

## WALDRON SMITH MANAGEMENT

[www.waldronsmith.com.au](http://www.waldronsmith.com.au)

WSM is committed to exploring and implementing new and innovative ways of making sure our actions and operations are environmentally-conscious. Sustainability has been adopted as a key element of our operating principles and as a long term business strategy for our company. At the heart of this, however, is our belief that, in an ideal world, sustainability measures should be a given undertaking of any business or organisation – not a point of difference.

### Waste Management

- Implementation of paper and cardboard recycling
- Printing is double-sided when possible
- Bottle and can recycling
- Printing cartridges are remanufactured.

### Energy Management

- The office is lit with a combination of energy efficient fluorescent lights
- Purchasing green energy.

### Programs currently participating in

In 2007/2008, WSM actively and enthusiastically entered into partnership with environmental consultants, EM2, in order to develop and implement a carbon strategy and environmental management plan.

This process has involved a full audit of WSM internal operations including energy, water, waste and material consumption with the ultimate aim of reducing our environmental footprint. This will involve a five step process of engaging the WSM team, measuring and reducing the organisation's environmental footprint, buying green energy and offsetting carbon emissions.

The decision to engage an external provider was not taken lightly, as it comes with a significant cost to the organisation. However, to be an industry leader WSM have always felt that it must concentrate on its core business and engage with the highest calibre suppliers that can add value and knowledge to WSM without seriously impacting on its current workflow.

WSM's partnership with EM2 has provided a clear strategy on the organisation's Corporate Social Responsibility moving forward.

### Strategies Implemented

In 2008, WSM offset green house gas emissions and became carbon neutral, utilising Easy Being Green's low voltage light program.

WSM saw the decision to offset its emissions as a commitment to the future, a statement to its staff, client's and stakeholders and a demonstration of leadership in our industry.

WSM are also working with various companies and organisations to actively engage clients and their delegates, providing them with options to reduce the environmental footprint of their events with a focus on the triple bottom line. These include, though are not limited to:

- Assistance with choosing venues and accommodation with environmental management plans
- Offsetting travel emissions, both at an event level and/or at an individual level
- Planning events taking into consideration expected numbers, duration and number of rooms required to ensure best fit and minimal use of resources
- Implementing waste reduction policies with the aim of reducing, reusing and recycling materials
- Actively engaging suppliers to ensure a substantial knowledge base of environmentally-conscious wares i.e. satchels, name badges, printers, etc.

Clients appreciate WSM's involvement and leadership in these areas and are happy to work with WSM's green suppliers that provide an environmentally conscious product at a market driven price. An example is Finsbury Green, WSM's print supply chain provider that is ISO 14001 Accredited, Carbon Neutral and an Australian Green House Challenge Member.

The architectural plans for WSM's new office in South Melbourne include a strategy to achieve a Green Star rating, therein confirming the organisation's commitment to ensuring its actions and operations are environmentally conscious.

Overall, CSR is a key element of WSM's operating principles, culture, systems and products, and is a part of the organisation's long term business strategy.

