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SUSTAINABILITY POLICY

Care for the environment and promoting a set sustainability agenda are integral to Minx Creative's professional activities and the management of the organisation. We aim to follow and to promote good sustainability practice, to reduce the environmental impacts of all our activities and to help our clients and suppliers to do the same.

PRINCIPLES. OUR SUSTAINABILITY POLICY IS BASED UPON THE FOLLOWING PRINCIPLES:

- To comply with, and exceed where practicable, all applicable legislation, regulations and codes of practice.
- To integrate sustainability considerations into all our business decisions.
- To ensure that all staff are fully aware of our Policy and are committed to implementing and improving it.
- To minimise the impact on sustainability of all office and end project deliverable transportation activities.
- To make clients and suppliers aware of our Sustainability Policy, and encourage them to adopt sound sustainable management practices.
- To annually review and continually strive to improve our sustainability framework.

PRACTICAL STEPS. IN ORDER TO PUT THESE PRINCIPLES INTO PRACTICE WE WILL:

- Ensure that all approved print firms on our books are Carbon Neutral, ISO14001, FSC (Forest Stewardship Council) and PEFC (Programme for the Endorsement of Forest Certification schemes) certified; offering volatile organic compound (VOC) emission-free printing.
- Always source paper that is either 100% Post-Consumer Waste (PCW), Processed Chlorine Free (PCF) or from sustainable forestry (FSC).
- Prioritise and support 'local'. Where possible, work with partner contractors/companies situated within a 100 miles of our studio.
- Minimise our use of paper and other office consumables and continually identify opportunities to reduce waste.
- Reduce the energy consumption of office equipment by:
 - switching off all non-critical equipment when not needed.
 - purchasing low energy (new) electrical equipment.
- Recycle all consumable packaging (including food items).
- Always endeavour to perform business electronically to reduce paper usage (e.g. project proofs, invoicing, purchase orders, payments, archiving etc.). Where paper is used in-house, a strict recycling policy is in place.
- Use rewritable formats and/or our dedicated FTP server for file sharing instead of disposable media.
- Where possible, endeavour to prioritise the use of local sub-contractors when required.
- Promote the use of our online Project Management System to our clients and suppliers.
- All physical products are designed, sourced, created and made in the UK.



- Always endeavour to purchase – project specific or for internal use – products (including food/beverage/cleaning that are either environmentally friendly, re-usable, recyclable, non-toxic, organic, fair trade and that have the least environmental impact.
- Do not buy-in or use single use plastics.
- We aim to only use energy-efficient transportation for all our business travel. Our first fully electric car has supported this cause. We also encourage cycling and walking for all primary and local journeys.
- Minimise the use of couriers, Royal Mail deliveries and/or post.

By this policy Minx Creative Limited recognises its responsibility towards protection of the environment, and issues this statement as a commitment of both management and employees to minimising the environmental impact of its operations.