

# Designing Cornwall's future

As one of the South West's leading PR and design agencies, MPAD are taking their **commitment to the environment** very seriously, working to **reduce the impact** of their business activities.



The first step MPAD took towards a more sustainable business model was to identify which elements of the company's working activities have an impact on the environment. This was found to include travel, electricity consumption, office waste, water consumption and discharge, paper consumption, food waste and ink usage.

In November 2007 MPAD began a **measure, manage and reduce approach** to limit the direct impacts from the business to the environment. This resulted in annual targets to reduce business and travel to work mileage, office waste and electricity consumption.

In addition, office manager, Caroline Williams, is establishing an Environmental Management System (EMS) with the **aim of achieving ISO14001 by the end of 2010**. This Standard applies to the environmental aspects which an organisation has both control over and the ability to influence. To support this work both Mark Picken and Caroline Williams undertook training through the Envision scheme and used Business Link to help create a baseline assessment to support the Environmental Management System

Since MPAD embarked on their sustainable journey they have achieved a remarkable amount; some of the headline figures are outlined below:

- **Business and travel-to-work miles:** A total reduction of 11099.9 travel-to-work miles and 5848.95 business miles since July 2008 equating to a cost saving of £2302.78.
- **Recycling:** In 2009/10 MPAD recycled 89% of office waste and in 2010/11 are on track to recycle 97% of office waste, exceeding targets.
- **Electricity consumption:** Reduced electricity consumption by 29% for the year 09/10 leading to a significant cost saving.
- **Visitor miles:** 95% of clients, suppliers and associates' journeys to MPAD HQ in 2009/10 were either completed using shared transport, on foot or through clustered meetings (normally a shopping trip!)

To encourage behavioural change, MPAD's environmental policy is displayed publically in the company's offices with staff made aware of their responsibilities through training and induction. This makes the policy easily accessible to customers, suppliers and the public.

MPAD is now working to manage the Company's indirect impacts to the environment. This includes a continued plan to ensure that clients, suppliers and associates consider how they travel to the company's offices. MPAD is also working closely with print companies in Cornwall to ensure that all printed material is as sustainable as possible.

**'We are aware that as a company our work has direct and indirect impacts on the environment. MPAD, in line with working towards the ISO14001, is committed to the prevention of pollution; compliance with relevant legal legislation and continual improvement.'**



## Background

MPAD was established in 1999 as a PR and design agency by Managing Director Mark Picken. The company was set up with support from the Prince's Trust, and since then has become one of the most recognisable marketing companies in the South West.

MPAD was initially located in Penryn but in June 2008 the company relocated to Truro. The move to a new headquarters in Cathedral Lane allowed the necessary expansion to meet the growing demand for its marketing, public relations, advertising and design services.

Staff members at MPAD contribute a lot to the Cornish community. In particular, Mark Picken sits on the Prince's Trust panel and fellow director, Rachel Picken, is the longest-standing committee member of the Hub, Cornwall's business network for young people and new entrepreneurs. Mark is also an active member of the Private Sector Low Carbon Leadership Group and was named Best Individual at the 2009 Cornwall Sustainability Awards.

## Resource efficiency projects and initiatives

- Measure, monitor and manage electrical consumption, waste to landfill and the amount of business and personal car miles through flexible working and alternative transport/car sharing
- Annual targets for the reduction of business and travel to work mileage, office waste and electricity consumption.
- Installation of a weekly p/kWh unit measurement to provide a running total of unit spend which acts as a baseline and highlights if appliances are left on, or if there is an excess in usage.
- Aim to achieve ISO14001 by the end of 2010.
- Measure, monitor and reduce the travel implications of client meetings
- Reduce the use of non-sustainable materials used in print jobs by providing clients with print quotes from suppliers with FSC/ISO14001/BS855 accreditations
- Act as an exemplar to other businesses and ensure that sustainability is made a key part of the advice and support provided to clients.

## Comments from MPAD

As a company we're really proud of the work we do to improve our sustainability. It's important to us that we do our best to protect the environment, as well as support the local community. But it is also important that it has viable business benefits and through the work we are doing we have seen an impact on our bottom line.

**Mark Picken**, Managing Director

## Company Details:

MPAD, Godolphin House, 7-8 Cathedral Lane, Truro Cornwall, TR1 2QS.

T: **01872 321533** E: [info@mpad.co.uk](mailto:info@mpad.co.uk)

W: [www.mpad.co.uk](http://www.mpad.co.uk)

## Business Support received

**Low Carbon Futures** – offer a variety of environmental business solutions through provision of a range of resource efficiency and energy management services.

T: **01209 614979**

W: <http://www.lowcarbonfutures.com>

**Envision** – A South West environmental support programme which helped businesses to save money and develop new green markets.

**Please note: this programme has now closed.**

W: <http://envisionsw.org.uk/index.php>

**Business Link** – A free business advice and support service, available online and through local advisers.

T: **0845 600 9966**

W: [www.businesslink.gov.uk](http://www.businesslink.gov.uk)

## Sustainability awards

### 2008 Cornwall Sustainability Awards

Best Individual (Mark Picken–highly commended) and Best Small Managed Business (2nd place)

### 2009 Cornwall Sustainability Awards

Best Individual (Mark Picken)

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