

SUSTAINABILITY POLICY

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AREAS OF WORK

I believe that science is a crucial element in creating a sustainable planet, a circular economy, and to mobilize the people. Communicating innovations, new studies and pressing conservation issues and their solutions in an effective way is becoming increasingly important. It is my aim to bring about a wider uptake of concepts like sustainability, climate change and the circular economy, through effective visual communication.

CLIENTS

The clients I work with are all working in change-making, in varying fields (science, policy, social change, sustainable development, conservation, etc.). Most of my clients are NGOs or not for profits – and I pride myself in helping them create positive change. I have not, and will not, partake in any greenwashing practices.

BUSINESS DECISIONS

Sustainability forms the foundation of every business decision I make. Several examples are listed below.

Energy:

- The energy I use comes mostly directly from solar panels, or is sourced from a renewable energy provider.
- I keep my energy usage to a minimum, through my behaviour and energy reduction measures.
- My websites are hosted by a sustainable hosting provider.

Resources:

- I purchase all office furniture and other necessities second hand as much as possible.
- The electronics I use to run my business are energy efficient, fully repairable and, where possible, produced fair and sustainably (e.g. Fairphone).
- I share electronics I don't use often, such as printers.
- My business cards and stationary are printed with a green printing company on 100% CO₂ neutral and recycled paper. I limit the use of stationary as much as possible.
- Food and drinks are sustainably sourced, plant-based and organic.
- I recycle, separate and compost any waste I generate.
- I limit my use of paper, and reuse it where possible.

Working relationships:

- I use a sustainable bank (ASN bank) and insurance provider (ASR).
- I ensure that people I work with have a similar view of sustainability (e.g. my accountant, subcontractors and other organizations).
- I volunteer my time and skills to help change-making initiatives.

Transport:

- I almost exclusively work from home.
- When I travel for work I either take a bicycle or public transport, using a car only sparingly.
- I don't travel by airplane for work.

Sustainability in my work:

- In my design work I make sustainable choices, for example by increasing the use of white space to avoid unnecessary printing.
- I advise my clients on sustainability and its role in graphic design and communication.
- I strive to keep educating myself on the best sustainable practices, companies and products and to update my sustainability policy regularly.