



## KEEPING YOU GREEN

**WDM, the responsible business approach. Striving for excellence in environmental responsibility. Constantly endeavouring to take our business to the next level of responsible business.**

The key ambitions within the policy are to reveal a Responsible Business Policy that underpins safety and security, legal compliance, human rights and community involvement. An integral part of this is demonstrating an environmental policy that focuses on reducing energy consumption, improving energy efficiency and implementing waste management techniques that allow improvements in waste recycling and disposal as well as reducing water wastage.

### THE WDM ENVIRONMENTAL PROMISE

**As part of the WDM 'RRR Scheme' (reduce, reuse and recycle Scheme) we promise to:**

- ✉ Reduce:
  - The wastage of paper cardboard and polythene, wherever possible.
  - The amount of solid waste produced on both a goods inward and goods outwards scale. This will be achieved by coordinating with suppliers to reduce packaging.
  - Water wastage by starting an internal sign campaign to reduce water wastage and by replacing leaking taps.
  - Energy used via heating and cooling. Set thermostatic controls to heating systems, with winter and summer settings. Energy efficient windows improve thermal performance resulting in less heating required in winter and blind in all windows reduce the use of Air conditioning and fans during summer.
  - The emissions from machines and vehicles by keeping them well maintained and serviced.
  - The use of water, electricity and gas by setting monthly targets and monitoring. Always aiming to be below target.
  - Energy consumption by implementing an awareness campaign encouraging lights to be turned. All electrical products are turned off when ever they are not in use or when the premises are empty.
  - Emissions created by deliveries by bulk buying consumables, including paper, ink and envelopes, thus reducing deliveries. WDM also encourages car share amongst staff.
  - Emissions and paper wastage by encouraging customers to sign off proofs via emailed scans. Avoiding the delivery of live proofs.
  
- ✉ Reuse:
  - Rubber bands and cardboard containers.
  - Any other materials, where feasible, economically and environmentally sensible.
  
- ✉ Recycle:
  - The Dedicated WDM recycle team indefinitely recycle paper, cardboard, polythene, glass, metal, plastics, and polystyrene and toner cartridges.
  - Favour suppliers that use recycled materials, such as paper and envelopes and use them when possible. Also encourage customers to use these products.





## THE WDM COMMUNITY PROMISE

- Use local companies and produce wherever possible.
- Support local charities, at least twice a year. WDM has no set charity but gives to those, which are perceived most needy at that time.
- Provide good accessibility.
- Reduce, as far as possible, the level of harmful or nuisance emissions, visual pollution and nature disruption.
- Maintain the building and its exterior and grounds to create a positive visual impact within the community.
- WDM is passionate about community involvement and works in conjunction with 'Entrust', the Graduate Shell Step Program employing graduates to undertake 8-week projects. We also work with 'Connexions' offering a placement every week of the year to students for work experience. WDM offers further placements in conjunction with local schools to help students with problems such as shyness and language barriers.

## THE WDM STAFF PROMISE

- Provide equal opportunities to all staff.
- Provide safety and security to all staff. This involves following and providing basic health and safety and a secure environment as well as ensuring job security and boosting morale through bonus incentives and schemes.
- Follow all legal compliances including human rights and business ethics.
- Offering staff training and increasing qualifications through 'business improvement techniques' training all staff to at least NVQ level 2.

## WDM KEEPING ITS PROMISE

WDM practises this responsible business policy through the following values and principles:

- All actions comply with relevant regulations.
- All business is conducted with due regard to the environment.
- Environment considerations are taken into account in all major business decisions.
- All employees are encouraged to work in an environmentally responsible manor.
- Providing environmentally friendly products and services and encouraging support from customers and suppliers.
- Both staff and customers are made aware of all environmental policies in the specific areas where they are in direct contact.
- Washington Direct Mail will review each area of this policy on an annual basis in order to monitor its progress and set further targets.

