Design Penguin Sustainability Statement

Introduction

The team at Design Penguin Creative Ltd are committed to reducing our environmental impact and promoting sustainability in all aspects of our business. This policy outlines our approach to sustainable practices in the design, production, and distribution of print materials. Our goal is to create visually impactful experiences while minimising waste, conserving resources, and promoting environmentally responsible practices throughout our operations.

Sustainable Design Principles

We recognise that sustainable design begins with intentional choices during the planning and creative phases. Our design team will:

- **Design for Purpose:** We will consider the detail of the project and designs end products (print) that are either adaptable for reuse, with a focus on high-quality, long-lasting materials that reduce the need for frequent replacements, OR use easily recyclable materials.
- **Modular and Reusable Design:** For exhibition displays, we will consider options for modular systems that can be easily reconfigured and reused across different uses, reducing the need for new materials with every project.
- **Minimalist Approach:** Our designs will avoid excessive graphics, and materials that result in waste. We will ensure all design elements are purposeful and necessary whilst maintaining engaging interactions and experiences.
- **Digital Formats:** Where feasible, we will encourage digital alternatives to print, such as e-brochures to reduce the need for physical materials.

Material Selection

We are committed to using sustainable materials wherever possible. This includes:

- **Biodegradable and Recyclable Materials:** Where practical we will choose materials that are recyclable or biodegradable, such as paper and carboard to reduce the environmental footprint of exhibition graphics and signage.

- **Sustainable Inks:** Where possible we will work with suppliers that use for vegetable-based or water-based inks, which have a lower environmental impact compared to traditional petroleum-based inks.
- **Avoid PVC:** We will seek alternatives to PVC, which is not easily recyclable and has significant environmental implications, especially in large-scale print and display materials.
- **Sourcing Locally:** Whenever possible, we will source materials locally to reduce the carbon footprint associated with transportation.

Print Production and Waste Reduction

Our print production practices aim to minimise waste and optimise resource efficiency:

- **Print on Demand:** We will produce print materials based on actual demand, avoiding overproduction and excess waste. This ensures that only the required number of materials are printed and reduces storage space.
- **Efficient Printing Techniques:** We will work with print partners that use energy-efficient equipment and processes, such as digital printing, which minimises waste and energy consumption compared to traditional offset printing, when the project suits this technique.
- **Eco-Friendly Paper Coatings:** We will choose paper coatings that are free from harmful chemicals like chlorine bleach, which can pollute water systems, whenever possible and will prioritise coatings that are recyclable or compostable.

Transportation and Logistics:

We are committed to minimising the carbon footprint associated with the transportation of materials and exhibits:

- **Consolidate Shipments:** We will coordinate shipments to minimise the number of deliveries, reducing transportation emissions.
- **Local Sourcing and Production:** When possible, we will source materials and produce print elements closer to the exhibition location to reduce long-distance transportation.
- **Eco-Friendly Packaging:** We will work with suppliers to encourage the use of sustainable, recyclable, or reusable packaging materials to transport printed materials and exhibition items.
- **Meetings:** We encourage the use of online meetings as much as possible, but in-person meetings and site visits are an integral part of

most design projects. Therefore, we will plan visits to be effective and purposeful to limit travel. Where possible we will use public transport or lift share.

End-of-Life Considerations

We believe in the circular economy and the responsible disposal or reuse of exhibition materials:

- **Recycling:** After an exhibition or event, we encourage the recycling of print materials, signage, and other display elements.
- **Donation and Repurposing:** Where possible, we will encourage clients to explore opportunities to donate unused print materials or exhibition displays to charitable organisations or repurpose them for future events.

Communication and Engagement

Sustainability is a shared responsibility, and we are committed to educating our team, clients, and stakeholders on the importance of sustainable design and practices:

- **Client Education:** We will inform our clients about the environmental benefits of sustainable print and design options and offer alternatives to reduce their own environmental impact.
- **Employee Engagement:** We will provide ongoing training to our employees on sustainable design practices, waste reduction, and resource conservation to ensure that sustainability is embedded in every aspect of our work.
- **Feedback and Improvement:** We will regularly review and assess our sustainability practices to identify areas for improvement and adapt our policy as needed.

Continuous Improvement

We acknowledge that sustainability is a journey, and we are committed to continuously improving our practices. We will regularly review our sustainability performance, setting new targets and striving for innovation to reduce our impact on the environment.

We believe that responsible design and exhibition practices not only help protect the environment but also enhance the overall experience for our clients and their audiences. By adhering to this Sustainability Policy, we aim

to lead by example in creating sustainable, impactful, and innovative design solutions that contribute to a greener future.

The statement was approved by the board of directors.

Andrew Haines, Director
Design Penguin Creative Ltd
Date: 12/12/24