



ENVIRONMENTAL POLICY

April 2011 - 2012

Electricity & Power Usage

- Use 100% Green Electricity from renewable sources
- We are 100% Carbon Neutral, offsetting our carbon emissions
- Turn off all computers, monitors, scanners and printers every day
- Remove AC adaptors when not in use to prevent power drain
- Greencreative is fitted with light sensors that ensure lights are used only when actually needed
- Avoid using additional lighting and air conditioning where possible
- Latest hardware with maximum power-saving options enabled
- Ensuring all staff members turn off their plugs every night

AIM: Staff members must be aware of green issues

Waste & Recycling

- Recycle 100% of all waste paper, packaging materials and cardboard
- Recycle all disks, CDs, DVDs and plastic cases
- Reuse plastic / windowed CD sleeves that cannot be recycled
- Recycle all laser printer cartridges and buy refilled options
- Recycle all drinks cans and any remaining aerosols once finished
- Phase out aerosol-based adhesives
- We use wormeries to reduce waste from going to land fill
- Avoid using shrink-wrapping and plastic sleeves
- 50% of money raised through recycling paper is passed onto a local young people's environmental group
- We offer our clients a CD recycling scheme and collect CDs + jewel cases for recycling

AIM: Reduce laser printer usage

Design Initiatives

- Use and recommend paper containing at least 75% post-consumer waste
- Use FSC approved material where virgin fibres are required
- Use Waterless printing and vegetable oil-based inks or eco-friendly simitri toner
- Advise all customers on ways they can reduce their environmental impact
- Avoid mineral oil-based inks such as metallic and fluorescent
- Avoid non-environmental finishing techniques such as lamination, spot UV and foil blocking
- Recommend saddle stitching where possible to minimise glue usage
- Maximise paper sheet usage by creating A-size documents
- Use low-impact materials and avoid excess packaging & redundant printed items
- Reducing the impacts of producing replacements
- Cloud computing, cutting down necessity of having own server and allows staff to work remotely
- Reducing the impacts of producing replacements
- Just-In-Time Production
- Working with vendors that use renewable energy
- Create multi-purpose designs and creative solutions where possible

AIM: Encourage clients to advise on ways we can improve

Transport

- Minimise business mileage - combine meetings to make best use of journeys
- Use of video conferencing software as an alternative to travelling for business meetings
- Ensure all transport is maintained to maximise fuel usage (MPG)
- Combine deliveries to minimise courier / delivery mileage
- We have reduced our diesel fleet of vehicles by 50%, further reducing our CO2 emissions
- We provide staff members with cycle schemes, encouraging to use the car less and cycle more

AIM: Create production methods that require the least amount of transport

Water

- Use Waterless printing
- Use water recycling generator in print plating process - saving 119.580 litres a year
- Use Hippo water reduction product in toilet
- Only fill kettle to required amount
- Ensure all taps are turned off and any leaks are quickly remedied

AIM: Start using eco-detergents and soaps


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Creative Manager


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Managing Director

8th April 2011

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Date completed update