

Idenna Environmental Policy

Idenna Creative accepts responsibility for the harmful effects its operations have on both the local and global environment and is committed to reducing them.

Idenna Creative will actively incorporate its Environmental Policy into its day to day activities as fully as possible through the continual implementation of its core values.

Idenna Creative will monitor its impact on the environment and set targets for ongoing improvement. The Company will comply with and aspire to exceed all relevant environmental legislation.

The Company has implemented a 'Stories For Change' program for its staff to raise awareness of environmental issues, enlist their support in improving the Company's performance and deliver creative actions and outcomes that have a positive impact on both the environment and Idenna's business community.

Idenna Creative Environmental Policy Statement

Idenna Limited is committed to minimising the impact of its activities on the environment. The key points of its strategy to achieve this are:

- Minimise waste by evaluating operations and ensuring they are as efficient and as paper-free as possible.
- Minimise toxic emissions through the selection and use of its vehicles and the source of its power requirement.
- Ensure that electrical equipment used is as energy efficient and as recyclable is as possible.
- Minimise the use of single use plastics and promote sustainable re-useable materials.
- Actively promote recycling both internally and amongst its customers and suppliers.
- Promote a service range to minimise the environmental impact of both production and distribution.
- Meet or exceed all the environmental legislation that relates to the Company.

Tim Neale
Managing Director
Idenna Creative

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