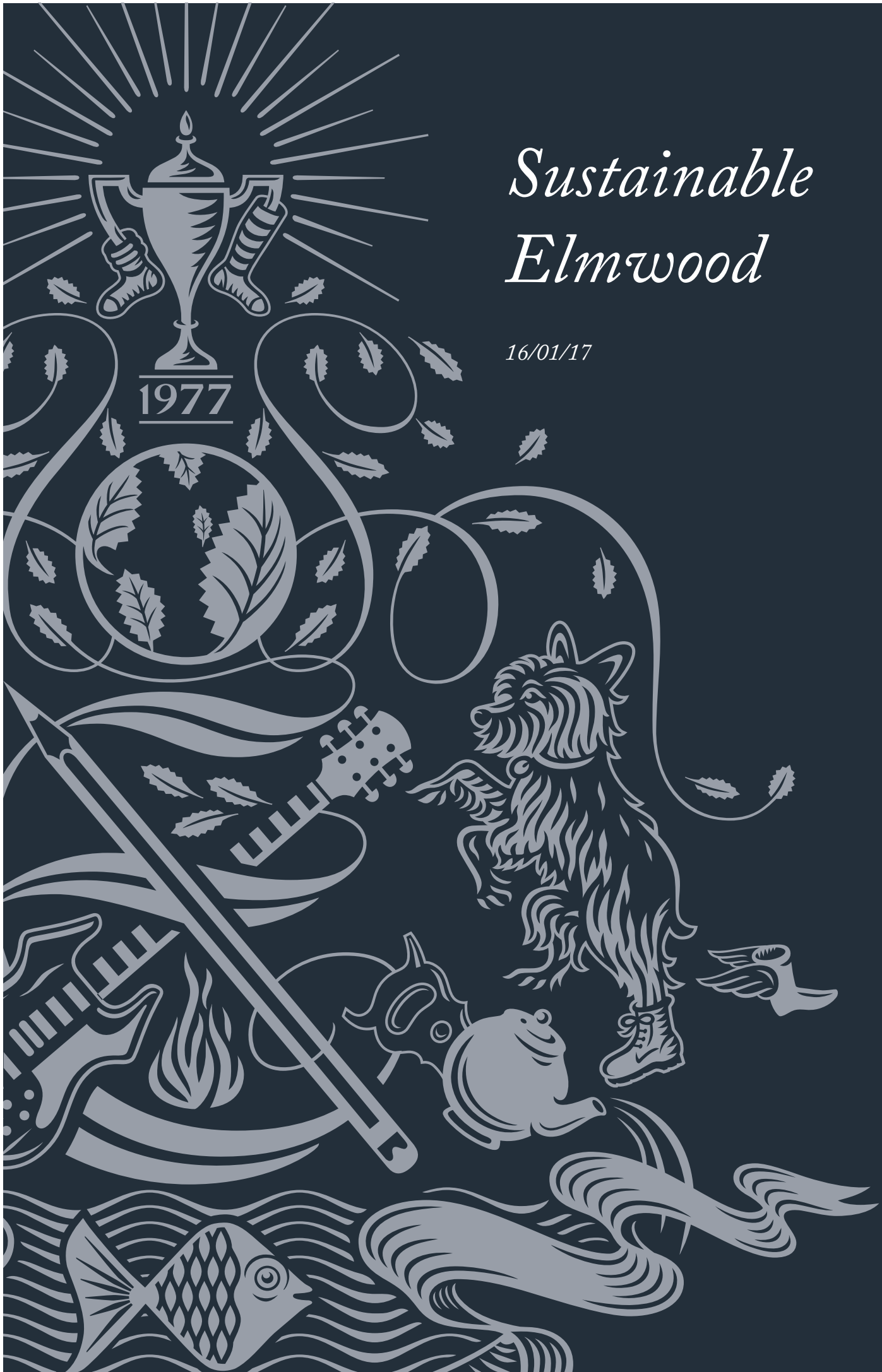


Sustainable Elmwood

16/01/17



Introduction:

Our 3Ps for the 3Rs

Reduce, Reuse and Recycle – the three cornerstones of environmental responsibility. Over the last ten years they've been thrown around the boardrooms of just about every business as they look to take a more sustainable approach to the future of our planet.

But at Elmwood we believe the environment we work in is just as important as the one we live in. That's why we've created our own system that looks at all aspects of sustainability. We call it the 3Ps, and they are:

- Our People
- Our Partners
- Our Planet

These 3Ps help us look beyond the basics of reducing, reusing and recycling and remind us of our commercial, environmental and social responsibilities. In order to be a stunningly effective, sustainable business we need to create maximum impact through design, with minimum impact on the world around us.

This policy booklet is accessible for all Elmwood employees via our intranet system, and is publically available for external viewing at http://www.elmwood.com/documents/sustainable_elmwood.pdf

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Our People

Ideas are at the heart of our industry – without them we literally have no idea. And in order to generate a wide and diverse variety of ideas we need to employ a wide and diverse group of people.

Our policy is simple: we employ the best of the best; of all ages; from all cultural and ethnic backgrounds. That's what makes it such an interesting place to work – the eclectic mix of people and personalities. Once we've found the best person for the job, we need to make sure we keep them happy, and that comes from giving them more than just the basics. We invest heavily in our staff's own personal and professional development – and not just in the most obvious ways.

It's not just about what they can do for us, but what we can do for them.

Sharing knowledge

Elmwood has close relationships with a number of universities across the country. Not only does this give us access to a wealth of raw talent, it gives us the opportunity to give something back through lectures, seminars and workshops. So we encourage our people to share their wisdom and experience with the next generation of talent.

We run work placements with these universities, giving students and graduates valuable experience in the industry. From these placements we've recently hired a number of new faces.

Communication is central to the marketing industry, so we have a number of systems in place to help everyone from the Elmwood family keep in touch and updated on what's going on, wherever they are in the world. Our Daily Poke provides all Elmwood employees, clients and industry peers with daily information and inspiration. Weekly internal insight meetings share each studio's own findings, which are all accessible through our global intranet system.

The Leeds' studio is also lucky enough to have enough space to introduce a hot-desking system, encouraging people from different teams to collaborate more.

And even though we're global, we're still one Elmwood, so every employee is given a book about what it is to be part of the Elmwood family.

Sharing benefits

We benchmark salaries against an annual industry survey and offer a competitive benefits package, an annual bonus scheme and life insurance cover. We run an employee share trust that entitles all current employees who have been with Elmwood for more than a year, to a share of 6.9% of the business, should it be sold. We also offer incentives such as flexible working, travel loans, Cycle-to-Work schemes, childcare vouchers and a sabbatical after ten years' service.

Everyone is given an allowance of up to five days a year for learning and development, two of which can be taken as 'Inspiration days' to recharge their creative batteries. It could be a trip to a museum, it could be a day balancing stones on a beach – it's entirely up to the individual. All we ask is they share their experience with us when they're back.

Alongside the usual appraisals and personal development reviews, we also have our 'Being a Better Boss' course (for management skills), 'Creative Eloquence' training (for presenting skills), and sessions with industry mentors.

'F**k off Fridays' can also be taken if anyone's notched up extra hours during the week, allowing people to kick off their weekend a few hours early at lunchtime on Friday.

Sharing creativity

Pro bono work can be incredibly rewarding, not just because of the freedom it gives us creatively, but because of the good causes that are often behind them. Elmwood encourages everyone to spend up to ten days a year working on 'Washing line' jobs – projects for businesses that may struggle to pay our full fees, but are rewarding in many other ways.

Recently we've completed washing line jobs for Craft (a start-up creative recruitment business); 22 (a nursery in Leeds); Tom Sands (a start-up guitar making business) and Lineham Farm Children's Centre (a charity providing residential breaks for underprivileged children). Our work with Lineham Farm involved an award winning identity and promotional items for their fund raising yearly Beer Festival. This helped them to raise more money than their target as well as greater awareness of the charity, not to mention an effectiveness award for Elmwood.

Current washing line jobs include a charity project that provides pop up clinics in developing countries and war zones to provide prosthetic limbs made from recycled tyres, drainpipes and belts; and Rough to Smooth (a range of toiletries to be sold to hotels for their bathrooms). Our work with Rough to Smooth was for the M25 charity, working with the homeless.

We've also set up Design Directors Days – an annual event that brings together all the senior creatives from around the world to review the quality of the work being produced, and implement new ways of working. Two initiatives that have come from these are the Sock Awards (for the most outstanding piece of work across the network) and the Sock Drawer (a global intranet that allows quick and easy access to permitted creative work from each studio).

Our Partners

Make new friends

'People buy people' is an old saying in our industry. But just as important as the chemistry between two people are the principles. So before we start working with a new client or partner, we like to make sure that we both share the same views on the world.

For example, Tin Horse is a design and innovation consultancy specialising in structural packaging. They help us offer our clients a whole new level of expertise in environmental packaging, from lightweight materials and simple engineering methods to compostability and increased recycling benefits.

Our Daily Poke – read by over 900 clients, partners, and industry professionals – regularly features articles on innovative, environmental ideas from around the world.

Make a difference

We love working with clients and partners who appreciate the power they have to make a positive impact on people's lives and make it their mission to save the world (but it isn't always that possible). Some of the clients we've worked with in recent years that exemplify this spirit are Act on CO2 in the UK, The Carbon Trust in Australia and Thirsty Planet – a charity that funds digging of wells in rural African villages. Our New York studio has also completed work for 2 Degrees snack bars, who donate a meal to starving children for every bar sold.

This work may not be the most lucrative, but it gives us the chance to use our design knowledge and skills to make a positive contribution.

A number of our staff are also involved at a board level with several charities, including the Snowden Trust, which supports students with physical disabilities, and the Yorkshire Trauma Service. Members of our senior leadership have also been on the board of the Design Council, the Arts Council, the Royal Society of Arts and the Design Business Association, helping to guide and support our industry.

Make your mark

Different companies have different standards, and it's often not enough to read the spiel on their website about how much they care for the environment. So we are currently making plans to issue potential partners with a questionnaire to double check how serious they are about the environment. It will give us a much better idea of how they like to work and new ideas that we can implement ourselves.

Our Creative Services team are also looking to introduce Extended Colour Gamut to our print process. It's a highly accurate and efficient printing technique that dramatically reduces wastage, and has the potential to save businesses millions over the course of a few years. Good for clients and good for the environment – everyone's happy.

And finally, we make it clear that if we don't feel a client, or partner are aligned with our own sustainability values, then we won't work with them. Similarly, in the rare event that a member of our staff doesn't feel comfortable working on a particular client, then they simply have to mention it to their line manager, and we'll look for alternatives – so no need for vegetarians to slave away on our latest sausage packaging if they're not comfortable with it.

Our Planet.

Today's thinking

The final P. The most important P.

Green is a big theme at Elmwood (it's even in our logo). We need to make sure our planet's still here long after we're gone, so we're committed to preventing pollution and improving things wherever we can. We're no nuclear power station, but new technology is constantly helping us discover innovative methods to cut our carbon footprint and improve our Environmental Management System.

Our Leeds and London studios hit their 2012 carbon neutrality targets in 2011 - a whole year in advance. This helped us achieve our ISO14001 certification and openly demonstrate our commitment to sustainability. (And all sleep a little better at night.) Since then our studios in Melbourne, and Singapore hit their carbon neutrality targets in 2014 on schedule, with New York hitting their carbon neutrality targets in 2015.

Our Environmental Management System is available for all employees to find out what we're doing. Just ask a member of the internal audit team.

Good clean fun

The waste from our Leeds studio is managed by Round Foundry Estates, who make sure that 100% of general office waste is either recycled or burnt to generate energy through contractors. All cardboard is recycled, as is shredded confidential material.

Old electronic goods such as laptops and monitors are resold to members of staff at a heavily discounted price on a first come, first served basis. (They're normally snapped up in seconds.) Batteries, mobile phones and ink cartridges are either returned to the manufacturer for reuse or recycled through partners.

In terms of travel, we're investing extensively in video conferencing systems, allowing all our people to collaborate with clients, suppliers and other studios across the world, without the need for air travel. All journeys in the UK are by train wherever practical, and we're part of the government-backed cycle to work scheme.

At least once a year we perform an operational audit of each studio to check our consumption, compliance, and how we improve in areas such as needless printouts – our biggest waste output. To help with this we've introduced a paper-purchasing monitor and installed code-release printing methods, both of which have significantly reduced paper consumption.

We also take great care to monitor our use of energy to cut down consumption and wastage. Our Leeds studio is fitted with motion sensitive lighting in key areas and we buy electricity from companies who are known to invest in new renewable technology and have a significant proportion of renewable supply in their fuel mix.

Tomorrow's world

In a company of more than 100 people, it's inevitable that some will be more aware of green issues than others. We currently have an internal audit team whose mission is to keep their eyes and ears open at all times, working out how to reduce, reuse and recycle more. If the thermostat is up too high, they'll want to know why. If anyone's being slack about recycling, they'll be given a gentle nudge in the right direction. They conduct monthly audits to pick up on any issues and pro-actively work to reduce our carbon footprint.

We are currently revising our environmental induction for staff to get them thinking about not only what they can do in the workplace, but how we can help clients identify their attitude to sustainability and communicate it effectively. Through this we are working to make sure sustainability is something that's built in to our design work, not bolted on as an afterthought.

As a member of Sedex, we are committed to driving improvements in ethical and responsible business practices in our supply chains. We are currently planning to conduct a review of all our suppliers to look at their environmental ethos. As well as giving us a view of how our suppliers like to work, this will also hopefully provide some new ideas that we can implement ourselves.