



## News Corporation's Global Energy Initiative

Global Energy Initiative is News Corporation's and Fox Mobile Group's initiative that strives to have a long-term positive effect on climate change. Fox Mobile Group commits itself to change the way it uses energy both in the company's operations and by engaging employees, business partners and users in the discussion surrounding this global issue.

Under Global Energy Initiative, each News Corporation business is working to reduce its energy use and carbon footprint by implementing energy-efficient programs and finding more renewable energy solutions.

Fox Mobile Group leads the way in energy initiatives by implementing more energy efficient practices in order to be advocates for cleaner energy use in every community in which it operates.

Together, we can initiate a change in energy usage around the world.

## Goals of News Corporation's Global Energy Initiative

News Corporation's goals are to reduce its carbon emissions significantly and to engage its 47,000 employees and its millions of users, readers and viewers around the world on this issue.

All News Corporation business units will become carbon neutral by 2010 – through energy efficiency, buying renewable power and offsetting otherwise unavoidable emissions. "Carbon neutral" means we are working to reduce our net CO<sub>2</sub> emissions to zero. For fiscal year 2008<sup>1</sup>, News Corporation's carbon footprint is 642,237 metric tons of carbon dioxide and was measured across more than 750 locations in 54 countries in which News Corporation has activities, including all Fox Mobile Group offices.

Fox Mobile Group's carbon footprint for fiscal year 2008 is 1,385 metric tons.

## Fox Mobile Group's Contribution

- July 2009: Fox Mobile Group incentivizes all employees who come to work by bike, public transport or car sharing with a little gift.
- May 2009: Fox Mobile Group employees participate in the recycling campaign for mobile phones which is run by the non-profit organization Malteser.
- April 2009: On Earth Day, Fox Mobile Group releases tips on how to save energy with mobile phones. Additionally, it offers AMA's mobile energy saving application *Go Green* as free download for all customers.
- August 2008: Fox Mobile Group's apprentices introduce waste separation to the Berlin office as part of their educational program.
- July 2008: Fox Mobile Group provides energy cost meters for staff to borrow. The meters can measure their household devices' energy usage and be a helpful tool for saving resources.
- January 2008: The Berlin office switches to green power from LichtBlick. By making this switch, Fox Mobile Group now avoids a total of 441.6 tons of CO<sub>2</sub> emissions.
- November 2007: Fox Mobile Group puts up containers for old batteries (special refuse) throughout its Berlin office.

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<sup>1</sup> The carbon footprint for fiscal year 2009 is currently being calculated.

**Media Contact:** Juliane Walther; Tel: +49 (0)30 69 538 – 120; E-Mail: [press@foxmobile.com](mailto:press@foxmobile.com)

For further information, please refer to <http://gei.newscorp.com>.

- November 2007: Fox Mobile Group sponsors trees of *Baldwald*, a reforestation project in Niedersachsen, and gives away these sponsorships to its staff worldwide.
- October 2007: Fox Mobile Group gives away sunflower seeds to its employees and distributes stickers and posters in its offices worldwide to raise awareness and line-up staff behind the project.
- Summer 2007: Fox Mobile Group introduces a *Green Collection* – special content dealing with the topics of “environment” and “climate change.” This collection is offered worldwide on Fox Mobile Group portals.

## General contribution:

*Berlin office; largest office with more than 500 employees:*

- Fox Mobile Group uses energy saving bulbs in the entire office.
- All electricity devices in office kitchens are energy saving, class A devices.
- The night lighting and the washroom lighting are equipped with motion detectors.
- The building has a "light roof" for more indirect lightening.
- All water taps are equipped with aerators to reduce water consumption.
- All toilet tanks are equipped with flush stops to limit water consumption.
- The ceilings of the office building are chilled with water from the river Spree.
- The air supply in the building is pre-heated by the exit air.

*Los Angeles office; second largest office with about 50 employees:*

- Fox Mobile Group has energy saving bulbs in the entire office.
- The night lighting and the washroom lighting are equipped with motion detectors.
- Additional plants have been purchased.
- An incentive plan has been provided for employees to encourage them to carpool.
- Waste separation is provided by the office building.