DraftFCB New Zealand

Environmental Policy 2012

TABLE OF CONTENTS

ENVIRONMENTAL POLICY 3

DEFINITIONS..... 7

IDENTIFYING & MANAGING ENVIRONMENTAL ASPECTS..... 9

REVIEWING THE REGISTER..... 10

LEGAL REQUIREMENTS 10

ENVIRONMENTAL MANAGEMENT – What we are currently doing 11

ENVIRONMENTAL MANAGEMENT – Objectives and Targets..... 13

ENVIRONMENTAL POLICY
DRAFTFCB 2012

POLICY STATEMENT
DraftFCB New Zealand is committed to leading the industry in minimising the impact of its activities on the environment. As a full service Advertising Agency, DraftFCB undertakes a variety of activities that may have an effect on the environment. DRAFTFCB New Zealand management are committed to complying with relevant legislation, regulations, codes of practise and safe operating procedures and operating to high environmental standards.

As a minimum DraftFCB complies with all relevant legislation and seeks to progressively reduce the impact of the business on its environment including pollution prevention.
It is recognised that environmental, social and economic issues surrounding our operations are required to be equally balanced, with due attention paid to integrating them into the everyday operations of DraftFCB.

DraftFCB is committed to continual improvement and uses the Enviro-mark audit standards and member checklist system to measure our organization's environmental aspects and other key elements; to determine whether these have a significant impact on the environment and how we can manage them. The setting and reviewing of environmental objectives and targets will be used as a mechanism for driving continual improvement within the organization. DraftFCB Auckland has currently obtained Bronze accreditation and plan to gain Silver level for 2012 along with Bronze certification for our Wellington office. Ultimately we would like to obtain Platinum accreditation in the near future for both Wellington and Auckland offices, and aim to move up a certification level each year.

This policy will be made available on the intranet for all DraftFCB management and staff. A copy of the policy will also be held at reception for all contractors and subcontractors, visitors to DraftFCB and anyone else who wishes to view. In addition the policy and will be made public via our website www.draftfcb.co.nz. Any comments or views by internal management and staff or public will be taken into consideration and discussed before updating the policy.

SCOPE
This policy applies to all management, staff members, contractors and subcontractors of DRAFTFCB New Zealand, and is readily communicated to all of these parties as well as suppliers and visitors. We recognize that our employees and management are key to achieving and improving performance, and aim to promote a culture of environmental respect by engaging with staff, providing continuous development and corporate commitment to the environment.

DraftFCB continues to identify new or modified environmental aspects through the impacts and aspects register which is reviewed quarterly by Human Resources and any proposed new initiatives discussed by management and made open for comment by all staff before

implementing. We continue to evaluate each of the identified environmental aspects to ascertain if they have a significant environmental impact.

We will continue to establish, implement and maintain procedures for identifying legal and other requirements that apply to DraftFCB and are related to identifying environmental aspects. By regularly reviewing legal updates and any other related requirements to our organization we can determine how these legal and other requirements apply to our identified environmental aspects and monitor these accordingly.

This policy will act as a starting point for using, setting and regularly reviewing the environmental objectives and targets in our organization's environment; this is the driving force for continual improvement which will be monitored by Human Resources and the Operations Manager.

PURPOSE

The purpose of this policy is to establish best practices which individual employees, management and the Company as a whole will apply to reduce the organization's impact on the environment.

The key approach to achieve this is as follows:

- Identify our significant environmental aspects and put in place control mechanisms to moderate their impacts
- Employ systems and procedures that ensure DraftFCB is compliant with all relevant legislation and requirements relating to the environment and actively continue to monitor them
- Create awareness of our environmental management systems to all employees about the potential impacts from their operations using suitable control measures
- Promote sustainable development by conserving energy, materials and resources, minimizing consumption, maximizing efficiency and effectively managing wastes
- The participation and co-operation of all employees is vital to the success of this policy

RESPONSIBILITIES

The Chief Executive Officer, as the employer, has ultimate accountability for providing and maintaining an environmentally friendly workplace. The Operations Manager, Human Resources and the environmental committee share the accountability for managing aspects within their areas of control as an integral part of their day-to-day activities.

1. **Human Resources** have delegated responsibility from the CEO for ensuring that the Environmental Policy is put into practice at DRAFTFCB New Zealand premises. In particular Human Resources will ensure that:

   Employees receive sufficient information regarding environmental matters related to our organisation; aspects and impacts are investigated and due consideration is given to whether or not they are significant; there are arrangements in place to monitor the

maintenance of the premises and equipment; an Environmental Committee is nominated based on interested parties self-nominating; appropriate standards and procedures are established and implemented.

DRAFTFCB New Zealand Management will ensure that Human Resources have adequate time, information, training and resources to undertake required duties.

2. **Employee Participation:** The proposed environmental committee will be made up of five employee representatives.

   Employees are involved in the selection of the Environmental representatives in being provided with the opportunity to nominate staff. Any employee wanting to be on the Environmental committee may self-nominate. Changes to the Environmental Committee will be communicated via email to all staff. Staff are encouraged to actively contribute items to the agenda for environmental committee meetings and are provided with the opportunity to attend the meetings should they wish to do so. Where changes to existing policies are being considered, staff will be invited to comment and participate in the consultation prior to the implementation of changes. Environmental Committee meetings will be held on a quarterly basis with all environmental representatives in attendance, any other staff wishing to attend will also be given the opportunity to do so. Minutes from meetings will be recorded and kept on file by HR. Staff are able to view these meeting minutes by requesting access from HR. Any complaints or concerns relating to the environment should be directed to a member of the environmental committee. The committee will work together to achieve a desirable outcome. Any changes relating to the EMS, policy or procedure will take place in consultation with staff and will be signed off by the CEO before implementation.

Environmental Representatives are required to:

- Ensure staff receive sufficient information regarding environmental matters related to our organisation
- Investigate reported environmental concerns and collectively decide on actions to mitigate adverse impacts in consultation with employees and management
- Act as a central point of contact for all employees, contractors and visitors of DRAFTFCB New Zealand on matters relating to the environment
- Actively participate in the annual review of the Environmental Policy and Management System
- Attend and contribute to environmental committee meetings on a quarterly basis
- Participate in the review of the environmental policy on an annual basis in line with changing environmental aspects and impacts, legal and other requirements; taking into consideration internal and external feedback
- Liaise with external consultants as required on matters relating the environment

Your Environmental committee are:

Roslyn Koskela
HR Manager
Auckland
Ext 9343
09 356 6343
021 929 522
roslyn.koskela@draftfcb.com

Viky Blackmore
HR Assistant
Auckland
Ext 8013
09 361 8013
021 793 797
viky.blackmore@draftfcb.com

Dorinda Stevens
Operations Manager
Auckland
Ext 8028
09 361 8028
021 032 9025
dorinda.stevens@draftfcb.com

Brian van den Hurk
Chief Operations Officer
Auckland/Wellington
Ext 9243/9149
09 356 6243
021 885 749
brian.vandenhurk@draftfcb.com

Liz Hooker
General Office Manager
Auckland
Ext 9425
09 361 8681
021910839
liz.hooker@draftfcb.com

DEFINITIONS

For the purpose of this policy, unless otherwise stated, the following definitions shall apply:

Environmental

The impact of an organization in environmental terms such as footprint, resource use, waste generation, pollution output and physical environmental changes.

Sustainability

Sustainability integrates the concern for social, economic and environmental issues, and involves thinking broadly about objectives, considering long-term as well as short-term effects, assessing indirect as well as direct effects, and taking extra care when changes brought about by development might be irreversible.

EMS

An **Environmental Management System** (EMS) is a framework that helps a company achieve its environmental goals through consistent control of its operations. The assumption is that this increased control will improve the environmental performance of the company. The EMS itself does not dictate a level of environmental performance that must be achieved; each company's EMS is tailored to the company's business and goals.

Environmental Aspect

An environmental aspect is an element of an organisation’s activities, products and services that can interact with the environment.

Environmental Impact

An environmental impact is any chance to the environmental, whether adverse or beneficial, wholly or partially resulting from an organisations activities, products and services.

Authorised by:

Bryan Crawford
CEO
Date: 30.10.2012

Review

This policy will be reviewed on an annual basis. The environmental committee will carry out the review in consultation with all staff members, management and any other relevant parties. Any recommended changes to policy and procedure will be reported to the Management Team as an agenda item for the next executive meeting following the review. Staff will be invited to comment and participate in the consultation prior to the implementation of changes. Following discussion by the Management Team and consultation with staff, all approved recommendations will be implemented by Human Resources in a timely manner. The Environmental Policy is to be signed off by the CEO on an annual basis following the review. Employees are encouraged to put forward suggested changes to the Environmental policy, procedure and systems on an ongoing basis.

An external audit will also be carried out annually by an independent consultant from Enviro-mark to ensure ongoing compliance in line with best practise and legal requirements and to identify areas for continuous improvement.

IDENTIFYING AND MANAGING ENVIRONMENTAL ASPECTS

We have developed a functioning methodology which can objectively evaluate each of our identified environmental aspects to ascertain if they have significant environmental impact. DraftFCB have set out to identify the environmental aspects of our activities and services within the defined scope of the EMS.

The working documented process which is used to periodically evaluate environmental aspects will be included on the DraftFCB intranet for all management and staff to access. Here we can deliberate past, current and future plans going forward where the criteria can be considered in accordance with significance.

To ascertain whether aspects are significant the following process will be applied:

1. List all potential environmental aspects
2. Consider past, current and future plans
3. Complete the Aspects and Impacts Register
4. Assess the significance of each environmental aspect
5. Note what actions should be taken to reduce the impacts of significant environmental aspects
6. Staff will be invited to comment and participate in the consultation prior to the implementation of changes
7. Consider the significance of the hazard and actions to mitigate adverse impacts before finalizing for management sign off

In order to determine significance, each environmental effect is assessed against ranked evaluation criteria: *Refer to the Impact and Aspects Register*

Criteria	Rank	
None	0	No impact, no cost, no interested parties **not considered significant**
Low	1	Low impact, small cost, minimal interested parties **not considered significant**
Moderate	2	Moderate impact with some cost, moderate interested parties, legally required, **considered significant,**
High	3	Environment impacts with large cost over $100,000 interested parties, legally required, several interested parties **considered significant**

REVIEWING THE REGISTER

Environmental aspects and their significance may change due to new legislation or the introduction of a new process within DraftFCB, we will therefore review the aspects and impacts register quarterly or when the following occur:

- Projects or alterations are introduced, resulting in new or significantly modified activities
- New information is received – e.g. impending relevant environmental legislation
- New substances are introduced into the business activities

LEGAL REQUIREMENTS

Human Resources and the environmental committee on behalf of DraftFCB are subscribed to legal updates that are relevant and apply to our organization. These updates and other requirements are taken into account when establishing, implementing and maintaining the environmental management system.

In order to remain up to date we subscribe to various legal publications related to the environment. Any relevant legal updates will be discussed at the next environmental committee meeting and will be raised with management if significant before deciding on actions points.

Any updates to legal legislations will be added into the Register of Legislations and other Requirements.

To address this, we maintain records of legal requirements and review this as new legislations are introduced.

Criteria for identifying if legal and other requirements apply to identified environmental aspects

When identifying legal and other requirements applicable to our organizations environmental aspects we take into consideration:

- Size of the organization (revenue & staff numbers)
- Organizations operating activities
- Significance of risk to the environment
- Previous incidences (frequency and impact)

REFERENCES

http://www.bellgully.co.nz/
http://www.eccc.org.nz/
http://www.sustainablebusinessnz.org.nz/
http://www.brookfields.co.nz/index.asp
http://www.ema.co.nz

ENVIRONMENTAL MANAGEMENT: CURRENT INITIATIVES

Energy Efficiency

1. All energy consuming equipment have built in timers which automatically switch off and transfer to energy saving mode when not in use after a certain time.

2. Low energy lighting and HVAC are on energy saving timers. Sensor lights are activated by movement with minimal lighting in car parking areas.

3. All printers and photocopies switch to energy saving mode if not used within 30 minutes.

Office Recycling

1. All staff is encouraged to establish best practices to recycle glass, plastic, metal cans, white paper, and varied paper on site. Recycling bins are on every level.

2. A composting bin system is available to recycle coffee grounds into compost for gardens/organic farms - in the main café kitchen. Also in L2 kitchen there is a bin labelled "Coffee grounds only" www.wecompost.co.nz

IT Equipment Recycling

Electronic equipment that is broken or obsolete must be properly disposed of or sent for recycling to a certified recycling firm. Electronic equipment may contain heavy metals and other materials that can be hazardous to human health and the environment. http://www.itrecycle.co.nz

Reduction in Paper Use

1. Recyclable paper is readily available throughout the office. Double sided printing is encouraged and set as a default on most printers.

2. Black and white is set as a default print option on all computers to reduce ink consumption.

3. All printers/photocopiers are on energy saving timers where staff need to use a swipe card access system to print – the swipe system also records everything and will not print until the machine has been activated. Any printing sent to the print queue and not collected within 30 minutes won't be printed and will be deleted from the print queue.

Pollution Prevention

1. For external meetings DraftFCB encourage and endorse the use of public transport and video conferencing in order to reduce pollution. DraftFCB currently use **Co-op Taxis** who provide an *environmentally friendly fleet.*

2. DraftFCB engage **Urgent Couriers** for all day to day courier activities. Urgent Couriers are NZ's first carbon neutral courier service.

3. Bikes provided by DraftFCB are available for staff to use during the day as a mode of transport.

Building Operations

1. The design of our building layout includes open space planning, 80% workstations and 20% offices and conference rooms. Efficient energy use planning (i.e. lighting, HVAC etc.) for optimum energy conservation has been taken into consideration and put into practice.

2. Sharing facilities is another component to reducing our carbon footprint.

ENVIRONMENTAL MANAGEMENT: OBJECTIVES & TARGETS

Energy Efficiency

1. Reduce electricity used by IT equipment
   a. Maintain equipment for optimum performance
   b. Printers, fax machines, copiers, air conditioning units and refrigerators should be serviced and cleaned regularly

2. Upgrade any standard light bulbs to energy saving compact Fluorescent lamps (CFLs) which use 75% less energy, produce less unwanted heat and last eight to ten times longer

3. Actively manage the use of energy and utilities in order to achieve a reduced level of user demand and more efficient usage of available resources

Office Recycling

1. Make recyclable paper compulsory where viable within the business e.g. support services

Reduction in Paper Use

1. Emails to include a 'please consider the environment when printing' slogan on all staff email signatures to discourage unnecessary printing

Pollution Prevention

1. Support and provide incentives for the practice of carpooling, biking or the use of public transportation when commuting to and from work when possible

Building Operations

1. We aim to have one of the "Greenest" buildings in NZ and hope gain the EECA awards for 2013 http://www.eeca.govt.nz/campaign/eeca-awards-2012

Cleaning

1. Use only eco-friendly cleaning products and cleaning companies

Conservation

1. Seek programs and partnerships that promote positive, environmental outcomes http://www.doc.govt.nz/getting-involved/partnerships-and-donations/partnerships/

2. Look into joining the sustainable business council.
   http://www.sbc.org.nz/directory.asp