

### Cyan Group: Marketing Communications Agency

Cyan Group is a privately owned, independent Marketing Communications Agency based in Twickenham. The company recognises that business has adverse effects on the environment and has created a series of environmental policies and measures to reduce their impact as much as possible. They also encourage clients and suppliers to do the same. In a competitive market place it has been beneficial for the company's ability to tender new business by achieving recognised green credentials. Cyan Group is one of only four companies to have attained the Go Green Richmond upon Thames Exceptional award. They are also accredited under the Environmental Management System ISO 14001.

Cyan Group have taken practical steps to reduce their impact on landfill sites by using a private recycling company who collects all the paper and card waste. In addition to this they are recycling printer toners, cartridges and discs. Further to their green commitment a systematic reduction of their carbon footprint is in place, concluding with the purchase of Gold Standard carbon credits.

Director Graeme Smith has this to say:

*'Thanks to the recommendations and training supported by Go Green Richmond, we have successfully implemented an Environmental Management System that we are all very proud of. This EMS involves greater office and outsourcing efficiencies and has directly led to our ISO 14001 accreditation.'*

Cyan Group have achieved a lot in a short space of time and should be an inspiration to other businesses. Examples of the measures they have taken are as follows:

**Energy:** Many practical yet simple steps have been taken in order to minimise their energy usage, examples are, turning off heating and cooling one hour before staff leave, setting the thermostat for air conditioning at 24°C thus reducing the chance of over cooling. With regards to lights, lamps have been cleaned to maximise brightness and some removed where they are positioned near windows.

**Waste:** A designated recycling corner has been set up with four clearly labelled bins. Instruction notes are displayed ensuring correct usage. Waste is collected fortnightly from an accredited recycling company, collecting paper, card, plastics, cans, tins, batteries and data storage discs.

**Water** is dispensed through a cooler, ensuring instantly available cold water and eliminating the need for deliveries of bottled water.

**Purchasing:** Cyan Group Ltd requests suppliers to provide details of their environmental performance and intend to increase this to more formal standards such as including ISO14001. Local suppliers are used where appropriate.

**Travel:** Staff have been encouraged to car share where possible on the journey to work and sign up to the tax free initiative for the purchase of a bicycle.