

JULIE'S BICYCLE ***



Julie's Bicycle

Environmental Policy

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1. Mission Statement

Climate change and environmental protection are the most urgent themes of our time. Julie's Bicycle's mission is to support the music and arts sectors in understanding and addressing these issues, and to inspire the leadership which will shape the creative industries for the future.

Julie's Bicycle is a not-for-profit company working with the creative industries to develop a co-ordinated and ambitious response to climate change. We undertake industry specific research to set priorities for action and to inform the efforts of artists, businesses and organisations to reduce their environmental impacts, especially in terms of greenhouse gas (GHG) emissions. We develop tools and resources as well as the Industry Green certification scheme to support and catalyse environmental improvements through artistic and business supply chains.

As a company actively promoting environmental sustainability in business practice, it is imperative that we too adopt a systematic approach throughout our own operations. We believe that by taking responsibility for our share of environmental impacts and working with our community we can demonstrate leadership in the practice of environmental sustainability.

We adhere to the following four principles as set out in the Industry Green framework:

- 1 Commitment to respond meaningfully to the climate change challenge
- 2 Understanding our environmental impacts
- 3 Acting to minimise our impacts and improve environmental performance
- 4 Reporting and communicating our environmental impacts and our efforts to reduce them

2. Implementation

Julie's Bicycle Environmental Policy is a statement of our commitment to help reduce the impact of our activities on the environment. The policy is supported by an Environmental Action Plan, which specifies how the policy will be implemented, complete with targets, dates and a named person responsible for delivering it.

We will work with our Board, senior management, staff, suppliers, funders and our stakeholder network (e.g. Julie's Bicycle Associates) to ensure we consider and communicate the environmental impacts of our activities. For each financial year we will assess and report our environmental performance to stakeholders. This information will be used to update our action plan for the coming year.

This Environmental Policy is endorsed by:



Tony Wadsworth (Chairman Julie's Bicycle)

3. Scope of Policy

Our activities have environmental impacts in the areas of:

Energy

Water

Waste

Food

Toxicity

Biodiversity

Our ability to improve our environmental impacts depends on our knowledge of, and commitment to addressing them and our capacity to change and influence decisions not always within our immediate control (such as rented space and shared utilities). We will exert our efforts as much as possible to understand; measure; improve; and communicate our environmental performance.

4. Key Environmental Impacts

4.1 Offices

The Julie's Bicycle team work from our office in central London and from home.

Primary environmental impacts are:

- Fossil-fuel energy consumption
- Water consumption
- Waste generation
- Office supplies and services (see 3.3.3 and 3.3.4)

4.2 Business Travel

The majority of our business travel is within London, however staff make longer journeys for meetings and events within the UK and internationally when relevant to our work. In addition to business travel there are also the environmental impacts produced from staff commuting to and from work.

Primary environmental impacts are:

- Fossil fuel energy consumption

4.3 Goods and Services Procurement

4.3.1 Publications

Each year we produce a number of publications, for example: research reports, green guides, Industry Green reports and promotional leaflets.

Primary environmental impacts are caused by:

- Paper resource consumption
- Toxicity of inks and finishes

4.3.2 Events

Each year we organise a number of events, such as report launches and training workshops. These events are held in hosted spaces and usually involve some catering.

Primary environmental impacts are caused by:

- Fossil fuel energy consumption (building and participant travel)
- Water consumption
- Waste generation
- Food consumption

4.3.3 Office Supplies

A number of goods and services are procured to run our office operations and each has an environmental impact.

Primary environmental impacts are caused by:

- Resource use for office electronic equipment, furniture and stationery
- Toxicity of cleaning products, furniture and equipment

4.3.4 Other

In addition to the goods and services outlined above, two less visible areas for consideration are:

- Banking
- Server hosting of the website and email accounts

4.4 Key Performance Indicators

We are committed to measuring and monitoring all those environmental impacts that we can reasonably gather data for, and control the use of.

For main office

Greenhouse gas emissions per staff member

Water use per staff member

Waste use per staff member

For staff commuter travel

Number of staff using public transport or cycling to and from work

Location of the office in relation to where the majority of staff live

For home office

Number of staff monitoring home energy use

For business travel

Greenhouse gas emissions per staff member

For goods and services procurement

Number of events hosted at venues with environmental accreditation

Number of publications produced by printers with environmental accreditation

Number of suppliers able to provide us information about their efforts to improve their environmental performance

5. Environmental Action Plan

Date: 5th April 2010 to 4th April 2011

Staff member responsible for co-ordinating the action plan: Christina Tsiarta

We aim to certify the following actions by applying for Industry Green assessment, which covers the environmental impacts of energy, water, waste and business travel. The Industry Green assessment will be carried out by an independent auditor to ensure transparency and external accountability.

5.1 Main Office

We are committed to monitoring and minimising the environmental impacts of our office practices and processes to as great extent as possible.

Action	How
Conduct an annual environmental impact audit of office operations. Audit will include quantifying GHG emissions from electricity and gas use, water use and the amount of waste generated and recycled.	IG Office tool
Undertake ongoing building energy management of our main office and encouraging staff to undertake home energy management.	SMEasure
Purchase goods and services from suppliers with strong environmental credentials (e.g. using post-consumer and/or FSC paper products)	Request details from suppliers Preference suppliers with strong environmental credentials
Reducing and recycling of paper products	Print only when necessary Print double-sided
Work with the company with whom we share office facilities to measure and reduce environmental impacts	Liaise with their sustainability co-ordinator

5.2 Home Offices

We are committed to supporting our staff in the monitoring and minimising of the environmental impacts produced from home working.

Action	How
Monitor home energy use	imeasure

5.3 Business Travel

We are committed to monitoring and minimising the environmental impacts of our business travel and encouraging staff to consider low GHG emission commuting options.

Action	How
Conduct an annual audit of business travel to assess travel and quantify the greenhouse gas emissions associated with that travel	Staff complete monthly travel tracker Use IG Office tool
Evaluate organisational benefits business travel, especially travel requiring flying	Discuss merits of attending the event for organisational reach and identify how to maximise value from business trip.
Use train and coach services to as great an extent as possible	Research options and book tickets in advance to get best rates. If being invited to an event request to use train and coach services where possible.
Ban completely taking flights internally within the UK	Only take internal flights when no other option is feasible and the attendance is deemed essential for company's outreach with stakeholders
Select train services to and within continental Europe when feasible	Research options and book tickets in advance to get best rates
Preference for hotel accommodation with strong environmental credentials	Research accommodation options and request information from hotels

5.4 Staff Commuting

We are committed to supporting our staff in the monitoring and minimising of the environmental impacts produced from commuting to and from work.

Action	How
Support cycling	Provide secure areas for bikes to be stored
Support car pooling	Staff share information about travel planning

5.5 Publications

We are committed to monitoring and minimising the environmental impacts of the publications we produce.

Action	How
Use printers with strong environmental credentials	Use postconsumer and/or FSC paper and non-toxic inks and finishes
Assess the demand for hard copy of the publication so as to avoid overprinting	Identify who we want to give a hard copy report to when determining how many copies to print
Make our publications all available electronically so as to reduce the demand for a hard copy report	Upload publications to our website as soon as they become available

5.6 Events

We are committed to monitoring and minimising the environmental impacts of the events we host.

Action	How
Preference for venues with strong environmental credentials	Request potential venues complete the Green Rider and checklist Preference for venues with recognised environmental accreditation
Procure catering services from those with strong environmental credentials	Ask catering services about their environmental credentials Preference for caterers able to provide a menu of seasonal, local and vegetarian food as well as organic and fair-trade wines
Minimise waste from events	Avoid serving water in plastic bottles and food in disposable containers Ensure that printed materials are fully recyclable

Greenhouse gas emissions offsetting

Julie's Bicycle will only offset our carbon emissions after all reasonable practical actions to reduce our emissions have been taken. Offsetting is a last but significant final action. We will support offsetting companies with at least Gold Standard accreditation for GHG emissions offsetting projects.

Further areas of consideration

We will undertake research to assess the feasibility of purchasing a renewable energy tariff for office energy use; having a green lease agreement as part of our office rental tendency should we move locations; and consider the environmental credentials of our banking.

6. Reporting and Communication

The financial year 09/10 will be our baseline year for understanding our company's environmental impacts and what decisions we can take to reduce those impacts. Data collected from that year will be used to inform the setting of our environmental goals and targets for improvement in future years.

Each year we will assess the scope for assessing our environmental impacts and extend the scope for understanding, measurement and action as appropriate.

- The consideration of our environmental impacts will be a standing item on all internal meetings concerning staff travel, event planning, office supplies and publications
- Invitations for speaker engagements outside London will be assessed on criteria which will include environmental impacts and costs as a key priority.
- A mid-year meeting will be held to discuss environmental impacts and progress towards meeting improvements targets for that year
- An environmental report will be prepared annually and electronically circulated to Julie's Bicycle board members, associates and key suppliers
- We will publish the environmental report on the Julie's Bicycle website along the environmental policy and list of key suppliers we use.

6.1 Reporting time-frame

September 2010	Publish environmental impacts for year 2009/10 so that it is available to the public
October 2010	Mid year meeting to discuss environmental impacts
May 2011	Publish annual environmental report with improvement targets for 2011/12. Update and publish the environmental policy so that it is available to the public