



# SUSTAINABILITY POLICY 2023

**Striving to produce graphics that maximise event opportunity and minimise environmental impact.**

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## 1. INTRODUCTION

**As a company, and as a group of individuals, we are committed to striving for a positive impact in all that we do. This means that we aim to deliver event graphics that maximise event opportunity for our clients whilst minimising environmental impact. Our overall aim is to positively impact our clients, event participants, employees, local communities and the planet as a whole.**

The events sector has been slow to take on board many of the issues associated with sustainability. Our business faces many challenges and opportunities but listed in this policy, you will find eight main areas that we have highlighted for sustainability action. Due to their direct impact on us and our stakeholders we have prioritised the following four areas for particular focus:-

- Sourcing and utilising sustainable materials
- Adopting sustainable travel methods
- Only using energy efficient transportation
- Using effective recycling methods.

We as individuals also strive to identify and implement measures to enhance sustainability in all aspects of our lives. This then effects how we as a company operate in our day-to-day business, which in turn effects how we create and supply our products for our customers.

This document will now outline how we maintain this strategy in detail.

## 2. A SUSTAINABLE BUSINESS

We appreciate that thoughts, opinions and statistics on how the events industry can become more sustainable keep changing. However, we are constantly working with our clients to ensure all the graphics that we produce reflect the most effective, bespoke and sustainable solutions for every single one of our clients.

We therefore focus on the following main areas of our sustainable business:-

1. ENERGY EFFICIENT TRANSPORT/TRAVEL
2. SUSTAINABLE MATERIALS
3. WASTE/RECYCLING
4. LOCAL RESOURCING AND SUSTAINABLE PROCUREMENT
5. RENEWABLE ENERGY
6. CARBON FOOTPRINT AND OFFSETTING
7. WATER
6. FINANCIAL IMPACT
7. EVERYDAY OFFICE POLICY
10. SUPPORTING THE COMMUNITY AND CRS
11. EQUALITY AND DIVERSITY
12. HUMAN TRAFFICKING AND ANTI SLAVERY
13. STAFF MANAGEMENT AND EMPLOYEE WELLNESS

These will now be explored in detail.

## **i) Energy Efficient Travel/Transport**

These are hot topics and ones that have to be carefully considered for every project. They affect how we obtain our materials and supplies, how we get our client's graphics and our staff to the job and to our premises.

The following considerations are therefore made when undertaking any project:-

Travel:

- Consider teleconferencing for client meetings leading up to the event where possible.
- Select venues with easy access to transport hubs if long-haul travel is necessary
- Use public transport wherever possible.
- Provide easy directions to staff using google maps energy efficient routes to help facilitate travel.
- Provide van shares where possible to minimise individual travel.
- Offer carpooling services for employees.
- Promote alternative modes of transport to staff working at the the print shop eg. cycling/train and offer simple incentives for traveling via more 'green' modes of transport
- When possible, offer accommodation options within walking distance of the venues
- ULEZ emission compliant vehicles used for travel.
- Use appropriate carbon offsetting options for all travel.

Transport:

- Select local suppliers whenever possible.
- When transporting graphics (or other goods) we ensure that vehicle space is maximised by either shipping other items on the same vehicle, and doing multiples jobs in the same area to cut down on mileage.
- Use of fuel efficient ULEZ compliant vehicles
- Having invested in a trailer to decrease the need for the purchase of more vehicles, we continue to investigate alternative methods of fuel efficient transportation for delivery of client graphics including multi job drop offs for projects in the same area.

## **ii) Sustainable Materials**

Insite Graphics' is committed to using only sustainable materials in all our product ranges and we aim to develop these ranges still further. Our sustainable materials model includes:-

- Our exhibition stand graphics already hold the 'green' kudos card as we use a tension fabric system and print fabric that is created from clear plastic waste, printed with water based inks .
- We collect all our graphics after the event which can then be up-cycled or recycled to create clean community energy.
- We have an entire paper and cardboard signage range which can be fully recycled.
- Insite Graphics products are light and compact for transport and therefore require smaller, lighter less polluting vehicles.
- Free standing signage and branding are quick and easy to build, so require less on-site resources.
- Hardware (aluminium which is an infinitely recyclable material) is reused again and again making the most of this valuable mined resource.

- Insite are committed to using clean process and therefore have no use for glues, laminates, paints and solvents.
- No harmful waste is created in the production of any of our graphics or signage - no chemicals, MDF or timber dust, fumes or debris.
- We are focusing on a business model that centres on enabling our clients to use sustainable signage and venue branding to save both money and resources and creates a plastic free event.

### **iii) Waste/recycling**

#### REDUCE

- Offer electronic contracts to all clients so paper contracts are not required.
- Ensure we use minimalistic packaging and re-use or recycle whatever packaging is essential.

#### REUSE

- This is even better than recycling, as it uses less energy to achieve.
- Create solutions that can be used again (by a variety of clients)
- Work with our employees and local suppliers to donate used materials into the community.
- Request that the venue/client donate unused items to local organisations, such as shelters
- Work with clients that have sustainability systems in place to re-use materials.

#### RECYCLE

- Try to employ closed loop recycling. This way, the materials we purchase are already recycled, and can continue to be recycled.
- Recycle all mixed paper, aluminium, glass, cardboard, and printer cartridges.
- Assign Sustainability Manager to monitor client and supplier compliance.
- Share “green” practices with event industry colleagues, clients and suppliers.
- Continue our dedication to successfully send nothing to landfill

#### GREEN ENERGY PRODUCTION

The small amounts of waste that cannot be recycled is currently turned into Green Energy through our local Grondon incineration process. We are continuing to look into ways of reducing this.

### **iv) Local Resourcing and Sustainable Procurement**

- We know that we can't achieve what needs to be done all by ourselves. Therefore, our supply chain is key. This means that we strive to source and partner with suppliers who share our commitment for green solutions and ethical procurement. We also appreciate that shared best practices lead to new solutions and discoveries. We are always learning as well as educating.
- For both sustainability and economic reasons, resourcing as much as possible locally is a smart strategy.
- The supply and delivery of goods/services will require less travel and as a result, will produce fewer emissions.
- These local partnerships will have a positive effect on the community, and could leave a lasting legacy that could improve the entire local community.
- Suppliers who adhere to ethical and sustainable procurement policies will have already done the required due diligence, and will assist us, and our clients, in ensuring that all participants in the supply chain are treated fairly.

## **v) Renewable Energy**

Controlling energy usage is an effective way of offering sustainability solutions. We have chosen EON Green Energy (electricity produced through windfarms) for all our energy needs at the business premises. We annually review whether more efficient fuel sources, or alternative solutions, can effectively and efficiently be employed and are in ongoing discussions with our landlord about this. This includes the use of: -

- Solar technology
- More efficient use of existing energy sources

On a smaller, yet more manageable scale, we strive to achieve the following:-

- Monitor power consumption daily
- Ensure as much as we are able that our premises has good insulation
- Lower thermostat settings by even one degree
- Use low energy lighting and equipment when possible
- Ensure all is switched off when not in use - we have an end of day and 'last one out' schedule for all staff.
- Use energy and waste efficient printers and equipment.
- Conserve energy by using measures such as a heat retaining curtain placed across the printer shop and loading bay entrance.

## **vi) Carbon Footprint and Offsetting**

We currently use [carbonfootprint.com](https://carbonfootprint.com) to track all our Scope 1, 2 and 3 and invest in offsetting projects on an annual basis. We also strive to offer Carbon Offsetting solutions to all our clients and will work with each client to determine what they are aiming to achieve, and whether a CO2 offsetting scheme is the answer. Insite Graphics now has an Ecologi offsetting account, dedicated to planting trees for each client project. For further information, please see the Insite Graphics Carbon Management Policy.

## **vii) Water**

Water is used in many ways.

### **Drinking Water.**

- We ensure that good quality tap water is available to all our staff.
- If bottled water is required, we source ethical brands, who use minimal packaging. We also ensure recycling of all bottles.

### **Industrial Water Usage**

We are considering the following:-

- How are toilet and kitchen facilities set-up at our premises and can we install water saving solutions?
- Can more alternatives be implemented?
- Are there dual flush or reduced flush toilets?
- Are there sensor activated taps?

### **Waste Water Pollution**

- We ensure that all cleaning solutions and any other waste water are disposed or appropriately so as to not cause damage to the local environment.
- All cleaning products used by Insite Graphics are environmentally friendly.

### **viii) Financial Impact**

We acknowledge that in some instances, solutions that are less impactful to the environment can be more costly. We believe that it is important to continue to work with clients and suppliers in order to ensure that they, and we, are negotiating the best solutions at the best prices possible.

In some instances, the financial benefits will not be immediately apparent but will be seen over time. For example, eco friendly materials may cost more than standard supplies, but if they are used again and again, the price per use is reduced substantially.

### **ix) Everyday Business Policy**

- We have invested in the services of a Sustainability and Wellness Manager to maintain good working practices, both in our everyday work lives, as well as on-site
- We recycle waste in our office (paper, plastic, batteries, glass, and other industrial materials)
- We use energy saving office supplies whenever possible
- We turn off all electronics at the end of each day and have an end of day close down procedure.
- We only use lights in rooms where required
- We minimise use of air conditioning and heating
- We allow for remote working when applicable

### **x) Supporting the Local Community and Corporate Social Responsibility.**

Insite Graphics are proud to implement CSR and community involvement programs.- this also includes pro bono work with organisations such as The Wave Project, The Leatherhead Wildlife Aid Foundation, Great Ormond Street Hospital, Sutton United FC and The Royal Marsden Hospital.

### **xi) Equality and Diversity**

Insite Graphics is committed to promoting equality and diversity in your workplace, particularly in areas like recruitment, training, and pay. We value every individual and are willing and prepared to fulfil our employees' needs and stand by them to combat discrimination.

### **xii) Human Trafficking and Anti Slavery.**

Insite Graphics' Modern Slavery Policy can be used to show the steps that we take to ensure that slavery and human trafficking is not taking place within our supply chains or our own business.

### **xiii. Staff Management and Employee Wellness.**

Our staff are of top importance to us and we value each one of them so seek to provide a positive and healthy environment in which they can work and develop . As such we are committed to recognising and rewarding all our our employees for all their efforts not just in sustainability. To this effect, we have provided them with monthly educational/self development/health/sustainability webinars and aim to support them in their volunteering and personal interests where possible. Each month we send a staff update email celebrating individuals for their activities and also have a STAR EMPLOYEE reward in our bi annual staff magazine and updates on our staff notice board.

All employees are entitled to VIP Access to the INSITE GRAPHICS Wellness Programme and free Corporate Wellness Coaching (one hour per month).

## **3. COMMITMENT AND SCOPE**

- This policy will apply to all of our activities in the preparation, production, delivery & removal of event graphics.
- We acknowledge that we have limited influence over the purchasing decisions of our clients but commit to communicating our policy and offering a high quality and competitively priced variety of graphic options that uphold our commitments to running a sustainable business with a focus on environmental responsibility.

#### **4. 2023 KEY TARGETS**

In light of the above points, we commit to the following targets during the 2023 financial year:-

- Maintaining an inventory of sustainable event graphics that are competitively priced and provide a valid alternative to less sustainable graphic options.
- Ensuring that every client is aware of these options and educated about where sustainable swaps can be made.
- The continued removal of all non-recyclable PVC, difficult to recycle foam boards and packaging.
- To use only sustainable fabric graphics, paper based boards and recycled packaging.
- Our management team and crew where possible, will travel by train or in the cabs of our freight vehicles for fly-away events.
- Our teams will continue to supply clients in the most energy efficient ways, ensuring multiple drop offs using our ULEZ compliant vehicles to projects that share similar locations plus the increased use of trailers to reduce mileage and fuel consumption.
- Continued use of a carbon neutral scheme to track and offset all Scope 1, 2 and 3 emissions and ensure carbon neutrality whilst we continue our journey to Net Zero.
- Rooting our business in the local community by adding local charities or projects to our business charitable giving.
- Conducting a sustainability audit of all suppliers and business processes will be undertaken by our Sustainability, Communications And Wellness Manager.
- Having achieved our nil to landfill target in the year 2021-2022, we will continue to find ways of maximising further recycling methodologies and reducing waste that is currently incinerated through Grundon Waste Managements Clean Energy process - a local, clean incineration process that produces green energy for the local community. We have a target of reducing our annual waste to incineration by 5% in the next three years and increasing our recycling tonnage by the same 5%.
- Insite's Sustainability, Communications and Wellness Manager, will work three days per week as the responsible person for researching, managing and auditing all sustainability processes, wellness and CRS and updating and communicating with the owner and employees accordingly. Funding for the salary of this position has been budgeted for.
- Sustainability meetings with the management team will be held on a 6 monthly basis and all staff to be updated with news on sustainability issues on a monthly basis.
- Involving Insite staff in key sustainability initiatives, environmental training and wellness projects will be continued and all employees will be rewarded for sustainable actions. Engagement with all parties is key.

- A continuation of our Staff Wellness Scheme and Health & Safety procedures.
- The Sustainability Policy and Sustainability Plan will be reviewed annually or sooner if required.

Signed

A handwritten signature in blue ink, appearing to read 'Chris Berrisford', is positioned below the 'Signed' text.

Chris Berrisford,  
Owner

Date 1/4/2023

Issue 2  
To be Reviewed 1/4/2024.