

SUSTAINABILITY POLICY

Yard B is committed to minimising its impact on the environment and promoting sustainability through continuous improvement. As a small business we encourage open discussion on this topic and invite our team, clients and peers to hold us accountable on our impact.

Updated- April 2023





Employee Engagement

We are educating and engaging our employees in our sustainability efforts and promoting environmentally-friendly behaviours in the workplace.

All our team members are undertaking Carbon Literacy Training via The Carbon Literacy Project. We also regularly discuss our sustainability agenda to remind and encourage best practice in the workplace.

We are a certified Real Living Wage Employer. To encourage a good work-life balance our employees are also given 2 paid volunteering days per year, flexible hybrid working which typically means the team being together in the office once or twice per week, and in 2023 we are trialling a 4 day working week during the summer months (Mid-June to Mid-September).

We are also signatories of the Prompt Payment Code, meaning all our suppliers can rely on us to pay invoices on time, and very often within 24 hours of receipt of an invoice.

OUR EMPLOYEES



Environmental Impact Assessment

We are conducting regular assessments of our environmental impact and identifying areas where we can make positive changes.

Through the use of tools like Ecologi Zero we are able to tap into the transactions we make as a business, categorise them, and translate that into an estimation of our Scope 3 emissions. On a more direct level we are able to measure things like our travel and energy usage in our business premises and energy usage for home working. All this allows us to build up a clearer picture of where we need to improve.

Purchasing

Before making a purchase, we give priority and preference to:

- Items that reduce waste by increasing product efficiency and effectiveness.
- Products that use recycled content, are durable and long-lasting, conserve energy and water and use wood from sustainably harvested forests.
- Products with a low 'whole life' impact that can be disposed of responsibly.
- Products and services from Living Wage employers, certified B-Corps, certified Fairtrade producers, seasonal produce and local businesses.

Energy Efficiency

We are reducing our energy consumption and emissions by implementing energy-efficient technologies and promoting the use of renewable energy sources.

We have ensured that all lights used within our business premises are LED's and that all devices, except for Wi-Fi and security systems, are switched off at the mains at the end of every day. While we are currently tenants in a shared office, we have opened dialogue with our landlord over the importance of renewable energy suppliers and will continue to promote this going forward. At present our electricity and gas is provided by Yu Energy. Thermostats will be turned to zero between 1st April and 31st October. Our broadband supplier is Zen who are certified B-Corp.



THE ENVIRONMENT

Water Conservation

We are reducing our water usage and promoting water conservation efforts.

Where possible we will save any waste washing up water to water plants in/outside the office.

We store drinking water in the fridge (which is switched off at the end of the day) to reduce water usage.

We are currently based in a shared office which at present does not have modern kitchen and bathroom facilities, however we are looking at other ways we can reduce water usage in the building, such as requesting dual flush toilets, or alternatively a 'save a flush' water displacement device for the cistern.

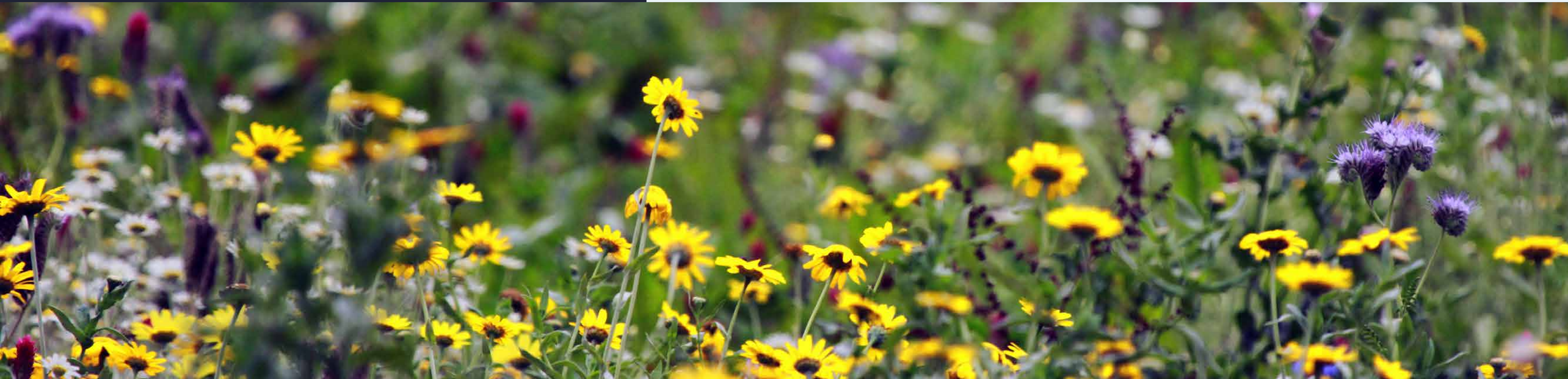
Waste Reduction

We are reducing waste by using more environmentally-friendly products and recycling as much as possible.

While our shared office has a waste management provider in place, we are looking to manage our waste independently to better control the correct disposal and recycling of any waste we produce. While the physical products and waste associated with our day to day business is minimal, we strive to recycle as much as possible.

We reduce waste by:

- Considering whether items can be reused.
- Finding out whether the supplier has a takeback scheme.
- If the item is hazardous (e.g. batteries) we find a safe way to dispose of it.
- If the item can't be recycled with our regular collection, we find out if there is a specific recycling collection point for it nearby.



Supplier Engagement

We are working with our suppliers to promote sustainable practices, reduce waste, and reduce emissions.

We make direct contact with our regular suppliers to better understand their impact and what sustainability policies they have in place, and we have invited open discussion to help them on this journey.

When new suppliers are engaged we give priority to suppliers that:

- Have an environmental policy in place.
- Can demonstrate an active commitment to environmental sustainability.
- Are local to us to reduce the carbon footprint of any physical goods.
- Pay their employees a real living wage.

Community Outreach

We are engaging with local communities and participating in environmentally-friendly initiatives.

We undertake monthly litter picks along our local river. On average this has seen us collect 3kg of waste per month.

Every year we select a chosen charity to support through financial contribution and pro-bono work. For 2022-2023 our chosen Charity is Bliss, the charity for premature and sick babies. We also offer pro-bono support or heavily discounted rates to other charities such as Cerebral Palsy Sport, Shooting Star Children's Hospices, St John Ambulance, Newcastle West End Foodbank and The Brick Foodbank.



COMMUNITY



Clients

Whether our clients are working with us on physical shoots or purely digital productions we seek to make the impact of these as small as possible. These are some examples of how we do this:

Travel:

We encourage employees to use environmentally friendly modes of transportation, such as carpooling, biking, public transportation, or electric vehicles.

Accommodations:

Prioritise staying at hotels or accommodations that have demonstrated a commitment to sustainability, such as those with eco-friendly certifications.

Reduce Waste:

A “no single-use plastic” policy for all business-related travel, including water bottles, straws, and packaging materials. Encourage the use of reusable items, such as water bottles and coffee mugs.

Tree planting:

For every shoot where travel is necessary we calculate our carbon footprint. We then use this annual figure to plant trees in Yorkshire with Make It Wild.

Content Creation:

We encourage our clients to consider the impact of the videos they create. For example, we establish whether they need to be filmed 4K or whether HD would suffice, how many different versions of a video are required, and how their associated data is stored and archived.

Privacy:

Customer privacy and data protection are important to us. You can read our Privacy Policy [here](#).



Continual Improvement

We are continuously monitoring and improving our environmental and social practices to ensure that we are reducing our impact on the environment and promoting sustainability.

We are members of the Better Business Network and have a wide network of likeminded connections that we are constantly learning from and implementing new ideas. We also regularly share our sustainability journey with our network to encourage action from our peers.

Sustainability Reporting

We are regularly reporting on our sustainability efforts and progress, including our carbon footprint, waste reduction, and energy consumption.

Through the use of Ecologi Zero and Small 99, our sustainability efforts and carbon footprint are regularly tracked and publicly available.



**TRANSPARENCY &
ACCOUNTABILITY**





This policy sets out our commitment to sustainability and our commitment to continuously improving our environmental performance. By working together, we can make a positive impact on the environment and create a more sustainable future.

If you have any new ideas for us to consider or any questions on our sustainability journey in general, contact earth@yardbstudios.com

View our progress on **Small 99**
View our climate impact on **Ecologi**

