

NATIONAL GEOGRAPHIC AND THE MINISTRY OF ENVIRONMENT, FOREST AND CLIMATE CONTROL JOIN HANDS IN THE FIGHT AGAINST SINGLE-USE PLASTIC

National, June 5, 2018: National Geographic and the Ministry of Environment, Forest & Climate Control have joined forces to support each other's initiatives aimed at addressing the perils of single-use plastic. National Geographic has partnered with the Ministry for its campaign around the World Environment Day Programme, while the Ministry is supporting National Geographic's 'Planet or Plastic' initiative.

Worldwide, a trillion single-use plastic bags are used each year. Globally, we are consuming a million plastic bottles every minute! The main challenge in all of this consumption is the fact that unfortunately more than 40% of the plastic produced is used only once, and then discarded. To address this complex issue National Geographic has launched a multiyear global campaign - 'Planet or Plastic'; which seeks to not only spread awareness, but also educate and inspire action against single-use plastic.

Realizing that consumer education and action may not be enough to bring about the change required, the 130 year old brand today calls upon various Industries to come together to support this cause, and has decided to lead by example. From the month of June onwards, the plastic wrapping of National Geographic Magazine in India, UK & US editions has been eliminated. This move will enable the brand to save more than 2.5 million single-use plastic bags every month. Additionally, the organization has pledged to reduce its usage of single-use plastic for all its production shoots in India, as well as across its offices in the country.

Endorsing National Geographic's commitment, *the Union Minister for Environment, Forest and Climate Change, Dr. Harsh Vardhan*, unveiled the first ever plastic free issue of the magazine during the State Environment Ministers' Conference at the World Environment Day Programme on 4th June, 2018.

Lauding National Geographic's initiative, Union Minister for Environment, Forest and Climate Change, Dr. Harsh Vardhan, said. "There are diverse environmental hazards associated with the accumulation of plastic waste and there are growing concerns about its effects on human health and our entire eco system. Therefore, how to reduce the use of Plastic and its by-products is one area which needs to be addressed and is a serious challenge facing entire humanity today. I am happy to see National Geographic's commitment towards our ecosystem by setting an example for the industry to follow. I believe that there is a role for each citizen in this via appropriate use and disposal, particularly recycling; as well as for the industry by adopting green chemistry, and for us in the government by setting standards and targets so that we can actually manage to drive a social change. I urge everyone to join the crusade against plastic and all other environmental hazards. It is within the reach of each individual to adopt small changes in their way of life - which I term as Green Good Deeds - and to contribute towards a better environment. As a society, we have to move towards Green Good Behaviour. Our industry too has to execute its Green Social Responsibility without which we will be unable to meet this challenge that

threatens our existence. I appeal to everyone to join this crusade and help to eliminate all avoidable plastic waste."

Commenting on the initiative, Sanjay Dhar, President National Geographic Publishing India says: "For 130 years, National Geographic has documented the stories of our planet, providing audiences around the world with a window into the earth's breathtaking beauty as well as to the threats it faces.

Today's launch is tied to the release of the June issue of National Geographic magazine, which takes an in-depth look at the role single-use plastic plays in our society and the impact they are having on our environment.

Starting with this issue, we will begin wrapping the India subscriber editions of the magazine in paper instead of plastic. The June issue is now available on print newsstands.

That's just a first step. Because we're committed to having an impact on this crisis, we're launching a global campaign. Under the campaign banner of Planet or Plastic? We'll deploy content across all our platforms to raise awareness and encourage consumers to act. To build support for the Planet or Plastic? campaign, National Geographic is asking people around the world to pledge to reduce their reliance on single-use plastic. Those who take the pledge will become part of a new global community working to stem the tide of plastics polluting the ocean. Added
Ritika Basu – Business Head, National Geographic Publishing India

About National Geographic

National Geographic reaches to 139 million television viewers in India every month. The channel is available in 5 languages, and on all distribution platforms in the country. One of the most iconic brands in the world, National Geographic believes in the power of science, exploration, and storytelling to inspire, illuminate and change the world through entertainment.

About the National Geographic Society

The [National Geographic Society](https://www.nationalgeographic.org) is a leading nonprofit that invests in bold people and transformative ideas in the fields of exploration, scientific research, storytelling and education. The Society aspires to create a community of change, advancing key insights about the planet and probing some of the most pressing scientific questions of our time, all while ensuring that the next generation is armed with geographic knowledge and global understanding. Its goal is measurable impact: furthering exploration and educating people around the world to inspire solutions for the greater good. For more information, visit www.nationalgeographic.org.

About National Geographic Magazine

National Geographic Magazine is the official journal of the National Geographic Society, one of the world's largest non-profit, scientific and educational organizations. Published in English and 39 local-language editions, the magazine has a global

circulation of around 8 million. National Geographic magazine is the global leader in empowering people to navigate the world, providing authoritative, unbiased content that addresses today's complex issues, while uncovering the wonders of our time. Each issue captivates millions of curious readers with world-class, award-winning photography and reporting that inspire them to make informed decisions and effect positive change.

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