



## Blurred's Environmental Policy Updated January 2025

As a business focused on **impact** – helping companies both reduce their negative impacts on people and the planet (through robust ESG strategies) and creating long-lasting positive impact (aligned to best-practice Purpose) – we recognise the impact that we have on the environment, both directly and indirectly.

We believe that businesses have the responsibility and the capability to make a difference. That's why difference is one of our core values, in the sense of making positive change for our clients, people and the planet. In keeping with this value, Blurred strives to reflect and promote the highest standards of environmental responsibility.

As an office-based consultancy, we don't have manufacturing facilities or extensive supply chains. We provide consulting services and therefore have a relatively low environmental impact.

However, we recognise that climate change is a significant global challenge and are committed to continually improving our business's environmental performance and incorporating environmental considerations into our key business decisions. We also recognise that the projects we deliver for our clients have an environmental impact and that we are responsible for minimising this impact where possible.

We do this in the following ways, our 'principles' for environmental responsibility:

- **Minimise harmful environmental impact through our operations and partners**  
We endeavour to run our office in the most sustainable way, with policies in place to reduce our emissions, waste and energy usage, and we only work with suppliers who have their own similar policies
- **Deliver work that makes a positive impact**  
Alignment with our values drives our client engagement; we only work with clients who are genuinely striving to be better in terms of their environmental footprint and impact
- **Reject greenwashing, for ourselves and for our clients**  
We won't greenwash on our progress, and we won't undertake client work designed to mislead in any respect, including on social or environmental progress.

We also believe in accountability. We push ourselves hard and hold ourselves accountable to managing our environmental footprint. Blurred was founded as a purpose-led organisation and in 2021, we became a certified B Corporation (B Corp) with a score of 99. In 2024 we were re-certified with a score of 120. We also achieved Net-Zero carbon through designing and executing a clear plan and roadmap. Note: we do not have a Science Based Targets (SBTi) due to our size and our ability to assess our own performance, as our sustainability consulting expertise includes helping clients set their own SBTi-aligned targets.



## **Our Policies and Programmes**

### **Minimise harmful environmental impact through our operations and partners**

#### **Carbon emissions (transport)**

- We limit business travel via flights to only essential meetings and events that can not be attended virtually or by other form of transport, and do credible double offsetting when we do fly
- Our team takes public transport to and from company- or client-related engagements, not taxis
- Our office is closed on Mondays and Fridays to reduce travel – and we provide required technology, furniture or tools so the team can work comfortably from home or anywhere.
- We offer a cycle-to-work scheme

#### **Energy efficiency (in the workplace and at home)**

- Our office equipment is set to timers, and we have a ‘switch-off’ policy for electrical equipment at the end of the day and when the office is closed
- We select and use energy efficient light fixtures and appliances where available (Note: where decisions are controlled by our building’s landlord, we propose energy efficient solutions for consideration)
- We subsidise home energy bills for colleagues who switch to a credible green energy provider

#### **Waste reduction and product sourcing**

- We have a ‘Zero Waste’ policy for our office and workplace, aiming to continually reduce office waste to the maximum extent
- We have a small, portable office printer to be used only in extraordinary circumstances, and provide our team with alternatives, including PDF-editing tools
- We provide reusable plates/cups/utensils and encourage the use of refillable water bottles
- We only purchase refurbished technology (i.e. laptops) and work with our IT partner to ensure it is recycled and/or properly disposed of once past its usable life
- We only purchase environmentally sustainable products and services for the office including furniture, work equipment, stationary and paper products, and cleaning products (and for homes where relevant)
- We have no desk bins, to ensure waste is disposed of correctly at the designated recycling point which includes different recycling bins and a food waste bin

#### **Suppliers and partners**

- We review all our suppliers’ and partners’ environmental policies and only approve and work with those with credible policies and who sign up to our values
- All office stationery, toiletries and cleaning products are selected based on their environmental (and social) credentials

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## **Deliver work that makes a positive impact**

- Through the nature of our work, we strive to advise our clients on ways to minimise their environmental harm and maximise their positive impact
- We made a public commitment to only work with companies making progress against the [UN's Sustainable Development Goals](#).
- We don't believe in a blanket 'no work' ban with certain industries; we will instead, closely interrogate the brief to determine if the company is seeking to improve and do better from an environmental and social standpoint
- However, we do turn down work when it doesn't align with our values and expectations.

## **Reject greenwashing, for ourselves and for our clients**

- We understand and comply with all applicable regulations and codes
- We are always fully honest and transparent about both our own social and environmental impact and progress
- We do not undertake work for clients that uses dishonest tactics or campaigns, for example, false or exaggerated messages, unsubstantiated claims, inflated results or data points to convey impact, etc.
- Our team includes experts in the latest anti-greenwashing and sustainability marketing and advertising regulations and standards, in the UK, Europe and in other relevant markets

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