

1. PURPOSE

Primedia Broadcasting is striving to be 'carbon-neutral' or environmentally friendly in order to minimize our negative effect on the environment

The purpose of this policy is to create an awareness of environmental dangers within the business; offer guidelines to employees on how to conserve the environment; to promote efforts which will prevent or eliminate damage to the environment, thereby stimulating the health and welfare of Primedia Broadcasting employees.

2. POLICY STATEMENT

Primedia Broadcasting is a socially responsible organisation, committed to -

- the reasonable and cost effective management of its direct and indirect impacts on the environment; and
- Providing a healthy and safe environment for employees and customers

3. DEFINITION OF THE ENVIRONMENT

In its broadest sense, the word environment embraces the conditions and / or influences under which any individual or thing exists, lives or develops. These include the following categories of conditions and influences:

- the natural environment including renewable and non-renewable natural resources such as air, water, land and all forms of life
- the social, political, cultural, economic and working conditions that affect the nature of an individual or community; and
- Natural and man made spatial surroundings, including urban and rural landscapes and ecosystems and those qualities that contribute to their value.

4. DIRECT ENVIRONMENTAL INFLUENCES

PMB has the following direct environmental influences:

- water consumption
- energy consumption
- waste disposal

5. INDIRECT ENVIRONMENTAL INFLUENCES

PMB indirect environmental influences stem from our dealings with -

- suppliers
- customers / sales clients
- building contractors;
- landlords of our property;
- service providers; and
- Communities/projects that we support socially

6. SPECIFIC POLICIES

Primedia Broadcasting and its employees undertake to:

- use our platforms to educate our listeners about environmental concerns with a view to encouraging them to act
- investigate off-setting and minimizing our carbon foot print
- conserve usage of water and energy;
- dispose of waste responsibly;
- promote recycling wherever economically feasible;
- require business partners to certify that they meet relevant legislative requirements and have an environmental policy in place;
- create awareness of sound environmental practices amongst staff;
- keep stakeholders informed about relevant progress via internal and external reporting
- Conduct internal audits of its performance in applying these policies and in complying with all applicable laws and regulations.
- always meet relevant legislative requirements