**Waste 2017 Abstract Submission**

**A success story: newspapers and the circular economy**

*My presentation is relevant to the following topic area(s).*

🞎 Circular economy

🞎 Product Stewardship

**Presenter information**

**Presenter name:** Dr Tony Wilkins

**Presenter position:** Head of Environment

**Presenter organisation:** News Corp Australia

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**Biography**

Dr Tony Wilkins

Head of Environment

News Corp Australia

Tony spent 12 years in the areas of medical and forest research before moving to his current position as Head of Environment at News Corp Australia in 1990.

Tony is a Team Leader for the News Corp Global Environment Initiative, Chairs the Australian publishing industry’s Environment Advisory Group, convenes the Corporate Environment Managers Group, and is a past national Director and State president of the Waste Management Association of Australia. Tony is a member of the Policy Reference Group of the Australian Sustainable Business Environment Network. Tony chairs the NSW Governments Environmental Trust Community & Sustainability Subcommittee and is a member of the Trust’s Waste & Recycling Subcommittee. He also Chairs the NSW government’s Container Deposit Scheme Ministerial Advisory Committee.

**Abstract Summary**

The newspaper and magazine industry has been undertaking a circular economy approach since the early 1990s resulting in it being a leader in product stewardship. This circular economy success story exemplifies how such an approach and way of thinking can led to real environmental gains.

The ways the circular economy is gaining traction will be demonstrated by a look at the goals and outcomes being achieved through News Corp Australia’s sustainability initiative “1 Degree”. A look at the whole life cycle will outlined, with a specific focus on Zero Waste goals and the work of community partners in this space.

**Abstract**

The newspaper and magazine industry has been undertaking a circular economy approach since the early 1990s resulting in it being a leader in product stewardship. This led to commitments by Australian Publishers and the country’s Newsprint Producer to develop a recycling industry that turns old newspapers and magazines back into new newsprint. The industry supported recycling by providing a market for this waste paper and established a de-inking plant in Albury. This circular economy success story exemplifies how a product stewardship focused approach can lead to real environmental gains.

The current position of newspaper recycling and where it is heading will be presented, as well as an insight into the current contents of our recycling bins and how we can work towards a zero waste future. “1 Degree”, News Corp Australia’s sustainability initiative, will be discussed as a case study to demonstrate the ways the principle of zero waste and the circular economy is gaining traction. 1 Degree’s engagement program had a specific focus on Zero Waste goals and the work of community partners in this space and involved innovative events and campaigns. A short film will be shown to highlight some of the great work being done in the community by groups such as Take 3, Mobile Muster, The Bower, Planet Ark, Terracycle and many others.