

BRIGHT PURPLE AND THE IMPORTANCE OF SUSTAINABILITY

Our business is committed to continually working towards being better than we were yesterday, when it comes to being considered a sustainable business. We appreciate that it's easy for any company to say that it is a sustainable business, but when it comes to policies, then honesty is always the best policy. We are not perfect, but we continuously evaluating our efforts, our opportunities, and our policies to ensure we strive to be excellent!

As a business we have always been aware of our obligations when it comes to the two key areas of sustainability, environmental and social. However, following COP26 in 2021, our focus and efforts were increased and formulised in this policy, realising that however small our sustainability footprint is, every positive footprint is essential in the bigger picture of securing the health of our planet for the generations to follow.

SOME RECENT POSITIVE IMPACTS

- In 2021 bright purple moved from being a heavy user of paper, to become a paperless organisation. Today almost everything we do is now digital and online, including all invoicing procedures, and we also invested in reusable writing pads for the office, so no more paper! In doing this we have reduced our wastepaper by nearly 100%.
- Following COP26, we engaged in the process of understanding the carbon footprint of each of our employees and to do this we have partnered with Pawprint, our eco companion. Giving our staff the digital tools to understand the carbon footprint they are creating at work and home, allows them to effectively Measure – Understand – Reduce.
- In 2021 bright purple made it policy that as a business we do not sanction anymore internal flights within the UK for business purposes, as we focus on reducing our carbon footprint, encouraging train travel instead



OUR COMMITMENT

As a business our board, leadership and employees have a duty of care to each other, to our customers, our suppliers and to the wider supply chain, to ensure we work hard to meet our sustainability challenges and are engaging with others who take their sustainability responsibilities seriously.

It is our commitment to ensure we are held accountable for our actions and, we will work to help our governments meet their overall sustainability goals especially around climate targets and carbon footprints, by being accountable ourselves. We will actively promote, support and influence sustainability with stakeholders in the sectors we operate and through our influence with industry bodies and memberships we hold.

Actions speak louder than words and to ensure compliance of our commitment, we have a specified representative for sustainability and environmental matters/issues, who is the first point of contact for sustainability/environmental issues and provides guidance / assistance for using company property, equipment, and assets to the maximum efficiency.

Finally, we commit to continued self-assessment to identify areas for improvement and act to improve our own performance as we build towards excellence in sustainability. We will engage our employees, customers, and supply-chain to help us identify areas for improvement.



ENVIRONMENTAL

We will source all our office supplies from local businesses wherever possible, focusing on the purchase of fair-trade and/or eco-certified supplies wherever possible and practical.

Our internal job vacancies are advertised locally to attract local workers.

We have a recycling station in the office, and we encourage our staff to use the separate waste bins for their specific uses.

All our ink cartridges are recycled.

We keep paper usage to an absolute minimum, with our back-office functions and sales, communicating via e-mail whenever possible.

Any paper that is used and not needed, is shredded in line with data protection and then recycled.

Our heating systems are controlled by our office management company and do not run when the office building is closed.

Non-essential computer equipment is turned off overnight.

From March 2020, when Covid engulfed the world, we moved our staff to remote working. Staff now work a hybrid model and only travel to the office maximum 2 days per working week. On those days we encourage all our staff to travel to work by public transport/cycle or on foot, wherever possible.

We utilise collaborative technologies such as video conferencing wherever possible to reduce business travel. Working in the technology arena we are fortunate that our customers, like us, are also aware of their responsibilities to reduce their carbon footprint, by proactively addressing excess travel.

Together as a business we are working to try and make our personal and business carbon footprint as small as possible, by measuring our activities using digital technology.

As a business we are endeavouring to maintain that we have a positive impact on the local environment, through our ongoing efforts.





SOCIAL

We endeavour to source all of our supplies from local businesses, helping to keep the local communities engaged, with work and employment.

We encourage the support of charities and every year we engage with our people in raising money for a worthy cause. In the last years our focus has been on the local social enterprises and charities with a focus on homelessness, including Cyrenians, Social Bite and Crisis at Christmas.

We have engaged in developing local young people, through accredited apprentice programmes. By training and developing our local young people, we ensure that we are adding to the fabric of local society.

Through the actions of our Equality and Diversity Policy, we do not discriminate against anyone who wishes to be a Bright Purple Person.

Bright Purple refers to itself as a family friendly organisation. We encourage flexible working patterns for our working parents and all our staff; we recognise the positive impact that this has on local families and societies. Through trust we are building commitment. Through respect we are building commitment. Through honesty and transparency, we are building commitment.

We understand the critical importance of 'good mental well-being' for all our employees and this is stressed by our CEO, who is a serving board member of Lifelink, the Glasgow based mental health social enterprise. The CEO and other team members are also registered mental health first-aiders

WE COMMIT TO REGULARLY REVIEWING THIS POLICY AS THE BUSINESS EVOLVES, ENSURING IT CONTINUES TO BE IN LINE WITH CURRENT BEST PRACTICE.

WE WILL ENSURE THAT ALL STAFF ARE AWARE OF OUR SUSTAINABILITY POLICY AND EMBRACE ITS PRINCIPLES.

WE WILL CONTINUE TO EVALUATE NEW SUSTAINABILITY INITIATIVES THAT WE BELIEVE CAN HELP US TO LEARN, ADHERE AND ADAPT TO MEET OUR COMPANY GOALS OF BEING A SUSTAINABLE BUSINESS.