

pixipixel



OPERATIONAL ENVIRONMENTAL & SUSTAINABILITY POLICY

OVERVIEW

This policy sets out Pixipixel's sustainability goals encompassing environmental, social, governance and economic goals.

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ABOUT PIXIPIXEL

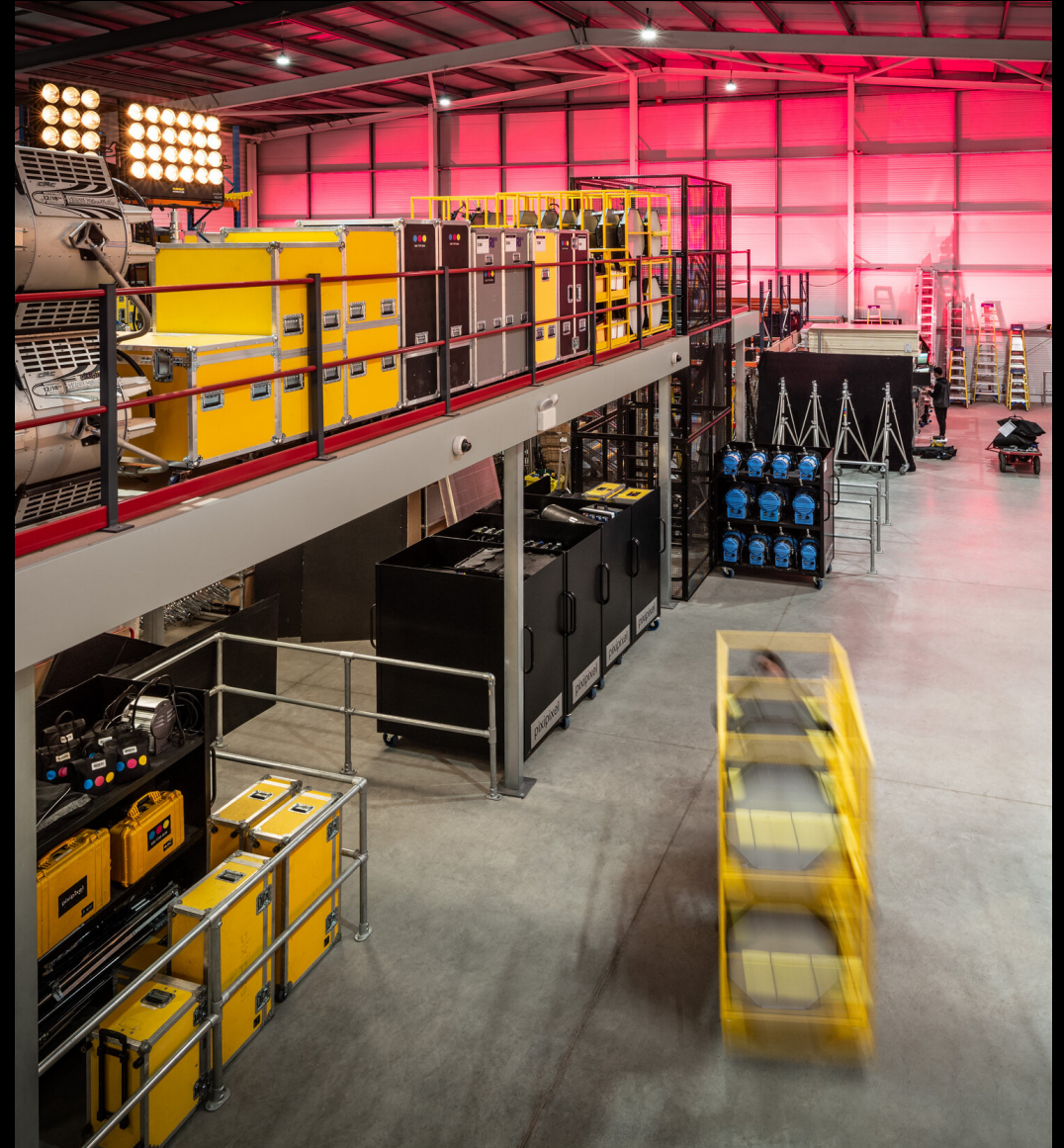
Pixipixel is a London based independent rental house supplying camera, grip and lighting equipment for television, film, commercial and music video productions. With state-of-the-art camera prep facilities and two warehouses in Hoxton and Tottenham, we are committed to offering the latest and most innovative kit, along with a stellar service from our experienced team.

Since 2017, we have made significant changes in the way we manage and operate our business to make a positive difference. While we are proud of the steps we are taking, we know we aren't yet going far enough and continue to work to become an ever more sustainable business.

We are:



Carbon
Neutral
Organisation



OUR COMMITMENT

Pixipixel acknowledges the impact, both positive and negative, that our actions have on the world. All members of the team are committed to our goal to achieve Net Zero by 2030. We acknowledge that how we do our work will need to evolve to fit within planetary boundaries. These are not flexible, but we are.

We have created this policy as an important communication device to all stakeholders about our efforts, and as our list of sustainability targets. We don't intend this policy to be static, instead our team will use it actively as our guide for next actions.

The company has a responsibility to adopt and promote sustainable practices and reduce its environmental impact. Each facility and all staff shall do their best to implement this policy to the best of their capabilities with the resources available at their location and regularly adopt more sustainable solutions as they become available.

The Policy will be continuously reviewed, updated and improved based on suggestions from our staff, stakeholders and informed by leading external organisations and experts.



SCOPE & DEFINITIONS

Scope: This policy sets out our sustainability goals now and in the near future, encompassing environmental, social, governance and economic goals.

This policy applies to all staff and activities within the control of Pixipixel. The Policy includes guidelines and recommendations designed to inform decision making by staff. By encouraging colleagues to consider the environmental impact of every decision, this Policy should help to create an organisational culture that pursues the lowest possible environmental negative impact option needed to deliver on any given objective and outcome.

The principles set out in this policy will inform other organisational policies. As part of our determination to put environmental considerations first, we will be reviewing all other policies and revise as necessary in light of this Policy. Any necessary derogations from this Policy must be justified with an explanation of how and why a derogation is needed and why the alternative decision adopted is still the best solution.

We expect all staff to follow these principles as much as practically possible in delivering their work for Pixipixel including when homeworking; and to encourage other organisations, partners, contractors and suppliers.



Definitions: Our action items are divided between actions that we are already doing or are actively in the process of and will complete in 2022, our short-term goals, defined as goals we plan to actualise in or before 2024, and long-term goals, defined as those we plan to achieve before 2030.

For the purposes of this document and our internal progress, we are currently defining sustainability within our business as *“The ability to maintain and develop a profitable company, without the depletion of natural resources or infringing on human rights.”*

We define our stakeholders widely as our employees, freelancers, clients, shareholders/investors, suppliers, the cities that we trade in, and the planet.

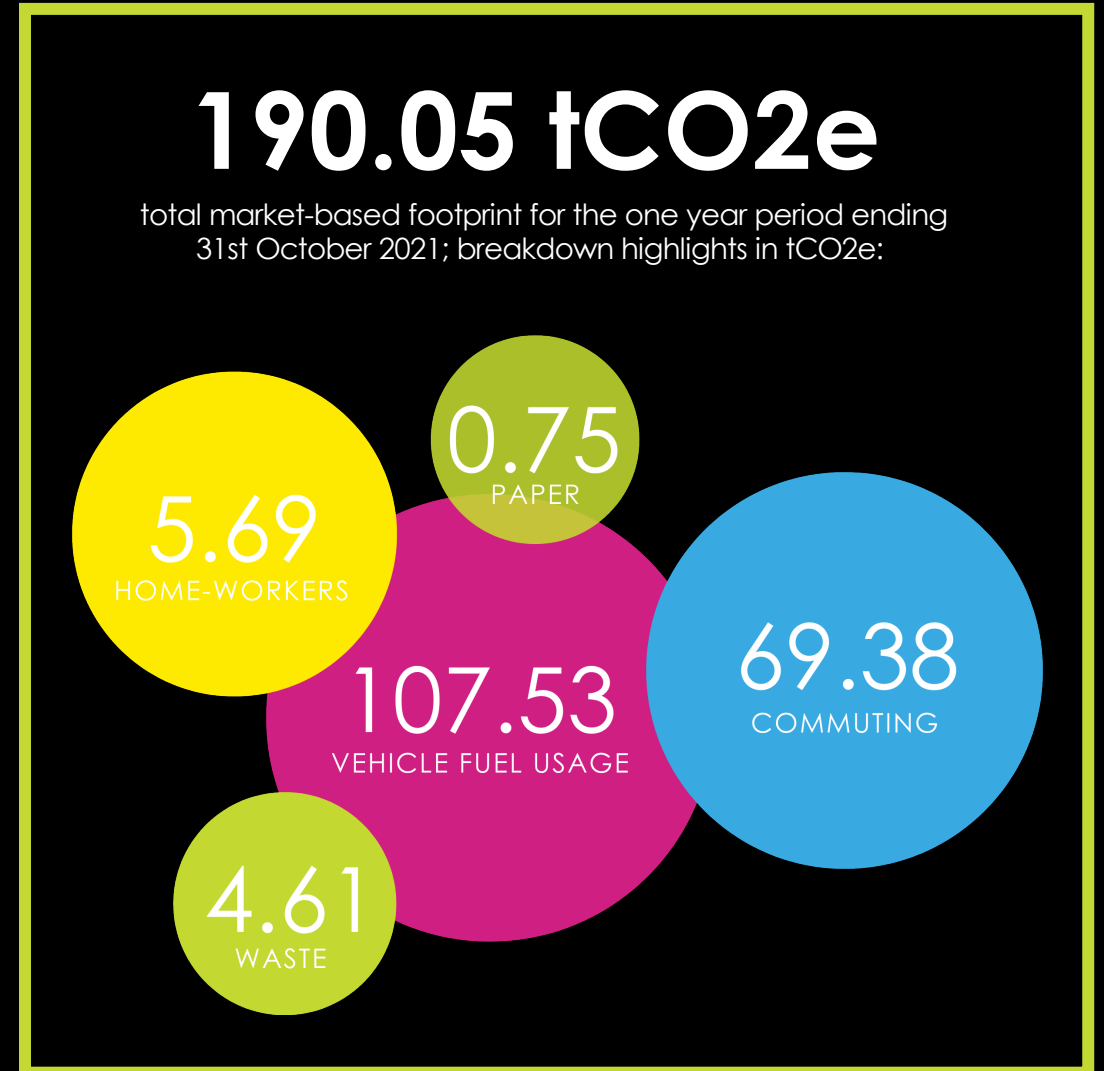
PRIMARY IMPACTS

In our benchmark carbon audit for the financial year ending November 2021, we covered all of our Scope 1 and 2 emissions. Further we covered the following in Scope 3: employee commuting, homeworking, waste, employee-owned car travel, paper, hire cars, water including wastewater, hotel stays, taxi travel, outsourced logistics and rail travel. In total we created 190.05 tCO₂e.

- 56% of our total measured emissions were from transport fuel
- 37% of our total measured emissions were from employee commuting

THE AIMS OF THIS POLICY ARE TO:

- measure and reduce the ecological and carbon footprint of Pixipixel, and
- further understand and commit to our responsibilities for the environmental and societal impact we create, and
- improve those spaces/actions within the industry and company that are creating negative social and environmental impact as quickly as it is operationally and economically feasible, and in line with or ahead of local and government Net Zero commitments, and
- communicate to all our stakeholders what we are doing and increase our share in the industry so that we can roll these commitments out more widely and further benefit our stakeholders and embed sustainable business strategy into everything we do.



KEY ACHIEVEMENTS

We are Carbon Neutral

We are certified as a carbon neutral company which means that we have paid into global projects that will reduce carbon emissions by the same amount as we know we have created in the past year due to our carbon auditing.



Carbon
Neutral
Organisation

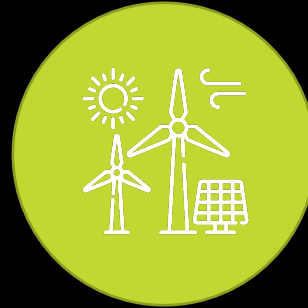
KEY ACHIEVEMENTS

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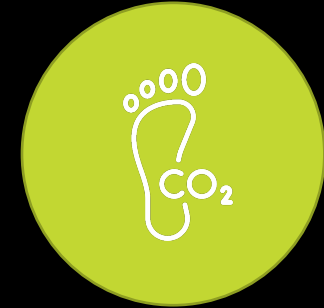
HVO Fuel

All vehicles and generators in Pixipixel's fleet are fuelled with Hydrotreated Vegetable Oil (HVO) to reduce our CO₂ emissions by as much as 90%. This reduction will be measured in our next carbon audit.



100% Renewable Energy

We understand that not all renewable energy companies are the same. Our facilities are powered by Good Energy's community of 1,900 independent renewable energy generators. Good Energy is gold standard accredited by USwitch.



Carbon Measurement

We have measured our Scopes 1 & 2 emissions along with our waste, water, employee commuting and home working, paper, travel and outsourced logistics.

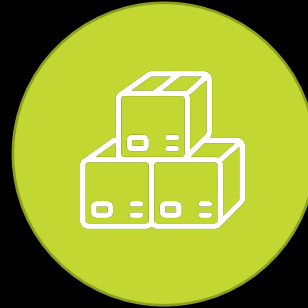
KEY ACHIEVEMENTS

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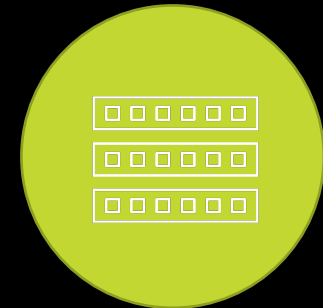
Waste

We are committed to reducing waste. None of our waste goes to landfill and we are trialing more in-depth waste sorting at our Hoxton facility, to ensure that we have maximised our recycling capabilities. All our rental kit will come with rechargeable batteries only.



Sustainable Packaging

We're saying "no-no" to single-use plastic and switched to recyclable tape and paper bags for all cables and filters, biodegradable packaging for our lighting gels, and reusable tubes for all spare lamps.



LED Lighting

We are ahead of the curve in terms of low energy lighting fixtures and we're working on removing all non-essential tungsten from our rental fleet.

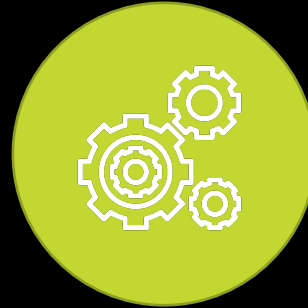
KEY ACHIEVEMENTS

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Ethical Offices

Our amazing team members try to always choose everything carefully from energy-efficient equipment to non-toxic cleaning products and fair-trade products, and we go digital whenever possible.



Industry Action

We are proud to be part of the [Green Pledge](#) movement and listed as an [Albert Sustainable Supplier](#).



Employee-First Sustainability

We have trained all our staff in the basics of the climate crisis and held workshops to listen to employees on their ideas on emission reduction actions with the assistance of [Creative Zero](#).

POLICY & GOALS BY DEPARTMENT

For ease of actioning and understanding responsibility, we have largely divided our policy between the teams responsible for complying with and completing the tasks and responsibilities within.

COMPANY MANAGEMENT & LEADERSHIP

CURRENT ACTIONS:

- All department heads are committed towards achieving all goals contained here and further goals as they become apparent
- We are making sure that all staff understand that lowering our emissions is a business imperative
- Actively keep our sustainability works transparent and open source
- Combat using sustainability for competitive purposes

SHORT TERM GOALS:

- Look to work with suppliers with good eco-credentials and begin to eliminate suppliers who aren't actively reducing emissions
- Invest in research and technology to reach our ultimate low carbon goals. We seek to collaborate with our stakeholders and industry initiatives to get these projects completed
- Work with others to pursue positive policy/legislation change
- Listen to others to understand further what initiatives and conversations are already taking place within the industry and what needs to still be created or amplified

CARBON MEASUREMENT & REDUCTION

CURRENT ACTIONS:

- In our benchmark carbon audit for the financial year ending November 2021, we covered all of our Scope 1 and 2 emissions. Further we covered the following in Scope 3: Employee Commuting, Home-working, Waste, Employee-owned car travel, Paper, Hire Cars, Water incl wastewater, Hotel stays, taxi travel, outsourced logistics and rail travel. In total we created 190.05 tCO₂e. We did this with the support of [Creative Zero](#) and the audit is verified independently by [Carbon Footprint](#). Our data was assessed as Excellent, Very Good, or Good in 12 of the 14 sections measured and Average in the other two
- Set targets to reduce carbon emissions year on year. Current targets are within this policy
- Keep a list of all sustainable successes, big or small, to use for story telling, staff motivation and as a record of our progress

SHORT TERM GOALS:

- Measure all Scope 3 emissions and communicate with and support stakeholders within this scope to reduce these emissions
- Increase the sophistication of our carbon auditing and reduction projects on an annual basis
- Commit to apportioning our emissions accurately to client's projects to help them accurately measure their project-based emissions

LONG TERM GOALS:

- Achieve Net Zero by 2030 in line with the [Science Based Targets initiative \(SBTi\)](#).

BUSINESS TRAVEL

CURRENT ACTIONS:

- Our staff ensure they log business travel accurately and it will be fully accounted for within our carbon auditing annually.
- Travel by train or road anywhere that will take 6 hours or less.
- Flights are being avoided where possible. Other travel methods, such as rail, are chosen as a priority. If flights are necessary, the worth of the journey needs to be maximised within project planning. For instance, staying longer, sending less staff, combining trips with other business opportunities in the destination.
- Reduce our need to fly by expanding our trusted workforce and supplier base in key locations through training and relationship-building.

SHORT TERM GOALS:

- Opt for taxis that are electric or hybrid and on company accounts only to increase company accountability wherever possible.
- Encourage employees to try bike and e-scooter rentals in situations they would normally take a taxi or a company vehicle

FINANCE DEPARTMENT

CURRENT ACTIONS:

- We are investigating our Pension Fund and will make all possible steps to divest these funds from fossil fuels and arms.
- Recognise that where we invest and hold our money has a dramatic impact on people and the planet.
- We will request environmental and social impact statements and a net zero plan from our bank/s and advocate for divesting from fossil fuels, deforestation, arms and tobacco.
- Only accept digital invoices and therefore don't need additional storage space as we do not keep physical copies of documents.

CARBON REMOVALS, BIODIVERSITY & ENVIRONMENTAL INVESTING

CURRENT ACTIONS:

- Offset all measured operational emissions (Currently Scopes 1 & 2, and partial Scope 3)

SHORT TERM GOALS:

- Work in partnership with industry collaborators, governments, legislators and NGOs to accelerate the future pace and direction of sustainability in our industry.
- Assess our industry and value-chain impact to identify suitable community carbon reduction/removal programmes to collaborate with.

LONG TERM GOALS:

- Investigate the best way to invest in carbon reduction within the industry. This may mean replacing our offsetting with non-offset accredited programmes we believe will create more positive impact.

FACILITY MANAGEMENT: ENERGY

CURRENT ACTIONS:

- No gas used to heat or power our facilities
- Only replace office lighting with LED bulbs
- Turn off all electronic devices (that can be turned off) daily
- Turn off the lights when not needed
- Purchase 100% renewable electricity from Good Energy

SHORT TERM GOALS:

- We will only have 100% renewable electricity in new facilities in all locations where renewable electricity is on offer
- We will look into furthering the energy efficiency of our current and future facilities. This may mean installing additional insulation, timers, motion-activated lighting, low energy lighting and white goods, etc
- Installing photocell timers for exterior lights and photocells/motion-detectors to control light levels in warehouses, loos and kitchens



FACILITY MANAGEMENT: WATER

CURRENT ACTIONS:

- We measure our water usage in all offices
- We fix any leaks as soon as they happen
- We have coffee and tea machines that minimise water usage

FACILITY MANAGEMENT: WASTE

CURRENT ACTIONS:

At our camera facility:

- We performed a waste audit at our Hoxton site and have made changes based on it to reduce our waste. We will take our learnings from this site and use them to progress our waste reduction strategy at our Tottenham location
- Recycle 100% of our recyclable waste
- Compost 100% of food waste
- Recycle 100% of our batteries
- Ensure Waste Electrical and Electronic Equipment (WEEE) is disposed of through industrial recycling when donating or repurposing isn't an option (as above). We currently make use of [WEEERCharity](#)
- We have created a policy for cleaning supplies, reducing toxicity

All sites:

- All technology waste will be donated to schools and charities where they are permitted to accept them. If this isn't possible, we will use resources like eBay and Freecycle to ensure that tech is reused. If this isn't possible it will be responsibly recycled by a reputable supplier and we will start with the supplier, we purchased the equipment from
- Our office's waste bins are clearly marked to avoid any confusion as to what goes in them
- No waste goes to landfill
- We actively attempt to pass on, upcycle, regift, reuse, donate, and otherwise extend the life of anything possible, rather than making it waste
- Heavily reducing our paper and printing use, but where necessary our paper is only 100% recycled and recyclable and our printer cartridges are all recycled
- Installed a cigarette bin at our Tottenham facility reducing plastic litter because of smoking

FACILITY MANAGEMENT: WASTE

(CONTINUED)

SHORT TERM GOALS:

- A large part of our non-recyclable waste is lens-cleaning tissues and we will be looking for and experimenting with more eco-friendly tissues
- Create a waste plan for the UK with a “No incineration” goal
- Recognise that much of our waste comes from our supplier's deliveries. We will communicate to our suppliers, asking them to reduce the packaging they use. We will let them know that we are flexible to trying new delivery methodologies to help them reduce waste

LONG TERM GOALS:

- Eliminate suppliers from our supply list who deliver in non-recyclable packaging and who aren't using available circular or compostable methods for packaging

HUMAN RESOURCES: COMMUTING

CURRENT ACTIONS:

- Employee commuting emissions are approximately 37% of our measured emissions. This will be one of our main impacts, and a key focus area
- New facilities will be near good public transport infrastructure in cities where public transport exists
- Offer an Electric Vehicle Leasing Scheme for staff where applicable
- Offer a Cycle to Work Scheme with [Paul Cycles](#)

SHORT TERM GOALS:

- Offer seasonal tickets for public transport via salary sacrifice
- Employ hiring processes that look for staff that can commute to our facilities via public transport, cycling or other low emission travel
- Look at increasing work from home possibilities for those roles that allow it

HUMAN RESOURCES: GENERAL ACTIONS

CURRENT ACTIONS:

- Ran a workshop with our employees to establish our stakeholders and influences
- Began our sustainability journey by educating all our staff on the basics of climate crisis
- Invited all staff to participate in creating Phase I of our employee-led emission reduction programme
- Ensure that all staff read and understand the importance and urgency of all our environmental and social policies including this one
- Commit to a living wage as the minimum salary for all staff post-probation wherever a living wage is published/acknowledged. For London we commit to following the [Living Wage Foundation](#) pay recommendations
- All human resources paperwork is completed digitally
- Carbon emission reduction will be part of all newly advertised job descriptions
- Ensure that we follow all employee health and safety legislation in the workplace
- Ensure fair treatment of all employees
- Value our workforce and colleagues through fair and open recruitment, selection, and current employee feedback
- Collaborate with relevant industry sector programmes to enhance social value
- We support our employees with participating in activist projects which align with this policy

HUMAN RESOURCES: GENERAL ACTIONS

(CONTINUED)

SHORT TERM GOALS:

- All employment contracts to list active carbon emission reduction as a job requirement/task/responsibility
- Ensure that staff job assessments take environmental and social impact, including carbon reduction success, into consideration
- Audit all human resources documents and policies annually to ensure that we are offering best practice
- Audit employee benefits packages to look for practical improvements
- Appoint a social and environmental champion to ensure we are creating positive impact in these areas across all departments and to ensure that employees' ideas are heard and practically acted upon
- Audit the company against the United Nations' Sustainable Development Goals (Global Goals) to look for ways to further support the goals both internally and more widely within our stakeholders
- Involve interested community/industry stakeholders in communication and consultation
- Ensure fair treatment for employees within our supply and value chains. This includes prioritising working with suppliers who pay living wages
- Investigate a charity we could invest our time into as a team
- Investigate an employer-based smoking cessation programme to improve employee health and reduce waste

LONG TERM GOALS:

- Encourage employees to volunteer and contribute to meaningful social causes and implement employee volunteering days
- Consider the adoption of externally verified standards (e.g. ISO, BS, Ecovadis, BCorp)

ACCOUNT HANDLING, SALES & CLIENT-SIDE OPERATIONS

CURRENT ACTIONS:

- Make sure suppliers are reliable. Being forced into last minute decisions, particularly about transport can mean those decisions are unsustainable
- Organise sub-hires based on least transport, and use only sustainable suppliers
- Do not package consumables unless mandatory
- Insist that clients only refill generators with HVO

SHORT TERM GOALS:

- We will only use rechargeable batteries which will be recharged with 100% renewable electricity
- Stop selling poly-board
- Create training days on low energy/carbon equipment ensuring that clients understand how new low energy equipment is used and what's available
- Eliminate paper and plastic from job flow
- Review our pricing structures to eliminate cost as a reason to choose the less-sustainable option

ACCOUNT HANDLING, SALES & CLIENT-SIDE OPERATIONS (CONTINUED)

LONG TERM GOALS:

- Remove all fossil fuelled equipment
- Stop hiring Tungsten or add an environmental tax to its hiring where a lower-energy consumptive option is available
- Include offsetting in pricing

IT & DIGITAL

CURRENT ACTIONS:

- Our administrative IT is based around the Microsoft 365 platform, which is [carbon neutral](#)
- Energy efficiency and equipment lifecycle is a key consideration when procuring new equipment and associated services
- Recommended to all staff to change search engines to [Ecosia](#) as the default search engine and attempt to track how many trees are planted because of our team's use of it. Google and others can be used as a secondary option
- Staff are regularly asked to go through their inboxes and unsubscribe from items that aren't proving relevant or helpful
- Educate staff on making a conscious effort to reduce "Reply All"
- Suggest that staff do not have their screens set to excessive brightness
- We have conducted a clear out of all unnecessary equipment in the comms room to ensure only equipment that is required is running

SHORT TERM GOALS:

- Audit our website's energy efficiency, moving it to green hosts and ensure it's running at optimum efficiency

MARKETING & COMMUNICATIONS

CURRENT ACTIONS:

- Communicate about our struggles and successes within sustainability
- Combat using sustainability for competitive purposes
- Understand further what initiatives and conversations are already taking place within the industry and what needs to still be created or amplified
- Evaluate all points of stakeholder communication and inject sustainability messaging, from email signatures to socials to invoices
- Create a list of external stakeholders such as clients and suppliers who are making great sustainability progress and amplify their positive actions
- Provide all staff with an elevator pitch to empower the internal team to speak clearly and confidently about our CO2e policies
- Ensure branded t-shirts and sweatshirts are 100% organic cotton and recycle t-shirts and sweatshirts at the end of life. We will make the most sustainable choices with other clothing needs

SHORT TERM GOALS:

- Investigate working with others to pursue positive policy/legislation change

LONG TERM GOALS:

- Investigate creating industry events that are collaborative, helping all our stakeholders move towards zero emissions

This Policy applies to all our internal operations and the colleagues who work in them.

This Sustainability Policy is endorsed by all our employees and company ownership.

It is available to all interested parties via our website.

We will audit ourselves annually against this policy and edit it to match our current position. Please see “last reviewed” date below.

pixipixel
