

# ENVIRONMENTAL & SUSTAINABILITY POLICY

# Environmental & Sustainability Policy

## 01 Statement of Intent

**EFFECTIVE VISUAL MARKETING LTD (t/a EVM)** recognises, accepts and is committed to complying with the statutory obligations placed upon it by Regional, National and European legislation and regulations. As an organisation we are firmly committed to continual improvements in quality, environmental performance, building a sustainable business and achieving high standards, above the statutory requirements wherever reasonable and practical. In doing so, we will become a more responsible partner which will enable us to continue to build enduring relationships with our customers and stakeholders.

EVM are committed to providing exceptional quality products and services while equally protecting the environment. We aspire to become one of the most sustainable provider of visual marketing materials available in Scotland. In this regard EVM will:

- Set objectives and targets for quality and environmental management and will review its performance against these targets annually.
- Assess the environmental sensitivity of its processes and the impact of operations on local, regional and global environments.
- Manage energy and water wisely and provide adequate resources to comply fully with applicable environmental legislation and consents.
- Limit waste generation, discharge and emissions and handle waste in a responsible manner, recycling materials wherever possible to minimise the need for disposal by landfill.
- We will aim to prevent pollution and will maintain emergency plans.
- Make continuous efforts to minimize the environmental effects of our operations with regard to the economically viable application of the best available technologies.
- Continue to liaise with external supporting bodies (Zero Waste Scotland, SMAS, Scottish Enterprise, The Carbon Trust) to help prepare us for a Low Carbon and Zero Waste standard of manufacturing over the next five years.
- Continue to support our clients and advise them on best practices to minimise the waste created in the manufacturing of printed graphics and joinery goods, including the appropriate selection of materials with the aim to minimise resource need and the overall impact on the environment.
- Communicate this policy to all our employees and other interested parties.
- Make this policy available on request.

We will encourage our employees to demonstrate our values of 'honesty', 'transparency' and 'the sharing of knowledge', by supporting our Management Information System (MIS) which is underpinned by our British Standard Institute (BSI), accreditations for Quality and Environmental practice, (ISO 9001 Quality and ISO 14001 Environmental). In doing so, EVM will be able to initiate actions and interventions which will help us achieve our aspirations to put the protection of the environment, and our impact on it, at the very heart of what we do, and who we are.



Paul Fennon  
Managing Director

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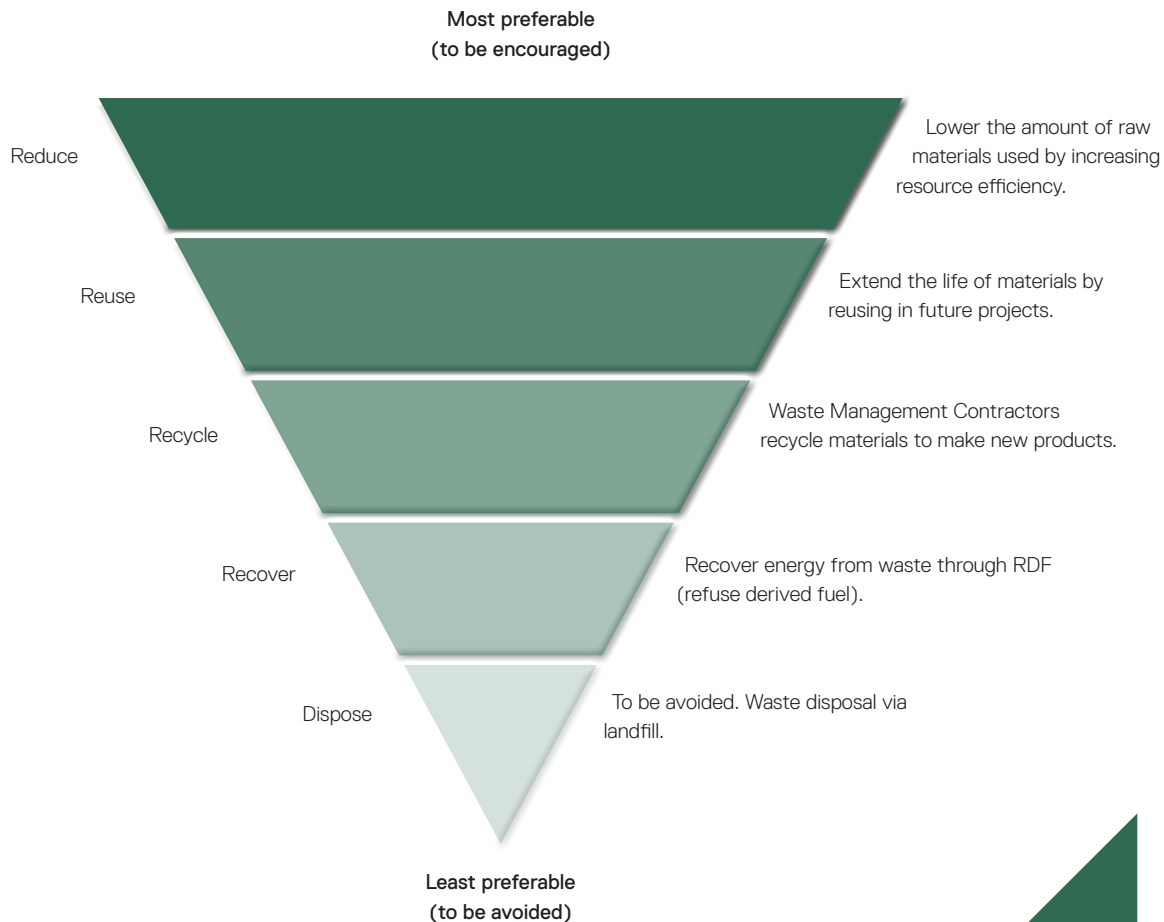
## 02 Circular Manufacturing and Resource Hierarchy

EVM understands the positive environmental impact of choosing the right manufacturing technologies and methodologies that will enable us to achieve a smaller carbon footprint. We are committed to becoming a sustainable business and have researched and invested in the latest printing and fabricating technology that will allow us to reduce our carbon footprint for the benefit of our customers and fulfil our obligation to protect the environment whilst ensuring that our reputation for quality is protected.

There is no doubt that the exhibition and events industry takes the climate crisis seriously. And so do we. It is our ambition as a manufacturer to become one of the most sustainable makers of ‘visual marketing’ media in the country. For us to achieve this, we have adopted a circular approach to our mission statement, *Making Ideas Work*, which encourages us to think about the overall impact our services have on the environment and to come up with viable solutions to mitigate such impact.

We embrace a strict waste hierarchy when dealing with our resources and encourage our staff to adopt this thinking when fulfilling our clients’ needs. This policy ensures that we minimise the overall potential for by-products to find themselves in landfill as waste while maximising the opportunity to reuse and recycle as much material as we possibly can at the end of each project.

This mindset, along with our research into eco-friendly materials and extensive investment in more environmentally friendly technologies are our initial steps in what will be a continuous journey of improvement to our manufacturing approach and safeguarding of the environment.



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## 03 Our Journey Towards a more Sustainable Business

EVM is accredited BSI ISO 14001 (Environment) and operates an effective environmental management system, ensuring we reduce waste and our carbon footprint by constantly managing our environmental impact.

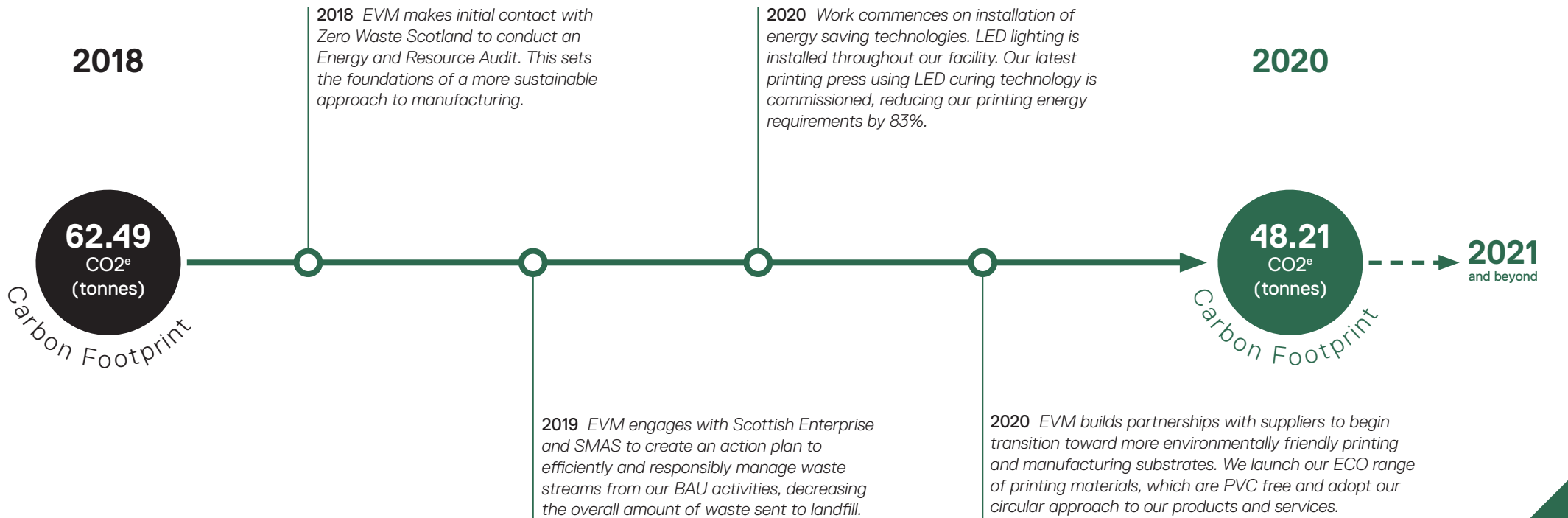
Having been in business for over 30 years', we realise that embracing change is an essential part of growing a successful and sustainable business. As the world changes, so must our business adapt and evolve to meet the challenges that enable us to leave a positive legacy for those that come after us. The journey towards a truly sustainable business is a commitment of 'heart and minds' over the long term. EVM has already made that commitment and is ready to take on those challenges and responsibilities and be held accountable for the decisions and actions we take. This is what we've achieved so far.

| Internal Environmental Interventions  | & | External Environmental Interventions   |
|---|---|--|
| <p>Adopted a circular mindset toward manufacturing:</p> <ul style="list-style-type: none"> <li>— Reusing raw materials where possible</li> <li>— Repairing what we can before making new</li> <li>— Re-manufacture to extend raw material life</li> <li>— Recycle waste responsibly</li> </ul> <p>Reduced totally manufacturing energy use and improve production processes to help develop a sustainable business by adopting the following measures:</p> <ul style="list-style-type: none"> <li>— Factory and offices installed with energy efficient LED lighting</li> <li>— Recently installed an EFI LED curing Wide Format Printer, and the most environmentally friendly large format printing press in the world – using 83% less energy than any other press</li> <li>— Use of intelligent nesting software designed to optimise the yield of timber during the cutting process</li> <li>— Installation of Biomass Factory Heating, turning wood waste into heat</li> <li>— Installation of Solar PV to power IT and factory lighting (in progress)</li> <li>— Installation of de-stratification fans in factory to capture wasted heat (in progress)</li> <li>— Introduction of short-haul electric vehicles for delivery of finished goods to client sites within 100 mile radius</li> </ul> |   | <p>Careful ongoing management and auditing of our supply chain with long standing relationships established over 30 years' allows us to understand where materials are coming from and their provenance:</p> <ul style="list-style-type: none"> <li>— We only use sustainable and certified timber</li> <li>— We recommend and source eco-friendly printing materials with no PVC</li> <li>— We use eco-solvent inks containing no VOC's</li> <li>— We actively seek recycled materials to use whenever possible</li> </ul> <p>Continued engagement with external advisors to ensure compliance with evolving regulations and guidance relating to sustainable manufacturing best practises. EVM's external advisors include:</p> <ul style="list-style-type: none"> <li>— Zero Waste Scotland</li> <li>— Glasgow Chamber of Commerce Circular Economy Division</li> <li>— Scottish Enterprise (SE)</li> <li>— Scottish Manufacturing Advisory Service (SMAS)</li> </ul> <p>Engaged with licensed with waste management contractors:</p> <ul style="list-style-type: none"> <li>— Validating our waste management partners as being Scottish Environmental Protection Agency (SEPA) approved</li> <li>— Improved internal processes allow us to recover valuable waste prior to segregation, helping us to reduce the overall amount of general waste</li> <li>— Ensure all waste which cannot be reused by EVM is recycled and disposed of responsibly and appropriately</li> </ul> |

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## 04 Our Commitment to Measuring & Lowering our Carbon Footprint

We are committed to taking meaningful action toward the climate crisis by developing sustainable business practices which will minimise the impact our services have on the planet while helping us to become a more resilient supplier for our clients. We have begun to implement an extensive programme of measures designed to reduce the overall carbon emission our business is responsible for. The timeline below gives an overview as to how far we have come. These measure, such as creating a more energy efficient manufacturing facility, are only the beginning for us. There is much more for us to do as we aim to reduce our emissions further and become one of the most sustainable large format printing suppliers in the country.



Our activities over the last two years have allowed us to **reduce our total carbon consumption by 25%,** the equivalent of **55,246 car miles.**



Learn more.

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phone: 0141 638 0255  
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**EVM** Making  
Ideas  
Work.