



# ENVIRONMENTAL POLICY

Impamark recognises its responsibility to the wider community in many ways and a key element of this is to ensure that the organisation manages all of its resources effectively and efficiently, and minimises negative impact. This will include principles on the selection and purchase of products and services.

There has recently been a lot of focus on plastic pollution as plastic rubbish is responsible for the death of many kinds of marine life. Sadly, this causes animals to choke or starve due to ingesting plastic while others suffer due to the accumulation of small amounts of toxic chemicals. In addition to marine life, this pollution also affects terrestrial animals including humans due to contaminated drinking water.

In order to promote awareness of this issue, Impamark launched “The Happy Turtle” brand. This logo reflects our move to a more environmentally friendly stance. Impamark is strengthening its own internal systems to reduce waste and will be actively focusing on more eco-friendly products to assist customer sin promoting their own stand against pollution.

There are 3 aspects to the environmental policy:

1. Energy efficiency
2. Waste minimisation and recycling
3. Purchasing principles

The Company expect that all staff, will adopt and implement these principles throughout their work, and will act as champions of good practice in their dealings within their organisation.

This policy and its implementation will be monitored on a regular basis and reviewed annually to see if it still meets the needs of the organisation and takes account of the latest examples of good practice.

## 1. Energy Efficiency

Improving energy efficiency brings benefits at 2 levels:

1. Reducing costs for the organisation
  2. For the environment
- In reduced emissions of greenhouse gases
  - In reduced use of non-renewable energy sources

Suggestions for minimising energy use include:

- Setting room thermostats to a comfortable but not excessive temperature
- Turn heating down rather than open windows or using fans

- Setting refrigerator thermostat to an adequate chilled, but not too cold, level
- Switch off room lights when not in use, close doors to retain heat
- Using low energy light bulbs/fluorescent tubes
- Switch off all electrical equipment when not in use, unless to do so may cause damage to equipment or systems (for example, the network server computer has to be left on permanently). Where the option exists equipment should be set to go into standby mode after an appropriate length of non-use
- Taps should be completely switched off and any leaks or faulty washers repaired as soon practicable
- Only fill the kettle enough for immediate use
- Do not use batteries when a mains power supply can be used
- Use rechargeable batteries where possible

## **2. Waste Minimisation and Disposal**

Reducing waste also brings benefits at 2 levels:

1. To Impamark
2. To the Environment

For the environment less waste means:

- Less landfill
- Less transportation which adds to congestion and pollution
- Less dumping of non-biodegradable materials
- Less dumping of biodegradable materials which emit greenhouse gases

Suggestions for minimising waste include:

- Ensuring that all recyclable and reclaimable materials are sent for recycling
- Use paper printed on one side only for scrap paper
- Use scrap paper rather than notebooks/pads for written draft work
- Dispose of toner cartridges for recycling / refilling
- Where possible double-side printing and photocopying to minimise paper use
- Do not use new envelopes for internal mail
- Offer unwanted furniture and equipment to other groups before disposal and if possible dispose to furniture/ equipment schemes
- Do not use CFC based aerosol cans

## **3. Purchasing Principles**

Adopting an environmentally-friendly purchasing policy has 2 objectives:

1. To ensure the company purchases products which minimise damage to the environment
2. To persuade suppliers to offer products which minimise damage to the environment

It is the Policy of Impamark to purchase products and services which minimise damage to the environment and to inform suppliers of our policy.

Suggestions for implementing this policy include:

- Purchase of products made from recycled materials or derived from sustainable sources including:-
- All paper products
- Wooden Furniture
- Purchase of products which minimise environmental pollution or damage including:-
- Biodegradable cleaning products
- Avoiding unnecessary packaging
- Opting for local producers and suppliers (reducing transportation)

The purpose of this policy is not to make perfect decisions, but to create a mindset that thinks about the issues and tries to make informed decisions. It is recognised that price is also a factor and many 'environmentally friendly' goods and services are more expensive than their industrialised counterparts. Some are simply not up to the job and should therefore be avoided.

As a company specialising in promotional merchandise we decided that from January 2018 not to supply printed plastic carrier bags only reusable styles. Where possible we try to offer clients sustainable and environmental personalised product options.

Reviewed June 2019.