

# 10 ideal things to do in 2010

**Ideal, the values-led consultancy specialising in writing, branding and CSR, has joined the 10:10 campaign. We're committed to reducing our carbon footprint by 10%.**

a  Business

10:10 simply asks businesses to reduce consumption of electricity, gas, vehicle fuel and flights. We hope that being part of a national, accountable campaign will make the difference we need at **ideal**.

OK, we're aiming to do more than 10:10 requires. But at **ideal**, we've always done a bit more. As well as environmental targets, the '10' theme has inspired our 2010 CSR activity and targets...

1. <b>10%</b> reduction in electricity consumption	3. <b>10%</b> reduction in vehicle fuel	5. <b>10%</b> reduction in paper use	7. <b>10%</b> increase in community contributions	9. <b>£10</b> per month each to GAYE + admin fees
2. <b>10%</b> reduction in gas consumption	4. <b>10%</b> reduction in air travel	6. <b>10%</b> reduction in inkjet use + 100% recycling	8. <b>10</b> blogs minimum on CSR	10. <b>£10</b> donation for first 10 sign ups to 10:10

## Ten for ten

### Please join 10:10

If you need a bit of motivation to reduce your carbon footprint, how about this? We'll donate £10 for each of the first ten **ideal** clients or suppliers (individuals or organisations) who join 10:10 in 2010.

Visit: [www.1010UK.org](http://www.1010UK.org), register and then let us know.

### Ideal

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# a less than ideal performance

csr  
review  
2008-09

On the face of it, ideal's headline CSR figures from September 2008 – August 2009 look OK. Especially when you consider we were in the deepest recession for decades. But for us, they're less than ideal. But what do you think?

+5%

increase in our  
££ turnover

3.67%

of turnover to  
good causes

-28%

reduction in  
business miles

+2.6%

increase in  
energy KWh

## Financial

All we aimed for in our last report was to 'survive the economic downturn'. We expected a reduction in turnover, to be honest. So we tightened belts and managed to reduce operating costs by 2%. Despite increased turnover, we paid ourselves less (we're not bankers!) We therefore increased profits and retained earnings nicely.

Yes, we lost a few clients, especially from the charitable sector, who had to do more in-house. But we also gained some new clients and agencies and enjoyed collaborating with others we hadn't worked with for a while.

Mark found a new forte: working with agencies to crack briefs and provide creative strategic input for pitches, products and campaigns. Debbie ramped up her writing and editing output, with stacks in her favourite fields of education and environment.

## Community

In total, we donated 3.67% of our annual turnover to good causes. This was down massively from the 13% of 07/08, but we had said that was unsustainable.

Our cause related marketing initiative was as popular as ever, with 1% of May fee income going to UNICEF. Income for that month was up 13% compared to 07/08. This year we bought chairs for schools in Rwanda.

We continued to support charities with a discount on our fees for writing and consultancy. And we did a bit of volunteering, but nowhere near as much as in previous years.

And although **ideal** paid the admin fees for our GAYE (give as you earn) contributions, we missed out on our Gold Award target. We thought they updated it automatically. They don't, you have to apply. Lesson learned!

## Environment

Apart from reducing the number of inkjets used this year, and paper use remaining static, there's not a lot to shout about environmentally.

Yes, we reduced our overall business miles by 28%, but we used the car more and the train less than the year before. Not ideal.

Our overall energy use went up 2.6%. We know it was the coldest winter in 30 years, but is that really any excuse for increasing our consumption of gas and electricity? 10:10 might accept an increase relative to turnover, but we had promised a reduction.

For more information about our clients, community and environmental policies, visit: [www.idealconsulting.co.uk](http://www.idealconsulting.co.uk)



# 5 years of idealism

Ideal has been producing CSR reviews for the past five years. As we enter a new decade, we thought it would be good to reflect on the positive things we've achieved to date.

## -25%

**Our average annual energy consumption is a quarter lower than it was in 2004/05**

Thanks to an energy efficient boiler, energy efficient lights and appliances and a simple 'switch off' strategy. We also switched to a green electricity tariff in 2007.

## 60%

**On average, 60% of our business miles since September 2005 have been by train**

We've been offsetting CO<sub>2</sub> emissions for our car miles and flights since 2004. We started offsetting for train journeys in 2005.

## 6.9%

**Our average annual community contributions are 6.9% of annual turnover**

We contribute through gifts in kind (ie discounted and pro bono work), volunteering in schools (and the odd charity), cause related marketing and charitable donations.

## 1%

**Each year we donate 1% of fee income in a given month to overseas aid**

Our annual cause related marketing initiative is always good fun. And it's funded a few sheep. Vaccines and food. Writing kits for kids and chairs for schools.

## Follow ideal during 2010

Our priority in 2010 is to cut our carbon footprint by 10%, based on 10:10's four simple measures: electricity, gas, car and air travel.

We know the 10:10 campaign doesn't count green electricity and offsetting, but we'll still continue with them. And it doesn't require you to contribute to charity, but we want to.

**Ideal's** 2010 accounting year runs from September 09 to August 10. We'll keep you up-to-date with progress and news online. Please check out the links on the right.

All the best



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[www.idealword.blogspot.com](http://www.idealword.blogspot.com)

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