Client Environmental Policy

2022 - 2023

AG

Contents

AG social & environmental goals

Our [mission](#) is to help purpose driven leaders communicate, as we support equality, equity and climate action to create a better world. We do this by being a brilliant business to work with, supporting our stakeholder's purpose and by using our business as a 'force for good' as a Certified B Corporation.

Our social and environmental goals and plans can be accessed on our [Journey to Net Zero](#) webpage. Our goals are:

1. **To drive equality for all women and girls** – this is about the opportunities and support we give to our employees, suppliers, clients and our communities

2. **Be carbon net zero by 2025** – measuring and reducing our environmental footprint (including that of our supply chain and our impact on clients) as much as we possibly can, then offsetting what remains.

AG environmental area of focus

To help reduce our environmental impact on client projects, we have made a commitment to:

- **Understand** and **share** the carbon impact of communication related carbon emissions, and reduce/remove them

  - See case study of our trial in 2022-2023 - 'Reducing client carbon footprint through SharePoint'

- **Share** our carbon reduction plan and travel policy

  - See AG carbon reduction actions, plan and travel policy

- **Avoid** travel and print – only business critical travel and printing of materials when there is no other option

- **Reduce** creative content editing to three revisions to reduce data storage

We are constantly looking at new ways to measure and reduce the environmental footprint of our communications activities. If you would like to discuss this further, please contact us hello@agcommunications.co.uk
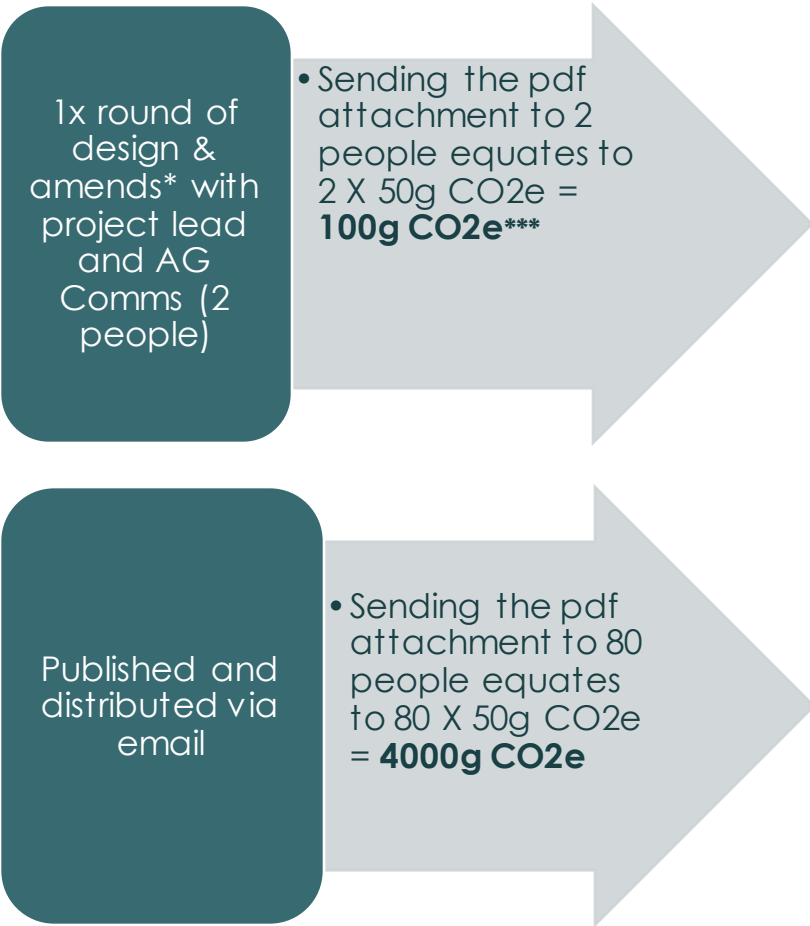
Reducing client CO2e footprint through SharePoint
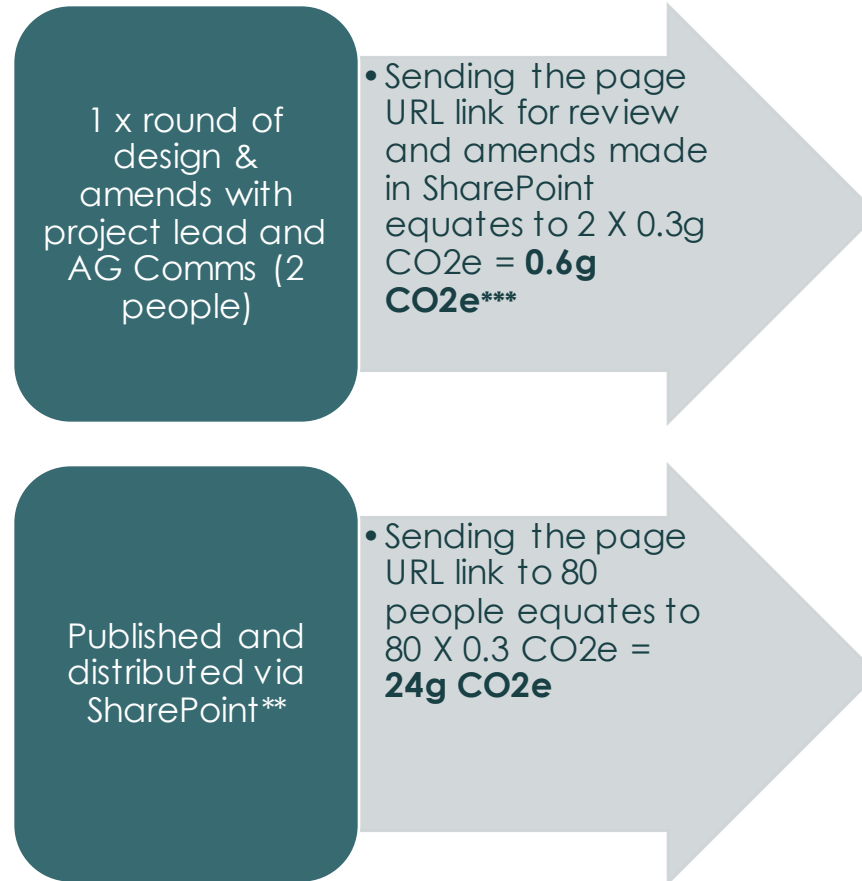
Case Study 2022-2023

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Reduction impact of old vs new process

PDF attachment

1x round of design & amends* with project lead and AG Comms (2 people)
- Sending the pdf attachment to 2 people equates to 2 X 50g CO2e = **100g CO2e*****

Published and distributed via email
- Sending the pdf attachment to 80 people equates to 80 X 50g CO2e = **4000g CO2e**

Newsletter on SharePoint

1 x round of design & amends with project lead and AG Comms (2 people)
- Sending the page URL link for review and amends made in SharePoint equates to 2 X 0.3g CO2e = **0.6g CO2e*****

Published and distributed via SharePoint**
- Sending the page URL link to 80 people equates to 80 X 0.3 CO2e = **24g CO2e**

CO2e emissions is equivalent to…

Driving around 14.85 miles in an average petrol car****

**** Source: UK Gov 0.27436kg CO2e per mile in petrol car

*Average cycle of amends = 3 (300g CO2e for PDF email / 1.8g C02e for SharePoint email)
** Excluded from calculation is the processing power generated from accessing an email link to a SharePoint page and any multimedia content embedded in the SharePoint Newsletter
***Source: Carbon Literacy Project 'The carbon cost of an email' September 2022

Trialled between 2022-2023

Emissions data - impact over 12 months

PDF attachment on email

80 employees

Monthly newsletter update

4000g CO2e x 12 months

= 48000 CO2e

SharePoint newsletter link sent on email

80 employees

Monthly newsletter update

24g CO2e x 12 months

= 288 CO2e

Saving 47,712 CO2e annually for 1 client project (178 miles in average petrol car*)

* Source: UK Gov 0.27436kg CO2e per mile in petrol car

The pros and cons

Pros PDF Newsletter

- More people know how to update an existing newsletter

- It's instantly accessible in the email and easy to share to people who don't have SP access

Cons

- Higher CO_2e emissions

- Hard to track views and keep secure

- Each change requires a new email with attachment

Pros SharePoint page link

- Kept in the same location as all project updates, shown as a webpage and easy navigation to previous versions

- Easy to find, update, track #of views

- Secure location for only employees with access

- Multimedia can be embedded e.g. video, images

- Accessible to all with SharePoint 'Immersive Reader'

Cons

- Some training required for employees to set it up

- Need SPOL / online access to view

- Unable to download and review 'offline'

AG Carbon Reduction Actions

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Carbon reduction actions

Activity	Scenario	AG Approach	AG Contact
Day to day comms	**I want to communicate with the lowest carbon impact**	Use Microsoft Office 365 wherever possible. MS Teams messaging has the lowest impact. Upload files to SharePoint and send link to file through MS Teams. If using email, cover all info in one email and add links to documents stored in SharePoint, rather than attaching them to reduce our volume of email traffic where possible. **WHY? The less we send over email the lower our carbon impact will be**	Nicola Breen
Apps	**I want to use a new app/technology**	Check to see if there is a Microsoft Office 365/Power App that achieves the same outcome. There often is. **WHY? Microsoft are Net Carbon Zero and offset their impact. We can also track the carbon impact of our usage to use for our annual measurement, reporting and reduction plans. Clients that use Microsoft will also benefit.**	Nicola Breen
Stationery	**I need paper and stationery for my meeting/training/event**	If tech solutions can't be used, use sustainable and B Corp suppliers for materials. **WHY? We would rather buy from businesses that are already a 'force for good' and working to increase recycling and the circular economy**	Melissa Penn

Carbon reduction actions cont...

Activity	Scenario	AG Approach	AG Contact
Printing	**I want to print materials for my client/myself**	Explore tech solutions first to avoid printing anything for communications purposes. If printing is the last resort, print only the minimum and use recycled materials. Use sustainable and B Corp suppliers for materials. **WHY? Microsoft are Net Carbon Zero and offset their impact. We can also track the carbon impact of our usage to use for our annual measurement, reporting and reduction plans. For materials, we would rather buy from businesses that are already a 'force for good' and working to increase recycling and the circular economy**	Melissa Penn
Travel	**I want to fly to attend a meeting**	Always look to attend non-local meetings and events virtually or send an AG representative from that location. If travel cannot be avoided and is business critical, please refer to the AG Travel Policy. **WHY? We want to reduce AG travel as much as possible to reduce our carbon footprint and allow people to remain at home for work. We also allocate Scope 3 emissions to our clients for the projects we deliver and this approach aligns with client net zero targets.**	Melissa Penn
Drinks	I want to buy a drink in a single use cup/bottle/can	Avoid using single use plastics for drinking unless it can not be avoided. If you buy drinks in single use containers, please think about buying from other B Corp and sustainable brands such as; Innocent, Dash, Safe Water, Pukka Herbs, Change Please, Origin etc who all measure, reduce and offset their product waste. **WHY? We want to remove the use of single use plastics at AG. Where we have no choice but to buy single use drinks, let's support B Corp drink providers who are actively looking at reducing environmental impact of their products.**	Melissa Penn

Carbon reduction actions cont…

Activity	Scenario	AG Approach	AG Contact
Signed Forms	I need a signature for a document	Use Adobe DocuSign for electronic signature and audit trail. If printing is necessary for legal documents, use recycled materials (see printing section) **WHY? DocuSign reduces carbon impact and allows us to keep an electronic audit trail.**	Nicola Breen
Video Editing	I need to create a video	Make sure you get the brief right first time and document it. Agree with client upfront a maximum number of edits/revisions (suggest 2, keep under 3). Brief all edits into VT team in one go. Discuss and review edits with client first to make sure there is clear understanding of what is needed for sign off. **WHY? Each time a video is saved, stored and rendered for viewing by a client, it has a new carbon footprint. The more versions that are created, the carbon impact is duplicated. We want to reduce this impact by reducing the rendered versions of VTs.**	Lynne Griffiths
Events	I want to plan an event	Think about the objectives, goals and the behaviour change needed. Could this be achieved in alternative ways using a mix of communication channels and digital technology? Always look to hold a virtual event where travel can be avoided. If that's not possible, could there be a series of local hubs that connect virtually together, reducing distances travelled for the majority? If travelling, refer to 'Travel' approach. Event materials should be electronic where possible, if printing, refer to 'Printing' approach **WHY? To reduce ours and our clients carbon footprint.**	Lynne Griffiths

AG carbon reduction plan

Tips for AG Members, suppliers and clients;

- Measure home carbon footprint through **Giki Zero**

- Reduce office / **home office heating temperature** by 1 degree

- **Travel** by bike / electric vehicle / train / tram at all opportunities – journey share where possible

- Work from **home** 50% to reduce travel impact on environment

- Encourage to eat **vegan** at least 1 day per week

- Use **reusable** mugs & water bottles for drinks – don't use single use cups.

- Reduce **printing** to critical documents only

- **Recycle** all waste

- Use Microsoft **Office 365** for all online activity to track and measure our IT carbon impact

  - Don't send attachments, use links in Teams/Sharepoint

  - Keep emails to a minimum to reduce e.traffic

- Change **search engine** to Ecosia – a non-profit B Corp browser that is fast, free, plants trees and shows fewer ads

AG Travel Policy

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AG travel policy

We care about the impact AG travel has on our planet and try to reduce and remove this from our business operations where possible by:

- Attending meetings and events **virtually** where possible – one day trips are often best done virtually

- If travel is necessary, use **'green' transport** where possible. This is by bike, electric vehicles, and public transport (trains, trams, buses)

- Book travel as far **in advance** as possible to secure cheaper, greener rates via Melissa.Penn@agcommunications.co.uk

- Avoid **single purpose trips**, look to maximise the engagement and impact by having multiple meetings

- If traveling for/on behalf of a client, they must **authorise** that this **travel is critical** for the project delivery and confirm they are happy to cover costs for 'green' travel and/or offsetting the carbon impact

- If there is no other option but to fly, use the **lowest carbon impact** option at all times

AG travel policy

If a client requests AG members travel for business, we ask that these questions are answered in writing for review by AG Management

1. Where and when is travel expected?

2. Is this a f2f meeting only or are other attending members using technology to join?

3. Is it business/project critical that an AG member travels to the meeting, or could they join virtually?

4. Are you willing to reimburse AG Comms for extra travel time to allow for travel by train (where possible)?

5. Where flying is the only options, are you willing to reimburse AG Comms to book 'Green Choice' Flight Tickets where the flight uses less Co2 emissions?

AG Comms tracks and offsets all carbon impact of business travel as part of our commitment in creating a better business for people and planet.

AG

Certified
B Corporation

This company meets high standards of social and environmental impact.