

ECOBRAND COMMUNICATIONS LTD

ORGANISATION SIZE / Small Business (up to 50 employees)

Richard Collins

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High Wycombe
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BRIEF SYNOPSIS OF YOUR CSR APPLICATION

Good CSR policies drive corporate change. With well-defined objectives and measurable targets, our CSR policy provides the foundation for steps towards running a more sustainable and ethical business. The process of achieving our CSR policy begins with an assessment of every aspect of our business and its operations. Our Four Pillars of CSR: Environmental CSR: focuses on eco-issues such as climate change, energy saving, recycling and travel. Community based CSR: We endeavor to work with other organisations to improve the quality of life of the people in the local community HR CSR: projects that improve the well being of our staff Philanthropic CSR: Support charities through volunteering, donation or sponsorship For EcoBrand, the overall aim is to achieve a positive impact on society as a whole while maximising the creation of shared value for our business, our employees and our customers. Where possible we make every effort to record and report our CSR successes, this way we can help the various organisations and causes we support benefit from our marketing visibility.

OVERALL SUMMARY

Environmental CSR:

Use of renewable energy to reduce bills and our carbon footprint. The introduction of an electric car which has meant a 100% reduction in petrol on business journeys. Recycling of all of our paper waste (Using the Clarks of Amersham shredding scheme). Working with WeForest with a tree planting scheme and supporting the Green Organisation at every level with their membership and various awards.

Energy:

Throughout the year we are able to save energy through the use of solar panels and benefiting from the Feed In Tariff. This significantly reduces our overall energy bill to just £40.00 month.

Transport:

By introducing an electric car 3 months ago we have seen a 100% reduction in the use of petrol and have benefited from not having to pay car tax. Combined with strategically placed work from home days we have made a real difference in reducing our carbon foot

print and according to the Eco Tree app that monitors carbon saving while driving an EV we have saved the equivalent carbon to 70 trees. Due to the installation of solar panels the cost of charging the car is 1p per mile. There has to date been around 450 business miles costing £4.50 instead of £75.00.

Community based CSR:

We work with schools to offer advice for students on careers in the creative industries. We financially support a school anti drug and alcohol scheme. We judge in a national secondary school debating competition and put on art and music events at the local arts center to support the local creative community. I am also the VP for the Bucks Council of the Thames Valley Chamber of Commerce supporting local businesses.

Judging for Debating Matters

Debating matters because ideas matter. This is the premise of the Academy of Ideas Debating Matters Competition for sixth form students, which emphasises substance,

not just style, and the importance of taking ideas seriously.

Debating Matters Judging in Buckinghamshire St.Marys School, Gerrards Cross - and The Swaminarayan School, Harrow

Art Exhibition Opening and talk at Loudwater Combined School.

This was a wonderful opportunity to look at the work of students from the age of 4 upwards and discuss with them the wonderful world of creativity. The work on display was outstanding.

The organisation and implementation of two Art and Music evenings held at the Arts4Every1 Centre in High Wycombe.

The first in June and the again in December. These promoted up to 10 local artists and featured 3 live acts. It was free to exhibit and run by entirely by volunteers. The idea being to support the local arts.

We are currently working with the arts centre on their new website.

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As VP of the Bucks Council Thames Valley Chamber of Commerce, I have helped support local business throughout the year. I have recently organised a series of question time session to run at various venues throughout High Wycombe over the next six months. These are designed to feature topics important to local businesses. Each session will have a panel of relevant experts and will be recorded by Wycombe Sound for broadcast.

Workplace CSR:

We run a number of CSR seminars to encourage businesses and their staff to develop lasting CSR policies. 60% of employees who are proud of their company's social responsibility are engaged at their jobs. We also co-run the International CSR Awards.

Throughout the year we have run a number of CSR seminar workshops to show how businesses and charities can benefit from implementing a measurable CSR Policy. This has included talks at Hartwell House and Marlow Rowing Club These seminar workshops are free to attend and we are working with a number of partners to deliver more of these throughout the year.

International CSR Awards: We also set up and helped launch the international CSR awards over 5 years ago. The first event was held on HMS Belfast and since then the awards have grown in strength. As well as developing the brand and website we volunteer our time to judge and run the events on the day of the awards.

This years awards were held at the Houses of Parliament, London on June 9. Our winners included: Megaworld Foundation, British Gas and Aldi to name a few.

Philanthropic CSR:

We directly support Headway Aylesbury Vale with free services and time. We have raised money for Myeloma through activities and support Shelter every Christmas. Wherever

we come across charities that we are unable to help directly we make every effort to make introductions and mention through out social media channels.

Headway Aylesbury Vale: Headway Aylesbury Vale is a local, self funded charity provider of specialist services and support to people with an acquired brain injury, their family, carers and professionals. They offer information, individual development plans and community support across the Aylesbury Vale and surrounding area from their specially adapted centre in Fairford Leys, Aylesbury.

www.headwayaylesburyvale.org

We provide our services and time free of charge to develop their brand and communications including newsletters, brochure, posters etc.

I attend the trustees meeting and offer advice and value wherever I can. This is an on going commitment.

Myeloma UK: In 2016 my brother was diagnosed with Myeloma. Myeloma, also known as multiple myeloma, is a cancer arising from plasma cells, a type of white blood cell, which is made in the bone marrow.

He went through invasive surgery to remove a crumbled vertebrae in his lower neck and his upper spine was supported with metal rods. All this had to be carried out first before he had chemotherapy and stem cell treatment. Thankfully, he has responded very well, and while not curable it has been kicked into remission as much as it can be.

In April 2016 and 2017 we took on the Yorkshire Three Peaks Challenge to raise awareness and funding for Myeloma research. Both Paul and I took part together with both of my bothers and managed to raise over £5000.00. We achieved all three peaks over 24 miles in under 10 hours, after many months of training.

Shelter UK

Every year we choose to send out Christmas eCards where all of the money goes directly to Shelter UK. As well as minimizing paper use it means that a Shelter themed Christmas eCard is sent to all of our customers helping promote the cause. This amounts to around £70 - £100 going to Shelter every year.

The benefits our company have received through our CSR initiative are huge. Despite being a small company we have a big heart and gain great personal reward from being in a position to make a difference. Working with the schools has been inspiring. We have benefited from an enhanced reputation and increased visibility, it has enabled us to save money on our energy and travel costs and at the same time do the right thing for the environment. We have also been introduced to so many great people and in some cases new clients.

File Upload

<http://csr-accreditation.co.uk/wp-content/uploads/vfb/2018/04/CSR-Report-2018-low-res-1.pdf>