



Environmental Sustainability Statement for the Division of Communications and Marketing

The Division of Communications and Marketing is committed to supporting the Manchester 2020 Goal Three for Social Responsibility and minimising the impact of its activities on the environment.

We are committed to reducing our environmental impact and continually improving our environmental performance as an integral part of our business strategy and operating methods, with regular review points, as laid out in our operational priority:

- To develop more creative and powerful content for the University website and social media platforms, including better use of film and imagery, so that online rather than print becomes the principal means of communicating with our range of audiences and stakeholders.

Our promise

We aim to:

- Continually improve and monitor environmental performance
- Continually improve and reduce environmental impacts
- Incorporate environmental factors into business decisions
- Raise awareness of environmental issues and enlist our colleagues support in improving the Division's performance

Paper

- We will minimise the use of paper in the office.
- We will reduce packaging as much as possible.
- We will seek to buy recycled and recyclable paper products.
- We will reuse and recycle all paper where possible.

Energy and Water

- We will seek to reduce the amount of energy used as much as possible.
- Lights and electrical equipment will be switched off when not in use.
- Heating will be adjusted with energy consumption in mind.
- The energy consumption and efficiency of new products will be taken into account when purchasing.

Office Supplies

- We will evaluate if renting/sharing is an option before purchasing equipment.
- We will evaluate the environmental impact of any new products we intend to purchase.
- We will favour more environmentally friendly and efficient products wherever possible.
- We will reuse and recycle everything we are able to.



Travel

- We will reduce the need to travel, restricting to necessity trips only.
- We will promote the use of travel alternatives such as email or video/phone conferencing.
- We will make additional efforts to accommodate the needs of those using public transport or bicycles.
- We will favour 'green' vehicles and maintain them rigorously to ensure ongoing efficiency.

Monitoring and improvement

- We will continually improve and monitor environmental performance.
- We will continually improve and reduce environmental impacts.
- We will incorporate environmental factors into business decisions.
- We will increase employee awareness through communication.
- We will review this policy and any related business issues at our management meetings.

Culture

- We will involve staff in the implementation of this policy, for greater commitment and improved performance.
- We will update this policy at least once annually in consultation with staff.
- We will work with suppliers, contractors, and sub-contractors to improve their environmental performance.