

Green Charter

Introduction

The Grant Butler Coomber Group is proud to be a green company. We are committed to reducing our environmental footprint through focusing on our resource efficiency, waste management and environmental purchasing. The Green Team leads this work, but bringing this commitment to life is a team effort, involving all of us...

We are experts at providing creative and meaningful integrated communications campaigns, frequently including a green element within the programme. We recognise that our work has both direct and indirect effects on the local, national and global environment. We are committed to reducing any harmful effects on the environment, promoting a wider understanding of climate change and creating simple opportunities for our staff to change their behaviour.

They are described in the series of pledges below:

Overarching Commitments:

1. We recognise and acknowledge that our office environment has a vital part to play within the context of sustainability and a low carbon economy
2. We will develop action plans to implement the various pledges, committing funds and resources
3. We are committed to sustainable change to our working practices such that green decision making becomes our standard process

Pledge One: Recycling everything we can in the office

We are committed to:

1. Multi material recycling - Recycling all paper, cardboard, cans, plastic bottles, batteries and glass, using the multi-material bins in the office and the kitchen
2. Exploring new reprocessing avenues for anything that we cannot currently recycle
3. Purchasing recycled paper products/stationery wherever possible
4. Re-using everything we can from paper to paperclips

Pledge Two: Being a Think before we print office

We are committed to:

1. Developing 'best practice' in all areas of office printing
2. Only printing when absolutely necessary
3. Ensuring every employee has a tag line on the bottom of their signature to remind the reader to consider the environment before printing the email
4. Using double sided printing wherever possible
5. Defaulting all of the office PCs to the double sided printer

Pledge Three: Being an Energy Saving Office

We are committed to:

1. Turning off all electrical appliances at the end of the day (printer, copier, radio, computer and screen, lights, TV, urn etc)
2. Encouraging all employees to switch their computer off when out of the office for longer than 2 hours during the day
3. Turning off the heating when it is not required
4. Opening windows / turning down radiators rather than using air conditioning / heating where appropriate
5. Only using artificial lighting if there is insufficient daylight. Using screen blinds to ensure maximum natural light
6. Purchasing energy efficient electrical equipment

Pledge Four: Generating Behaviour Change in the office

We are committed to:

1. Inspiring sustainable behaviour change through encouraging, enabling and exemplifying green behaviour
2. Quarterly focus fortnights on specific focus areas of the pledges above
3. Producing internal communication collateral to raise awareness and correct misconceptions
4. Updating all staff on any environmental developments within the office

Pledge Five: Greening our travel and transport policies and practices

We are committed to:

1. Conducting a survey of how we all get to work
2. Reviewing our car usage to ensure that wherever practical we use public transport for client meetings
3. Increasing our use of virtual meetings - reducing the need to travel altogether

I commit to playing my part in making our company an ever greener place to work.

Signed