

MEDIA/PUBLISHING

Cond Nast Traveller debuts first sustainability issue

January 29, 2021



Cond Nast Traveller is sharing its first Green List of sustainability leaders. Image credit: Cond Nast Traveler

By LUXURY DAILY NEWS SERVICE

The U.K. edition of *Cond Nast Traveller* is dedicating its March 2021 issue to sustainability and conscious travel, a first for the magazine.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Now available on newsstands and via digital download, the sustainability issue includes the inaugural Green List. The COVID-19 pandemic has accelerated affluent's interest in social responsibility and sustainability, including within the travel space.

"At Cond Nast Traveller we strive to look at the world through a responsible and conscious lens and make sure that as we travel the planet, we have a positive impact," said Melinda Stevens, editor in chief of *Cond Nast Traveller* U.K. and U.S., in a statement. "So while sustainability has been a part of our ethos for some time, we wanted to dive in deeper and dedicate an entire issue to underline the vital matter at hand.

"When we plan our getaways, we need to make sure that we have done so thoughtfully and that our impact is meaningful particularly surrounding the people and cultures that most need our respect," she said. "This is when the true commitment begins and that is what the March issue stands for."

Green issues

The March issue focuses on communities, places and initiatives that are setting high standards to protect the planet. Overtourism has become a leading environmental concern, as travelers were visiting more unique environments at higher rates before the onset of the pandemic.

The inaugural Green List features 20 individuals who are making strides in sustainability. Honorees include Tica Minami, campaign director at Greenpeace Brazil, and Joost Bakker, founder of the world's first zero-waste restaurant.



The U.K. cover of the March 2021 sustainability issue

Sustainability has emerged as a core mission for publisher Cond Nast. The group aims to become entirely carbon neutral by 2030 as part of its long-term global sustainability strategy.

The target is the New York and London-based publisher's commitment to beat the Paris Agreement by 20 years. The company will also transition to 100 percent internationally certified paper by the end of 2021 and end consumption of single-use plastic packaging by 2025 ([see story](#)).

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.