

zeus advertising policy doc

Environmental Policy

- Zeus Advertising is aware of its responsibilities to the general environment and to the wellbeing of its staff in providing a suitable environment in which to work and operate.
- The company will comply with statutory requirements and is committed to continuous improvement of working practices, outside of legislation, to minimise its environmental impact.

How Zeus Advertising will achieve this policy:

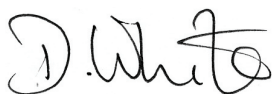
- David White is responsible for ensuring that the policy remains legally compliant and for monitoring the environmental impacts of the business.
- David White is responsible for ensuring that each employee understands and recognises their responsibilities.
- Zeus Advertising encourages responsible sourcing of products, sourcing products locally and developing business with local suppliers wherever possible.

Actions taken:

- Energy usage – Computers represent the majority of office usage. Zeus Advertising stipulates that all printers, computers & screens are turned off overnight. The office benefits from very good natural light, so artificial lighting requirements are kept to a minimum.
- Recycling – the company recycles waste through First Mile. All paper, cardboard, plastic bottles & bags, glass bottles & jars, drinks cans and food tins are recycled reducing the environmental damage of landfill. All laser cartridges are re-cycled via the original manufacturer's scheme.
- Disposal of WEEE – Zeus Advertising complies with regulations regarding the disposal of waste electrical and electronic equipment.
- Travel – with the office's location in Central London, employees, consultants and clients are encouraged to travel on public transport, cycle or walk. Permanent employees may apply for a loan from the company to buy a bicycle which is incentivised through tax reductions.
- Paper free – Zeus Advertising endeavours to maintain a minimal paper record of its work. Project information is shared with suppliers and consultants electronically wherever possible.
- Procurement – Zeus Advertising endeavours to work with local suppliers and those who have a demonstrable environmental policy.
- Zeus Advertising encourages staff to be more environmentally aware both inside and outside of work.
- We advise clients on environmentally-friendly options for printed materials etc.
- Latest innovations and legislation are monitored based on regular updates from The Carbon Trust, London Chamber of Commerce and in reference to The Mayor's Climate Change Action Plan.

The current version of this plan is available to read on our website.

Signed: David White, Director



Date: 01.04.2009

Review date: 01.04.2010