

environmental policy



IMAGINATORS

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ENVIRONMENTAL & SUSTAINABILITY POLICY

Introduction

This policy statement aims to outline Imaginators environmental commitments and awareness of the social obligation it undertakes in business. Within our business, and in the projects, we work upon, Imaginators is committed to the promotion of environmentally sound practice, reducing our waste footprint, preserving natural resources, and preventing environmental pollution.

This policy is consistent with other relevant policies such as our Waste Management Policy and Corporate Social Responsibility Policy. We fully intend this document to evolve as our working practices change.

Objective and Commitment

Imaginators aim to promote the concept of sustainable development in all its communications, ensuring current needs can be surpassed without compromising the ability of future generations to succeed. The notions of social equity and justice, in addition to environmental protection are at the forefront of every project. Our commitment extends to all our activities, endeavouring to prevent environmental damage; minimising energy and resource usage and ensuring the principles of sustainable development are operated throughout all operations. We will therefore:

- Minimise and where reasonably practical eliminate any adverse impact on the environment arising from the activities of our business
- Minimise the use of energy, resources consumed, and waste produced, whilst maintaining a professional and safe working environment.
- Support the reuse and recycling of materials, emphasised by the development of our recycled product options.
- Ensure the legal disposal of all wastes arising from the activities of our business.
- Comply with, and wherever possible exceed the environmental requirements of appropriate legislative bodies and our clients.

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- Minimise the use of non-renewable resources, hazardous chemicals, and other pollutants, in favour of using eco-friendly product and material alternatives.
- Ensure all employees are provided with appropriate and adequate information and training and are competent in relevant environmental matters.
- Inform and train our employees to understand and fulfil their environmental responsibilities to our company.
- Establish and measure our environmental performance against objectives, which will identify significant environmental aspects and impacts from current and past activities. Ensuring mistakes are rectified and appropriate changes can be considered.
- Continually improve our environmental performance.

Purpose

This policy focuses on environmental sustainability, rather than attempting to address financial and social sustainability within our business. These important elements form part of our wider business strategy, commitment and stakeholder reporting and are addresses separately in our vision and values.

We communicate this policy to all our clients, employees, and suppliers with whom we work with regularly so to enable them to work with us in achieving our highly ambitious environmental and sustainability goals.

Principles

It is our legal and moral responsibility to ensure all our activities prevent damage to the environment. We seek to sustain and enhance the environment and encourage our clients, employees, and suppliers to adopt a similar stance. We shall continue with the development and expansion of our products and services to our clients and where practical and possible provide the option to consider promotional merchandise from a recycled or recyclable material, further highlighting our goal to integrate these principles within society.

An Environmental Management System (EMS) has been developed to ensure the potential impact of all our activities are identified, assessed, and satisfactorily mitigated.

Statement of Intent

We aim to help create a future for everyone. We therefore support a 1.5°C future and aim to align our climate mitigation targets to reach net zero by 2050 or sooner.

We also commit to measuring and evaluating our emissions from projects or events we work upon considering materials, methods of production, energy use, travel, and transport.

Environmental Management System

Our Environmental Management System (EMS) is a continual cycle of planning, implementing, reviewing, and improving the processes and actions we undertake in meeting our business, environmental and sustainability goals. This is achieved by ensuring the environmental aspects and impacts of our activities are monitored from the highest level, minimising environmental damage.

Monitoring and Reporting

We commit to monitor, review and report on our journey progress and use the ongoing learnings to update our approach to reducing our emissions where practical and possible.

Environmental Responsibility

All employees have clearly defined responsibilities and are adequately trained, motivated and confident within their roles. We commit to maintain, improve, and establish new methods of environmental best practice with the help of specific industry guidance and training.

Net-Zero and the Circular Economy

The Circular Economy

We are committed to promoting and becoming a Circular Economy business. This requires the reduction in waste across our business with a view to diverting 90% of waste from landfill or incineration.

The Circular Economy is a system aimed at eliminating waste and ensuring continual re-use of resources. This process encourages the use of new materials, new methods of production and new processes to reduce and eliminate waste. This is combined with the reuse and repurposing of existing products.

We adopt the use of the term 'Circular Economy' over and above the term 'Zero Waste' which is often confused with 'Zero Waste to Landfill'. These are two differing concepts. The first is a practice that reduces and eliminates waste and the later implies waste is diverted from landfill and is incinerated for energy instead. This practice is known as 'Waste to Energy' and creates considerable carbon emissions thereby undermining our vision and strategy.

Achieving 'Zero Waste' as a business means that our business will be diverting 90%+ from landfill and incineration.

Net-Zero

The term Net-Zero is frequently interchanged with Carbon Neutrality. There is however a difference.

Carbon Neutrality

This refers to carbon 'offsetting' emissions resulting from a process or activity. This in effect 'neutralises' any emissions created.

However, Net-Zero first 'reduces' emissions from a method of production, process, or activity as far as possible before carbon balancing. This means emissions are reduced and offset. For Imaginators to claim we are Net-Zero, our emissions must first be reduced in line with Government targets, before being balanced. If our carbon emissions are first balanced before being reduced, we cannot claim to be Net-Zero.

The UK has committed in law to cut emissions by 78% by 2035 and become Net-Zero by 2050.

Imaginators wish to accelerate this transition in line with global ambitions and set our base-line year as 2021.

Our Commitment

Imaginators are committed to responsible, environmental, and sustainable operations and commit to reducing our waste and greenhouse gas emissions across our business during manufacture and also the projects we work upon. We will strive for continual improvement in our environmental performance.

We are committed to the following

- Achieving Net-Zero emissions within our operations as soon as possible and before 2050.
- Reducing our waste throughout our business with a view to operating as a Circular Economy Business by 2030.
- Disclosing our objectives and progress annually to employees, clients, and suppliers.
- Measure and reduce greenhouse gas emissions across our business by 5% year on year.

Strategy for achieving our aims

To achieve our aims, we shall work to deliver our commitments by reviewing our business supply chain based upon existing or potential suppliers' cost and environmental performance aiming to work with suppliers that are producing materials and products in the UK where possible. We have identified specific areas to continually review including General Office, Transport and Vehicles, Printing, Production and Energy.

General Office

- When necessary, we shall consider plant-based alternatives for any food/beverages used at internal employee socials, events, or training programmes.
- Implement the segregation of kitchen/food waste and food packaging bins throughout our business premises and shall continue to monitor food and food packaging waste.
- Implement segregated waste bins for plastic, tins, cardboard and paper throughout our offices.
- Implement proven existing methods of recycling for office beverages including coffee pods such as Nespresso.
- Refuse bags should be made from 100% recycled materials.
- Implement office waste bins made from 100% recycled materials.
- Avoid and review the purchase of plastic products within our office environment where a more environmentally friendly option is available.
- Where possible, avoid use of coated/glossy papers where alternatives exist as such materials require greater resource use and prove difficult to recycle.
- Disposable plastic products should not be purchased, where longer lasting and reusable alternatives are available.
- Purchase remanufactured or refilled toner and ink-jet cartridges for desktop printers, reusing and recycling them.
- Ensure the safe and secure shredding of end-of-life paper documents/records for the purpose of recycling.

Transport & Vehicles

- Where possible and practical we have implemented a low emission policy for company owned/leased vehicles ensuring that before 2030 at least 75% of our vehicle fleet will be ultra-low emission vehicles. All future vehicle purchases or leases will be reviewed to ensure they align with our environmental strategy including ULEZ.
- During 2021 we began the transition of switching to electric vehicles (EVs) where possible and practical. This included encouraging all employees to use environmentally friendly methods of transport for the purpose of their daily commute including electric vehicles, and plugin electric hybrid vehicles (PHEV), car sharing, cycling, public transport and walking.
- Where practical, develop and implement an integrated environmentally aware green transport policy encouraging the greater use of shared vehicles and public transport for employees and approved contract delivery services.
- Ensure our approved contractor for vehicle servicing correctly disposes of any waste or used parts including tyres, oils and lubricants.
- During events we manage the risk of any oil/fuel leak and potential contamination using drip trays beneath vehicles which will remain stationary for any prolonged period.

Printing, Production and Energy

- Ensure the energy tariff provided by our energy supplier for our production facilities is 100% renewable energy. We achieved this for our electricity supply in October 2021. We currently do not use gas as a source of energy. We are investigating the adoption of solar energy as a source of energy for our business premises.
- Where practical we shall offer and implement a Working from Home (WFH) policy for employees to reduce our electricity consumption within our business premises.
- We aim to reduce our energy consumption by 5% over the next 12-months and will review to set or adjust targets in line with our strategy.
- For employees working from home, we shall encourage and support our employees to switch to green energy in their homes.
- All display screens/computer monitors throughout our business should be LED or OLED and have an Energy Star compliance rating no greater than D (15kwh/1000h). Our computer systems where practical and possible should be set to an energy saving mode to reduce energy consumption when it is not in use for extended periods of time, particularly at night and at weekends. Older LCD displays are being phased out and replaced.
- Electrical and electronic equipment such as computers/monitors should be disposed of at an appropriate facility to enable recovery and recycling of components. Electronic data will be erased/destroyed prior to recycling as defined by our GDPR Policy and Data Policy.
- Energy should be saved at every possible opportunity; lights should be switched off when feasible in addition to closing windows and doors to reduce expenditure on heating and air conditioning. During 2020 our entire business premises were switched to energy efficient LED lighting throughout with automatic motion sensors to control areas where lighting is not required.
- We have installed reflective solar film on all external windows to help reduce UV glare and heat absorption.

- Continue to phase out older air conditioning systems throughout our business premises which use an R22 refrigerant which contributes to the depletion of the ozone. Conduct an annual TM44 inspection is made to identify systems which can be switched to R407C and R410A refrigerant.

Environmental, Sustainability and Net-Zero Promotion

- All employees will undertake environmental training, specifically our LOOP recycling scheme and any tasks relevant to their job function.
- Encourage all employees to use environmentally friendly methods of transport for the purpose of their daily commute including electric vehicles (EVs) and plugin electric hybrid vehicles (PHEV), car sharing, cycling, public transport and walking.
- Where practical, develop and implement an integrated environmentally aware green transport policy encouraging the greater use of shared vehicles and public transport for employees and approved contract delivery services.
- Employees are always to be environmentally aware, reporting any unsatisfactory conditions or possible improvements to management to ensure changes can be considered for implementation.
- How we undertake our business will be reviewed to consider potential alternative ways of working that may positively contribute to the sustainable development of the environment.

Action Plan

- Minimise and where reasonably practical eliminate any adverse impact on the environment arising from the activities of our business.
- Purchase materials, subject to quality and price, which contains the highest proportion of recycled material so we can offer these as an alternative to clients and their projects.
- Continue to encourage the adoption by clients of CleanAir Photocatalytic Nano-Coatings to reduce levels of air polluting gases whilst also making printed surfaces treated with this specialist secondary coating self-cleaning through hydrophilicity.
- To advise, and where relevant educate, our clients in the safe use and disposal of products, achieved via the promotion of recycled products in addition to ideas and information presented in e-newsletters and website format.
- Minimise the use of energy, resources consumed, and waste produced, whilst maintaining a professional and safe working environment.
- Replace disposables with reusable or recyclables where applicable. Ozone depleting substances should be avoided at all costs.
- The generation of sources of noise pollution will be monitored monthly and where necessary reduced throughout our business premises where practical and possible.
- Ensure the legal disposal of all wastes arising from the activities of our business.

- All waste will be transported and disposed of in accordance with the guidelines laid down by the Environment Agency. Imaginators are licenced with the Environment Agency to transport waste (Licence CBDL443379)
- All waste is handled, recovered, and disposed of responsibly by our appointed contractor:
- Waste will only be handled, recovered, or disposed of by individuals or businesses that are authorised to do so.
- Liquid waste will only be handled, recovered, or disposed of by Imaginators approved supplier.
- Solid waste will only be recovered or disposed of by Imaginators approved supplier.
- Prior to being recycled, segregated waste will be clearly labelled and identified, stored safely and securely to prevent pollution, contamination, or harm to others.
- The collection, storage, and removal of wastes from Imaginators will, as far as reasonably practical be undertaken in accordance with the Code of Practice for 'Duty of Care in Waste Management' outlined in the Special Waste Regulations 1996 and the Environmental Protection Act 1990 ISO 14001:2015.
- Comply with and wherever possible exceed the environmental requirements of appropriate legislative bodies and our clients.
- To recognise environmental management as among the highest corporate priorities and as a key determinant of sustainable development to establish policies, programmes, and practices for conducting operations in an environmentally sound manner.
- Minimise the use of non-renewable resources, hazardous chemicals, and other pollutants, in favour of using eco-friendly product and material alternatives.
- Store printing inks, solvents, cleaning solutions and all other liquids required for Imaginators production methods in accordance with guidelines published within the companies Health and Safety policy.
- Where possible source products which, during manufacture generate little or no Volatile Organic Compounds (VOCs) which may result in atmospheric pollution.
- Where possible source low volatile solvent printing inks to develop an environmentally friendly manufacturing process.
- Encourage clients where possible and practical to use non-PVC products such as Kavalan and Rivercyclon.
- Encourage clients where possible and practical to use more environmentally friendly print receptive products.
- Encourage clients where possible and practical to use more environmentally friendly protective lamination products.
- Encourage clients where possible and practical to recycle previous graphics.
- Where possible choose packaging methods which may have already been or can be recycled.

- Ensure records of materials, including specifications of manufacture are maintained and are available for inspection.
- Where possible and practical source third party delivery methods with a similar environmentally policy as our own.
- Where possible plan or encourage multiple drop deliveries using our own fleet of vehicles.

Legacy additives in recycled PVC

Legacy additives are substances that are no longer used in the production of new PVC products. Most of these additives have already been replaced by alternatives, or a transition is currently underway. PVC containing legacy additives can be recycled and safely used in many key applications.

Imaginators offers guidance on how to recycle PVC with legacy additives to guarantee the highest level of environmental and human health protection. Legacy additives are embedded into the PVC matrix, ensuring that they remain safely within the new product.

Imaginators ensures the certification and traceability of PVC recyclables so that the converters and end-users know in which applications recycled PVC can be used. It is essential to make sure that valuable materials such as PVC remain within the circular economy.



LOOP Recycling Scheme – [imaginatortech.co.uk/loop](https://www.imaginatortech.co.uk/loop)

Imaginatortech's unique LOOP Recycling Scheme is a key part of the Imaginatortech environmental and sustainability programme which illustrates the circular economy in action.

Our LOOP Recycling Scheme has been successful in processing increasing volumes of waste each year. The programme's infrastructure has been set up and subsidised for the first 10 years by the European Union and is a partnership between Imaginatortech and an approved specialist recycling business.

Within this scheme Imaginatortech sends the collected, identified, segregated and labelled waste material, together with any manufacturing waste generated during production to our specialist recycling partner which allows clients to perform a sustainable method of recycling instead of using waste disposal sites, landfill or simple incineration or waste to energy plants.

In addition to providing an extensive range of environmentally friendly often recycled flexible and rigid print media solutions, Imaginatortech has created our unique approach to recycling used printed media including PVC.

With 100% landfill avoidance, the LOOP Recycling Scheme, in partnership with our recycling partner, we have developed a system that enables virtually all media we use, including PVC banner material, to be completely recycled, keeping PVC and other harmful materials out of landfill at the end of their life and reusing the material responsibly.

Our LOOP Recycling Scheme offers a unique solution to recycling, is easy to administer and effective in its results. It's also the ideal way for Imaginatortech to demonstrate our responsible print waste management to our clients with a traceable and low carbon footprint solution to disposing of printed graphics.

For many print applications in the markets we serve, PVC banner material still offers the best solution. It's cost effective, durable and delivers attractive results, however it doesn't degrade in landfill and has for many years presented a significant challenge for recycling. Imaginatortech have developed a unique process that enables the core PVC material and base layer to pass through a two-stage shredding process and be reused in several other applications.

With remanufacturing partners based in the UK, the carbon footprint for moving the processed material around is minimised as well.

Accreditations, Partnerships and Resources

ISO 14001 – iso.org

ISO 14001 is the internationally recognised standard for Environmental Management Systems (EMS). It provides a framework for organizations to design, implement, and continually improve their environmental performance. By adhering to this standard, organizations can ensure they are taking proactive measures to minimize their environmental footprint, comply with relevant legal requirements, and achieve their environmental objectives. The framework encompasses various aspects, from resource usage and waste management to monitoring environmental performance and involving stakeholders in environmental commitments. Imaginators are accredited with ISO 14001:2015.

BPIF – britishprint.com

As Gold Members of the British Printing Industries Federation (BPIF), Imaginators are progressing towards the Environmental Seal of Excellence. This is awarded to businesses who demonstrate best practice in business and specifically the print industry and is just one stage in a recognised programme of continued development which is audited every two years.

ISLA – weareisla.co.uk

As members of ISLA, an organisation founded by event professionals and industry leaders focusing on sustainable events, Imaginators are members of the Print Working Group, a group driving the large format printing industry for events and beyond to Net Zero through collaboration and shared learning, including reporting about the impact of large format print on the environment, but also a resource of information that helps educate event professionals and print buyers specifically as well as protect the print industries realistic response to sustainability in events.

ReLondon – relondon.gov.uk

ReLondon is LWARB, renamed – a partnership of the Mayor of London and London's boroughs to improve waste and resource management in the capital and accelerate the transition to make London a low carbon circular city and to make London a global leader in sustainable ways to live, work and prosper by revolutionising our relationship with stuff and helping London waste less and reuse, repair, share and recycle more.

The Environmental Business Network – theebn.co.uk

The EBN exists to help all businesses adapt to and benefit from the need for a very different environmental future.

It is a membership network comprising commercial businesses, public sector organisations, charities and academic institutions committed to collaborating and sharing insight and intelligence so that our members can identify, assess, and capitalise upon the commercial opportunities that come with the need to reverse climate change.

Two Sides – twosides.info

Two Sides is a global initiative promoting the unique sustainable and attractive attributes of print and paper. The Two Sides campaign is a collaboration of companies from sectors including forestry, pulp and paper manufacturing, packaging, inks, pre-press, press, finishing, publishing and printing.

Two Sides operates throughout Europe, North America, South America, South Africa, Australia and New Zealand. By uniting in common purpose with members of the print, and paper, Two Sides aspires to ensure that, in a world of scarce resources, our renewable, recyclable and sustainable products can be enjoyed for generations to come.

Environment Agency - gov.uk/government/organisations/environment-agency

The Environment Agency are responsible for regulating major industry and waste by working with industry to manage the use of resources and improve the way we work to protect the environment and support sustainable growth.

In collaboration with the UK Government Environment Agency, to protect, improve and support sustainable development, Imaginators are registered and approved with a Waste Carrier Licence (CBDL443379).

VinylPlus - vinylplus.eu

VinylPlus is a mechanism run by EuPC to support the sustainable development programme of the European PVC Industry. The programme includes a significant commitment to systematic recycling to benefit the entire industry and aims to contribute to the United Nations 2030 Agenda for Sustainable Development. It also seeks to align with the most relevant EU policies, such as the Circular Economy Action Plan.

VinylPlus 2030 is the next 10-year Commitment of the European PVC industry to Sustainable Development. With its renewed Commitment, VinylPlus aims to contribute proactively to addressing the global sustainability challenges and priorities. VinylPlus 2030 covers the EU-27 states together with Norway, Switzerland and the United Kingdom.

HP EcoSolutions

The HP EcoSolutions programme includes tools and services that help HP Large Format Print providers reduce their environmental impact when using HP industrial printing technology. The programme includes training and assessment tools to determine energy consumption, media usage and carbon emissions.

