



360 integrated PR Environmental Policy

360 integrated PR is a PR consultancy and brand reputation adviser servicing clients regionally, nationally and across Europe from its base in Winchester, UK. It provides communications strategy, communications messaging and media relations. The company also coordinates the production of a range of communications items such as websites, digital and print advertising, brochures, flyers and events.

360 integrated PR specialises in helping sustainable businesses communicate more effectively and recognises the need to tackle climate change. It is committed to reducing its own contribution to climate change and to helping its clients reduce their carbon footprint.

To this end, it has set an objective of reducing its carbon footprint by 25% over three years from its current base of 2.3 tonnes CO₂e (based on £110,000 turnover in 2012). As the company expands, pro rata reductions will apply. It will review t

To achieve these objectives, for the first six months, 360 integrated PR will focus on:

- Reducing the carbon impact of its travel (currently 75% of the total) by increasing the use of conference calls and public transport.
- Reducing internal printing
- Working with clients and suppliers to specify and procure communications materials with the environment in mind

As the company grows, this action plan will be communicated to new staff as part of their induction and reinforced during appraisals. We will also publish an annual environmental performance statement to our website.

All staff are responsible for this policy, which will next be reviewed on 13 August 2013.

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360 integrated PR is a trading name of 360° Integrated Marketing Solutions LLP

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