

## Environmental Performance 2008

Kadence (UK) Limited's carbon footprint is considered small. We are a service agency and our product is information rather than a manufactured goods. However, we are dedicated to continuously improving our environmental performance and in 2008 Kadence (UK) Limited has set and met important goals to reduce its environmental impact.

We invested £10,000 in environmental initiatives during 2008. This investment covered staff training, new disposal/recycling facilities, paper shredders, purchasing recycled photo copy paper, staff green incentives, as well as low energy PC's and monitors.

In order to make a concerted effort to be more transparent about the steps we are taking to protect the environment and make our business more sustainable, we have put together this environmental report which is publicly available.

Changes in 2008:

- We have placed environmental considerations at the heart of our business. Initiated by staff, this is now led from the top down (for example Simon Everard, our CEO, now walks to work!).
- Our office environmental mission statement is: 'At Kadence we are committed to eliminating waste and saving energy through small but significant actions undertaken by all. We will work together to explore and implement environmentally responsible business practices to ensure we achieve our goal.'
- The environment is now a separate agenda item at the monthly departmental meetings as well as the quarterly board meeting.
- We have created a "Green Committee", with representatives from each department. These individuals are responsible for encouraging "green" behaviour. Our "Green Committee" members are:
  - Rachel McLean, Account Director, Insight Team
  - Syann Cox, Research Executive, Insight Team
  - Geoff Geary, Office Manager, Support Services
  - Nick Rhodes, Field Supervisor, Field Department
  - Beth Phillips, Field Manger, Field Department
- We conduct a quarterly internal online survey to gauge employee behaviour and perceptions of Kadence's environmental progress, as well as collecting 'green' suggestions.
- Our Green Notice Board outlines Kadence's green mission and green updates. It also has contact details for green suggestions (to be sent via email to save paper).
- We have regular progress updates communicated via email and the notice board.
- All purchasing activities must now consider the environmental impact e.g we only order stationery once a month now to reduce carbon emissions through fewer deliveries and we conduct a supplier survey to check green credentials.
- Reminder signs are up around the office to ensure appliance (e.g. TV, boardroom computer) and lights aren't unnecessarily left on.
- All monitors are to be turned off fully when an individual is away from their desk. This policy is enforced with:
  - Automatic turn off when left for more than e.g. 10mins
  - Reminder pop ups when logging off to turn off monitors

- Clear and official signs to make it really easy and simple to recycle. Increase in recycling bins:
  - Plastic bag 'bag'
  - Newspaper collection box
  - Paper recycling box under every desk
  - Cardboard/paper packaging recycling box
  - Milk carton and plastic packaging recycle bin
  - Glass recycling bin
  - Tins recycling bin
- We conduct a performance per head calculation as a weekly recycling measure so we can assess how we are progressing in terms of our targets.
- We have also reduced the number of non-recycling bins to encourage recycling.
- In 2008 we achieved our recycling target of:
  - recycling 50% of the paper we use
  - recycling 30% of the plastics we use
  - recycling 40% of the printer consumables we use
- Other changes include:
  - Making notepads from waste paper
  - Having Blackle set as our default search engine instead of Google (less energy from black screen)
  - Having double sided printing set as a default on every computer
  - Using recycled paper in the printer.
  - Changing to energy saving light bulbs.
- There are training sessions for new staff on energy efficiency at Kadence and refresher sessions for all existing staff.

### **Looking Ahead**

In 2009 we are moving office to a more energy efficient building which will further enhance our efforts to reduce our carbon footprint.