



## L&Co Environmental Policy

We envision a global economy that uses business as a force for good.

As designers, we work with a range of organisations to define who they are and create compelling communications to help them achieve their ambitions. Underlying all our work is the love of our craft and the strong belief that design should have a positive impact on the world. We are a Certified B Corporation company and support the B Corp movement and business community wherever we can.

We are sponsors and partners with Creative Conscience, a charity whom we share a vision to build a fairer, healthier and more sustainable world. We do this through actively supporting their events, talks and workshops.

We are already committed to addressing the climate breakdown in our actions and we pledge to embrace bold, new, purpose-driven practices to drive further change.

### **We acknowledge there is a climate and ecological emergency**

We believe that fundamental and urgent change is required in order to respond to scientific predictions of global warming. This change must mitigate irreversible change to the earth and the extinction of many species including humans.

The facts are stark and shocking:

1. We are on track to reach a global temperature rise of 3 degrees by the end of the Century.
2. We need to reduce carbon emissions by 50% by 2030 and to zero by 2050 to limit warming to 1.5 degrees.
3. 60% of wildlife has been lost since 1970.
4. Only 7% of reefs in the Great Barrier Reef have escaped bleaching entirely.
5. We're on course to lose over half of all insects by the end of the century.
6. Over the past two decades, sea levels have risen by 3.2mm per annum.
7. The last five years, 2014 to 2018, are the warmest years ever recorded in the.
8. 139 years that NOAA has tracked global heat.
9. With the current rate of soil degradation, we have 60 years of farming left.
10. Climate change will drive the migration of 200 million people worldwide by 2050.
11. Six Pacific Islands have already been lost to flooding.

### **Our environmental commitment**

We already strive to reduce our impact on the environment and we pledge to continuously take action to improve our environmental performance in our daily lives and in all aspects of the services and products we offer.

### **Carbon**

- We aim to be net-zero carbon by the end of 2025 or sooner.
- We will use science-based targets to achieve this reduction.
- We will report on our performance towards achieving this goal on an annual basis.

### **Energy usage**

- Our electrical usage is 100% renewable.
- We switch off electrical devices when the studio is not in use, including computers, printers and lights.
- We use low energy light bulbs and low energy monitor screen savers.
- We host our own websites on energy-efficient servers wherever possible.
- We aim to ensure that the average CO2/page view of all new websites is less than the industry average (currently 1.3 grams per page view).
- We will monitor and record energy and waste used in our organisation.

### **Travel**

- We encourage walking, cycling or public transportation to get to work or meetings.
- We will use video conferencing or other alternatives to minimise travel, especially air travel.

### **Water use**

- We are working towards a paperless office and reuse paper where possible.
- We avoid printing in-house unless strictly necessary, making our own promotional literature and reports available electronically.
- We minimise printing, use recycled, organic and/or FSC certified materials for all printed goods where possible.
- We recycle paper, plastic, glass, cardboard, cans and ink cartridges.
- We use rechargeable batteries, recycled stationery and eco cleaning products and consider the environmental impact of all products we use.

### **Employees**

- Our employees have a responsibility for meeting the company policy in all areas of work and we encourage them to adopt these principles in their own lives.
- We offer paid-days off to attend climate protests.
- We never expect work for free and pay our interns and work experience students.
- We encourage our employees to use Ecosia as a search engine for all web-based searches.

### **Finance**

- All our financial commitments and investments are with ethical providers.

### **Our Clients**

- We aim to work on projects where the client organisation is either B Corp registered or is aligned with its values. They must balance purpose and profit with consideration to impact on employees, customers, suppliers, community and the environment.
- If clients are not actively contributing to tackling aligned issues, we will review our partnership with them.
- We will ensure a clear message integrating our Climate Emergency Declaration is incorporated into our client communications.
- We will educate and encourage our clients to 'buy less but better'.
- We aim to increase the proportion of our client's websites using web hosting powered by renewable sources to at least 50% by 2026.

**Our suppliers**

- We will review all our suppliers preferencing those who are also operating with Climate
- Emergency conditions guiding their strategy.
- We will assess how materials are transported and preference goods that are not transported by plane, moving materials as little as possible.
- We will encourage our suppliers to switch to using renewable electricity and biogas, and to adopt targets in line with 1.5 degrees using science-based targets.
- We encourage our suppliers to reusable or recycled materials where possible.

We will review this policy's effectiveness on an annual basis.