



**Alexander Advertising International Ltd**

## environmental policy

Alexander Advertising acknowledges that all businesses, no matter how small, have an impact on the environment at a local, national and/or global level. Alexander Advertising therefore seeks solutions to environmental problems by adopting sound principles of sustainable development.

Alexander Advertising is therefore committed to:

- ❑ promoting the protection of the environment and minimising the impact of all of its activities upon each of the local, regional and global environments;
- ❑ integrating environmental management policies and practices into every level of Alexander Advertising
- ❑ providing safe, healthy working conditions

In order to achieve the above, Alexander Advertising aims to:

- ❑ reduce the use of fossil fuels through improvements to energy efficiency and substitution with renewable energy sources;
- ❑ avoid the unnecessary use of hazardous materials and processes in the graphics industry, and take all reasonable steps to prevent damage to either public or ecological health where such materials are in essential use;
- ❑ minimise waste by reduced consumption and develop effective waste management and recycling procedures;
- ❑ increase awareness of environmental responsibilities within Alexander Advertising and its client base;
- ❑ continually monitor its environmental policies and practices.