



HKgraphics

Sustainability Statement

JUNE 2023

HKgraphic's vision for the future

I set up HKgraphics to offer graphic design services that are accessible to all types of businesses, with an emphasis on supporting my local economy and community.

My goal is to provide clients with clear, branded communications, designed with their customers in mind, whilst also reducing the impact on the planet.

I envisage a world where the design and marketing industries have minimal environmental impact so we can all contribute to a greener planet for future generations.

Helen x



On time



Passion



Sustainability



Honesty



Experience

Sustainability Statement

HKgraphics is owned by me, Helen Kirkby, a graphic designer with over 30 years' experience across agencies and inhouse design teams.

This Sustainability Statement sets out HKgraphics' progress and activities to-date and will be reviewed and updated annually or sooner if required.

Please feel free to email me with any questions:

✉ helen@hkgraphics.co.uk



HKgraphics

My approach

HKgraphics offers a friendly, approachable, holistic design service and is dedicated to the values of, honesty, authenticity, openness, and clear communication, enabling me to build long-lasting relationships with clients and suppliers.

I use my creative energy and experience to delve into my client's businesses, with a focus on the needs of their customers. I support my clients by designing marketing materials for print or download, branding and social media graphics.

Each project begins with a conversation to help to firm up the brief and enable me to balance the requirements of my client with the needs of their customers. I supply a clear plan of work required, timings and costs to ensure each job runs smoothly.

Working remotely from my home-based studio, HKgraphics serve a variety of industries including: charities, not-for-profits, start-ups, small businesses, and corporates. I offer a range of services including: marketing materials, brochures, leaflets, stationery, adverts, pull-up banners, infographics, branding, logo design, brand guidelines, Canva templates, banner graphics and social media post graphics.

My commitment

I am committed to implementing sustainable ethics and values throughout my business and dedicated to making great design accessible to all. I weave sustainable practices, and raise environmental awareness within my processes – by doing this I endeavour to bring awareness and change to the industry. Even as a small business I know I have a responsibility to reduce carbon emissions in every activity I undertake.

HKgraphics sources products and services that care for the planet – including fulfilment from suppliers, energy efficiencies, waste reduction and water conservation. This continually improves sustainable practices and is essential to reducing my impact on the environment.

Giving back and contributing to the local community is a core part of my ethos. Currently I help the local and wider community by volunteering and/or donating in various ways to Charter's School, Bracknell Rugby Club, Thames Hospice, Unicef and Action Aid.

I am on my sustainability journey with Auxilium Business Consulting Ltd. I will continue my journey by regularly updating, reviewing, and challenging activities and impacts in the four areas of environment, workplace, community, and philanthropy to help build a greener planet now and for the future.

Sustainability Roadmap

Along with HKgraphic's Sustainability Statement, this Sustainability Roadmap sets out ways in which I have already made impacts and my plans for the future.

This includes up-to-date information on contributions and impacts to the environment, workplace, community, and charitable & social enterprises which HKgraphics is committed to maintaining and implementing.



My 'how'

- **Reducing Carbon Footprint** via energy efficient practices in my operations, reduction of waste and proper disposal/recycling.
- **Promoting sustainable sourcing** of materials and products from suppliers that have their own sustainable credentials in place and together promoting, communicating, and encouraging others.
- **Engaging with Stakeholders**, including any future employees, freelancers, contractors, customers, and suppliers to raise awareness of sustainable practices.
- **Continuously monitoring and evaluating performance** in relation to my sustainability goals and targets and reporting on any changes, adjustments and additions required.

There is a constant need to consider ways in which energy is conserved and waste is reduced in all that we do. Through HKgraphics I am committed to minimising the impact of my activities on the environment and accept these responsibilities as part of my business strategy.

My 'why'

I believe that having a vision and starting on the journey of being a socially responsible and compliant business is vital and helps to safeguard society and the planet for future generations.

Through sustainable actions, processes, and procedures HKgraphics is more efficient, productive, and resilient to future challenges, making a positive impact for:

- The **environment** on which we all depend,
- The **workplace** and the people I employ, my clients, suppliers and stakeholders,
- The **communities** I operate in; and
- My **philanthropic** efforts of supporting and donating time and money to good causes.

This Sustainability Roadmap reflects HKgraphics's impacts to-date to build a greener planet and outlines:

- what I have already done and what is in progress
- what I plan.



HKgraphic's journey so far

Many of the sustainable changes and introductions that I've made have been led by working from home and incorporating sustainable choices on a regular basis across my household.

The following pages list some of the changes I've implemented that are already making a difference.

Each section is dedicated to the 4 pillars of sustainability:

Environment

Workplace

Community

Philanthropy





Environment

Environment focuses on eco-issues such as climate change but in particular, the areas that a business depends on. This ranges from electricity, heating, lighting, water, supply chains, recycling, procurement, deliveries, recycling, reducing, reusing, products and services.

100% Renewable energy from E.on .	Repair and recycle office equipment/gadgets/appliances/furniture etc.
Thermostats set low for heating and on timers.	Waste items are separated and recycled for weekly doorstep collection.
LED lighting and low energy bulbs throughout – turned off when not in use.	Items not needed are donated or recycled e.g. charity shops, Trash Nothing , local FB groups.
Boiler regularly serviced by a local company.	Second-hand books, borrow and swap and select Kindle versions of new books.
New extension fully insulated in 2015.	Gift experiences purchased instead of unwanted physical gifts.
Double-glazing throughout with blinds and curtains to retain heat.	Glass or reusable bottles are used to drink water from during the day and refilled.
New front door in January 2023.	Reusable bags used for shopping.
Electrical equipment and appliances turned off when not needed rather than on standby mode.	Business banking with Starling Bank a member of TechZero , climate action group for tech companies.
Fully insulated loft space.	Walk, car share or public transport where possible for networking and social events
Oddbox fruit and veg delivered weekly.	Online meetings with Microsoft Teams , Google Meet & Zoom .
Skin care products from Tropic Skincare (B Corp accredited).	Reduce mileage by sourcing local suppliers/streamlining deliveries where possible.
Refills used for cleaning products.	Paperless options for communications where possible.
Smol cleaning products.	Minimal amounts of recycled paper and ink purchased.
Reusable cleaning cloths.	Unsubscribe from unwanted email marketing.
Water butt to water plants, when this runs out a watering can is used.	Avoid attaching documents to emails where possible.
Dual flush toilets throughout the home.	Cloud hosting and sharing of documents.
Water usage: family of 4 using water of 2.5 people as detailed in Thames Water bill.	Water softener to prolong the life of appliances

Philanthropy

Philanthropy focusses on the donations of time and money to good causes and supporting charities through volunteering, donation, or sponsorship. This also means pro bono work, donations of money and products, giving back, and free or discounted advice.

Pro Bono – pull up banner for Richmond Talking News .	Donation of time/services to Bracknell Rugby Club & Charters School .
Preferential rates for Maternity Action and Mind Your Health Ltd mental health awareness training.	Offers % discount to small local charities.
Donations to Unicef, Action Aid, Bracknell Rugby Club , Charters School , National Trust , Berkshire Wildlife Trust , & Windsor Great Park .	Gives business owners 30 minutes of time to chat through a problem to see if I can help / advise them before they engage in my services.



Any 'Refer a friend' rewards I receive as a result of you clicking on a link e.g. 'Smol' will be donated to charity.



Workplace

Workplace activities encompass the procedures and policies that improve products and services for employees, clients, & customers. This can range from flexible working, cloud document storage, online meetings, reduction paper usage, unsubscribing from emails and not attaching documents to emails, usage of document transfer software, reductions in travel, green investments and working with sustainable clients and supply chains.

Business banking with Starling Bank a member of TechZero , climate action group for tech companies.	Keep equipment maintained and running efficiently.
Walk, car share or public transport where possible for networking and social events	Electrical equipment and appliances turned off when not needed rather than on standby mode.
Online meetings with Microsoft Teams , Google Meet & Zoom .	Unwanted documents are shredded and recycled.
Reduce mileage by sourcing local suppliers and streamlining deliveries where possible.	Attend webinars and talks at local networking forums and events about sustainable topics.
Paperless options for communications where possible.	Glass or reusable bottles are used to drink daily water from during the day and refilled.
Minimal amounts of recycled paper and ink purchased.	LED lighting and low energy bulbs throughout – turned off when not in use.
Unsubscribe from unwanted email marketing.	Thermostats low
Avoid attaching documents to emails where possible	Use of online check/proof sign-off process for printed projects, including printed proofs to capture last minute changes and to limit wastage and print runs to help reduce errors.
Cloud hosting and sharing of documents.	Look after health through diet and exercise.
Reuse paper for notes.	Ecosia search engine.
Purchase as little equipment as possible.	

Community

Community focuses on the way a business operates with other organisations to improve the quality of life of the people in the local community. How, where, and why a business operates and the areas it supports in its local networks and forums, buying and supporting local businesses, mentoring, networking & memberships.

Use independent local coffee shops for meetings e.g. Rex , Feugo's , Tally Ho Farm , Ferrygrove Farm .	Ecosia search engine.
Donates unwanted items to Thames Hospice , Smartworks .	Unwanted documents are shredded and recycled through doorstep collections.
Networking locally – WIBN Windsor , Real Networking Bracknell , My Royal Borough	Donations to Unicef , Action Aid , Bracknell Rugby Club , Charters School , National Trust , Berkshire Wildlife Trust , & Windsor Great Park .
Collaborating and using local business for services e.g. marketing, copywriter, photographer, accountants, business coaches and consultants.	Attending local fitness classes that run classes outdoors or in local halls. JA Fitness & Matt Bryant
Glass or reusable bottles are used to drink daily water from during the day and refilled.	Donation of time/services to Bracknell Rugby Club & Charters School .



What's in the pipeline?

Every small business can make incremental and sustainable changes to ease their impact on the planet.

This journey is always a work in progress and no one can do everything straight away.

Having a plan provides a framework from which to measure, build evidence and incorporate good environmental practices into business policies and procedures. This helps us make changes that support the planet.



Here's what HKgraphics is planning to do in the future

Vet suppliers for sustainable products, services, processes, and policies. What actions they take and what measures they have in place to reduce emissions. How they get involved with charities and donate time and money.	Consider a sustainable gift or donation for clients when completed a project e.g. Ecologi membership to plant trees.
Look at becoming as close to a 'paperless' office as possible (digital ways of storing data and documents – what can be deleted or stored offline on a back-up device).	Consider expanding community activities via sponsorship, pro bono work and donations.
Review web hosting to ensure a green hosted site.	Boiler upgrade for home to more efficiently heat the house and office.
Review annual budget to donate to causes.	Communicate and educate clients as to why I make sustainable design decisions and encourage them to do the same.
Review electric car options when next need to replace car.	Review additional Smol household products or similar alternatives.
Collate and collect data and examples on an ongoing basis to evidence HKgraphics's impacts.	Consider B1G1
Research additional sustainable groups and forums to join in the graphic design industry to help to promote sustainable sourcing and services and events. Follow Design Council for advice.	Prioritise local business for print suppliers, collaboration and procurement services (cross promote services). For example: Rimu Marketing , Maidment Accountancy , Rachel Bray Writing
Smart lighting e.g. Hue	Batteries for household/office appliances to use rechargeable batteries that are recharged and used each time.
Communicate to clients about efforts to-date towards sustainability and be transparent about activities and encouraging others to do the same.	Support more local green events and initiatives to promote sustainable sourcing and production for my industry.
Consider adding a page to the website outlining all the sustainable impacts made to-date e.g., approach to design, choices or size, colour, shape, and paper stock selected and recyclable choices on disposal.	Review Sustainable Development Goals and select ones that align with HKgraphics.
Printer-friendly website design, text and image layouts on a page, dark text and backgrounds, laptop and mobile friendly.	



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HKgraphics

I am committed to reducing HKgraphics environmental footprint and promoting sustainable practices in all aspects of my business. Including providing adequate resources to measure and minimise impacts and to leave a positive legacy.

Through HKgraphics I will carry out the necessary actions to communicate my vision and goals to my clients, suppliers and stakeholders to achieve targets and goals for sustainability.

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For more information please contact me:

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