



Sustainability Policy

Minx Creative is committed to promoting sustainability. Concern for the environment and promoting a broader sustainability agenda are integral to Minx Creative's professional activities and the management of the organisation. We aim to follow and to promote good sustainability practice, to reduce the environmental impacts of all our activities and to help our clients and suppliers to do the same.

Principles. Our Sustainability Policy is based upon the following principles:

- To comply with, and exceed where practicable, all applicable legislation, regulations and codes of practice.
- To integrate sustainability considerations into all our business decisions.
- To ensure that all staff are fully aware of our Policy and are committed to implementing and improving it.
- To minimise the impact on sustainability of all office and end project deliverable transportation activities.
- To make clients and suppliers aware of our Sustainability Policy, and encourage them to adopt sound sustainable management practices.
- To encourage and promote Sustainable Graphic Design, following the principles and guidance provided by 'Design Can Change' (www.designcanchange.org).
- To annually review and continually strive to improve our sustainability.

Practical Steps. In order to put these principles into practice we will:

- Ensure that all approved print firms on our books are ISO14001, FSC (Forest Stewardship Council) and PEFC (Programme for the Endorsement of Forest Certification schemes) certified; offering volatile organic compound (VOC) emission-free printing.
- Where possible, all paper sourcing is either 100% Post-Consumer Waste (PCW), Processed Chlorine Free (PCF) or from sustainable forestry (FSC).
- Minimise our use of paper and other office consumables and continually identify opportunities to reduce waste.
- Reduce the energy consumption of office equipment by:
 - switching off all non-critical equipment when not needed
 - purchasing low energy (new) electrical equipment.
- Recycle all consumable packaging (including food items).
- Always endeavour to perform business electronically to reduce paper usage (e.g. project proofs, invoicing, purchase orders, payments, archiving etc.). Where paper is used in-house, a strict recycling policy is in place.
- Use rewritable formats and/or our dedicated FTP server for file sharing instead of disposable media.
- Where possible, endeavour to prioritise the use of local sub-contractors when required.
- Promote the use of our online Project Management System to our clients and suppliers.
- Always endeavour to purchase — project specific or for internal use — products (including food/beverage/cleaning) that are either environmentally friendly, re-usable, recyclable, non-toxic, organic, fair trade and that have the least environmental impact.
- Reduce fuel consumption by:
 - avoiding unnecessary journeys.
 - making necessary journeys by use of public transport, cycling or walking (unless impractical and/or cost prohibitive).
 - minimising the use of couriers, Royal Mail deliveries and/or post.

By this policy Minx Creative Limited recognises its responsibility towards protection of the environment, and issues this statement as a commitment of both management and employees to minimising the environmental impact of its operations.

Graphic Design and Illustration