

welcome to our new responsibility report



hello

Ideal Word is a **values-led agency** specialising in writing, brand language consultancy and CSR communications.

We are Mark and Debbie Griffiths and we believe in practising what we preach to clients, so we're delighted to present you with our new responsibility report for our financial year ended August 06.

what's in a name?

Last year we called it our 'CSR report'. But things have moved on. And besides, this year we're using the **sustainability model**. It suits us more to talk about our economic, social and environmental impacts

what really matters

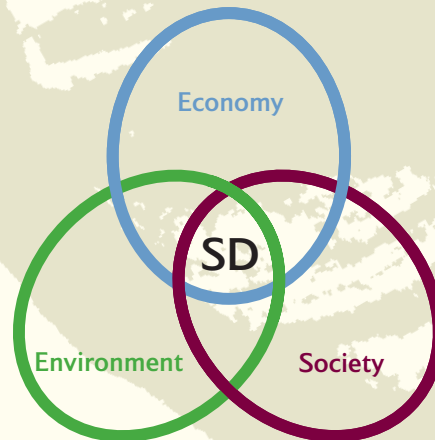
Size doesn't matter, values do. We're still small (in size, but big on ideas) and we still live up to our values of **honesty, trust, friendship and idealism**. If you like the sound of these and want to know more, check out www.idealword.co.uk.

get in touch

If you like what you read on the following pages, please email: debbie@idealword.co.uk or call 01789 269768 to have a chat to either Debbie or Mark Griffiths.

PS: Thanks to everyone who gave feedback on last spring's CSR report and the launch of our new website. We bought a couple of sheep from World Vision to help families in Ethiopia earn a living from the milk and wool.

This year's **cause-related theme** is to provide writing materials for kids in Cambodia. A little more logical for wordsmiths, don't you agree?



economic impact

Promises made in last year's CSR report:

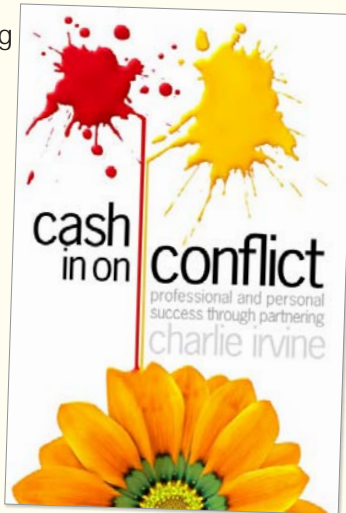
- To keep up good friendships with clients
- To make new friends in business
- To give our 'employees' more time out and time off

big achievements

The high point of the continued relationship with **Yell** was winning the CIPR Excellence Award for the Yellow Woods Challenge – the environmental CR campaign for schools, run in partnership with the Woodland Trust and local authorities.



And thanks to the writing partnership developed with Mark, **Questions of Difference** founder, Charlie Irvine, published his first book "Cash in on Conflict – professional and personal success through partnering".



adding value to agencies

Ideal Word went international during 05/06. Well, we went as far as Dublin and did our first invoicing in Euros, but it meant a great deal to us! And to **Newworld Associates** who brought us in on a bold rebrand for their twentieth anniversary. And we were chuffed to be acknowledged in their Merit award for corporate identity in *HOW* design magazine.

Loines Fumival, based in Chester, got back in touch on the back of our last CSR report. Ideal Word provided the words to go on their website and to complement their design of reports and brochures for **United Utilities** and **The Mersey Partnership**.

We built up our relationship with **The Roundhouse Design Consultants** in Newcastle and worked with them on a number of different client accounts, the biggest being the brand review, annual report and new prospectus for **Cranfield University**.

It was good to work once more with **Ellipsis** in London, wordsmithing their creative communications for drinks giant **Diageo**. And to help out **HarknessKennett** on speechwriting for an international conference.



phew!

We finished off jobs with **easyJet** and **WRAP** and did a bit of work for **Shopping.com**. We also did some work locally and some charity jobs (see community).

It all sounds a lot, but we actually succeeded in taking more time off during the 05/06 financial year. Mark managed to be exceedingly quiet during the World Cup (!) and we paid ourselves more and took more holidays. We had the most fabulous fortnight in India – even getting paid for a published poem about our ayurvedic massage experiences!

next year's aims

- To create a good balance of local, regional, national and international clients
- To create a positive work-life balance.

environmental impact

Promises made in last year's CSR report:

- Make our train journeys carbon neutral
- Monitor and compare energy usage with 04/05
- Recycle waste office paper and shred
- Get a greener printer

The environment is important to us for our work – we get to write about it a lot. It's also important to us as a values-led business.

CO2 neutral business travel

Carbon offsetting has taken off since our last report and we were grateful to be introduced to **Climate Care**. They invest in energy efficiency projects, many of them in India, which really inspires us. In total, we've offset 1.15 tonnes with them for:

- 4,624 train miles
- 3,257 car miles (56% reduction on 04/05)
- air miles travelled to Dublin.

energy efficiency

Tracking our energy usage was quite an eye-opener. By changing boilers, switching suppliers and being more energy aware, we managed to **reduce** our **energy consumption by 31%** and our bills by 34%.

paper and ink trail

We only buy 100% recycled printing and copying paper and read as much on screen as possible. We **cut** our **paper purchasing by half** last year. Not bad, eh?

We've also got new compost bins and all our confidential shred goes in there.

Now for the bad news ... we haven't found a local company to recycle our top-quality white office paper. So we're reusing it until we find, or get recommended, a recycling outlet for small businesses.

And at last, we gave the old Epsom printer away to charity and bought a new HP 3-in-1 – it's more efficient and we can **recycle the ink cartridges**.

mobile phones

We both got new mobiles in 2005/06 with the old ones going to family for **reuse** and charity for **recycling**.

water

We installed **water-saving 'hippos'** in our loos to help save gallons of water a day.

next year's aims

- Continue to reduce, reuse and recycle resources
- Switch to green electricity
- Offset gas energy emissions as well as travel.

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