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Yoyo's approach to sustainability

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OUR PROMISE

At Yoyo, we believe that businesses have responsibilities beyond simply generating profits for shareholders. We understand that what we do influences a wide variety of stakeholders, from our team and our clients to our suppliers and our local community.

At the same time, we know that it also has an impact on the environment. As a responsible agency, we have made a commitment that every decision we make across the business should be done so with consideration for the people involved and an awareness of how it may affect the world around us.

The Yoyo senior team is completely committed to this promise, and we feel it's important for the team to share in our vision of building an agency that's as sustainable as it can be - every single person has their own part to play in making a difference.

As a business, we want to use our position to encourage, inspire and influence those around us to adopt approaches that are acknowledged as best practice from a sustainability perspective. We will achieve this through our actions and by publicising our journey, both within the business and with external audiences.

In addition to this document, we have implemented a tracking system to measure our environmental impact and we will produce an annual impact report documenting what we have achieved over the course of the year. By monitoring our carbon footprint, we can benchmark our activities and make informed decisions about how best to minimise our impact.

Setting annual goals will provide the basis for encouraging a reduction of wastage.

To provide a framework for our efforts, and to ensure our actions and behaviours are audited, we are taking steps towards becoming a B Corporation. This is a globally recognised marque which shows we are meeting the highest standards around sustainability. Becoming recognised as a B Corporation will involve changing the status of Yoyo with Companies House to legally ensure that the directors consider the people and the planet alongside the company profit.

To deliver impactful digital experiences for our clients and grow a sustainable business that prioritises its people and the planet.

Our agency mission

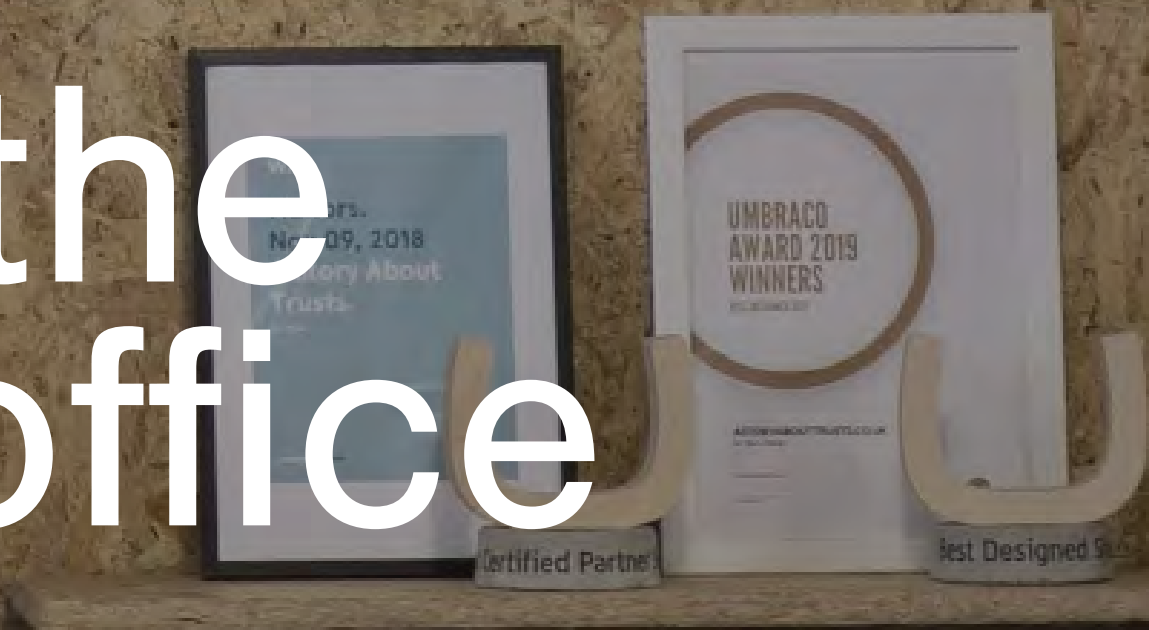


Prac -tical steps

for sustainability success

The following points act as a guide for the actions we can take, both as individuals and as a company, to limit our environmental impact.

In the office



1.

Be smart about travel



- Avoid travelling to clients and supplier meetings when alternative methods are available and practical, such as email, telephone and webcam. Where meetings are necessary, all attempts will be made to plan similar meetings in the same location to prevent multiple journeys.
- Make allowances for staff to work from home as appropriate, including the right for all staff to work from home one day per week. The nature of our work means that face-to-face collaboration is a vital part of what we do but we will ensure our office is accessible by public transport.
- Cycle, walk or use public transport to travel to work and meetings with suppliers or customers wherever it is practical and cost-effective.
- Use the train, an electric/hybrid car or a carpool / shared taxi for national or European travel wherever possible.

2.

Reduce, reuse, recycle



- Reduce the use of paper. A large proportion of our documentation is cloud-based and new ways of reducing paper use are encouraged.
 - Monitor and reduce the purchase of all office consumables, including paper, and identify other opportunities to reduce office waste.
 - Recycle office paper. Reuse, sell or recycle computers. Recycle ink cartridges and other office equipment.
 - Limit office energy consumption through the purchase of energy-efficient equipment as well as energy-saving labels and good housekeeping.
 - Purchase electricity from a supplier committed to investing in renewable energy sources. Our current supplier is British Gas, which sources 43% of electricity from renewable sources – a figure above the UK average (Correct as of Dec 2019).
 - Review the life cycle of all products bought and sold, and the potential environmental impacts associated with the manufacture, use and disposal of the product.
 - Use couriers that are making efforts to combat CO₂ emissions or who employ carbon trading. Office supplies are currently purchased through Paperstone, a local company who monitor their supply chain for environmentally-friendly suppliers, including couriers.
- For every product purchase, we should be asking:**
1. Do I really need to buy it?
 2. Am I buying more than is needed?
 3. Is it heavily over-packaged?
 4. Can it be reused?
 5. How good is our stock control – are we ordering more than is actually required, resulting in materials being disposed of before they are used?

3.

Go paperless if possible

The company is aiming to be 100% paperless, including the use of office printers. We track and monitor the amount of paper we use in the office and look for ways to reduce our usage.



- Print double-sided.
- Question whether or not you need to print at all.
- Use electronic communication where possible.
- Yoyo uses electronic signature software instead of having to print and scan for signature approval. Please use our account with [DocuSign](#). If suppliers ask for a wet print, question it - can this be done electronically instead?
- Reuse envelopes, wallets and packaging wherever possible.
- Use screen-sharing or video-conferencing software to share/review information.

4.

Ditch the plastic

- When purchasing drinks for meetings, opt for non-plastic bottles.
- Buy milk in glass bottles instead of plastic. We use [Milk and More](#) for weekly milk deliveries.
- All Yoyo employees have a Chilly's water bottle to use when out of the office.



5.

Consume less energy

We monitor, track and aim to reduce our energy consumption each quarter using an Environmental Management System, found in the B Corp folder.



- The company will fully switch to energy-efficient office equipment. Newer electronic devices tend to be significantly more energy-efficient than devices made five to ten years ago. Look for equipment with the Energy Star logo – this logo means it's designed to be as energy-efficient as possible for a device of its type.
- Switch off the heating when it isn't needed. The office has air conditioning which determines exactly which temperature should be maintained during summer and winter. This is a great way to keep your office consistent, but it's also a potential waste of electricity when mild outside. Instead of using the air conditioning every day, switch it on only when it's needed to keep the office comfortable and productive.
- If it's sunny outside, use sunlight to light the office. As well as energising the office and creating a higher level of productivity, sunlight costs absolutely nothing. We can save electricity by opening up the blinds on sunny days to light the office using natural light.
- Use blinds strategically to block out the hot summer sun. Instead of turning up the air conditioning and cooling your office at a considerable cost, use blinds to block out direct sunlight and reduce the level of heat in the office naturally.
- Reduce energy consumption by switching off computers at the end of the workday. There are no negative effects to shutting down your computer every day, as opposed to putting it to sleep/hibernation. Doing so saves a significant amount of electricity.

- Turn off unnecessary devices outside normal work hours. Just like it's a good idea to turn off computers at the end of the workday, it's a great idea to switch off unnecessary or unused devices outside of normal work hours and over the weekend. Devices such as photocopiers, printers and scanners use electricity even when they aren't in use. Simply keeping a device switched on in standby mode is enough to add a significant amount to the office's monthly electricity usage.
- Outside of normal office hours, switch off any non-essential devices. Any employees working overtime or throughout the weekend can easily switch them on as needed, making this a no-downside electricity-saving strategy.
- Unplug electronic devices when they aren't being used. Any electronic device with a power pack/adaptor continues to draw a charge from power outlets even when they aren't in use. From computers to photocopiers, most large devices use electricity whenever they're plugged in, even if they're switched off.
- The company will regularly look into different methods of reducing our energy consumption, e.g. installing motion sensors to control lighting in certain rooms.
- Keeping the lights switched on in the office, meeting rooms and storage areas all the time is wasteful and energy inefficient. There's no need to light rooms when they aren't being used.
- Water taps should never be left to run needlessly, either in the office or communal toilets.
- Hand wash a few items in the sink but still use the dishwasher (eco setting) for larger loads as it is energy and water efficient to do so, in comparison to multiple hand washes.
- Only begin a dishwasher cycle when the dishwasher has been loaded to the optimum level to wash as many items as possible in one go (do not over or under-load the dishwasher).
- Report any obvious or suspected water leaks or issues to a member of senior management as a matter of urgency.



6.

Limit what goes to landfill

Given our commitment to sustainability, it is important for us to minimise the waste that we send to landfill. We have a variety of bins for recycling and food waste - please ensure you follow the instructions on these bins to ensure you are disposing waste in the right way.

Paper, card, tin foil, plastic

All of these can be added to the mixed recycling bin (with orange lid) in the Iceland car park. Leaving from the rear exit of the office, the bins are in the far-right corner of the car park. Please ensure you rinse packaging before putting it in the bin.

General waste is disposed of in our bins and then taken on a weekly basis to the Iceland car park. Leaving from the rear exit of the office, the bins are in the far-right corner of the car park.

Please note that most brands of tea bags contain plastic which will not decompose, and some 'compostable' packaging such as coffee cup lids may require the heat of industrial scale composting to properly decompose. Only add items to our compost heap that are likely to break down quickly and add nutrients to the soil.

Hazardous waste

We understand that the office may have hazardous waste that is potentially harmful to humans and the environment.

Batteries

We have a box at the back of the Studio to collect used batteries. When this box is full, our CCO Gregg takes batteries to a local Rymans to be recycled.

Ink and Toners

Once ink cartridges have run out, these are replaced immediately and the empty cartridges are taken to our local Rymans to be recycled.

Other

Any other hazardous waste such as computers, printers, microwaves, paint, kettles, etc. is disposed of on a case by case basis.

Food waste & composting

We have a small compost caddy by the fridge to collect food waste such as coffee grounds and banana skins. This is turned into compost for use on our allotment. If you're visiting the allotment and notice that the bin is getting full, please bring the contents of the caddy and add it to our compost heap.

Glass

There are currently no glass recycling facilities near the office. Our Head of Development, Calvin, usually takes the glass to the main Sainsbury's supermarket at the other end of town on a monthly basis. If you are likely to be driving past a glass recycling facility and have your car at the office, please take the glass.



- Always provide a balance of vegetarian and vegan food and, in some cases, provide only meat-free options.
- Use local, independent suppliers. For instance, for our tech events, we made the switch to Estro, a local pizza company, instead of a larger chain.
- Host events at our office or at local, independent venues. If hosting an event in London or beyond, the venue's environmental policy will be taken into consideration.
- When serving food or drinks, every effort should be made to use reusable utensils, plates and glasses. When disposable items are required, all items should be compostable and proper disposal instructions should be communicated to users.
- Prevent food waste. Prior to confirming catering arrangements for meetings, accurately establish the numbers attending – most people over order.

7.

Make our events a sustainability showcase

8.

Encourage sustainability among suppliers

As part of our ethical and sustainability strategy, we maintain regular dialogue with our suppliers and other stakeholders to ensure they are making attempts to replicate our own working practices.

This can include requests to change product materials to more environmentally friendly, recyclable or sustainable options. Where suppliers are importing products, we request proof of provenance to ensure that human rights have not been breached.

This is an extension of our efforts to work closely with our suppliers in “business partnerships” rather than traditional customer-supplier relationships.

Pensions

Pension funds are often set up to invest our money in ways that give us the maximum returns.

Ethical alternatives



Sadly, this doesn't always equate to decisions that are necessarily good for people or the planet because industries such as oil and gas are perceived to be a 'safer bet' as they often deliver the highest returns.

Employees that are interested in the opportunity to invest their pension in more ethical and environmentally friendly funds now have a choice. These types of businesses are growing at a faster rate than ever before, and there is a case to argue that, over the long term, these funds will actually be more successful. If you have an account set up, it's ridiculously easy. Log in and then select 'ethical fund' from the options.

If you haven't got an account, you need to call our pensions providers on 0300 2000 555. They will give you access very quickly on the phone and then you can make the switch.

However, it's important to point out that there are no guarantees in respect of future returns, and there is always a risk attached - as with all investments. Also, this is of course not a mandatory requirement and we will never know if you do or do not, but we like to provide our employees with the information in case you want to invest your money in more sustainable businesses.



Think
global,
act
local

1.

Use local suppliers

We take inspiration from across the world, consider ideas from anywhere and never put limits on thinking, but when it comes to buying products and supplies, we always try to shop locally. Our policy is also to hire local contractors and suppliers, which has a number of potential benefits:

- Smaller companies are often more agile and place greater emphasis on customer service.
- Travel costs and overall carbon emissions are reduced.
- Local companies are more likely to source local staff, contractors and suppliers, further benefiting the local community.
- Local suppliers present less of a risk in relation to exchange rate fluctuations and/or the impact of Brexit.
- Skills and quality as well as code of ethics and ways of conducting business can be validated through local networks and connections.
- Face-to-face interactions are more convenient (a particular advantage should any issues arise).
- There is a positive net effect on the local community, boosting job growth and economic development.

We should first look for partners locally in Tunbridge Wells and the surrounding area before expanding the search to Kent and then the UK more widely. Please refer to our [preferred suppliers list](#).

Examples of this include local suppliers for office supplies, business services (IT, legal, accountancy, marketing), food and drink establishments (preference for independent businesses as opposed to chains, including food supplies for meetings and events).

It's important to emphasise that we're not against using international companies – there is no ban on using them – but it's important to pause and reflect before we commit to making a purchase or engaging someone for a paid-for service.

2.

Source local talent

Our preference is to hire employees who live locally. They have less stressful commutes, which can improve happiness, and their reliance on cars or public transport is much reduced. We also use local agencies, such as [Advento Staffing](#), who have a strong understanding of the local market, to ensure we have access to candidates with the desired experience and skills.

3.

Support local causes

We want to help and support as many local charities as we can each year. The causes we support are chosen by the team and the goals we look to achieve vary each year. Our support will take a number of different forms:

- Volunteering time: We offer up to two days paid-time for employees to volunteer throughout the year. This can either be
 1. A planned volunteering day organised by Yoyo
 2. A separate individual arrangement
- Pro-bono work, consultancy and/or support: This is provided on an individual basis. Types of things we have done in the past include:
 1. Free design and/or development work
 2. Running workshops to educate local charities
 3. Business or tech consultancy
- Monetary donations: We commit to providing annual donations in line with our agency profit-share. The profit-share is divided up equally amongst the team, and we treat our charitable giving like an additional employee.

This is calculated at the end of each year and distributed to one or more of the charities chosen by the team.



Outside of the office

1.

Work sustainably from home

- Recycle any paper or card through your home recycling services.
- When your electronic equipment needs to be replaced, consider safe and environmentally friendly alternatives to disposal. For example, it could be used at Yoyo for testing or it could be sold to be reused - [MacMan](#), a local Tunbridge Wells store, that will purchase any Apple products.
- If your electronic equipment is broken, explore whether it can be fixed. Again, [MacMan](#) can fulfil this requirement or local IT company [Infinity](#) is an alternative for non-Apple products.
- If you get a new mobile phone, there are many sites that pay you for your old handset, including [Music Magpie](#) and [Compare and Recycle](#).
- All hazardous waste must be disposed of responsibly at your nearest recycling centre. For more information on how to identify hazardous waste, visit <https://www.gov.uk/dispose-hazardous-waste>.

- Recycle ink cartridges or toner by downloading a label [via this link](#) and sending them in the post. This method of recycling can also be tied into charitable giving - a donation will be made to RSPB, for example, if you use this [label](#). Alternatively, you can always recycle these items by bringing them into the office.
 - Aim to use environmentally preferred products, such as recycled paper, notebooks, soy-based inks or other low VOC inks. See below for a selection of products that are available through our chosen local supplier of office equipment.
 - Any furniture being replaced in the office will first be offered to the team for use in their home offices prior to recycling or sale.
 - All electronics should be plugged into a socket that can be turned off to prevent unnecessary electricity usage by idling equipment.
 - All equipment should be shut down every night and after several hours of inactive use.
- A list of all recommended and approved suppliers can be found in our team B Corp folder.

2.

Grow-yo

The Yoyo allotment is situated in Hawkenbury, exactly 1 mile from the office, and provides a local haven of peace and quiet for our employees. It's easily accessible by foot and car, with space to park out front. There is a key to unlock the gate that is kept in the office. There are lots of ways to get involved, even if you can only spare half-an-hour a month. And you don't need to have any knowledge or prior experience - we are all learning together.

The benefits:

- It's good for your health.
- It's an opportunity to socialise with each other.
- You can grow ANY type of fruit and vegetable you like (including those you may not find in the shops)
- It's satisfying and rewarding.
- You can harness your creative skills.
- It's good for the environment.
- You can learn so many new things about living sustainably.
- It saves money.
- The fresh produce tastes amazing.



3.

Support each other

We are all human and affected by the various challenges that life throws at us. The wellbeing of our team is our foremost priority. We aim to provide an open and supportive structure where any concerns or issues can be raised with those you feel most comfortable sharing with, whether that be your colleagues, line manager or the CEO.

There is no defined list of issues - nothing is too small or too problematic to be discussed, and we commit to listening and treating concerns seriously and confidentially.

In the same way that we are always excited to help our team achieve their goals outside of their immediate career, we are always open to discussing concerns that may not feel like they are connected to your work here at Yoyo.

Life at home can affect your work and vice versa, and we are keen to promote a healthy balance as much as possible. The support that may be required from Yoyo will be different for each individual and for each particular set of circumstances.

We will work together to find the best way to support you, whether that be financial assistance, sourcing expert help or a change in work pattern. We keep an open mind to whatever solution or help we can provide - please reach out and ask.

As with everything we do, we are one team and one Yoyo.

Resources

We appreciate that sometimes you'd rather not discuss topics with your co-workers, or we may not be able to cater immediately for every eventuality. To that end, we've pulled together a list of resources and contacts that may be able to help.

Citizens Advice	https://www.citizensadvice.org.uk/
Money Advice Service	https://www.moneyadviceservice.org.uk/en
Mind	https://www.mind.org.uk/information-support/helplines/
Samaritans	https://www.samaritans.org/how-we-can-help/contact-samaritan/
Marie Curie	https://www.mariecurie.org.uk/help
Macmillan Cancer Support	https://www.macmillan.org.uk/information-and-support
Young Minds	https://youngminds.org.uk/contact-us/?gclid=EAlalQobChMlpfqG-5nM5qIVC7DtCh3pXgnREAAAYASADEgltD_D_BwE
National Centre for Domestic Violence	https://www.ncdv.org.uk/contact/
Lesbian and Gay Helpline	https://switchboard.lgbt/
Gingerbread - Support for single parent families	https://www.gingerbread.org.uk/
Porchlight - Help with housing, money & mental health	https://www.porchlight.org.uk/information-support
Resolution - Find a family law professional	https://resolution.org.uk/looking-for-help/
Relate - Providing relationship support for everyone	https://www.relate.org.uk/
PANDAS Foundation - Providing assistance with pre/post-natal depression	http://www.pandasfoundation.org.uk/about-us/
Wellness apps	https://insighttimer.com https://www.headspace.com https://www.calm.com https://www.stopbreathethink.com
More useful resources	https://www.wrap.org.uk/sites/files/wrap/WRAP_Green_Office_Guide.pdf

