

# BLUE ZEBRA ENVIRONMENT POLICY



## Environmental Mission statement - Greeny-Blue Zebras

With by no means the biggest carbon hoofprint on the planet, the team at Blue Zebra PR is nonetheless committed to using energy efficiently with the aim of doing our bit to help protect the world's dwindling energy reserves. By reducing our environmental impact we will also work more efficiently, reducing overhead costs for the business in a way that can be passed on to benefit our customers. As a resource-efficient business we will continue to demonstrate that we recognise our responsibility towards the environment by making a commitment to work in the most environmentally friendly way possible.

## Small acorns

### Specifically, Blue Zebra PR will;

- continually improve its environmental performance
- effectively manage its significant environmental impacts - the way in which even the most lithe Zebra PRs leave their mark on the world
- try to understand the effect our business activity has on the environment and develop environmentally sound business practices to reduce the carbon footprint of our business.
  - monitor our progress - it's a big step - and review our environmental performance against targets and objectives on a regular basis.
    - raise the bar in relation to our expectations of external parties (suppliers/ contractors/ clients) environmental awareness and policies so that we all jump that bit higher (and get leaner and fitter in the process)
  - be passionate about promoting the green credentials of our clients and love it if we can highlight a client's commercial investments if they help create a better environment.

## What we do: Zebra greenery

### Recycling

Our business stationery is made from recycled paper and card stock and we shred and recycle anything and everything we can get our hands on.

Our recycling policy extends to the mountain of magazines we read on behalf of our clients - these get taken to our local John Radcliffe Hospital to benefit patients.

We also use Freecycle to find new homes for our old equipment (laptops/computers/ fridges etc)

### Travelling on the hoof

It's nothing personal if we don't always suggest a face-to-face meeting with you. We are not really antisocial its just one good way of helping to keep our business miles (and yours) sensible. On that note, we have a great car-sharing scheme when travelling in a Zebra convoy and like all lazy Zebras do like to put our feet up and let the train take the strain.

If a project can reasonably be completed via email, telephone and web conferencing, then so much the better. But when you do come to see us, you'll find us in a purpose-built, modern, energy efficient stabling filled with natural light.

### Stabled at home

Sometimes you will find us working in our individual home stables - another thoroughly modern way of working because the Greeny-Blue Zebras are all strong communicators and plugged into the latest - must have devices. It's a a modern, efficient way of working and cutting road miles

Note to selves: Before leaving the reserve of an evening;

- Turn off or down any radiators - each degree dropped in temperature equals a saving of approximately 8 per cent in heating costs
- Check our supplies of energy-saving bulbs
- Ensure all equipment (laptops, printers etc) is switched off out of business hours

