

backupmarketing

1 Pottery House, Pottery Road
Dun Laoghaire, A96 WY61

Our Commitment to a Sustainable Future

We believe that every event we create should not only inspire, but also honour our planet. Sustainability in the events industry is a mammoth task, but it's a journey that we're fully committed to. While we acknowledge there's always more to learn and do, we're taking meaningful steps to ensure our work reflects a deep respect for the environment, without compromising on creativity or impact.

Our Green Efforts in Action:

- **Sustainable Sourcing & Partnerships:** We prioritise working with suppliers who share our values in sustainability, ensuring that the products and services we use are both ethically and responsibly sourced.
- **Zero Landfill Policy:** For our larger events, such as festivals, we're proud to have achieved a 'zero landfill' policy, significantly reducing our environmental footprint.
- **Eco-Friendly Sampling & Merchandising:** All consumables in our sampling offering are fully compostable, from packaging to utensils, ensuring that what we create doesn't end up harming the planet.
- **Responsible Print Practices:** Our print materials are FSC®-certified and 100% recyclable, using only eco-solvent and water-based inks, making sure even our smallest details are sustainably executed.

We know the journey toward sustainability is ongoing, but we're excited to take on the challenge. Our goal is to consistently improve and innovate so that we can continue delivering exceptional events while caring for the planet.

Please see our sustainability policy here for more detail on our commitment to reducing our environmental impact.

Our Environmental & Sustainability Policy

Backup Marketing understands that we all have a responsibility to protect the environment in which we live and work. We are committed to protecting our environment for future generations and to do all we can to ensure that the way we work has as little adverse impact on the environment as possible.

Our objective is to reduce our environmental impact through our decision making, our working processes, the products we use and the organisational decisions we make and to educate our staff and suppliers, and where possible our clients, to assist us in achieving this goal.

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We have identified the following adverse environmental impacts that our firm creates:

- The production of waste in our office
- The production of greenhouse gas emissions by the use of fossil based fuels in heating our offices and the use of transport to meet our business needs
- The use of water which we acknowledge to be a scarce resource
- The discharge of waste to the sewerage system
- The depletion of natural resources through our procurement and use of goods and services

To achieve our objective we will:

- Reuse and recycle materials wherever possible.
- Take such practicable steps that we can to reduce our energy consumption.
- Support such modes of transport that minimise our impact on the environment.
- Ensure we avoid the use of hazardous and harmful products wherever possible.
- Pursue a policy of engaging with other organisations to enhance our understanding of what needs to be done to calculate our carbon footprint and address its reduction.
- Educate our staff as necessary to achieve our objective in their everyday work.

Approach to our Work

There are social, environmental and economic benefits of adopting a sustainable approach to contract delivery. Backup Marketing invests in understanding the client environment and identifying environmentally beneficial strategies and then training our staff so that those benefits are realised in the form of a more sustainable service. A more sustainable service contributes to reduced risk, more efficient business practices and reductions in the use of CO2 emissions and waste.

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Wider Environmental Issues

To ensure all of our operations conform to the requirements of our policy, we:

- Comply with all relevant environmental legislation, regulations and best management practices.
- Follow best environmental practice in regard to our own activities, ensuring that pollution prevention is a major consideration in all operational activities.
- Assess, manage and minimise the environmental impacts of our business operation.
- Raise employee awareness of the environmental issues and the environmental effects of our activities through communication and training.
- Annually review our environmental policy and consider the need for any amendments in the light of changing circumstances.
- Make the environmental policy statement available to our employees, Clients, business colleagues, Clients and the public.
- Commit to continuous improvement of the organisation and environmental management system.
- Plan and establish measurable objectives and targets against which improvements in environmental performance will be monitored.
- Maintain a sustainable purchasing policy demonstrating our commitment to and support of green and responsible business.

Improving Environmental Performance

Our Continuous Improvement process governs all aspects of our service delivery and includes regular measurement of the agreed environmental KPIs and the identification /implementation of improvements. This requires ongoing assessment of technology, training needs, business workflows and modifying behaviour accordingly.