

# Environmental Policy

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Updated: January 2024

## MISSION STATEMENT

At Lil' Creative Studio we recognise that the environment is important to our business and our customers. We recognise our responsibility to manage our environmental impacts carefully. We are committed to reducing our environmental impact and continually improving our environmental performance as an integral part of our business strategy and operating methods, with regular review points. We will encourage guests, suppliers and other contacts to do the same.

## POLICY AIMS

We endeavour to:

- Incorporate environmental considerations into our business decisions.
- Continually improve and monitor our own environmental performance.
- Promote environmental awareness among our guests and suppliers.

## POLICY PRIORITIES

### 1. Our clients

- In recognition of the climate emergency, we will not carry out work for companies involved directly in fossil fuel extraction or in the direct provision of products or services for such companies.

### 2. Transportation

- We will reduce the need to travel, including through continuing the use of travel alternatives such as video/phone conferencing wherever possible.

### 3. Energy

- We will source energy from the most sustainable supplier.
- We will reduce the carbon footprint of the websites we design through our design approach and our choice of web host.

### 4. Company administration

- We will prioritise environmental considerations in our key business decisions.
- We will promote our commitment to the environmental to all of our customers and suppliers.

## OUR ENVIRONMENTAL MANAGEMENT SYSTEM

We have developed an Environmental Action Plan to ensure we meet the requirements of this policy. The Environmental Action Plan, together with this policy, comprises our Environmental Management System (EMS). Our EMS is independently certified by **Green Small Business**. Our certification is maintained through an annual audit carried out independently by **Green Small Business**.

We will update this policy annually.



Claire Steele, Owner & Designer

27.1.24

Date





GREEN  
SMALL  
BUSINESS  
CERTIFIED

This certifies that **Lil Creative Studio**  
has achieved Green Small Business certification

in recognition of having:

1. a commitment to improving the management of all of their significant environmental impacts
2. a policy and action plan to deliver that commitment

Certification date: 5 February 2024

Renewal date: 5 February 2025

Tim Maiden  
Green Small Business

# Environmental action plan

## Lil Creative Studio

Created: Aug 2024

Last Reviewed: N/A

Next Review: Apr 2025

Renewal date: Jan 2025



Activity / Environmental impact	Action	Advice	Priority	Responsibility	Timescale	Progress
<b>Lighting/heating/powering premises</b>						
<b>Emissions from energy use for light, heat and power</b>	Ensure all unnecessary lights and IT equipment are switched off when not in use		High	Claire	Ongoing	We continue to do this (for ongoing actions only)
	Use a 'deep green' energy tariff	'Green' energy tariffs are rarely as green as you might think but there are a few 'deep green' tariffs available. These are based on genuinely 100% renewable electricity.  Click here for more on these issues and for some recommended tariffs.	High	Claire	Ongoing	We continue to do this (for ongoing actions only) Using Good Energy
	Use focus heating only in office	The best way of heating a home office will very much depend on the specific arrangements.  Click here for further advice and information.	Medium	Claire	Ongoing	We continue to do this (for ongoing actions only)
<b>Running the office</b>						
<b>Emissions &amp; resource use from paper</b>	Use 100% post consumer waste (PCW) recycled paper	When it comes to recycled paper, 'recycled' can mean various different things. You should look for paper that is made from 100% post consumer waste (PCW). This is paper that has been made from recycling previously used paper products.  For suggestions of PCW paper products, click here.	Medium	Claire	Ongoing	We continue to do this (for ongoing actions only)  All paper in the office is now PCW paper as per our Waste Management Policy <a href="https://docs.google.com/document/d/1Rzz7CGT2M7GdtbwpOgg0t1NYIqXCm3Fn2CHWQZXX0-s/edit?usp=sharing">https://docs.google.com/document/d/1Rzz7CGT2M7GdtbwpOgg0t1NYIqXCm3Fn2CHWQZXX0-s/edit?usp=sharing</a>
	Minimise printing		Low	Claire	Ongoing	We continue to do this (for ongoing actions only)  Now included in our Waste Management Policy <a href="https://docs.google.com/document/d/1Rzz7CGT2M7GdtbwpOgg0t1NYIqXCm3Fn2CHWQZXX0-s/edit?usp=sharing">https://docs.google.com/document/d/1Rzz7CGT2M7GdtbwpOgg0t1NYIqXCm3Fn2CHWQZXX0-s/edit?usp=sharing</a>
<b>General waste</b>	Minimise use of non-recyclable items	e.g. cardboard job bags instead of plastic	Low	Claire	Ongoing	We continue to do this (for ongoing actions only)  Now included in our Waste Management Policy <a href="https://docs.google.com/document/d/1Rzz7CGT2M7GdtbwpOgg0t1NYIqXCm3Fn2CHWQZXX0-s/edit?usp=sharing">https://docs.google.com/document/d/1Rzz7CGT2M7GdtbwpOgg0t1NYIqXCm3Fn2CHWQZXX0-s/edit?usp=sharing</a>
	Re-use and recycle waste paper	It's always good to try and re-use paper, e.g. using the reverse side of printed paper that is no longer needed, prior to recycling. Perhaps you could keep a stack of used paper for note-taking etc?	Low	Claire	Ongoing	We continue to do this (for ongoing actions only)  Now included in our Waste Management Policy <a href="https://docs.google.com/document/d/1Rzz7CGT2M7GdtbwpOgg0t1NYIqXCm3Fn2CHWQZXX0-s/edit?usp=sharing">https://docs.google.com/document/d/1Rzz7CGT2M7GdtbwpOgg0t1NYIqXCm3Fn2CHWQZXX0-s/edit?usp=sharing</a>
	Recycle all used printer consumables	This is free and can even generate income or a donation to charity. We generally refer clients to <a href="#">Recycle4Charity</a>	Low	Claire	Ongoing	We continue to do this (for ongoing actions only)  Now included in our Waste Management Policy <a href="https://docs.google.com/document/d/1Rzz7CGT2M7GdtbwpOgg0t1NYIqXCm3Fn2CHWQZXX0-s/edit?usp=sharing">https://docs.google.com/document/d/1Rzz7CGT2M7GdtbwpOgg0t1NYIqXCm3Fn2CHWQZXX0-s/edit?usp=sharing</a>
	Adopt a Waste Management Policy		High			We have completed this  <a href="https://docs.google.com/document/d/1Rzz7CGT2M7GdtbwpOgg0t1NYIqXCm3Fn2CHWQZXX0-s/edit?usp=sharing">https://docs.google.com/document/d/1Rzz7CGT2M7GdtbwpOgg0t1NYIqXCm3Fn2CHWQZXX0-s/edit?usp=sharing</a>
<b>Food waste</b>	Compost all food waste		Medium	Claire	Ongoing	We continue to do this (for ongoing actions only)
<b>Equipment waste</b>	Minimise office equipment waste	Use equipment for or as long as possible, before ensuring all redundant equipment is sold, donated for re-use or recycled wherever possible.  There are increasing numbers of professional repair options and local repair cafes, which allow lifespans to be extended as much as possible. <a href="#">Coggit SOS</a> provide a refurbishment service for office furniture  Old laptops and phones can be donated to the <a href="#">Restart Project</a> for community re-use and there are lots of companies that will collect redundant office furniture.  Once they finally die, and are not suitable for charity donation, electrical items should be recycled rather than being put in general waste. This will avoid the risk of them ending up in landfill.	Low	Claire	Ongoing	We continue to do this (for ongoing actions only)
<b>Purchasing goods and services</b>						
<b>Environmental impacts of supply chains</b>	Source ethical and local office supplies		Medium	Claire	Ongoing	We continue to do this (for ongoing actions only)  We have found ethical stationary suppliers, but struggle to meet the minimum order requirements. Instead we are focusing on buying office supplies from local shops. Now included in our Preferred Supplier List
	Only buy notebooks and sketchbooks which are recyclable		Low	Claire	Ongoing	We continue to do this (for ongoing actions only)

Activity / Environmental impact	Action	Advice	Priority	Responsibility	Timescale	Progress
	Build sustainability considerations into purchasing decisions for new equipment & furniture	We would suggest trying to apply a bit of a hierarchy here, along the lines of: 1. Reduce – avoid over-purchasing or replacing items unnecessarily. <a href="#">Coggin SOS</a> provide a refurbishment service for office furniture. 2. Re-use – are there any items which could be purchased second-hand or refurbished? For example, through internet auction sites or from specialist suppliers of refurbished products such as <a href="#">Backmarket</a> for electrical goods and <a href="#">Coggin SOS</a> and <a href="#">WantDontWant</a> for office furniture. 3. Recycle – investigate the sustainability of the materials of new products you purchase, e.g. look for high levels of recycled content in plastic/metal items or components, ensure all timber is FSC-certified. 4. Look at the environmental credentials of the manufacturer/supplier – e.g. do they publish a clear environmental policy? Do they have any form of accreditation? Do they measure their carbon footprint? Have they made any commitment to reduce their footprint? For specific advice on electrical equipment, click here.	Medium	Claire	Ongoing	We continue to do this (for ongoing actions only) We are committed to only purchasing new equipment when absolutely necessary, and will buy second hand equipment where possible. Now included in our Waste Management Policy
	Adopt a Preferred Supplier List		High	Claire	Mar 2024	We have completed this
<b>Emissions from cloud computing</b>	Find ethical cloud storage space	When you find one let me know! Microsoft, Google and AWS all have very strong environmental positions but it's hard to assess them thoroughly as there is little independent scrutiny.	Medium	Claire	Ongoing	We continue to do this (for ongoing actions only) Currently using Google Docs as there doesn't appear to be an ethical alternative.
	Implement a policy for rationalising project file storage	We would suggest having a policy of rationalising the files retained whenever a project is closed. It is probably not worth filtering through text documents but instead focus on deleting all unnecessary photo, video and other files which do not need to be retained prior to archiving the project.	Medium	Claire	Ongoing	We continue to do this (for ongoing actions only) Now included in our Waste Management Policy. Includes: <ul style="list-style-type: none"> <li>● Regularly clean our email inboxes; clearing unnecessary emails and deleting emails more than a year old</li> <li>● Do not email files unless necessary. We recommend sending either via WeTransfer or sharing files via Google Drive</li> <li>● We use low carbon email signatures with no embedded images</li> <li>● We minimise our use of cloud storage platforms</li> <li>● Aim to keep any online data to a minimum</li> <li>● Delete online project storage after three months project completion</li> <li>● Use offline hard drives for computer backups and data storage</li> <li>● We encourage all clients to use a green online provider</li> </ul>
<b>Delivering projects</b>						
<b>Environmental impacts of project delivery</b>	Adopt a client selection policy	Such a policy could help to ensure that: 1. you do not take on as clients those that are working in industries which are known for significant negative environmental and/or social impacts 2. you prioritise clients from industries with positive environmental and/or social impacts We have put a template policy in the Documents folder on your Dashboard, which you could adapt to suit your business.	High	Claire	Ongoing	We have not completed this yet
	Put together a UK wide list of print suppliers, list and rank their services		Medium	Claire	Ongoing	We have not completed this yet The list has been started but we have to cross check everyone's credentials
	Use a sustainable web host		High	Claire	Ongoing	We have completed this We continue to use our existing host which are a recognised green hosting company by the Green Web Foundation. We are also staying aware of other companies as they change and improve
	Continue to maximise the efficiency of websites you are responsible for	See here for further information, although I think you know more about this than I do!	High	Claire	Ongoing	We have completed this
	Undergo training on energy efficient web design		High	Claire	May 2023	We have completed this
	Work with local print suppliers who focus on sustainability		High	Claire	Ongoing	We have completed this We re working mainly with Cerberus Printing and H&H Reeds both which have environmental commitments. included in our Preferred Supplier list
	Set sustainability targets for each print project	<ul style="list-style-type: none"> <li>• Printer have ISO 14401?</li> <li>• Is the paper FSC/recycled?</li> <li>• Finished product be recyclable?</li> <li>• Printer use renewable energy?</li> <li>• Locality of Printer</li> <li>• Are the inks used sustainable?</li> </ul> Aim to have maximum targets possible reached for each job	High	Claire	Ongoing	We have completed this Included in our Print Benchmarks & Website Benchmarks
	Specify 100% post-consumer waste recycled paper where possible	FSC or FSC/recycled combination where 100% PCW is not possible	High	Claire	Ongoing	We have completed this Included in our Print Benchmarks
<b>Business travel</b>						
<b>Emissions from vehicles</b>	Utilise public and/or active travel options when feasible		Medium	Claire	Ongoing	We continue to do this (for ongoing actions only)

Activity / Environmental impact	Action	Advice	Priority	Responsibility	Timescale	Progress
	Transition to an electric car when feasible	The technology is evolving rapidly and the costs are decreasing rapidly.  It's also very important to take into account the fuel savings when assessing feasibility, as well as any other costs associated with petrol/diesel alternatives, such as low emissions zones, congestion charge, higher maintenance costs (for petrol/diesel versus electric) and road tax.  For information on any tax reliefs and available funding, click here.	Medium	Claire	Long term	We have not completed this yet
	Continue to maximise use of video-conferencing for meetings		Medium	Claire	Ongoing	We continue to do this (for ongoing actions only)
<b>Company administration</b>						
<b>Environmental impacts of banking</b>	Bank with a bank that has a strong ethical investment policy	Bear in mind that the indirect environmental impacts (how they invest your money) are significant and gaining increasing attention.  For advice and information on your options, click here.	Medium	Claire	Ongoing	We have completed this  In 2021 we switched to Triodos. However, in 2022 Lil Creative Studio became a Ltd company. As Triodos are not taking on any business customers we had to switch back to the Co-Op.
<b>Environmental impacts of insurance companies</b>	Incorporate environmental considerations into your choice of business insurance provider	For advice and information on your options, click here.	Medium	Claire	At renewal	We continue to do this (for ongoing actions only)  We use a local self-employed insurance broker. He could not find one to suit my business and covered home working. Will keep looking
<b>Environmental impacts of personal pension fund investments</b>	Invest in an ethical personal pension	See here for further information. Not financial advice!	High	Claire	Nov 2023	We have completed this
<b>Potential for positive influence on environment</b>	Engage in design sector climate initiatives	I think it's important that we capture your work on this (e.g. Design Declares) in the action plan	High	Claire	Ongoing	We continue to do this (for ongoing actions only)  Signed up to Design Declares and are part of the support team who meeting informally to progress the initiative. Also attend the yearly Design for Planet Festival run by the Design Council and follow up on what comes out of that.
	Add the Green Small Business Certified logo to your website		High	Claire	Jan 2020	We have completed this
	Add your environmental policy to your website		High	Claire	Ongoing	We have completed this
	Start supporting an environmental cause	Check out the <a href="#">1% for the Planet</a> initiative. Business members commit to giving 1% of gross sales each year to environmental projects.  Or find something else, perhaps local, that aligns with your values and support that. This isn't a scientific exercise so find a project that you believe in and go for that!  Support might also be given in-kind, e.g. through staff volunteer days.	Medium	Claire	Ongoing	We have completed this