

ENVIRONMENTAL POLICY

Reviewed & updated September 2021

Policy statement

Smith Goodfellow is a small, family-run PR, marketing and creative agency, specialising in communications for the construction, manufacturing and industrial sectors. Our ethos is one of collaborative practice, curiosity and compassion. We prioritise putting people first, grounding our work in research and knowledge, and operating with integrity. This ethos informs all we do, including our approach to environmental sustainability, and this policy sits within our suite of guiding documents, which are collectively implemented across our business operations.

Despite being a small business, with fewer than 15 employees, we recognise that our operations carry an environmental impact. These are most notably seen in our energy consumption in the premises we occupy, use of fuel for business travel, and our digital activities.

Our commitments

SG is committed to minimising its environmental impact by:

- Using energy efficiently on site
- Considering energy efficiency when specifying new equipment
- Maximising the recycling of waste
- Encouraging suppliers to minimise unnecessary packaging
- Minimising business travel by encouraging tele/video conferencing where possible
- Using digital services hosted on 'green' servers wherever possible
- Ensuring continual review of where further improvements can be made to reduce our environmental impact

Specifically, we will:

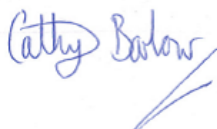
- Reduce energy consumption through staff awareness, improved controls and environmental marketing
- Introduce policies to minimise the impact of our digital activities
- Reduce business mileage through use of tele/video conferencing and better journey planning for necessary trips (including car sharing and use of public transport where possible)
- Introduce a sustainable procurement policy and appoint a sustainable procurement champion.

Our impact and this environmental policy will be reviewed at least annually by the Business Development Manager, supported by the Impact Driving Group. Reviews will also be undertaken at any point when there is a significant change in business operations.

To realise our environmental objectives, SG recognises and is committed to communicating our impact, and the steps we are taking to improve it, clearly and regularly with our staff, clients and wider community. This will be achieved through: our website and social media, business plan, team meetings and the introduction of an annual impact report.

This policy has the full support and endorsement of the company directors.

Cathy Barlow,
Managing Director



Paul Barlow,
Director

