

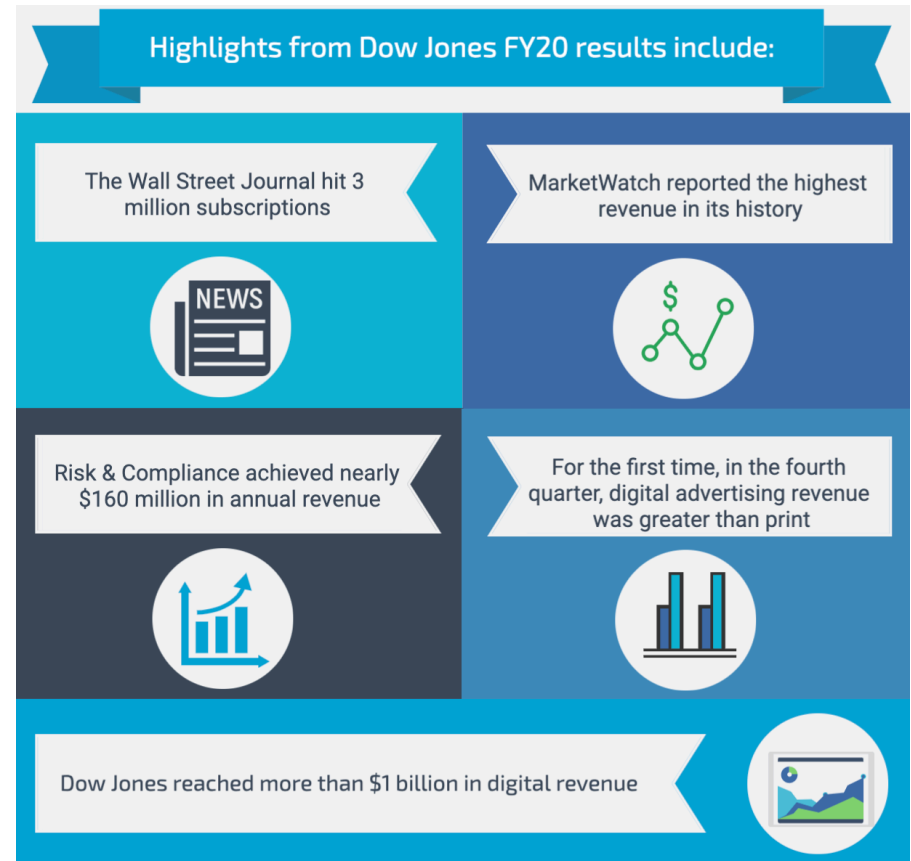
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At Dow Jones, we believe sustainability begins as a business proposition, but doesn't end there. Our mission is to be the source of truth and insight for decision-makers – our core business provides a platform for informing people for the good of society.

Our authoritative and trusted news and information content sets agendas, starts conversations and influences outcomes. We expose fraud, malfeasance and negligence, and we engage our readers about critical issues such as climate change with highly balanced, journalistic integrity. Our products are directed at a broad, influential audience and provide accurate, fair and trustworthy information that helps business become more sustainable.


The source of truth & insight for decision-makers

Dow Jones is a global provider of news and business information, delivering content to consumers and organizations around the world across multiple formats, including print, digital, mobile and live events. Dow Jones has produced unrivaled quality content for more than 130 years and today has one of the world's largest newsgathering operations globally. With over 5,000 employees located across major global cities, Dow Jones produces leading publications and products including the flagship Wall Street Journal, America's largest newspaper by paid circulation; Factiva, Barron's, MarketWatch, Mansion Global, Financial News, Dow Jones Risk & Compliance and Dow Jones Newswires. Dow Jones is a division of News Corp.


















Executive Summary

FY2020 (July 1, 2019 – June 30, 2020) is the third year that we have been publicly reporting sustainability initiatives at Dow Jones. Despite the global pandemic that has gripped the world, our environmental initiatives continue to evolve and reach deeper within our network of green leaders. There is an increasing awareness about the sustainability challenges facing society, and an urgency to act. Initiated in 2018, the DJ Green program continues to spark new conversations and ways to operate our business in a sustainable manner. Some recent achievements have been noted below:



We bring together our employees to work and act sustainably, built on 3 pillars to **reduce waste, change climate, and engage & educate:**

 REDUCE WASTE	<p>91% </p> <p>ZERO WASTE across 7 plants, Princeton & 1211</p>	<p></p> <p>SINGLE USE PLASTIC WASTE was reduced across all major sites via reusable tumblers</p>	<p></p> <p>COMPOSTABLE cutlery provided at major DJ sites to replace single-use plastic</p>	<p></p> <p>MILLIONS of pounds of old computer and mobile e-waste recycled</p>
 CHANGE CLIMATE	<p>18% </p> <p>CARBON FOOTPRINT reduction FY19 vs FY16</p>	<p>60% </p> <p>SCIENCE-BASED TARGET Reduction goal aligned with a global temperature rise limit of 1.5°C above pre-industrial levels</p>	<p>33K tons/\$4.5M</p> <p>RENEWABLE POWER Carbon & energy savings from Dow Jones' SOLAR panels since 2011 startup </p>	<p>100% </p> <p>SUSTAINABLE MILLS All paper mills are certified sustainable by FSC, SFI, PEFC, or CSA</p>
 ENGAGE & EDUCATE	<p>200+ </p> <p>MEMBERS of Dow Jones's Green Teams worldwide</p>	<p></p> <p>EARTH DAY, GREENATHON & OTHER EVENTS featured WSJ reporters, kids art contests & more</p>	<p></p> <p>CUSTOMERS at Davos and other events provided reduced plastic and other green options</p>	<p></p> <p>EDUCATING INVESTORS with BARRON'S annual top 100 sustainable companies rankings</p>

To find out more go to dowjones.com/green

Dow Jones Environmental, Health & Safety Policy

The company strives to maintain a safe and healthy workplace and expects employees to observe all applicable health, safety, environmental and labor laws. We affirm to all our employees, customers and the public that we will conduct our activities in an environmentally-sustainable manner and meet or exceed all applicable regulations, company standards and voluntary initiatives.

To manage our environmental and safety risks, we pursue a path of continual improvement and integrate our management systems into our overall business strategy, using the frameworks from ISO 14,001 (Environmental Management Systems) and ISO 45,001 (Occupational Health & Safety Management Systems).

We also want to align our work with the relevant UN Sustainable Development Goals in order to have the biggest impact, including goals 6, 7 and 11 through 15 which focus on the environmental impacts of businesses. This report will detail our progress related to these goals.



DJ Green & Our Environmental Goals

Dow Jones Green is our company sustainability program which has 3 main objectives:

- **REDUCE WASTE:** Minimize the amount of single-use plastic, food, and other waste I generate at work and home.
- **CHANGE CLIMATE:** Reduce my carbon footprint by using energy-efficient equipment, low-carbon transportation methods (walking, biking, carpooling, or using public transportation), and switching to clean energy options, wherever feasible.
- **ENGAGE & EDUCATE:** Continuously educate myself and help engage co-workers, customers, suppliers, family and friends to be more environmentally sustainable.

Starting with an all-employee sustainability survey from our CEO, the DJ Green program has established over 200 green members across 15 global sites. The green teams located across our global offices and plants have developed specific targets and strategies to meet these 3 main objectives. These teams are championed by a member of the Dow Jones Executive team. DJ Green is sponsored by Dow Jones Global Diversity, Equity & Inclusion.



In addition, as part of [News Corp's Global Environmental Initiative](#), Dow Jones also plans to:

- Reduce our operational carbon emissions by 60% and our supply chain carbon emissions 20% by 2030 (2016 base year), in line with our commitment to the [Science Based Target initiative \(SBTi\)](#) to limit global temperature rise 1.5°C above pre-industrial levels. This also aligns with our long-term vision to reduce our carbon footprint to net zero by 2050.
- Minimize single-use plastic and other wastes within our business, while maintaining zero waste to landfill at our owned print centers.
- Source 100% of all globally purchased publication paper from material certified by independent, internationally recognized sustainable forestry certification bodies such as Forest Stewardship Council (FSC), Programme for the Endorsement of Forest Certification (PEFC), Sustainable Forest Initiative (SFI), Canadian Standards Association (CSA), or equivalent, by 2025.

TRIVIA NIGHT @ PRINCETON

Presented by CSXD



Tuesday, November 12th

Anant.Patel@dowjones.com
Mia.Farbes@dowjones.com

CoLab, 5:00pm—7:00pm

Employee Engagement

Employee engagement activities are supported through numerous employee-led initiatives. Through these local programs, employees are informed about the company’s overall environmental priorities and encouraged and empowered to take action locally. Several employee engagement programs recognize and reward successful ideas for emissions reductions activities in the home and workplace.

Effectively engaging employees is critical to the success of the DJ Green program. Not only can engaged employees help carry out many aspects of the program, but communicating the company’s commitment to sustainability and giving employees the opportunities to get involved presents an opportunity for recruiting and retaining talent who are increasingly looking for employers that share their values.

Many of our site green teams have developed their own Slack channel to supplement the global DJ Green Slack channel to help collaborate and converse. The DJ Green program also has its own intranet that is continuously updated to inform employees on events and activities.

According to Gallup, businesses with the highest levels of employee engagement experience 37% less absenteeism, 25-50% less turnover, 60% fewer quality issues, 12% higher customer satisfaction, 18% higher productivity, and 16% higher profitability. Moreover, according to HR assessments, replacing a good employee costs companies 70- 200% of an employee’s annual salary, making retention a key financial driver.



FOOD FROM THE HEART

We’ve recently organised a successful food donation drive and food packing programme all thanks to your contribution. Read on to find out more.

THE GREEN BANDWAGON

Learn more about green initiatives and strategies adopted by local retailers which you might have missed

GREEN TIP OF THE DAY

In this issue, Parents@DJ shares with us their green tip of the day

THE ECO-FRIENDLY BANDWAGON: WHO’S ON IT?

This year has been buzzing with news of local companies and organizations rolling out green and eco-friendly initiatives, here are some of the most recent ones which you might have missed:

1. NTUC FairPrice supermarkets have announced in September that it would start a trial by charging 10 cents and 20 cents for plastic bags at seven outlets from

CONTINUED TO P. 02





During **Earth Day in 2020**, a kids arts and crafts contest was virtually established, and a total of 64 submissions from employees' kids were received. Five random winners received \$50 gift e-cards for some truly colorful and inspiring artwork on the 50th anniversary of Earth Day!

Also during Earth Day 2020, a virtual global discussion on how the coronavirus is impacting sustainability around the world was held with Wall Street Journal reporter Saabira Chaudhuri and moderator and WSJ Reporter Denise Roland.

Saabira Chaudhuri covers consumer goods and retail for WSJ from London, and has focused her reporting in recent months on the problems posed by single-use plastics and what companies and consumers can do to help. The conversation covered plastics, recycling, waste reduction and what

employees can do to stay green.

In partnership with the Dow Jones Innovation team, DJ Green organized a "Greenathon" workshop to help steer Dow Jones towards a post-coronavirus green path for FY21. The workshop used design thinking to look for big and new ideas, focused on customers, our products and our operations. As a virtual event, it was able to welcome input and collaboration from teams in Princeton, Barcelona, Singapore and New York. DJ Green will explore a few promising ideas that came out of the Greenathon, including extending and promoting "Elevate," a new product for purpose-driven investors interested in sustainability and the environment.



Ten electric car charging stations are available at our Princeton NJ office to encourage employees to use electric vehicles.

Each year, the Dow Jones Foundation and News Corp provides significant grants to charities around the world. This year we included a charity providing direct aid in response to the pandemic. Overwhelmingly, Dow Jones employees voted to give \$100,000 to Direct Relief, a humanitarian aid organization. The environmental group The Nature Conservancy came in 2nd in voting for DJ charities and received \$50,000.

David Cullmer of The Sustainability Institute at Penn State University spoke to our New York City employees on how the school -- with its 24 campuses and a population of 100,000 -- overcame the challenges and barriers to become a leader in institutional sustainability practices.





During the **Australian Bushfires**, Dow Jones Green members from Hong Kong and Singapore put together a list of organizations and charities that are helping those who have been affected. At the Dow Jones Singapore office, a total of 15 Joey pouches were created from scratch by volunteers from Diversity & Inclusion groups DJ Green, DJparents@apac, Pride@DJ, and Women@DJ Singapore.

Additional support to help raise money for the Australian bushfire relief efforts came from The Wall Street Journal Membership team who hosted a pop-up shop in New York City featuring various swag items.



Australian Bushfire Appeal

POP-UP SHOP

WEDNESDAY JANUARY 15
12-3PM
NYC OFFICE
7TH FL. MEMBERSHIP AREA

Help raise funds and support our friends
and colleagues in Australia!



\$60



\$25



\$80



\$30

**PLUS MANY OTHER ITEMS!
DONATIONS ALSO ACCEPTED**

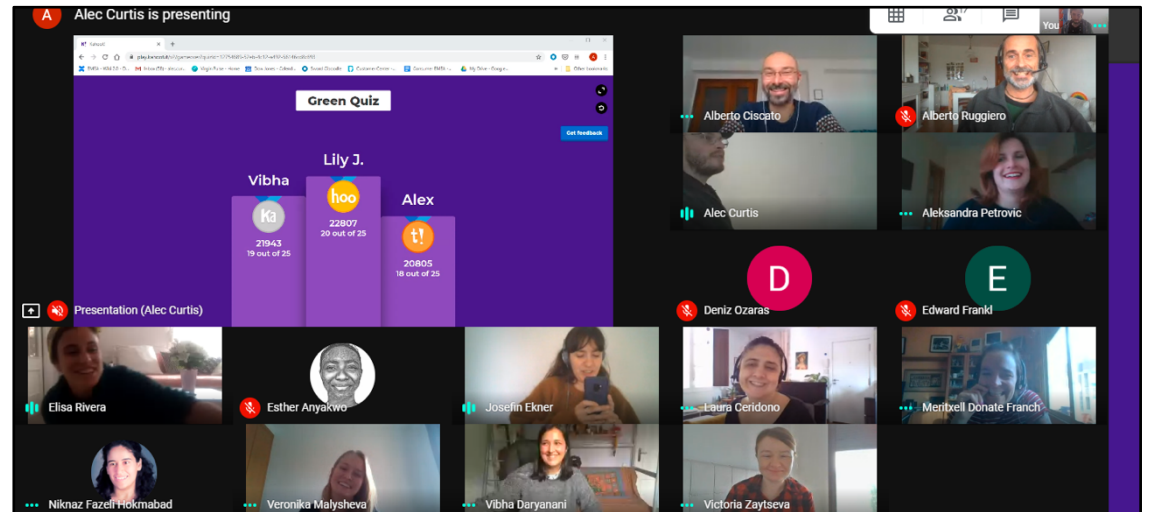


PURCHASE ITEMS
 IN PERSON. 12-3PM WED JAN 15
 ON EMAIL. SENDI.VULAJ@DOWJONES.COM

DONATE
 VIA VENMO @SENDI-VULAJ



DJ Green in **Barcelona** hosted their first live pub quiz while in quarantine, and great fun was had for all!

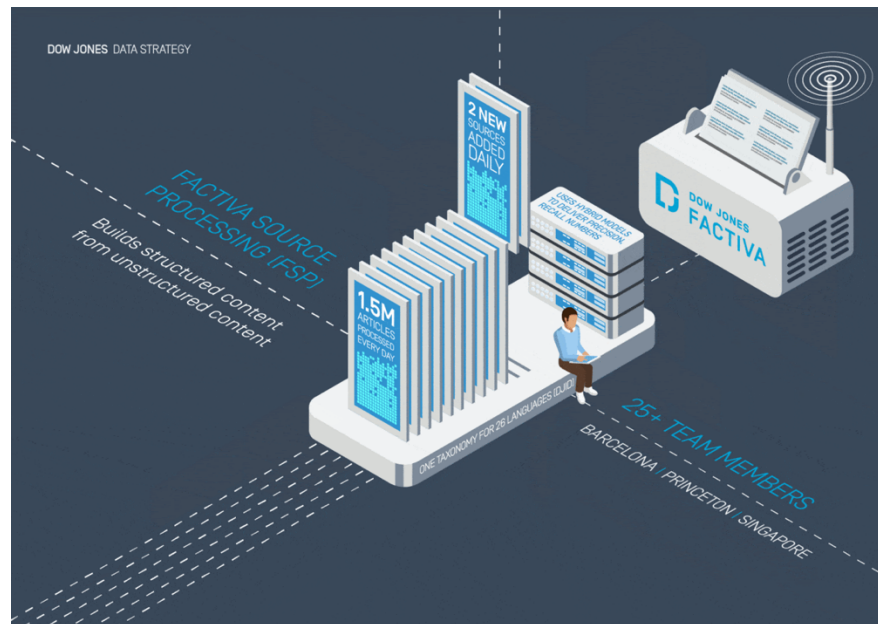


Environmental Management System

Our environmental management system uses the framework from ISO 14,001, the internationally recognized standard for successful environmental management, to reduce our impact on the environment. We take a systematic approach using processes and procedures to review and improve our EMS to ensure on-going best practices and a commitment to continuous improvement.

Dow Jones strives to realize a sustainable society by achieving a zero environmental footprint throughout the life cycle of its products and business activities. Dow Jones, as part of News Corp's Global Environmental Initiative goals, aims to bring its carbon footprint to net zero by 2050 and works to achieve incremental mid-term environmental targets toward this end.

Our print centers are regularly audited by third parties to the latest local, state and federal environmental and occupational safety regulations to ensure compliance. A compliance calendar cloud-based software system is in place for our plants and major offices that tracks all federal, state, and local requirements. Tasks are assigned to responsible managers and coordinators at each site and documents are submitted to corporate EHS to verify compliance.



Over the last decade, there have been no material environmental incidents or compliance issues. Our global paper sourcing policy requires us to use suppliers who have certified sustainable forest management practices. Our global waste management policy requires our owned print centers to be zero waste to landfill facilities. Continuous training of our managers and employees in sustainable practices is a key element of our environmental management system.

Annual assessments are performed on the environmental impact of our operations to identify risks and opportunities and incorporate the findings into our plans. Sites establish and implement their own annual plans, incorporating essential elements of guiding principles established by corporate. Progress on the implementation of these plans is reviewed regularly by a committee, contributing to ongoing improvement efforts. To gauge the progress of these environmental

activities, Dow Jones uses an online sustainability data system for periodically collecting performance data such as energy used by sites and volume of waste generated. The elements of our environmental management system includes management procedures, internal environmental communications, efforts to minimize environmental impacts of our newspaper products, environmental education for employees, and internal audits.



News Corp Global Environmental Initiative

Dow Jones has aligned its goals with News Corp's Global Environmental Initiative (GEI). The GEI strategy – rooted in carbon measurement and mitigation of its operational impact – allows the company to take advantage of opportunities to lower costs of inputs, work with partners to reduce costs and generate new streams of revenue, attract and retain top talent, and build a reputation as a sustainability leader to support business objectives and make an impact on pressing environmental issues. Increasing regulatory and market pressures are also drivers of the company's environmental strategy. The decentralized management structure and cross-divisional communication allows News Corp to leverage local expertise and experience and react quickly to changing dynamics.

News Corp conducted a sustainability materiality analysis in the past which incorporated the perspectives of various stakeholders. The aim was to identify specific environmental focus areas that are material to News Corp's efforts to create long-term value through its businesses. With the assistance of outside consultant experts, and based on internal and external information, News Corp selected 3 environmental focus areas with high relevance to its businesses, which is displayed as our 3 pillar goals, summarized on the next page.

To learn more about GEI, visit

www.newscorp.com/gei

News Corp

Global
Environmental
Initiative

We bring together all of our different businesses with a vision built on 3 pillars to **minimize environmental impacts, grow sustainably** and **inspire others** to take action:



To find out more go to newscorp.com/gei

Our Carbon Footprint



Dow Jones shares the details of its carbon footprint in a transparent manner, publicly reporting greenhouse gas (GHG) emissions through the CDP (formerly the Carbon Disclosure Project) via News Corp. The GHG emissions covers Scope 1

(direct emissions from gasoline, natural gas and diesel fuel usage), Scope 2 (indirect emissions from purchased electricity usage), as well as business air travel (Scope 3), in accordance with the WRI/WBCSD Greenhouse Gas Protocol.

The escalation of climate change concerns has prompted many corporations to broaden the scope of efforts to ascertain the greenhouse gas emissions not just of their own operations but also those throughout their entire value chain (value chain refers to the entire product life cycle process, from procurement of materials through to manufacturing, use and disposal. It includes upstream and downstream processes). Dow Jones will be reporting its full value chain emissions from its major suppliers and contractors when the FY2020 data is finalized in early 2021.

Dow Jones has a robust program in place for collecting, measuring and analyzing its emissions data, and has developed a comprehensive repository of data with an enterprise data management software tool. The company has

been voluntarily and publicly reporting emissions and energy data since 2007.

Two years ago, Dow Jones and News Corp joined the Science Based Target initiative (SBTi) – a collaboration of five environmental organizations including the UN and WWF – and committed to cutting carbon emissions 25% by 2025. News Corp was the first North America based media company to commit to science-based targets.

We met that 7-year goal in the first 12 months.

With guidance from an environmental consultant, we made a new plan to reduce our carbon footprint by 60% over the next decade and achieve net zero emissions by 2050. The plan was recently approved by the SBTi.

“We’ve been reducing our carbon footprint 6.8% per year for the past five years,” said VP, EHS & Sustainability for Dow Jones and Head of the News Corp Global Environmental Initiative Paul Jakubski. This new goal is the most ambitious yet and, along with the other 1,000+ corporations who have

committed to science-based targets, will help make a material difference in the health of our planet in the future.”

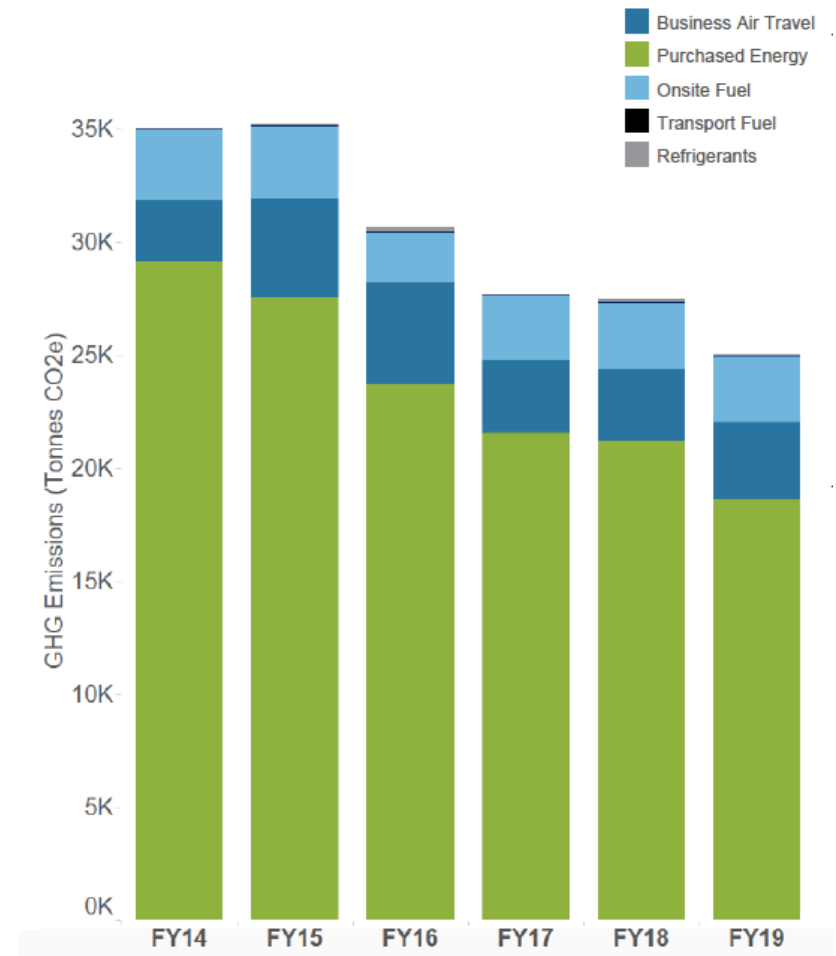
To meet this goal, we’ll need to reduce, replace and offset over the next decade and beyond. Here’s a look at some specifics:

- Using more energy efficient equipment, lights and HVAC units in our sites
- Increased use of digital news products
- Limiting business air travel
- Converting to renewable power, including our cloud storage suppliers
- Working with sustainable suppliers and customers across our supply chain

In FY2019, Dow Jones’ footprint was 25,067 metric tons CO2e, an 18% reduction from its baseline FY2016, and an 9% reduction from the previous year. The majority of our footprint is from electricity used in our print centers and offices. Our carbon footprint analysis is third party certified.

We are on track to reach and exceed our target goal of 60% carbon reduction by 2030. Also, our owned print centers have been zero waste facilities since 2013, and 100% of the mills used have sustainable certifications, including our international contract print sites.

18%
Carbon Footprint
Reduction



Through News Corp, the Science Based Target initiative (SBTi) group has approved our new carbon reduction goals for 2030, stating: “the SBTi commends your ambitious 1.5°C-aligned target, currently the most ambitious designation available through the SBTi process.” Our goals are to reduce fuel and electricity carbon emissions 60% and reduce supply chain carbon emissions 20% by 2030, from a 2016 base year.

News Corp has also signed the Business Ambition for 1.5°C Pledge, signaling our intention to align our targets to limit global temperature rise to 1.5°C above pre-industrial levels and reach net-zero by 2050, for the best chance of avoiding the worst impacts of climate change.

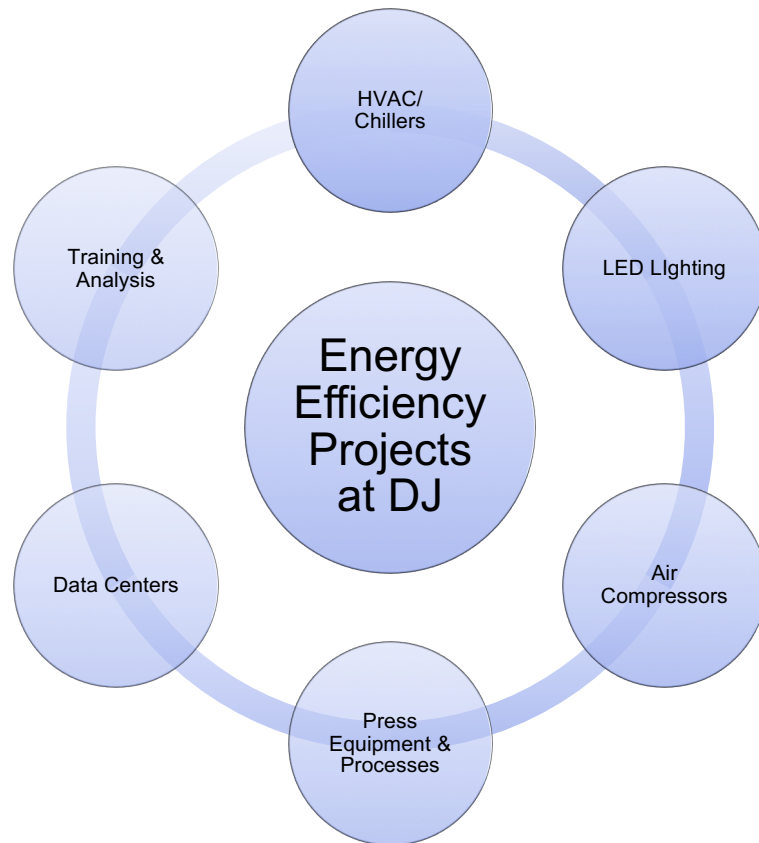
The Science Based Targets initiative champions science-based target setting as a powerful way of boosting companies’ competitive advantage in the transition to the low-carbon economy. Over 1,000 companies have committed to setting



science-based greenhouse gas emission reduction goals. SBTi is a collaboration between CDP, the United Nations Global Compact (UNGC), World Resources Institute (WRI), and the World Wide Fund for Nature (WWF) and one of the We Mean Business Coalition commitments. For more information, see www.sciencebasedtargets.org.

The CDP released the scores for the more than 8,400 companies who reported their sustainability efforts to the organization in 2019. News Corp received a score of A as a “Supplier Engagement Leader” in 2019, a new rating by the CDP. For Climate Change and Forests, News Corp scored a B for each, the same score received in 2018. The global average for reporting companies was a C for these 3 reports.



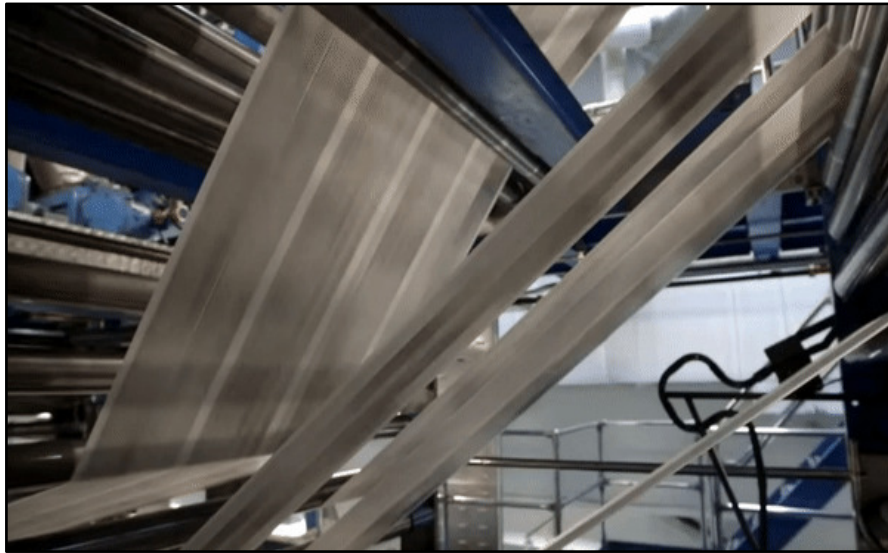


Energy Efficiency Projects

Energy efficiency projects such as LED lighting, chiller and HVAC upgrades, and others have reduced over 500 metric tons of carbon emissions in FY2020.

Some of the energy efficiency projects that were completed over the past few years to reduce our carbon emissions include:

- Installation of variable frequency drives on HVAC and chiller systems
- Installing new LED and other efficient lighting and occupancy sensors in our print centers and offices
- Continuing energy best practices such as minimizing lighting, heating, air conditioning and production equipment during unoccupied times
- Improvements on the automated energy management systems for buildings
- Compressed air efficiency improvements
- Forklift battery charging during off-peak times when electricity rates are lowest
- Energy efficiency upgrades for our data center in Princeton, NJ



Dow Jones continues to invest strategically in sustainability, including in energy efficiency, energy measurement/tracking systems, and analyses of supply chains to find opportunities for improvement. Many of the energy efficiency projects completed at the company have an average payback of less than 3 years.

Due to the volatility of energy prices and the expectation of consistent cost increases, continuous evaluation of energy efficiency and renewable energy opportunities will continue as part of a long-term strategy.

The company's process is already yielding some strategic advantages, and with a continuous improvement philosophy built into the program, it will continue to do so. Benefits include operational cost advantages, more efficient supply chains, and the opportunity to build sustainability intelligence into content for news and information media outlets. The company has also identified opportunities to generate revenue through new product deliveries, deepen partnerships with customers and suppliers, and make more meaningful connections with customers.



Solar Power

The 4.1 MW system at our Princeton NJ campus is one of the largest solar power installations at a single commercial site in the U.S. Its 13,000 solar panels cover nearly 230,000 square feet of parking space, and produce 5 million kilowatt-hours of electricity per year. Capable of supplying 50% the site's energy needs during a sunny day, it supplies nearly 20% of the campus's energy needs over the course of a year.



Dow Jones' solar installation has saved
\$4.5 million
& reduced over
33,000 tons*
of GHG emissions
since its operational startup in 2011.

*33,000 tons of carbon reduction is equivalent to the carbon sequestered by over 43,000 acres of U.S. forests in one year, or not driving over 81 million miles by an average passenger vehicle ([per EPA GHG Equivalency Calculator](#)).

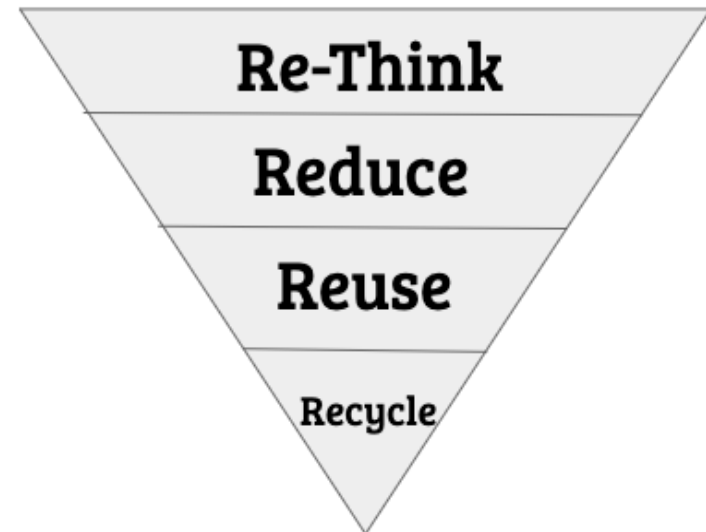


Zero Waste

Dow Jones seeks to minimize the consumption of resources by using the “Rethink-Reduce-Reuse-Recycle” hierarchy, to continuously review ways to change processes in order to eliminate or reduce the generation of waste throughout the life cycle of its products and services. Dow Jones recycles waste generated from internal operations, with the goal of eliminating landfilled waste. Our [Global Waste Management Policy](#) sets our commitment to minimize waste.

Dow Jones also endeavors to conserve natural capital and biodiversity, both in its business activities and through community initiatives. We do this through the use of certified and recycled paper as outlined in our [Global Paper Sourcing Policy](#).

Our owned print centers continue to be “zero waste” facilities since 2013, achieving a 97% average landfill diversion rate in 2019. This means that at least 90% of waste generated at the facilities must be recycled or reused to be considered a Zero Waste facility, as defined by the Zero Waste International Alliance. If you include our 2 largest offices in Princeton NJ and New York City which represents 59% of our global



employees, our waste diversion rate average of 91% is still above the “zero waste” level.

We also partner with CHWMEG to ensure the recycling and disposal facilities where we send our print center wastes are compliant with EPA and local environmental rules.

Accomplishments include eliminating plastic straws and stirrers in all plants and most of our major offices, providing metal DJ Green branded tumblers to employees to reduce single-use paper cup waste, new green messaging in The Wall Street Journal, Barron's and our customer sign-up site, and numerous Earth Day activities and other engaging green events across our sites that have focused on waste reduction.

Over 9 million pounds of waste were diverted from landfills in 2019. Wastes which are recycled include:

- waste newsprint
- aluminum press plates
- paper roll cores, wrapper and end covers
- cardboard
- scrap metal
- wood & plastic skids
- plastic and metal drums
- Used fluorescent bulbs
- batteries
- e-waste
- office paper
- bottles & cans



Singapore 2019 office event where plates and crockery were rented, and the only plastic wastes was the food packaging.

On the next few pages are some examples of waste reduction activities across Dow Jones:



HONG KONG RECYCLING EVENT SEPT 2019





When Dow Jones replaced the original 1980-era street sign with a new one a couple years ago, creative Bowling Green Ohio Print Center employees salvaged the old one and gave it new purpose. After cleaning and repainting, a new frame and LED lights were added, and the sign was hung on the Quiet Room wall in the Mail Room.

But it's not just about nostalgia: when the stock market is up, the sign shines in green. When the market is down, it's illuminated in red, thus providing employees and visitors a quick read on the day's market performance, while at the same time recycling the original sign. Clever!












THE BUYERARCHY
of NEEDS
(with apologies
to Maslow)



Guide To Recycling & Trash Disposal: the Princeton Green Team hosting an informative session with Waste Management to learn the latest changes in recycling and trash disposal, and ways to reduce trash output at home.

Our Sustainable Products & Practices

 <p>100% of all newsprint purchased for our newspapers is from paper mills sustainably certified by either FSC, SFI, PEFC, CSA, or equivalent.</p>	 <p>Our print centers use soy-based inks for our Wall Street Journal and Barron's newspaper products, which minimizes Volatile Organic Compounds (VOC) emissions into the air.</p>	 <p>Millions of pounds of unusable computer equipment waste have been recycled through approved recycling facilities since the inception of the program.</p>
 <p>Our print centers have reduced hazardous waste to < 1% of the total industrial waste generated at its facilities.</p>	 <p>We have established global waste management and paper sourcing policies to guide our sites in sustainable practices.</p>	 <p>Our print centers averaged 97% recycled waste in 2019.</p>
 <p>82% of our global leased occupied office space is certified by a third party sustainability organization such as LEED, BREEM, Energy Star, or similar.</p>	 <p>Our IT infrastructure has moved the majority of our computer estate into the Cloud, substantially reducing the on-premise footprint of our digital products.</p>	 <p>The Wall Street Journal's ranking of The World's Most Sustainably Managed Companies in 2020 was based on evaluations of each company's ESG attributes.</p>

Customer & Partner Engagements

Suppliers & Partners

Dow Jones works with its suppliers to measure the company's environmental impacts and develop strategies to reduce them. The company has engaged dozens of suppliers, including newsprint and other important product categories, to collect data, calculate life-cycle assessments (LCA), and address LCA hotspots.

For example, the company conducted a carbon product life cycle analysis of the Wall Street Journal newspaper to aid in understanding the impact of the company's operations and supply chain. We recognize that a large portion of our product manufacturing processes reside within our supply chain. The result was an analysis that begins with the harvesting of timber and ends with the disposal of the non-recycled percent of newspaper that decomposes in a landfill. The company found substantial emissions in the supply chain, principally on the production of newsprint. This data helped to focus our efforts on future reductions in GHG emissions.

As previously mentioned, Dow Jones purchases newsprint for our newspapers from paper mills 100% certified by either FSC, SFI, PEFC, CSA, or equivalent. In addition, our international contract printers were reviewed and verified that they also purchase newsprint from certified mills. Dow Jones has used recycled fiber in its newsprint for many decades.



Dow Jones believes that its environment strategy – rooted in carbon measurement and mitigation of its own operational impact – enables the company to strengthen relationships with its employees, business partners and readers. Specific to business partners, given the evolving sustainability requirements of companies that advertise through Dow Jones' media platforms, a positive reputation on sustainability issues presents an opportunity for revenue generation.

Customers

Dow Jones has continued to take aggressive actions to reduce the impacts of its own operations and to connect with its customers on sustainability issues. These actions have helped build the company's reputation as a leader on the topic, both in the corporate and the environmental/NGO communities, and are a key component of the company's efforts to build its program on a platform of transparency and credibility.

WSJ Elevate is produced by the editorial teams of The Wall Street Journal and Dow Jones Newswires, who's reporters cover environmental and social issues to see how these topics shape the choices people make every day.

The company has added green messaging in The Wall Street Journal, Barron's and our customer sign-up site.

In addition, when customers receive their morning WSJ and Barron's newspapers at home, they can feel assured its protected from the elements, thanks to our branded protective plastic bags, which are made from up to 70% recycled waste material. Increasing the percentage of recycled content used in



each bag significantly reduces the amount of new plastic that needs to be manufactured, therefore reducing the amount of waste entering landfills and the ocean. We have also tested compostable newspaper bags.

The bags contain messaging that encourages our customers to recycle at their local bag recycling outlet, such as grocery stores, which helps to complete the recycling circle.

PLAYMAKERS

 **DOW JONES** PUBLISHER OF **THE WALL STREET JOURNAL.**

As consumers become more aware of environmental issues and change their buying habits, the company has an opportunity to staying ahead of these trends. As customers shift from products with physical footprints, the company can gain an advantage by continuing to lead in the area of physical to digital media transformation. At Dow Jones, digital readership continues to increase, with digital revenues represented 67% of total revenues in FY2020 compared to 63% in the prior year and exceeded \$1 billion for the first time in history.

Our IT infrastructure has moved the majority of our computer estate into the Cloud, substantially reducing the on-premise footprint of our digital products.

The CDP recently released the scores for the more than 8,400 companies who reported their sustainability efforts to the organization in 2019. News Corp received a score of A as a “Supplier Engagement Leader” in 2019, a new rating by the CDP. For Climate Change and Forests, News Corp scored a B for each, the same score received in 2018. The global average for reporting companies was a C for these 3 reports.

The CDP is a not-for-profit charity that runs the global disclosure system for investors, companies, cities, states and regions to manage their environmental impacts. For more information about CDP and their scoring results & methodology, visit <https://www.cdp.net/en>.

THE WALL STREET JOURNAL.

ENERGY

The Path to 100% Renewable Power Is Looking More Achievable

By [Avi Salzman](#) Oct. 15, 2019 10:15 am ET

Text size



Electricity generation is the largest single contributor to the carbon emissions that are warming the planet. It accounts for 42% of global emissions, and that share is likely to grow as transportation increasingly is powered by batteries instead of oil.

MARKETS | HEARD ON THE STREET

Green Energy Is Finally Going Mainstream

The question for investors now is not whether carbon-free power is here to stay but how to avoid getting burned

By [Rochelle Toplensky](#)

June 24, 2020 6:05 am ET

As companies get more sustainable, investors are benefiting. Shares of the companies on Barron's third annual ranking of America's Most Sustainable Companies outperformed the S&P 500 index in 2019. ESG investing continues to gain momentum -- both the number of sustainability-focused index funds, and their assets, have doubled over the past three years, according to a report from Morningstar. According to a recent survey conducted by Morgan Stanley's Institute for Sustainable Investing, nearly 95% of millennials are interested in sustainable investing, while 75% believe that their investment decisions could impact climate change policy.



MARKETS | FINANCE | ABREAST OF THE MARKET

ESG Investing Shines in Market Turmoil, With Help From Big Tech

The strength of socially responsible funds suggests they have staying power; 'ESG is not a fad'

By [Caitlin McCabe](#)

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