

## Carbon offsetting scheme.

Carbon Footprint Ltd is an independent company which offsets carbon emissions by investing in various clean & renewable energy projects globally. Through the Carbon Trust we established that we needed to offset over 26 tonnes of carbon to significantly reduce our footprint for May 2007 - May 2008 and did so via Carbon Footprint's website.



The project we chose helps fund wind turbines in Harshnath, India. Using the Voluntary Carbon Standard (VCS) the project is governed by credible and transparent criteria which convinced us that we were investing wisely.

## Woodland trust – tree planting.

One of our green goals for 2008 is to encourage as many clients as possible to transfer to recycled or sustainable stock for their printed work. Many are already there, proactively asking for eco solutions but others are restricted for various reasons.

To combat this, and to further our long term aim of sustained and recycled stock being the staple at Studio North we are planting a tree through the Woodland Trust for every client who orders a print job with stock not managed by the Forest Stewardship Council (FSC) or Programme for the Endorsement of Forest Certification (PEFC). We have chosen these organisations as both reflect our aims, are transparent in their codes of practice and are committed to sincere rather than superficial environmental improvement.

We are not positioning this as a science nor will it be included in our carbon offsetting programme but we do feel that this once again reasserts our commitment to environmental improvement whilst simultaneously ensuring the longevity and endurance of the UK's countryside.

### Useful links

**Carbon Trust:**  
[www.carbontrust.co.uk](http://www.carbontrust.co.uk)

**Carbon Footprint:**  
[www.carbonfootprint.com](http://www.carbonfootprint.com)

**FSC:**  
[www.fsc.org](http://www.fsc.org)

**PEFC:**  
[www.pefc.org](http://www.pefc.org)

**Woodland Trust:**  
[www.woodland-trust.org.uk](http://www.woodland-trust.org.uk)



# environmental responsibility report.

Hello and welcome to Studio North's first official environmental responsibility report. As a new venture, albeit one that we are very excited about, this year is very much about feeling our way, identifying realistic targets and working to surpass them.

At this stage a lot of our targets may seem fairly minimal; turning off lights, ensuring everything possible is recycled and minimising print outs but we firmly believe that you have to learn to crawl before you can run and we want this to be a success in the long term, not a short term fix as an immediate response to consumer demand.

As the first annual report this will be a unique document charting more aims than achievements and more planning than reflection. We hope that this will ensure a solid foundation for the progress we feel confident we can make. In the future successes will be monitored, failures, although hopefully few will be addressed and new targets and goals will be established.

We acknowledge that as a business we have an environmental impact that needs to be carefully managed and monitored. With the increasing importance of environmental awareness and

action Studio North are committed to continuous improvement in our environmental performance including the reduction of waste and pollution and the use of environmentally friendly products and services.

Not only will we adhere to all current environmental laws and regulations but we will additionally strive to exceed all applicable regulations which will be viewed as the minimum standards of environmental performance. What is more, the management of environmental issues will not be isolated to our personal activities but will be a cyclical process, from suppliers through to clients with the hope that everyone we deal with will want to be involved. The main aim of this inclusive attitude is to ensure that the changes we make are not superficial but instead become inherent in all aspects of our business.

# Specific policies.

## Resource consumption

Through careful monitoring of energy consumption we aim to reduce the amount of energy we waste. As an expanding business we accept that energy consumption is likely to increase but this has to be proportionate to growth. Through monitoring any significant increases in consumption over the next 12 months we can identify any significant areas of change and implement systems wherever possible to avoid excessive consumption. Specific policies will concentrate heavily on minimum effort, maximum outcome actions such as switching off lights when not in use and ensuring that all computers, including monitors are turned off at the end of the day. The main aim in such policies is to make environmental awareness inherent in our staff and in our business practice.

## Recycling

As a business we are already aware of the importance of recycling. Being in a creative industry involved with the procurement of printed matter we produce significant paper waste and so have implemented policies to counteract the negative effects. We have recycling contractors\* who collect our paper and cardboard on a regular basis and numerous recycle bins around the office as well as companies\* who take our used computer drums and toners. In addition, any redundant electrical equipment is either recycled or reused depending on condition but is never merely thrown away.

## Disposal of waste

All hazardous waste is disposed of in accordance with current legislation, continually monitored to ensure constant and total compliance. All hazardous waste is disposed of with accredited companies\* in a responsible and environmentally friendly manner.

## Treating emissions

As a member of the Carbon Trust we have calculated a large proportion of our carbon footprint and offset our emissions using [www.carbonfootprint.com](http://www.carbonfootprint.com), investing in greener energy verified by the [Voluntary Carbon Standard](#). We have also switched to a green energy supplier, ensuring that all the energy we purchase is from a sustainable source. Whilst we acknowledge that these measures will not make

us entirely carbon neutral we are pleased with the progress we have made and look forward to our future as a more environmentally friendly business.

In addition, for every job that our clients print on unsustainable stock we are planting a tree through a scheme with the [Woodland Trust](#), minimising our impact on the environment as much as possible. Although this is by no means an exact science we feel that whilst the paper industry is adapting to produce the highest quality sustainable stock, this is an effective measure to bridge the gap before we become totally sustainable ourselves. In addition, as this is not a service we have offered in the past the positive effect will be exponential. As our environmental awareness and policies develop we hope that the numbers of trees we plant will diminish, demonstrating that our business has progressed to the next level of sustainability.

## The supply chain

Wherever possible and where it does not compromise on quality Studio North, having conducted a thorough audit of our supply chain, now endeavour to use local suppliers who have an emphasis on environmentally friendly products. Where recycling is not the most environmentally friendly process other means of environmental protection are used such as using paper from sustainable sources as monitored by the [FSC](#) and [PEFC](#). In addition Elemental Chlorine Free (ECF) or Total Chlorine Free (TCF) paper is used wherever possible, significantly reducing the pollution created by traditional chlorine bleaching methods. Finally we are making all suppliers aware that wherever possible environmentally friendly stock is to be used as the norm rather than the exception.

## Training personnel

Despite specific policies being in place to dispose of waste, minimise pollution and monitor energy consumption we acknowledge that all staff need to be environmentally aware in order for any real impact to be made. As such all policies will be presented to staff as informal guidelines and information which is readily available on request. In addition, the size of the business allows the free use of internal email with which to keep staff up to date and informed as to any changes that we wish to implement and any progress that we have made.

## Transportation

Due to the nature of our business there are a number of employees who need a car in order to work effectively. This being said over half of employees either walk or use public transport in order to get to work and wherever feasible this is also used as the means in which to get to meetings and appointments.

# Targets and goals.

Our primary target in implementing this policy is to encourage environmentally friendly working to become inherent in how we practice business. These initial stages have created a very solid foundation but we feel it is important to build on such a foundation; enhancing, adapting and continually improving to ensure that we are consistently and significantly making a tangible difference. Although this is not a goal that is possible to monitor in the traditional sense we hope that the changes will be evidenced through simple measures such as a reduction in waste and an improvement in our energy consumption.

## Short term

Making staff more aware of the environmental issues surrounding our business and the little ways in which they can make big differences through barely noticeable changes in working practice. These include:

- As much checking as possible should be carried out on screen to avoid excessive print outs
- ALL waste paper/cardboard products should be put in the bins / bags provided to be recycled
- Lights in toilets / kitchen area turned off when not in use
- Computers, including monitor screens to be turned off every evening

- Wherever possible emails rather than letters should be sent, this will not only save paper but additionally reduce the carbon footprint created by post vehicles

As part of [Manchester's Environmental Business Pledge Scheme](#) (MEBP) we have achieved bronze status. This is a local scheme for Manchester based businesses encouraging environmental awareness and action and is assessed in a number of stages. For more information you can contact the council on the above link or the [Groundwork team](#).



## Mid / long term

By the end of this year we aim to raise our bronze to silver status in the MEBP with the hope that we may have also fulfilled at least some of the criteria towards gold status.

Wherever possible suppliers will use recycled or environmentally friendly stock when printing which will be introduced as an opt out rather than opt in policy. This will go hand in hand with our tree planting scheme although we will be constantly looking for new ways in which to reduce our carbon emissions and thus improve environmental performance.

In the long term we hope to significantly reduce the amount of paper waste we produce by creating a largely paper free business environment. This will not be limited to our office but will in fact be extended to our client communication and subsequently have a far further reaching positive affect. Realistically we see this as a three year target although details of progress will be available on request and will be significantly developed throughout the year.

\*Specific company details available on request

**For more information about our environmental policy and practice please feel free to contact Rachel Westwood on 0161 237 5151 or [rachel@studionorth.co.uk](mailto:rachel@studionorth.co.uk)**