

## ENVIRONMENTAL IMPACT STATEMENT Thornbury Magazine

Thornbury Magazine directors and committee members are mindful of the challenges that our activity poses to the environment and we take all reasonably practicable steps to minimise waste and encourage sustainability:

1. We are gradually eliminating the use of paper for communication: 90% of our invoices are sent electronically and advertisers are encouraged to use that facility; just over 60% of advertisers pay by bank transfer rather than cheque; and over 95% of our advertising copy is received by email.
2. We pride ourselves on producing a magazine with content which is worth reading and is sufficiently useful and attractive not to be immediately recycled. An indication of our success in that respect is that one of our advertisers said they place their ad in our magazine because it is less wasteful than printing and distributing their business cards.
3. Amongst the articles we carry are those by organisations such as Sustainable Thornbury whose message reaches and influences a much higher proportion of Thornbury folk than it would if we did not publish as hard copy.
4. The Magazine is printed on paper meeting the standards of the Forest Stewardship Council (FSC), an international non-profit, multi-stakeholder organization established in 1993 to promote responsible management of the world's forests. The FSC does this by setting standards on forest products, along with certifying and labelling them as eco-friendly. Their website can be found at <https://www.fsc-uk.org/en-uk>
5. Our printer returns all toner cartridges to the suppliers for reuse.
6. We only produce sufficient copies of the magazine to meet our needs. At collation it is inevitable that copies of one sheet will run out before the others so the remaining sheets, less than a boxful, are recycled. As an increasing proportion of magazines are being delivered finished the waste from collation is steadily reducing.
7. Finished magazines and sheets for collation are delivered to us in cardboard boxes all of which we recycle.
8. We post Thornbury Magazine on-line. In an ideal world we would not need to print hard copies but as yet the on-line version has a readership in the hundreds rather than the thousands and there has been no significant upward trend in the past year. The bottom line is that a very large proportion of our readers still seem to prefer hard copy so we have to await a shift in reader behaviours before we can make a major impact on the production of hard copies.