

Environmental Policy

It is my belief that all businesses (as well as individuals) should understand their impact on the environment, and then do everything they can not only to minimise that impact but to work towards making that impact **positive!**

It is also my belief that business development and growth and the environmental agenda are, far from being contradictory, two sides of the same coin.

As well as demonstrating my commitment to the environment, hopefully my policy will stimulate other businesses, and individuals, to consider changes they can make to minimise their own environmental impact.

**If we put our minds to it, carbon neutrality is just the beginning
– think carbon positive!**

My first environmental policy was based around the 'reduce, reuse, recycle' motto. This is still a core part of my policy (see below). I also then off-set the remaining tonnage of carbon that my business is responsible for. I do this by making a donation to a recognised organisation who will invest in projects that address climate change (e.g. tree planting, supplying energy-efficient light bulbs to the developing world).

Note, though, that, off-setting is not the answer to climate change. It is essential that before off-setting, as much as possible is done to reduce our emissions. It is not a substitute for reducing, reusing and recycling.

It is my hope that as the climate change issue becomes better understood, businesses (and individuals) will take it upon themselves to go further than minimising or eliminating their impact, and move towards having an impact that is positive. How?

To me it does not mean off-setting more than your fair share (though that may be suitable for some organisations), but is more to do with being clear that it is an important issue to you. Having a clearly accessible environmental policy is one example – if this prompts just one other business to develop and implement their own, it could be argued that my business is having a positive impact. Other examples include:

- a note in your e-mail footer asking if the reader really needs to print it
- using recycled materials for business cards, and *saying* so on them
- finding out whether you can submit invoices to clients by e-mail so you can save paper costs

I am also currently working with CarbonSense, who help mainly large businesses lower their environmental impact. I am helping them to build up an understanding of how they can apply their knowledge and understanding to smaller businesses and sole traders.

carbonsense

I have also joined the national 10:10 campaign that commits my business to reduce its carbon emissions by 10% in 2010 compared to the previous year. [Find out more here.](#)

a  Business

Some of the ways I reduce my own environmental impact are outlined below. All remaining carbon emissions, from travel, energy use and waste, are off-set through a recognised off-set organisation such as ClimateCare.

Travel

- Walking, cycling or taking public transport wherever possible
- Minimising the impact of car use by combining journeys, not carrying excess weight, and driving sensibly
- Flying as an absolute last resort

Consumables

- Sourcing recycled and recyclable materials where available
- Only printing when absolutely necessary, using both sides
- Making good use of e-mail, including for the submission of invoices where possible
- Requesting electronic statements from utilities and banks
- Refilling ink cartridges rather than buying new

Products & Services

- Using recycled card for all greetings cards produced
- Using Forest Stewardship Council (FSC) certified wood for framed artwork, where available
- Leaving no evidence of visit when on photo shoots – particularly important for landscape work

Recycling

- Minimising waste going to landfill through the 'reduce, reuse, recycle' principle

Energy use

- Turning off all computers, printers, scanners and wireless modems when not in use
- Only using energy-efficient light bulbs
- Tracking energy use on a monthly basis
- Sourcing electricity from Ecotricity

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