



# Environmental and Social Responsibility Policy 2011

## Our Environmental and Social Responsibility Policy

We must all do what we can to protect our planet – our individual contributions may not seem much but put together they matter a lot to our planet and to the people, animal and plant life that live on it. Creative Photography Wales considers all the environment impacts of its work, its products and its activities.

We also recognise the role that our business has to play in supporting the communities on which our work depends. We have a commitment to sharing our knowledge and encouraging our communities to develop their understanding of the local environment through photography. We also ensure that our courses are open anyone with a disability and design them specifically to meet the needs of disabled people when needed.

We aim to reflect our commitment to delivering environmental and social sustainability in our own business practices and through our values and policies. We recognise this to be a continuous process of improvement and we seek to continuously improve our performance. Our Environmental Policy expresses Creative Photography Wales's commitment to achieving this aim.

## Protecting our Landscape

**'Leave only footprints, take only photographs':** A familiar expression but very relevant to a business promoting photography. Our key principles are as follows:

- **We never leave anything behind:** we always take your litter home including biodegradable matter. We do not accept littering in others.
- **We never cause unnecessary erosion** by straying off used footpaths or tracks, particularly on heavily used rights of way. We never climb on walls or exposed foundations of historic monuments and encourage others not to do so.
- **Our photographic subjects stay where they belong:** from objects found in the landscape to tiny wild flowers always stay where they are and never go to the studio.
- **We only go where we're allowed to:** we only stray off common land or rights of way with permission. We do not climb over walls or over fences to get to a location.

## Recognising Our Negative Impacts

Unfortunately, we are not perfect – Creative Photography Wales could not exist without having some negative environmental impacts. However, we are aware of these and seek to mitigate these where possible.

Our most significant adverse environmental impacts are:

- **Consumption of natural resources** in the development, production, marketing and distribution of our photographic prints and publications and in our general office operations
- **Emissions to the atmosphere** from the use of carbon based energy in the production, marketing, sales and distribution of our photographic publications and our general office operations
- **The use of a diesel powered vehicle** which cannot use Bio Diesel as a means of taking photographs, operating the business and transporting people to locations on photographic courses.
- **Our materials suppliers** and their environmental performance
- **Production of waste materials** as part of the printing & production process.
- **Promotion of destinations:** By its very nature, our work encourages people to visit remote destinations, with the potential environment impact in terms of travel and use of that destination.

## Mitigation and Positive Impacts

- **Car / Transport:** We plan to replace the current vehicle with one with lower emissions or capable of using Bio Diesel. All business trips are organised to complete a number of objectives and avoid duplication of journeys wherever possible. Also our home base means less day to day travel to office premises
- **Course Information:** Our photography course information is provided in digital form where possible and only available as a paper copy on request. These are always printed double sided on economy setting. All course information includes guidelines for protecting the environment
- **Printing:** One of our printers uses a continuous ink system: there is no wastage of ink cartridges. Our large format printer uses very high capacity 220ml Epson cartridges which are replaced infrequently and recycled when empty. Our inks and paper are of archival quality lasting 80 years. Roll print paper is used, reducing packaging and all paper is utilised. Our paper is FSC sourced.
- **Recycling:** All waste materials produced during the print & production processes are recycled, or in the case of ink contaminated maintenance tanks, taken for safe disposal. All lightbulbs and batteries are recycled. All suppliers packaging is reused by us wherever possible (cardboard, bubblewrap, jiffybags, packing material, plastic sheeting etc), or otherwise recycled.
- **Energy usage:** The Creative Photography Wales premises uses low energy lightbulbs which are always switched off when rooms are not used, heating is only kept on in cold weather in the studio part of the premises and never when the building is empty, all equipment is switched off when not in use, the entire premises are double glazed and the roof fully insulated.
- **Promoting destinations:** The website contains references and information on how to understand and protect the environment for people looking to visit photographic destinations. The 'Snap Maps' will include information on protecting

the environment and new photographic slips included with prints will remind people of the need to protect the environment

- **Encouraging others:** All photography courses (individual or group) are used as an opportunity to promote understanding and appreciation of the local environment and its protection.

## Supporting our communities

We are committed to using photography to:

- **Promote the local environment:** Encouraging people we work with, whether local or visitors to the area to understand, appreciate and explore their local environment through photography and encourage others to do the same.
- **Develop skills:** Develop the wider social and employability skills of disadvantaged people in South and Mid Wales.
- **Support our communities in South and Mid Wales** by encouraging increased visitor numbers and in the Talybont on Usk area by offering free prints and other products as part of raffles and other fund raising initiatives
- **Promote Wales and its culture:** The website is available in the Welsh Language; the majority of images are taken in, and promote Wales and all photography courses include information about photographic destinations and their history. All Creative Photography Wales literature is worded in a way that promotes locations as well as its photographic potential.
- **Encourage equality in learning about photography.** We are committed to increasing learning in photography to all participants regardless of background through the OCN (Open College Network). In particular we ensure that the needs of those with disabilities are catered for by designing courses specifically to meet their needs.

## Our Commitment

Creative Photography Wales will continue to measure its activities, products and operations against this Environmental and social Responsibility Policy. We have the following objectives in 2011:

- To continuously oversee and review our environmental policy and seek continuous improvement in our environmental performance. This policy will be reviewed and updated yearly.
- To seek an appropriate Green Dragon accreditation for a company of our size and business sector
- To ensure the environmental credentials of our suppliers and their products before purchasing

**SIGNED:**



**FOR CREATIVE PHOTOGRAPHY WALES**

**Dated: 1<sup>st</sup> JANUARY 2011**