

MirrorWeb Limited

ORGANISATION SIZE / Small Business (up to 50 employees)

Laura Malcolm

2nd Floor Kenworthys
Buildings
83 Bridge Street
Manchester
M3 2RF

BRIEF SYNOPSIS OF YOUR CSR APPLICATION

We are a small tech startup based in Manchester city center.

Only having been properly established with a team for a few years we are still putting different measures of CRS in place. However, we have already made a significant impact on our reduction of natural resources which will be covered in this application. Our aim is to create an institutional culture that embeds sustainability into policy and systems across our company. Our office has a “green policy” that aims to reduce our environmental impact in terms of energy usage, use of physical resources such as paper, and pollution and waste. All staff are on board with this and comply with all procedure in place to ensure we stick to the elements of this policy.

We believe that our staff are our greatest asset. We have tried to create a safe working environment which encourages creativity, positivity and excellent working conditions. The main supporting document to this application is our staff handbook which shows all company policies which support the 4 pillars of CSR.

This application covers there main areas where we have successfully implemented CSR, we have elements that cover all 4 pillars. However, As we grow we aim to cover some of the areas where we may not have as much coverage in.

OVERALL SUMMARY

1.0 CSR Environment - Energy:

We are on a continuous path towards energy efficiency at MirrorWeb. Our main source of energy saving some from using cloud storage to support our services. MirrorWeb deals with the storage of digital archives, we use cloud servers for this. We have chosen to use cloud storage for the following environmental benefits:

- Reduces energy use. Few people understand the amount of power you need to operate an on-site data centre.
- Decrease greenhouse gases (GHG) emissions. Cloud computing cuts the amount of GHG emitted from data centres.

Cloud services now provide digital equivalents of data storage, record keeping, document creation and communication so it is easier than ever for businesses to go paperless and reap the advantages of working online.

We have chosen Amazon Web services as our cloud storage provider as they have one of the best sustainability policies of the bigger cloud storage companies. Amazon’s data centers are powered by wind and solar energy, alongside traditional non-renewable energy sources, AWS exceeded 50% renewable energy usage for 2018 and continue to try and increase this % in coming years.

Please see link for reference:

<https://aws.amazon.com/about-aws/sustainability/>

Physical changes around our office to encourage lower energy consumption include:

We have timers on specific lights around the office to make sure they don’t stay on when not being used. We use energy saving lightbulbs also. We have internal signs and poster campaign to encourage switching off lights where theyre not timed.

We have fitted high speed, energy efficient hand dryers in the toilets and stopped using single use hand towels. Xelerator hand dryers are said to use 80% less energy than conventional hand dryers.

We have our boilers serviced annually to ensure they run as efficiently as possible.

All screens and computers are set to sleep mode after a certain length of time, so they don’t use excessive amounts of energy. We have seen a slight reduction in energy bills which we hope to continue. However as the company grows in headcount these costs will increase. We will then take further action to try and balance out energy usage/ saving against headcount.

All staff are on board with all energy saving procedures. This is outlined within our staff handbook which is signed off by all staff.

MirrorWeb Limited

1.2 CSR Environment - Natural resources:

We have swapped out a few office appliances for more energy efficient appliances.

We swapped out one of our coffee machines which we used for hot water, to a single cup boiling system which used significantly less energy. The single cup kettle also ensures that no unnecessary water is wasted when too much is boiled.

We have fitted high speed, energy efficient hand dryers in the toilets and stopped using single use hand towels. Xelerator hand dryers are said to use 80% less energy than conventional hand dryers. Invoice for these dryers attached as evidence.

Our team regularly suggest ways to reduce our natural resource consumption. In a recent conversation about our energy provider, one of our Dev team suggesting changing supplier away from British Gas who currently only use 60% renewable energy to one of the greener companies. EG Bulb or Octopus who use 100% renewable energy. We have made plans for this change once the contract is up for renewal.

1.3 CSR Environment - Travel:

We are currently in the process of implementing a salary sacrifice 'Cycle to Work' scheme to encourage employees to use no emission transport for their commute to and from work. For those employees who have a further commute to work, we are also in the process of implementing a zero-emission car salary sacrifice programme. Electric cars are offering a 0% tax through salary sacrifice as of April 2020. We would like to take advantage of this as a way of offering our staff a way to get an energy efficient car on finance whilst saving on the tax. This is positive for the environment, our company sustainability policy and also the employee.

We have a work from home allowance for all staff, encouraging less use of transport. Employees working from home use less energy as they do not need to use transport every day and the energy costs of heating and lighting offices can also be reduced.

We try and do most of our non local

meetings via conference call on 'Zoom Info' and 'Microsoft Teams' so no travel is needed. When we do have to travel to visit a client or contact the company use trains to travel around the UK to meetings etc, this is to reduce driving.

1.4 CSR Environment - Environmental supply chain management:

We try and use responsible partners and suppliers. As mentioned in the energy saving section above, we use AWS as our cloud storage partner. These are our biggest service supplier; we chose AWS for its sustainability policy and to improve our own environmental supply chain management.

In addition to the renewable energy projects, AWS has announced four new wind farms and one new solar farm. These projects – two in Ireland, one in Sweden, and two in the United States – will total over 297 megawatts (MW), with expected generation of over 830,000 megawatt hours (MWh) of renewable energy annually.

Once complete, these wind and solar farms, combined with AWS's nine previous renewable energy projects, are expected to generate more than 2,900,000 MWh of renewable energy annually. See link for reference.

<https://aws.amazon.com/about-aws/sustainability/>

We have a weekly fruit basket delivery for staff every Monday. The company we chose for this has a policy whereby, for every fruit basket ordered they plant a fruit tree in Malawi, Africa. There are many fruit delivery companies in Manchester, but this was our deciding factor to pick Fruitful Office.

We have chosen to use a local coffee supplier for our coffee in the office. They are a small local roaster who delivers the coffee by foot to our office. This was an obvious supply choice for us as it helps support small local business and cut out any carbon footprint costs of delivery.

1.5 CSR Environment - Waste:

We have a recycling system and policy in place. We have different bins for waste disposal of cardboard, plastics and general waste. This policy is encouraged by an

internal signs and poster campaign to encourage using the correct recycling procedures.

We work with a local waste and recycling company to dispose of our waste correctly and safely. Waste control notes and transfer agreement is in place and shown as an attached document.

We are constantly making efforts and changes to try and reduce our plastic usage. We have refillable water bottles for all meetings and events. These are also available for use by the staff at their desks. We are currently in the process of designing our own branded refillable water bottles which will be given to staff.

We have stocked our office kitchen with proper kitchen essentials like plates, knives and forks. This is to encourage less usage of single use plastic cutlery.

We have our coffee grounds recycled by a local company 'compost now' to compost our coffee grounds. The benefits of this has filtered through to our staff

We use refillable ink cartridges in both our printers and only use recycled paper for printing.

<https://csr-accreditation.co.uk/wp-content/uploads/vfb/2020/02/Waste-Policy-Signed-LM.pdf>

<https://csr-accreditation.co.uk/wp-content/uploads/vfb/2020/02/Waste-Transfer-note.pdf>

<https://csr-accreditation.co.uk/wp-content/uploads/vfb/2020/02/Green-office-policy-signed-LM.pdf>

<https://csr-accreditation.co.uk/wp-content/uploads/vfb/2020/02/Salary-sacrifice-Tesla-comparison.xlsx>

2. CSR Workplace

All our company policies are included in our staff handbook which is given to each employee when they begin their employment with MirrorWeb. They are asked to read through each policy and sign off that they agree to comply with and contribute towards the core values of the company. We give full training upon induction into the company and also have

MirrorWeb Limited

regular 1 to 1s within the first 3 months probationary period of employment. These meetings are to ensure that staff are comfortable with and understand all policies and values out in place by the company and signed off by every member of staff.

We use our company culture to embed our values and ideas within our team. We keep employees involved in company decisions which will affect them. We regularly ask for their input on the work environment, what they would like to change or add to the office to enhance the time they spend there. We use 'Slack' messaging boards to run polls and ask questions on what the staff feel is important. We keep them engaged and informed at every part of these decisions. This information is communicated to all staff by bi-monthly business update meetings.

We have created several channels on slack where employees put their thoughts and requests. For example, we currently have a channel called 'office makeover' and a channel called 'sustainability'. These channels offer a platform for staff to have their input and express their opinions. Please see screen shot of the sustainability channel.

We are continuously working towards improving our working environment for our staff, to make a happy, productive and creative work environment.

From these staff suggestions we have put lots of plants around the office to encourage wellbeing and good mental health. We have a green living wall in our commercial office to encourage greener air and positivity amongst the staff.

We have an active health and safety policy included in our handbook. This policy is signed off by each member of staff that they have been trained in, and understood the policy. It is reviewed annually and updated when necessary.

Staff training is ongoing as our values and policies evolve, anything new or changing is added to the staff handbook and reviewed by staff at appropriate intervals.

We have focused on incorporating our values and policies into the day-to-day running of the business. The changes we have made

around the office are all involved around normal office activity. The staff have reacted well to these changes which we hope will encourage these good habits be carried through into everyone's home lives and personal habits. We hope to see the impact of our policies continue beyond our office.

Loyalty is important to us. We encourage internal promotion within MirrorWeb if it would be a benefit to the employee. When recruiting for a new position we assess if there is already someone in the company who we could promote before looking externally.

We recently were recruiting for a new Junior Developer position. One of our quality assurance team has expressed an interest of training to become a developer. Instead of recruiting externally we put this employee through 12 weeks of intensive developer training offsite, through an accredited training school and then gave her the position within the company. This was done through an apprenticeship course with 'Code Nation', Manchester. please see commitment statement attached.

All employees have a monthly 1-2-1 with their manager. These are employee led discussions where employees are free to discuss any concerns or issues they may be facing. We have found these sessions particularly effective for any members of staff who may struggle with their mental health. We keep records of goals for the month and issues to be sorted by the next meeting. Evidenced through a 1-2-1 written notes attached.

We encourage training and learning and often organise and fund courses and training for staff who would like to further their knowledge in specific areas. We regularly send employees on training courses. One of our junior developers has an interest in a new coding language, as we don't have the resources of the knowledge of this language yet so we sent him on a 2 days course when he could learn and engage with others who had an interest in this language.

We also use educational software which are available to all staff. We use 'Udemy' and 'Lynda' which offer online training, learning and resources for work related education.

We have an equal opportunities policy in our staff handbook, signed by all employees.

We try and accommodate for as many family situations to support our employees and their families as much as possible. We have an extensive policies for Maternity, Paternity, Adoption and time off for family related appointments. These can be found in our staff handbook.

We are striving for our company sustainability not to just be a sign on the company notice board, but a set of values engrained in every member of our team.

We are still a small, growing company but we are making small changes within our own office to try and combat a bigger problem.

<https://csr-accreditation.co.uk/wp-content/uploads/vfb/2020/02/Slack-channels.png>

<https://csr-accreditation.co.uk/wp-content/uploads/vfb/2020/02/Neil-Munro-Feb-121.docx>

<https://csr-accreditation.co.uk/wp-content/uploads/vfb/2020/02/Staff-handbook-V2-PDF.pdf>

<https://csr-accreditation.co.uk/wp-content/uploads/vfb/2020/02/CommitmentStatement.pdf>

3. CSR Community

We recognise MirrorWeb as a stakeholder in our local community, particularly in the technology and research community. Over the last few years we have helped fund a research project with Manchester University. This project was the sponsorship of a PHD student who was doing his research on digitalising public records from parliament and 'The National Archives'. The purpose of this project is to make significant historical document available online for the general public. Public access to these documents will make more educational resources available.

Supporting literature attached, the contract between Manchester University and MirrorWeb. This project has now finished, and we are currently making plans for our next community involvements.

MirrorWeb Limited

As mentioned above we are in the process of setting up volunteering partnership programme for our staff to have 2 days a year out of work to volunteer at a charity of their choice. This is currently in progress and will be up and running by Q2 2020.

We are signed up to several sporting events for the whole company this year, including the Manchester 10k run, Tough Mudder and Urban runner. All of which we will be raising money for local charities of our employee's choice.

We are GDPR compliant and have a policy in place which is signed off by all staff. We make every customer/ potential customer aware of this policy when we are initially engage with them.

We support local Manchester based community charities, for example 'The Christie' cancer hospital and 'Big Change Manchester' homelessness charity.

<https://csr-accreditation.co.uk/wp-content/uploads/vfb/2020/02/Contract-Uni-Of-Man-MW-Research.pdf>

https://csr-accreditation.co.uk/wp-content/uploads/vfb/2020/02/MW_Data-Protection-Policy_Jan2019.pdf

<https://csr-accreditation.co.uk/wp-content/uploads/vfb/2020/02/Christie-Hospital.png>

4. CSR Philanthropic

We currently support several different charities through donations and sponsorship events.

We involve employees when choosing the charities or community projects MirrorWeb supports each year.

Charities we have financially we have contributed to in the past year or so include the list below. Each of the charities has been selected by a member of staff who has a particular reason for supporting these specific charities.

Mummy's Star

Macmillan

LGBT Foundation

The Christie Hospital

Save the Children

Last year we participated in the Macmillan Coffee morning to raise money for the charity. All staff took part in the baking and made contributions to the charity. The staff contributions for cake sales was then matched by MW to increase our donation to the Charity. We promoted this event on our twitter site, please see attached photo.

For the past 2 Christmas' we have contributed to Mission Christmas with a gift from every staff member which was matched by the company. Again, please see attached photo.

We are in the process of initiating a new charitable placement programme, where each staff member is given 2 working days of the year where they can go and volunteer at a charity of their choice.

One of the charities being encouraged for this initiative is a computer learning charity for people who struggle with much needed computer skills for employment etc. Being a software company his ties in well with the culture of our company. However, all staff are free to pick a charity of their choice.

As mentioned above we use 'Fruitful office' as our fruit supplier. We get quarterly updates on how many fruit trees have been planted as a result of our business with them. Update attached for reference. We have been involved with this for 2 years.

<https://csr-accreditation.co.uk/wp-content/uploads/vfb/2020/02/PHOTO-2020-02-10-14-54-01.jpg>

<https://csr-accreditation.co.uk/wp-content/uploads/vfb/2020/02/Screenshot-2020-02-06-at-17.01.44.png>

<https://csr-accreditation.co.uk/wp-content/uploads/vfb/2020/02/Fruitful-office-tree-campaign-.png>