



DigitalMarketingMentor

# Environmental & Sustainability Policy

## **Statement**

This policy adopts the definition of sustainable development outlined in The Brundtland Report: “Development which meets the needs of the present without compromising the ability of future generations to meet their own needs” World Commission on Environment and Development (1987)

Digital Marketing Mentor is committed to the continual promotion of sustainability. Concern for the environment and promoting a broader sustainability agenda are important to Digital Marketing Mentor and as such are always held in high regard when undertaking professional activities and the management of the organisation. We aim to follow and to promote good sustainability practice, to reduce the environmental impacts of all our activities and subsequently, help our clients and partners to do the same.

Signed:

Mr David Prescod, Managing Director

## **Scope**

This policy applies to all employees of Digital Marketing Mentor.

## **Digital Marketing Mentor’s Policy**

Our policy is to:

- Understand and balance the environmental, social and economic impacts of the decisions we make;
- Live within environmental limits, ensuring the prudent use of natural resources and the prevention of pollution;
- Take a long term perspective in all that we do;
- Ensure a company-wide approach to sustainable development;
- Continual improvement, through setting objectives and targets and monitoring and review.

We see it as essential that our actions as a training provider help to transform the future lives of our students through brighter employment prospects, play a part in transforming all of our futures through responsible environmental management and support sustainable development within the community.

We recognise that the nature and scale of our activities impact on the environment and that we have a responsibility to manage our activities in a way that reduces negative environmental impacts and increases positive impacts.

In order to meet our environmental responsibilities, and to reduce our carbon footprint, we will engage in the following actions:

- Comply with all relevant legal requirements and other management standards and guidelines
- Optimise energy efficiency to reduce emissions of greenhouse gases
- Optimise water use efficiency
- Be efficient in the use of resources
- Reduce the negative environmental impacts of travel
- Increase reuse and recycling, and reduce waste
- Give appropriate consideration to environmental criteria when purchasing products and services and where possible select contractors and suppliers who can demonstrate environmental management and performance in line with this policy
- Raise awareness of appropriate environmental issues amongst members of Digital Marketing Mentor, and provide relevant training
- Increase general awareness of environmental responsibilities amongst employees, learners and partners through internal communications, education for sustainable development and staff development.

Digital Marketing Mentor takes a holistic approach to equipping learners with the knowledge, skills and attitudes to be effective citizens in this changing world. We:

- Develop the curriculum portfolio, as appropriate, to equip learners to contribute to the low carbon economy
- Ensure that teaching methods are environmentally conscious and encourage the use of on-line rather than paper-based materials
- Encourage learners to organise or contribute to local community events and to undertake volunteering as part of a community commitment to sustainable development
- Support local markets, ethical and fair trade and local initiatives within the community where appropriate
- Increase access to facilities for local community agencies and groups to make the best use of resources
- Encourage use of public transport and car sharing schemes amongst employees, learners and partners