

# Environmental Policy

This is the environmental policy statement of Crescent Lodge

Our statement of general policy is:

- To ensure director and management commitment to environmental efficiency
- To consult with employees on environmental matters and communicate our policy
- To identify high impact areas and measure improvements
- To improve efficiency by reducing waste, reusing and recycling
- To have an environmental champion
- To review and revise this policy at regular intervals as necessary and communicate any changes to all staff

This policy has been drawn up with reference to the APA Guide to the Business and Environmental Benefits of Greening Commercials and the Three Trees Don't Make a Forest website.

Last updated: 11 October 2010

To be reviewed on or before: 11 October 2011

Crescent Lodge does not currently implement a formal Environmental Management System (EMS) such as ISO 14001 or BS 8901. We are exploring application for Green Mark accreditation for small businesses and are a signatory to the Mayor of London's Green Procurement Code. Our waste management policy complies with the statutory duty of care, Environmental Protection Act 1990, section 34.

We recognise our work impacts on the following:

### **Materials**

Our company stationery is FSC accredited and produced by a carbon neutral mill. We encourage our clients to choose Forest Stewardship Council (FSC) certified, recycled and/or chlorine-free papers, vegetable-based inks, and water-based, non-chlorinated glues.

### **Print**

We commission printers with accredited environmental commitments, from ISO 14001, EMAS or FSC. They must demonstrate that they meet building requirements, implement environmental management systems, separate printed and un-printed waste, safely store and dispose of waste chemicals, use vegetable-based inks and recycle aluminium printing plates.

### **Energy use**

Our kitchen is equipped with A-rated energy efficient equipment and reusable cutlery and crockery. At the end of each day, all lights (they are fluorescents), copiers and computers are switched off. The Crescent Lodge studio is open plan, well insulated and naturally lit and ventilated via windows along all external walls as well as sky lights. Heating is switched off over the weekend. We use washable and reusable hand towels in the kitchen and toilets (laundered by an employee) rather than disposable paper towels or hand dryers.

### **Travel**

To reduce our carbon footprint we use buses and trains (and foot) as often as we can to get to and from meetings, events and exhibitions and provide secure, in-studio bike parking and shower facilities for those employees who wish to cycle. We schedule meetings locally and in public transport accessible locations whenever possible. Employees are locally based in London and the majority of the team use public transport to get to work. We use motorbike couriers instead of vans wherever possible.

We communicate via conference call with one of our clients, whose office is based in France. When it has been necessary to meet face to face, we have travelled by train and suggested our client also avoids air travel.

## **Purchasing and waste**

Crescent Lodge has committed to monitoring progress in green purchasing by completing the Green Procurement Code progress review on an annual basis.

We have appointed an environmental champion from our team who encourages green behaviour and procurement, and who monitors all our studio purchases. All of our in-house suppliers are local and independent and our coffee is fairtrade. We use Ecover cleaning products, made from naturally occurring ingredients, that have a minimum effect on the environment. We also subscribe to an e-newsletter from 'Three Trees Don't Make a Forest', a social enterprise set up for the design industry to encourage sustainable working cultures and design. We recycle or reuse all our paper, paperboard, packaging, glass, plastics, laser printer and copier toner cartridges. The management committee of Perseverance Works (our studio location) have recently set up a recycling scheme for all the offices they manage, reducing the number of waste collection journeys. Old computers are collected and disposed of collectively. Paper samples supplied by merchants are donated to local schools or reused as notebooks. We avoid printing as much as possible preferring email. The studio complies with all relevant legislation, including the WEEE Directive.

We have a food waste disposal unit fitted in the kitchen sink., creating less waste for landfill.

## **Water**

We have switched from using bottled water to a more efficient mains-driven water filter and cooler. Our water use is metered enabling us to monitor and identify if and where reductions can be made.

## **Heritage and culture**

We recognise that a strong corporate culture is key in producing and retaining a successful team. We have a number of initiatives to help build and reinforce the Crescent Lodge culture, including an annual summer outing and an evening event at Christmas time, always making an effort to celebrate each others' birthdays.

To inspire and refresh creative minds, we encourage all staff to take time out of their working week to visit exhibitions, archives performances and screenings or any other form of cultural stimulation that they believe to be of benefit. All we ask is that they share what they have seen and heard with their colleagues. We plan to include a section on the Crescent Lodge culture in the employee welcome pack. To encourage green behaviour, members of staff have attended 'Greengage' events in collaboration with the Design Council and London Design Week, including workshops on 'Greening your studio' and 'Print processes and sustainable paper', as well as a sustainable procurement workshop with London Remade.

## Environmental objectives

We have an opportunity and a responsibility to play a part in reducing our environmental impact. In line with our waste management policy, we have developed a set of environmental objectives and committed ourselves to the following actions:

We will:

- Develop and continuously update an action plan to reduce the carbon emissions arising from our daily business and our purchasing and procurement from suppliers
- Audit our total CO<sup>2</sup> emissions from daily business and set targets to reduce avoidable emissions
- Set a procurement policy whereby we will work with our wider supply chain to achieve a reduction in waste across all that we purchase, principally print and paper
- Seek to achieve an exemplary procurement practice, and set targets to reduce carbon emissions arising from our procured suppliers

In order to achieve this, we will:

Action	Status
Put a system of measurement in place and gather data on the energy performance of our daily business and identify carbon saving opportunities	Begin January 2011
Work with suppliers to share learning and identify wider carbon saving opportunities	Begin January 2011
Appoint an environmental champion to monitor progress, raise staff awareness and encourage buy-in	Done
Increase the level of sourcing of local, seasonal, organic and fairtrade produce for our client meetings and events	Ongoing
Increase the amount of recycled materials we use and the level of waste sent for recycling	Ongoing
Promote walking and cycling to and from our offices	Ongoing
Reduce energy in use by turning off power when not needed	Ongoing
Switch to using recycled toilet paper	Done
Continue to look into viable green roof solutions for our roof space	Ongoing
Ensure computers switch to sleep mode whilst not in use	Ongoing
Cancel unwanted subscriptions and remove our name from unwanted mailing lists	Ongoing
Collect environmental policies from suppliers and service providers	Ongoing
Implement an on-screen prompt to remind people how many pages are being printed	Done