

white label.

# Environmental Sustainability Policy.

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# Mission Statement.

White Label are committed to reducing their carbon footprint and combatting climate change.

We are striving to become a business that has a positive impact on the environment and encouraging a focus on environmental sustainability across our staff, suppliers, clients and wider sphere of influence.

## Aims.

1.

Reduce emissions from diesel and petrol vehicle movements - including commutes, travel to meetings and events, and deliveries.

2.

Increase recycling both at our office and at our events.

3.

Reduce print and production of materials. Where necessary, sourcing sustainable products and using environmentally friendly production methods.

4.

Improve the energy use and waste output of our office space and events.

5.

Champion sustainability in the content of our work, particularly across communications and events.

6.

Encourage our suppliers and clients to reduce their carbon footprint and combat climate change.

Our action plan to deliver on these aims is divided into six key areas: vehicle emissions, print and production, office, events, staff and policy updates.

# Action Plan.

## Vehicle emissions.

### 1. Commuting

- a. Our office location has been selected to be easily accessible by public transport.
- b. We will aim to recruit staff from the local area.
- c. Employees will be encouraged to walk or cycle to work where possible. There are 3 cycle racks in the Suffolk House basement that can be used on a first come, first serve basis.
- d. If walking/cycling to work is not an option, public transport will be encouraged.
- e. Where travelling my car is the only option, staff will be encouraged to car share to ensure they are reducing their individual carbon footprint.
- f. We will introduce a cycle to work scheme, encouraging staff to cycle in to the office where possible.
- g. We will share information on electric vehicle grants and incentives with staff, and will share EV charging point locations across the borough with staff.

### 2. Awareness

- a. Miles in a Month annual challenge – each year White Label will have a challenge month where we will encourage staff to walk as many miles as possible in a month – to and from work, to meetings, on lunch breaks etc.
- b. We will share information on electric vehicle grants and incentives with staff.
- c. We will share information on electric vehicle grants and incentives as well as national car free days/schemes via our social media feeds.

### 3. Flexible working

- a. We have a flexible working policy in place that means staff can request to work flexibly from the office and from home.
- b. Our new office/home balance will allow staff to work at home two days per week. This will reduce individual carbon footprints from staff commutes and fewer office supplies will be used, hence less waste produced.

#### **4. Work-related staff travel**

- a. Flexible working policy – as per above.
- b. Meeting attendance.
  - i. Staff will be encouraged to conduct meetings virtually where possible and appropriate, particularly if meetings are hosted in a place that cannot be accessed easily by public transport or electric vehicle.
  - ii. Client meetings will be priced differently according to whether meetings are in person or virtual, with virtual meetings costing less.
- c. Electric Vehicles - Where taxis are needed for work-related travel, staff will be asked to aim to use electric vehicles.
- d. Event attendance – Staff will be encouraged to always consider the most sustainable travel option and take that as Plan A.

#### **5. Deliveries**

- a. We will use sustainable transport for deliveries where possible, and ask the same of our suppliers.

#### **6. Suppliers**

- a. Policies – We will ask all suppliers to submit sustainability policies with quotes.
- b. We will ask suppliers to use renewable transport where possible.
- c. We will ask suppliers to use renewable energy where possible.

## **Print and Production.**

#### **1. Print volumes**

- a. We will recommend digital documents vs. print options to all clients.
- b. Where print is requested, we will recommend fewer printed items are produced.

#### **2. Recycled/sustainable materials**

- a. We will aim to source sustainable products for internal and client products (e.g. branded bags for events made from recycled materials).
- b. Clients will be given sustainably sourced options on all quotes with a recommendation to think sustainably.
- c. We will limit printed materials, print on recycled paper where possible, and aim to source sustainable materials for both internal, and client events.

#### **3. Sustainable print methods**

- a. We will always receive quotes from and recommend eco-friendly print suppliers who use sustainable print methods, such as the use of recycled paper and eco-friendly inks.

# Office.

## 1. Lighting

- a. We will have a policy for turning off lights when they are not needed or rooms are out of use.
- b. Signage will be installed to remind staff to turn off lights.
- c. LED lighting will be used where possible, instead of fluorescent lights.

## 2. Print

- a. Employees will be encouraged to review all work on their computers instead of printing documents.
- b. Printing for meetings and events will be minimised.
- c. Signage will be installed on printers to remind staff.

## 3. Recycling

- a. All employees will be made aware of the recycling within the office – including food containers, paper, bottles, cans and ink cartridges.
- b. Signage will be installed to explain and remind staff about recycling.

**4. Equipment** - office equipment no longer in use should be recycled where possible, upcycled, or passed on second hand, to ensure there is less waste and that equipment does not end up in a landfill.

## 5. Energy

- a. We will use a renewable energy supplier to power our offices.
- b. Monitors should be turned off overnight and when not in use, as should laptops/desktops and other electronic devices.

## 6. Water

- a. We will not supply single use water bottles.
- b. Water will either be filtered from the tap, or supplied via a water cooler which is collected and reused.

**7. Awareness** – an explanation of all the above will be included in staff induction.

# Events.

**1. Single use plastic** - White Label will aim to have no single use plastic at any event. This includes items such as single use water bottles, cutlery and straws.

## **2. Suppliers**

- a. As mentioned in 1d, suppliers will be asked to submit their sustainability policies with quotes and will be asked to use renewable options where possible.
- b. White Label will seek to work with locally based businesses as much as possible to minimise travel impacts and support local economies.

## **3. Power**

- a. Environmentally friendly power sources will be used where possible (solar panel or biodiesel generators).
- b. Energy efficient options to be sourced for AV where possible.
- c. On site, at events, staff will be diligent in checking lighting and equipment not in use are turned off and will ask suppliers to do the same.

## **4. Equipment, props and decoration**

- a. We will aim to re-use event equipment and props where possible.
- b. We will aim to not purchase any single use event equipment or props.
- c. We will aim to use only recyclable or reusable decorations.
- d. Where needed, items will be hired instead of purchased to avoid one use/throw-away society.

## **5. Recycling** – Ensure recycling bins and information are provided at our events.

## **6. Content** – We will promote relevant UN sustainable development goals across all events, news, projects and programmes, including via event social media feeds.

## **7. Delegate joining instructions**

- a. We will advise all delegates to take public transport, or to walk and cycle where possible.
- b. We will advise all delegates, where relevant, to print reusable drinks containers to events.
- c. We will ask delegates not to print any information sent to them.

## **8. Delegate packs**

- a. We will avoid printing delegate information.
- b. Where printing is needed we will follow our sustainable print and production guidelines.

## **9. Land Use** - When organising outdoor events, we aim to uphold the highest standards of land use, carefully assessing and minimising risks of contamination and ensuring a high standard of clean up after the event.

# Staff.

## 1. Awareness

- a. All staff will be sent the Sustainability Policy along with an explanation as to why this is important to White Label.
- b. All staff will be made aware of their responsibilities to enforce guidelines.
- c. New staff will be given the policy upon joining the company to ensure they are aware of it and understand how they can help.

## 2. Training

- a. Staff will be encouraged to attend online webinars and events that will support White Label's sustainability policy.
- b. Staff will be trained on any new elements of this policy.

## 3. Staff champions

Members of staff will be given responsibility for overseeing specific elements of this policy and its implementation. Staff champion roles will include:

- a. Recycling.
- b. Cycle to work.
- c. Print.
- d. Lighting and monitors.
- e. Miles in a month, and similar social challenges (as part of social committee).

# Policy Updates.

1. This policy will be reviewed and updated annually.
2. Staff will be sent the updated policy each year.
3. We welcome any feedback or suggested additions to this policy from staff, clients or interested parties.
4. The updated policy will feature in the annually updated company handbook.

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