

## Reduce

'Reduction' is the one word that best sums up Ideal's CSR performance in our financial year 2009-10.<sup>i</sup> Environmentally, we were chuffed to bits to **reduce our overall carbon emissions by 15%** - based on **10:10's** business calculator.

### Hybrid highlight

Without a doubt, switching to a hybrid car was the key. We reduced our business miles by just over 10% yet managed to knock a whopping **48% off our annual travel-related CO<sub>2</sub> emissions**.

And at just £10 a year in car tax and averaging 60 mpg, our Honda Insight saves a lot of money too. We thoroughly recommend a hybrid!



Your action year data represents a 15% reduction.

**15%**

CO<sub>2</sub> reduction overall

**48%**

less CO<sub>2</sub> from driving

**29%**

less office paper

**1/2**

our 10 targets fully achieved

### Energy saving

For the first time in two years, we managed to reduce our energy usage. Not by the 10% we aimed for, but not bad with a **6% cut in electricity and 1% drop in gas**.

### Imprint on printing

We put it in print last year that we would shrink our paper and ink needs by 10%. Admittedly we lost some data, but based on the figures we have, we honestly believe we used around **a third less paper (-29%) and ink (-33%)**. And, as promised, we recycled all spent cartridges with the Woodland Trust.

## CARBON POSITIVE

Our flying miles stayed the same while our train travel increased by 32%. Our total **carbon offset for business travel and energy was down by 9%** in 2010.

This time we offset with **UNICEF's Carbon Positive** - an initiative we helped to name! The positive news about offsetting with UNICEF is that the money goes to climate change projects in poor countries most affected by rich countries' carbon emissions.

### Less £££

While an environmental reduction is good news, a reduction in turnover is hardly anything to sing and dance about, is it? But we're not ones to dress up figures.

The **public sector cuts hit us hard** but we worked even harder to bring in new business. We ended the year relieved at being just **5% down** on the previous period.



### New clients

From global brands to charitable organisations with a global mission, we enjoyed working on a wide range of new **writing and branding projects** with a diverse set of new clients. Thanks to everyone for the recommendations and introductions.

### Community contributions

We were proud to regain our **Payroll Giving Gold Award** and Debs' 10 **CSR blogs** included GAYE and different ways of donating to charity.



Our total contributions were equivalent to just **over 3% of annual turnover** – a slight reduction on the previous year, but not bad going given the recession.

## Balls to CO<sub>2</sub>

Was our offer to donate **£10 to 10:10** for 10 people who signed up to reducing their CO<sub>2</sub> by 10% a bit too heavy? We guess so: only a couple of people took us up on the challenge, but thanks to those of you who did.

Much more popular was our **cause related marketing** month around last year's World Cup. Loads of people voted for us to provide **footballs for UNICEF** projects. A resounding hat trick!

## 2011 targets

We're already half way through our current financial year (sorry about the delay in publishing this CSR review), but better late than never to make public our CSR commitments for this year:

- 🕒 **Package and launch new services**
- 🕒 **Replace lost public sector work**
- 🕒 **Improve our office environment**
- 🕒 **Join The Prince's Mayday Network**
- 🕒 **Continue reducing, reusing, recycling and offsetting**
- 🕒 **Contribute in various ways to charity**
- 🕒 **Repeat our annual cause related marketing initiative**

## Get in touch

If you'd like to know more about our approach to CSR, visit: [www.idealCSR.co.uk](http://www.idealCSR.co.uk) or email: [debbie@idealconsulting.co.uk](mailto:debbie@idealconsulting.co.uk) or call us on **01789 269768**.

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## About Ideal

Ideal is a values-led consultancy specialising in:

- 🕒 writing and editing
- 🕒 brand language and brand communications
- 🕒 CSR strategy and communications.

Ideal is owned and run by **Debbie & Mark Griffiths**, wordsmiths and consultants with decades of experience in helping organisations to put their brand values into words and action.



[www.idealconsulting.co.uk](http://www.idealconsulting.co.uk)

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