

Our responsibilities

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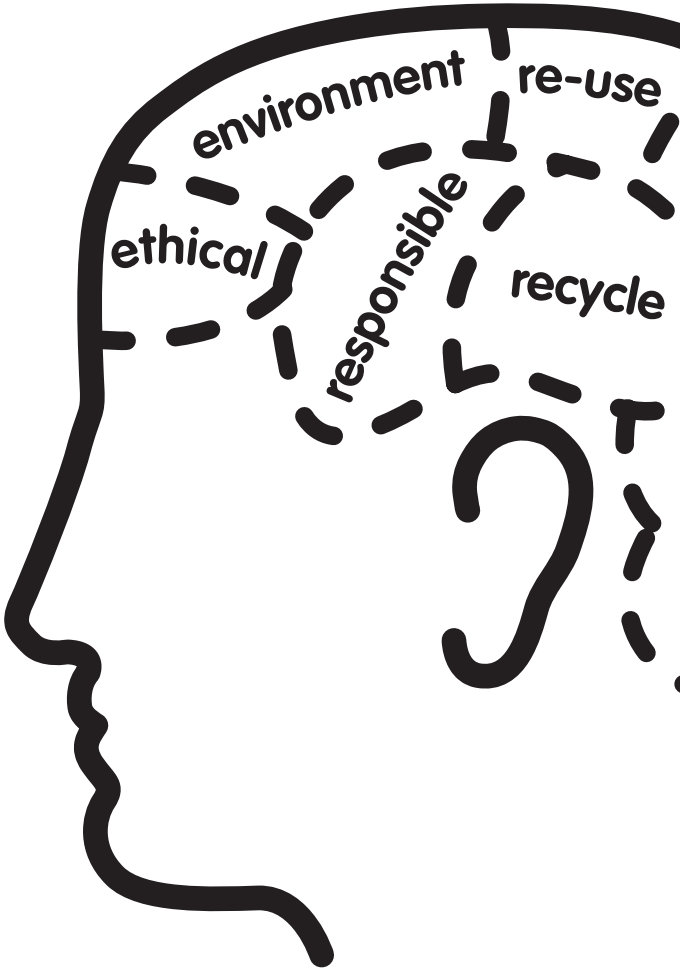


Our philosophy

At WPA, we accept that we need to take responsibility and be accountable for the impact of our activities and decisions on society and on the environment. We are working to continuously reduce those impacts.

We will comply with all relevant legislation, but also recognise that we have obligations not recognised in law, which arise from widely shared values, beliefs and ethics.

In particular, we believe that a central objective of our approach to social responsibility must be a contribution to sustainable development.



Our philosophy



As designers

We help our clients to communicate and initiate corporate social responsibility initiatives. We believe that design can help us to better understand and explain the issues that affect our everyday lives and how we all can act as more socially responsible global citizens.



As specifiers

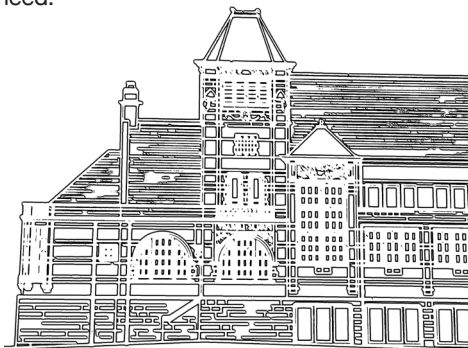
We have a responsibility to ensure that all our chosen production methods comply with best environmental and ethical practices. We assist our clients to specify products and services which conform with best sustainable development and social responsibility practice.



wpa

As a company

We endeavour to minimise our environmental impact; make the welfare and personal development of our people a top priority; and use our skills to try and help those in need.



Our sustainability

WPA is committed to the principle of sustainable development. We will fulfil this commitment by:

Reduce, re-use, recycle

- Complying with all relevant environmental legislation and regulations
- Minimising our use of materials, energy and water, with an emphasis on actions which will reduce our carbon footprint
- Applying the principles of Reduce, Re-use and Recycle to our operations
- Minimising waste from our operations
- Assisting our customers to specify products and services which have a sound environmental profile
- Supporting and empowering our employees to help us meet this policy
- Using our expertise and skills to help our communities develop and thrive.



reduce
re-use
recycle
wpa

Our environment

We are mindful that the big environmental picture is made up of trillions of separate actions and that everyone of us can make a contribution to improving our environment, no matter how small. So, both as individuals and collectively as a relatively small business, we aim to minimise our environmental footprint in every way.



Our environment



Ex Libris

In 1979, we found a derelict and dilapidated pub in unfashionable (at the time) Holbeck south of Leeds city centre. We stripped out all the rubbish, reclaimed the parquet wood floor, re-used the doors and refurbished the rest of the building with whatever we could beg or borrow – and finished it off with a coat of paint.

The result is a fantastic studio, with lots of natural light situated in what has become the media hub for Leeds and the surrounding area.



Recycling

Our refurbishment policy is to use recycled and low environmental impact materials wherever practical. For instance our reception desks are made from recycled wood shavings and old plastic coffee cups.



Materials

Our policy is to use our design skills to help reduce our environmental impact in all aspects of our operations.

Our desks have been specially designed to be constructed entirely from recycled and environmentally benign materials.



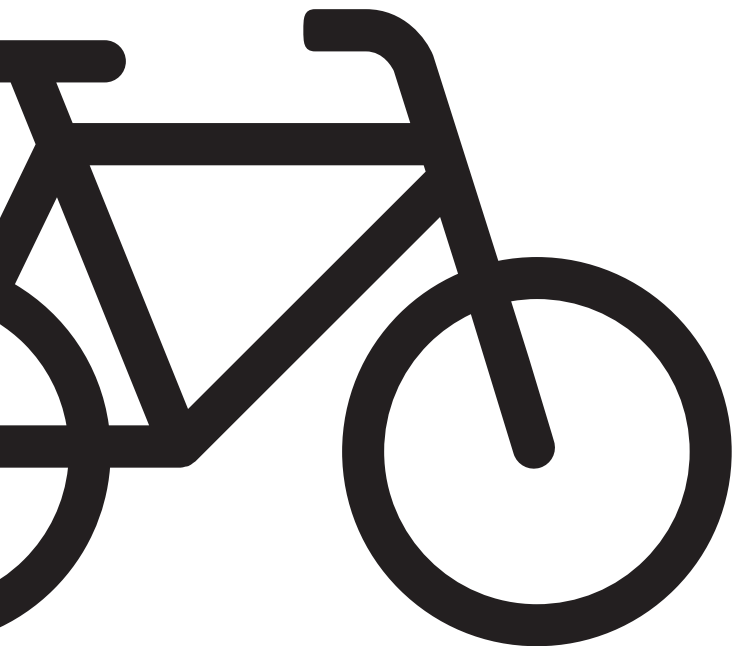
Clever waste

High impact polystyrene sheets (CCCB) – these are made from used coffee machine vending cups, melt processed to form the mottled charcoal sheets.

Oriented strand board (OSB) – is made from shavings of wood waste which are compressed and held together by natural, waterproof resins.

Our energy/carbon reduction

Good housekeeping makes sense – both commercially and environmentally. We often consume energy without even thinking about it and our policy is to ensure that everyone within our business is aware of the energy they use, and how they can reduce it.



Our energy/carbon reduction



Company cycle

In an effort to reduce our use of carbon fuels, we have our own company cycles. We are not directly serviced by public transport and so we encourage their use when people want to make short trips in the area and to the city centre. They also help to keep us healthy.



Energy saving stickers

Reducing our energy use is a major challenge. It's the simple things that make a difference – such as switching off lights when not needed or the computers when not in use.

However, old habits die hard, and as a prompt we have devised a sticker campaign to give us a gentle reminder.



Energy saving bonus

As an added incentive for all of us to reduce our energy consumption, we have annual targets to reduce our energy use each year. The savings are then shared out amongst all employees as an extra bonus.

We take care to ensure all our electronic equipment is as energy efficient as is practical.

**think
before
you print!**

**Swi
it**

Our people

Health and Safety Policy.

WPA Pinfold's Workplace Health and Safety Policy aims to ensure that this business operates in accordance with the Health and Safety at Work Act 1974 and all applicable regulations made under the Act, 'so far as reasonably practicable'.



Our people



Employee empowerment and ownership

All our staff are expected to take personal responsibility for their own professional quality and standards in all their activities.

We work within a supportive environment where expectations and standards are defined, continuous improvement and innovation are encouraged, development and training opportunities are provided.



Flexitime and homeworking

We are aware that people have different personal situations. We adopt a little more flexibility on working hours and the working environment, as we know this can have a massive impact on the lifestyle of some employees.

We use the latest technology and invest in systems to enable people to work from home, where and when it is necessary or desirable. We also operate flexitime for those with dependants, such as young children.



Training and personal development

WPA aspires to have a learning culture and aims to develop all staff so that they may have the knowledge, skills, attitudes and commitment necessary to meet current and future organisational goals and needs.



Everyone's a juggler

Life and work is about juggling. We need to keep our goals continuously moving and always in our field of vision. If we let any one of them drop, we've failed.

Juggling is about life and work. It is our intention that everyone of us will learn to juggle.

Our people



Healthy eating

We have invested in a fully functioning kitchen, where everyone has the ability to prepare fresh meals, as well as safely store their food. We have a policy of promoting healthy eating through regular bulletins and dietary information.

We also provide free fruit for all our staff.



Awayday

The format of our 'awayday' event changes from year to year. Its purpose is to encourage and develop team building, innovation, fun, education.

Previous events have included an educational trip to the Guggenheim Museum in Bilbao, as well as cultural trips to Barcelona and Amsterdam.





Touch typing

All our people, who are not qualified typists, are learning to touch type as part of their development training.

This will ensure a less stressful and more comfortable working environment.



Ergonomic chairs

The comfort of our people and their long term health is paramount. This is why we invest in state of the art chairs that are specifically designed for people using computers as a major part of their job.

Each chair costs over £600 and all components are interchangeable and recyclable.

Our waste management

A primary part of our environmental strategy is sustainable waste management, and we recognise our responsibility to recycle materials wherever possible. We will minimise waste, especially hazardous waste and whenever possible recycle material.



Our waste management



Re-using materials

WPA uses only licensed waste management companies and works with them to ensure that as much as possible is recovered and only a minimum sent to landfill.

We have a policy of re-using materials where possible, for instance our studio was initially refurbished from a pub by re-using much of the original fixtures and fittings, and utilising what was previously there, such as flooring.



Recycling

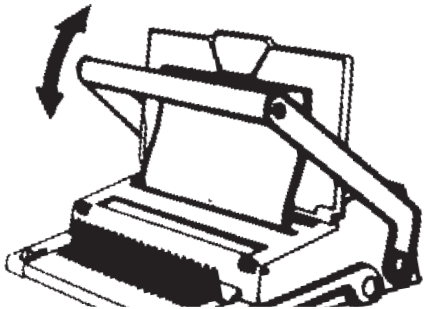
Our desks have been designed and built to our own specifications and made of both recycled materials and materials that are easy to recycle. Wherever possible we use electronic communications, vastly reducing the need for paper and printers.

We have a policy of re-using envelopes and packing materials to despatch various items. When we use printers, the cartridges etc. are returned for recycling.



Paper re-use – pads

As you would imagine, we use a lot of paper through the work we do, and the potential for waste is enormous. Our waste and used paper is collected and made up into note pads for re-use (or this sustainability report).



Our community

We believe that, as a business, we should contribute to the communities in which we operate. In addition, we recognise that we are privileged to live in a developed society and we endeavour to support those in need, in less well off countries.

chARiTy

As a business, WPA Pinfold wanted to raise their profile, challenge their staff through a demanding team work exercise, and produce an innovative event that raised money for charity.

The result was chARiTy, a unique exhibition of over 50 self portraits, artworks and art t-shirt designs.

We have completed four chARiTy events to date.



Our clients

As designers and specifiers we can help our clients contribute to both society and the environment, through the materials we specify and the motivating sustainability communications we create.

We enable our clients to be good corporate citizens through their communications and the initiatives we help them promote. We also ensure that, as specifiers, all their communications materials are both fit for purpose and sustainable.



Our clients



Responsibility for products

We consider the environmental impacts of our products at all stages of their life cycle (both internally, and those we design and create for our clients) – from design, manufacture, customer use and disposal.



Resource consumption

We will seek to address our impact on the environment through the adoption of a sustainable procurement policy. We will conserve resources through efficient use and careful planning. All requests for procurement must be signed off by the board with an environmental impact assessment.



Energy

We will use environmentally safe and sustainable energy sources to meet our needs. We will invest in the improved energy efficiency of the products we use and sell.

We aim to minimise our use of energy by implementing simple, practical measures. For example, by using energy saving light bulbs and energy efficient equipment, and remembering to switch off equipment and lights when not in use. We do not use air conditioning, but prefer to ventilate our building naturally.



Environmental management tools

We will implement our policies through a coordinated environmental management system. WPA Pinfold takes a practical and common sense approach to environmental matters. Many of our environmental practices also make sound commercial sense and relate to good housekeeping.

Our details

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Made by
WPA Pinfold

Production

This booklet has been produced by re-using materials from our studio:

- French fold text pages are produced using waste copy paper.
- Covers are made from waste corrugate packaging.

This publication is also available as a PDF on our website:
www.wpa-pinfold.co.uk



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