

BRAND DRIVER'S ENVIRONMENTAL POLICY

Brand Driver has a positive environmental policy. We are aware that our day to day operations could have a negative impact on the environment and we are fully committed to minimising this impact in all ways possible.

Brand Driver aims to:

- Operate in an environmentally responsible manner and minimise our environmental impact
- Comply with all relevant environmental legislation, regulatory controls and industry standards
- Encourage our employees and suppliers to act responsibly and be proactive with 'green' issues to help us further reduce our environmental impact

To achieve our aims, we do the following:

GREEN POWER

We power Brand Driver's offices with green electricity and where possible we use energy efficient products and lighting.

PAPER

As an office based company, our largest impact lies in our paper use. We have taken the following steps to address this issue:

- **Sustainable Resources:** Our paper is supplied by reputable manufacturers that are committed to sustainable paper production. The paper we use is made from fibre from FSC certified forests, which is 100% recyclable and biodegradable.
- **Reduce:** we keep printing and paper waste to a minimum. We conduct most of our quantitative research online, use electronic communication, deliver reports electronically (only printing reports upon client request) and we take measures to reduce internal paper use e.g. double sided printing and using scrap paper
- **Recycle:** we work with Paper Round, a reputable recycling company, to recycle as much of our waste as possible (including paper, envelopes, card and all confidential shredding)



EMISSIONS REDUCTION

Employees are encouraged to use public transport, cycle or walk. Where other transport is required, we choose the mode of transport with the least environmental impact. We do not provide company cars to employees as a benefit and bike couriers are used mostly for small drops within London

OTHER RECYCLING

Apart from paper we also recycle newsprint, magazines, plastic bottles, glass and tin. We also recycle our printer toners, where possible

EFFICIENT USE OF ENERGY

We do not have gas piped to our building and electricity usage is kept to a minimum by using energy saving light bulbs wherever possible, encouraging staff to turn off appliances and lighting when not required, servicing heating/cooling equipment regularly to ensure higher efficiency and only using heating/cooling where absolutely required

PRODUCTS

We also use Ecover sanitary and cleaning products within the office

We are proud to say that we have built a culture of awareness at Brand Driver around environmental issues and that staff are supportive of our aims and achievements. To this end, we will review this policy on an annual basis to ensure its continuing effectiveness.

