



Coffee Arts and Media

Environment and Wildlife Policy

Steve Piper July 2006

With the adoptance of this policy Coffee Arts and Media recognise that almost any business activity, or the activities of the individuals within a business, can result in negative effects on the environment, wildlife and general well being of the planet.

We further recognise the importance of a healthy environment rich in biodiversity, and a belief that all companies and individuals have a responsibility to limit those negative effects and whenever possible create positive ones.

Using the CERES Principles and a variety of "green business" guidelines we aim to incorporate an initially simple environmental policy that can eventually evolve to full CERES compliance.

This policy will be made available to all employees and associates of the company, and it's suggestions actively encouraged in each individual's private life as well as their professional one.

1. Saving energy inside

Turn off electrical equipment when not in use (ie TV / stereo)

Turn off unnecessary lights, use energy saving bulbs, optimise use of daylight

Turn off PC monitor and leave PC on standby when not in use during the day

Don't overfill the kettle

Work on optimising water and central heating settings; switch off in summer, use draught excluders, keep doors closed over and windows closed, insulate the loft

Avoid the use of air conditioning or fans unless absolutely necessary

Seek to produce and encourage clean and renewable energy through solar / wind / water power

2. Saving energy travelling

Car share

Reduce unnecessary car journeys and airline flights

Use public transport / walk / bicycle

Avoid travel during rush hours

3. Saving water

Do not leave taps running or dripping

Repair leaks quickly

Displacement dams in toilet reservoirs (ie a brick in the flush tank)

Collect water from rainfall for watering the garden or even washing the car

4. Saving paper

Use e-mail and don't print it unless it has to be printed
Don't use fax cover sheets unless necessary
Send faxes from computers so you never need a hard copy
Produce double sided documents
Reuse waste paper for note paper
Recycle paper waste
Use recycled paper
Invoice and receipt by e-mail

5. Re use and refurbish

Consider refurbishing furniture rather than replacing
Upgrade computer parts rather than replace the entire unit
Donate unwanted items to charity shops or schools or sell them on
Try to re use packaging, boxes, containers, stationery etc.
Buy second hand from sources such as Ebay

6. Suppliers

Seek environmentally aware suppliers (such as waterless / vegetable based printing)
Avoid supplies that damage the environment in their use or manufacture
Complain about over packaging
Seek suppliers who take packaging back for reuse
Use local suppliers to reduce transport getting supplies to you
Sign up for paperless billing and similar web and phone based services

7. Saving plastics

Donate all waste plastics to recycling schemes
Reuse waste plastic wherever possible

8. Enhancing the environment

Design outside areas which benefit wildlife and the environment itself;
Berry and fruit producing trees
Variable length and overgrown patches of grass
A mixture of herbs, scented flowers, climbers and shrubs
Early and late flowering plants
Dead wood pile
Leave seeds stalks and grass clippings on the lawn and beds
Bird feeders
Neuter your domestic cat and keep it in at night
Keep dogs under control at all times
Consider roof gardens and window boxes when a garden isn't available

9. Lead by example

Support charities and associations working to benefit wildlife and the environment, either financially or through free services and volunteering
Be proud of the changes made and encourage others to follow suit
Seek to publicise positive changes through company products and marketing
Think big; protect land through purchase, build environmentally sound premises, be vocal for widespread change

10. CERES Principles

Aim to incorporate these principles throughout the company as it continues to grow and develop.