



Environmental and Social Responsibility Policy 2016

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 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
- **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:** 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. A bicycle is used for local destinations.
- **Course Information:** Our course information is provided in digital form only. All course information includes guidelines for protecting the environment.
- **Printing:** One of our printers uses recycled ink cartridges. Our large format printer uses very high capacity 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 wherever possible (cardboard, bubblewrap, jiffybags, packing material, plastic sheeting etc), or otherwise recycled where possible within the guidelines laid down by Powys County Council..
- **Energy usage:** Our premises use low energy lightbulbs which are 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 space 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. Information is available on the website and photography course Advice and Information Notes on protecting our locations and destinations, with particular reference to the Country Code and the Pembrokeshire Marine Code.
- **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 & promoting Equalities

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. CPW will continue to work with Communities First in Wales as part of this objective.
- **Support our communities in South and Mid Wales** by encouraging increased visitor numbers in the Talybont on Usk area by offering photography courses. This increases visitors to local accommodation providers and facilities. Courses are also provided free of charge for charities and fund-raising events.
- **Promote Wales and its culture:** 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. 'Wales the Brand' is used as an approach to photography courses and commissions for Welsh Businesses.
- **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 (all course questionnaires include questions on mobility).

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 2017:

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

SIGNED:

A handwritten signature in black ink, appearing to be 'Nigel', written on a light-colored background.

FOR CREATIVE PHOTOGRAPHY WALES

Dated: 1st December 2016