

beam.

ENVIRONMENTAL POLICY

Version 2 – 16/11/2009

Beam is a graphic design consultancy providing branding, communication design and website design. We recognise that our work directly and indirectly contributes to CO₂ emissions, water contamination and the generation of waste. It is our aim to reduce the environmental impacts of our business, prevent pollution and operate in an environmentally responsible manner.

We understand that keeping ourselves as informed as possible is key to achieving our environmental goals. We endeavour to stay abreast of the latest developments and innovations through our bespoke information network, and by attending seminars and conferences on sustainability relevant to the industry.

OUR COMMITMENT

LEGISLATION

> Comply with all relevant environmental legislation and codes of practice

DESIGN SOLUTION

- > Design to the most economic use of the printing sheet
- > Avoid printing and production processes that are toxic or are known to be difficult to recycle
- > Minimise packaging needed to distribute design items

SAVE RESOURCES

- > Use electronic rather than paper based communications
- > Reuse and recycle paper and stationery items in the studio environment
- > Encourage clients to rather have digital proofs instead of wet proofs where possible

CHOICE OF MATERIALS

- > Only specify paper that is either recycled or from sustainable forestry (FISK)
- > Use only recycled paper during the design process

CHOICE OF PRINTERS

- > Only work with printers that are EMAS, BS8555 or FSC (Forest Stewardship Council) certified or have a Greenmark accreditation and offer volatile organic compound (VOC) emission-free printing and waterless printing.

COMMUNICATION

- > This policy is communicated to all freelancers, clients and printers working with Beam

MONITORING AND AUDITING

This policy provides a framework for setting objectives and targets and will be annually reviewed in line with BS8555.

This policy is available through our website and on request.

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Directors