Our Impacts* also gave Natmags the flexibility to set KPIs, compare their results with previous years and customise reporting outputs at the touch of a button.

What Natmags have said...

“Our Impacts has streamlined our GHG reporting process. We simply entered our data and, after verification, all the reports were available to us. Having a program that does all the calculations as you go along is certainly much quicker than the old system.”

“I’d like to thank the team at Ecometrica who were always on hand to help with our assessment. Their knowledge and level of support was much appreciated, especially when we learned that we had such a brilliant result, which has made everyone’s efforts worthwhile.” - Diane Thorpe, Director of House Services, Natmags

NATIONAL
MAGAZINE
COMPANY

The National
Magazine Company

www.natmags.co.uk

Country: UK

Industry: Media

Key Statistics

- Publisher of 20 UK magazine titles along with international editions
- Titles include Cosmopolitan, Country Living, Esquire and Good Housekeeping
- 760 full-time equivalent staff

The Challenge

- Help NatMags to become carbon neutral by 2013 via energy-saving initiatives
- Implement a system that formally accounts and measures the tCO₂e emitted annually

Strategy

- Deliver *Our Impacts* web-based platform in conjunction with The CarbonNeutral Company
- Ecometrica analysts support NatMags at every stage of the assessment process

Benefits & Results

- Emissions profile compiled faster in 2010 than any previous year
- Effective GHG management has allowed NatMags to reduce every year since 2008