

ELE GLOBAL – ENVIRONMENTAL POLICY

Our promise

Although virtual in structure, we recognise that we don't have to have offices for our activities have an environmental impact nationally and internationally. We impact on the environment in the following ways:

- emission of greenhouse gases – both directly through our activities, and indirectly by the way our people travel to and from meetings and client offices
- waste generation
- energy use
- water use and conservation

To mitigate our impact on the environment, we encourage all Associates to reduce the amount of waste they generate, to use resources more efficiently, to prioritise the use of low-impact and efficient energy sources and to reduce their carbon footprint. We also aim to source goods and services from suppliers who prioritise social and environmental responsibility.

We have committed to doing this by:

- pursuing and maintaining (once successful) B Corporation certification
- measuring energy and water consumption as well as greenhouse gas emissions where possible (even if in a private home office) and setting annual KPIs, against which we will publicly report
- encouraging Associates to review energy-saving measures every six months and contribute to the public report
- promoting ways for Associates to travel in and out of client meetings and offices in an environmentally sustainable fashion
- continuing to recommend and put in place measures aimed at increasing recycling and reducing waste reduction
- continuing to recommend and put in place measures aimed at reducing energy consumption and promoting more sustainable energy methods
- using and recommending products sourced on a sustainable environmental and ethical basis
- engaging with our people to strengthen the culture of environmental sustainability across the agency
- setting environmental targets for the organisation as a whole (across the network) and publishing (publicly) our performance against these

As a virtual agency, with many Associates, in a variety of office and client environments, this is a constant area for improvement and focus. We have set out to demonstrate best practice at ELE GLOBAL HQ (where Helen works) so that this can be used to encourage the wider network of Associates to follow this example.

Our Environmental actions, thus far, include:

- *Reducing our carbon footprint*
 - Paper and other recyclable waste - Promoting a 'two bin' policy where recyclable items are put into a correct bin and recycled as a matter of course. This includes paper, cardboard, glass, tin, battery, plastic and compost waste. We promote a culture of being a paperless office, offering digital file storing, meeting and discussion facilities. We are working hard to ban single-use plastic from ELE GLOBAL HQ and encourage Associates to take reusable

water bottles and coffee cups with them, when on the road. We also ensure that all electrical and computing equipment is disposed of in a responsible way. Computers are disposed of through the <http://www.itschoolsafrica.org/> programme. All other electrical goods are disposed of using the local authority recycling. This is done at our own expense.

- Recycling books- We promote a culture of recycling all old business books through local charity shops. We also recycle CDs provided, where appropriate.
- Power and energy consumption (ELE GLOBAL HQ) - Our email, file storage/sharing and website are all hosted on 'Green' servers, using 100% renewable energy. ELE GLOBAL HQ (where Helen works) is powered by 100% renewable energy.
- Power and energy consumption (Associates) - As many of our Associates work from home they are encouraged to ensure that their heating works on a thermostat basis, turned down to a sustainable and practical level. We also encourage the use of timers, occupancy sensors and double-paned windows.
- Lighting - We love natural daylight and promote its use wherever possible. All Associates are encouraged to use energy saving bulbs, occupancy sensors, daylight dimmers, task lighting and to 'switch off', with prompt materials where appropriate.
- IT and Printers - We promote a culture of double sided printing, where possible, and the re-use of paper for draft quality printing. Associates are also reminded to review their printer, laptop and PC equipment to ensure that it is as energy saving as possible. We also encourage the use of Energy Star appliances, automatic sleep modes and out-of-hours timers.
- Kettles - All Associates are encouraged to use kettles in a sustainable fashion, to reduce the amount of time that kettles are boiling for.

- *Water consumption*

We promote a culture of responsible water consumption. This means encouraging, across our Associate network, the use of low-flow faucets/taps, toilets/urinals and showerheads, as well as ways to harvest rainwater. In our garden at ELE GLOBAL HQ we have (and use) a rain-collecting water-butt for watering our plants.

- *Transport policy*

Where possible, Associates are encouraged to use public transport to get to meetings/client offices, as well as 'car share'. The nature of much of our work being 'virtual' automatically reduces the impact of this area, as travel is often non-existent. We encourage the use of digital tools for online meetings and discussions, rather than travel, where possible.

Communication and accountability

Although we are not responsible directly for the procedures and policies of clients, all Associates are encouraged to take an 'active advocate' role in promoting best practice within the client environment.

Promoting our environmental policy is a key priority. A monthly email goes to all Associates with tips, ideas and suggestions (as well as case studies) for mitigating our impact, as an agency, on the Environment.

With this in mind we have set agency-wide targets for responsible environmental activities (including energy use, water use, as well as activities) and require all Associates, when asked, to contribute towards reporting against them – and we're not ashamed to publish these reports publicly.