

# Corporate Marketing Environmental Commitment 2010–2011

## Mission Statement

To ensure that Corporate Marketing actively promotes and embeds environmentally sustainable working practices in all its work until the actions in this commitment become standard practice. We will continually review and improve our environmental performance, contributing to UEL's overall environmental policy. We will:

### 1. Environmental Management

- Comply with all environmental legislation and regularly review procedures
- Hold an office walk-round every three months, identifying potential improvements in green working practices
- Seek Forestry Stewardship Council (FSC) accreditation.

### 2. Energy and Water

- Switch off computers and monitors overnight (except when VPN connections are required to work remotely; in this case monitors should still be switched off)
- Switch off lights and equipment when not in use, especially in meeting rooms and the kitchen
- Ensure taps are fully turned off in the kitchen.

### 3. Waste Management

- Ensure that recycling bins are provided throughout offices and encourage recycling of all relevant items (eg paper, card, cans, plastic bottles, food containers)
- Avoid the printing of documents / emails where possible and promote digital, online and electronic communications where possible
- Reuse paper and print double-sided where possible
- Ensure that toner and printer cartridges are recycled
- Desktop printers will only be allowed if there is a clear business case and by approval of the Director of Corporate Marketing
- The use of multifunctional devices will be encouraged and a print-on-demand system implemented to reduce paper waste
- Endeavour to replace the use of plastic cups (eg by water dispensers) with cups made from alternative, renewable materials.

### 4. Transport

- Promote public transport / cycling options for travel to, from and within work.

### 5. Sustainable Procurement

- Consider whole-life costing and environmental impacts when purchasing goods and services, such as office supplies, and internal catering, such as MSC-certified fish, seasonal vegetables, etc
- Ensure that tea and coffee provided for staff and visitors is Fairtrade.

### 6. Staff Involvement

- Include environmental awareness as a formal part of departmental induction for new staff
- Actively promote green policies and practices throughout the Service via posters, communications and other means
- Ensure that all emails from CM staff will carry a message asking recipients to consider the environment and print emails only when necessary
- Encourage staff to contribute ideas and suggestions for a greener office environment.

