

JUST
ENOUGH
BRAVE



Introduction

Just Enough Brave seeks to establish and sustain a positive environmental legacy for the business and for future generations. In doing so, we are committed to minimising our overall impact on the environment while also encouraging and activating environmentally responsible behaviour on the part of our Directors, employees, visitors and ambassadors within our sphere of influence.

Environmental Focus Areas

Water and energy conservation

We will strive to improve energy efficiencies in existing operations. Invest in new technologies and systems that enhance water and energy conservation. Include water and energy management as an integral part of planning for future office relocations. Our website hosting will in 2021 be swapped to a new supplier with environmental credentials.

Greenhouse gas emissions reduction

We will reduce harmful GHG emissions by examining our supply chain and purchasing from predominately local suppliers with like-minded environmental working practices. From within the business our employees are also encouraged to participate in cycle to work schemes of which we are a registered employer. All fleet cars will going forward be Electric.

Inspire action

We will engage and inspire directors, employees, visitors and clients and business associates to make positive impacts on the environment. Integrate environmental messaging into their products, services, experiences and media platforms. We will outwardly communicate our commitment through social media and digital platforms,

Ecosystem Conservation

We will promote wildlife and habitat conservation through cooperative efforts with conservation communities and organisations committed to preserving the earth's biodiversity and ecosystem functions. Currently Just Enough Brave support The Shark Trust and 1% for the Planet. On a day to day basis we will integrate natural resource and consumables conservation in future planning, development and operations activities.

Waste minimisation

We will minimise waste in our operations and business activities. Dispose of waste conscientiously and creatively by making "reduce/reuse/recycle" the standard operating procedure. Incorporate waste reduction into the design of products, programs, and facilities; reducing waste through innovative product development, supply chain management, and end-of-life recycling.

Communication of Policy Statement

This Policy Statement will be communicated to all members of Just Enough Brave via the employee handbook and new employees will be briefed on the key points of our environmental focus upon joining the business.

Signature January 2021

David Smith
Managing Director

**JUST
ENOUGH
BRAVE**

Sutton Harbour, 4th Floor
Salt Quay House, Plymouth PL4 0HP
+44 (0)1752 547077 justenoughbrave.co.uk