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News to go even greener

NEWS Limited, publisher of *The Sunday Telegraph*, has vowed to slash its greenhouse gas emissions by 20 per cent and become carbon-neutral by 2010.

News has launched a company-wide energy reduction plan, called One Degree, following the announcement by parent company News Corporation to commit the company to become carbon-neutral in three years.

News chairman and chief executive John

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Hartigan said News Digital Media would become the first local division to

become carbon-neutral and was on track to meet that aim this year. The rest of the group would achieve its goal over the next three years.

Detailed reduction plans have been developed, supported by One Degree, to be implemented in all parts of News Limited.

“A 20 per cent cut in emissions will prevent 30,000 tonnes of greenhouse gases from entering the atmosphere and warming the Earth,” Mr Hartigan said.

“That’s equivalent to taking about 7500 cars off the road.”

As Australia’s biggest media group, News had “an obligation and a responsibility” to reduce carbon emissions as an example to other businesses and individuals, he said.