



2019

# ENVIRONMENTAL IMPACT POLICY

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# INTRODUCTION

By writing down and making public my environmental policy, practices and performance. I hope to enshrine within my company the will to do good.

Through reviewing this policy regularly, I hope to continually diminish my footprint and operate as cleanly, in both conscience and carbon, as I possibly can.

I shall continue to hold myself to account, and action changes both small and large.

If I can build a successful business by actively doing good, I hope to lead others into following suit. Important to this process is actively seeking out and following the examples of businesses and individuals that already pave the way.

In order for me to work towards an effective environmental policy, I use seven 'rules' that I implement into the daily running of the business.



# 1 THINK TWICE

Everything that I do has a consequence. I believe asking the right questions is key to being a better company. If I can find another way of doing something in order to make a positive change, I will take that route.

Before I take any action or make any purchase for my business I ask myself...

### **Is it necessary/ Is there another way?**

It is easy to buy something that would make my life easier. But is it necessary? I have found that with the things I have I can do just fine. I have enough to keep pace with the market and allow for an efficient workflow.

If I see something I 'need'. I have to think hard about if I actually do need it. Usually I spend so long deliberating, that if I do find I need it, the item has come onto the second hand market and at a reduced cost. Win win.

### **Does it harm?**

This is a complex question that should lead to further questions along the way. For example, I may use a print lab that uses recycled paper and eco friendly inks, but do they practice these values across the whole company? Do they ask similar questions about their suppliers and impact?

So far, every time I've asked this question I have found an element of 'harm' along the chain. This has allowed me to reduce and in some cases remove the harm that my business inflicts on the environment.



# 1 THINK TWICE

CONTINUED

## **Am I asking enough of the right questions?**

Probably not. By making it a matter of course to review my practices, I hope to find 'better' more constructive questions to ask. It is equally important that I listen to the questions of my customers. This shouldn't stop at the services I offer, but also to the practices of my business.

## **What do I ask of my customer?**

I am lucky. Predominantly I offer headshots for individuals and businesses that need them to further their careers and grow their business. More often than not, my services are needed.

If a business or individual approached me for my services or prints I would like it if they had asked themselves: Do I need your service? Is there someone closer that can help? Why, out of all the millions of content creators that exist today, have I chosen you?

Of course I would want to help anyone that approached me. But I would like to know that they were asking me to do a job for them for the right reasons.

# 2

## BUY WELL

Through necessity I have had a rather environmentally friendly approach to the hardware that I use for my business. I have bought second hand. I have researched the gear that I need and asked if I really needed it.

By buying second hand, I have kept in circulation a product that can be used, loved and repaired for many more years to come. A product that still makes 'industry leading' images and content.

I also choose companies that, in my opinion, not only make the best gear, but also allow me to continue to make the best content. Fuji are famous for their firmware upgrades. Each upgrade makes my camera better. This is a huge relief and fight back against the built in obsolescence that has been accepted as 'normal' in most technology.

My computer, also second hand, was chosen because it does not have the RAM and HDD hard-wired in to the circuitry. This allows me to upgrade as I need and not buy new, purely because I was dictated to by the manufacturer.



# 3 COLLABORATE

Collaboration can come in many forms. It should have an equal benefit to all parties. I should not expect to gain from this financially and I understand that me offering my time and expertise will just be a part of the business model that I wish to create.

I will have to keep this sustainable for my growth, yet as my business grows (and I hope it does) so will my efforts to help in this collaborative way.

I want to actively work with like-minded companies and individuals, offering the services that I am able in order to help tell their story. I also wish to work with non like-minded clients and offer some positive impact for them.

Photography and videography (alongside good copy and distribution) is still one of the most impactful ways of putting together a narrative and reaching a large audience.

In a form of 'giving' I would like to promote businesses, committed to the earth and ethical practices, with the images and content that they need to help spread their story as far as possible.

If you are such a business and are interested then please get in touch.



# 4 EDUCATE

By no means am I an authority in anything 'environmental'. The best I can do is to immerse myself in what people have to say and put it across to others through the decisions I make, the business I choose to take and through the sharing of good ideas.

I will be measured in my output, I will endeavour not to sell opinions as fact and will cite any content I share. I will never censor comments on any aspect of my business and will encourage constructive criticism and debate.

I will use my website and any media presence I have to promote good ideas and information whether it be fact or opinion.



# 5 BE RADICAL

I am too scared and, at present, too naive to put myself on the front line of activism. I also find a lot of climate activism can be hypocritical, albeit through good intentions.

I do, however, believe in supporting groups that are **positively enforcing** change, especially within the most climate destructive sectors, such as agriculture.

I am but a small fish in the largest of ponds, however, while I do have somewhat of an audience that I hope to build, I feel I should use this platform to promote **positive action** that can be used as an example as to what can be done.

Equally important, is to publicly chastise and boycott those companies that are exploiting resources and people. I believe that **positive reinforcement** is key to progression. By applauding those doing good will ultimately drown out the noise of those doing bad.

**‘What you resist, persists’**

CARL GUSTAV JUNG



# 6 DO GOOD

My efforts shouldn't stop at just minimising my environmental impact. I hope that I can actively work to make more ecologically productive steps that actively 'heal' the scars I myself have inflicted on the earth.

I have made a committed start to this by joining **1% for the planet**. This means I will give 1% of my **sales** to causes that are actively working to reduce and reverse the effects of climate change.

I prefer this over giving 1% of profits, as if I have a bad year financially, I can still give a proportion of my business to these causes.

You can find out more by visiting  
[www.onepercentfortheplanet.org](http://www.onepercentfortheplanet.org).



# 7 BE BETTER

I will continue to review my own practices set out above on a daily basis.

Then every three months I will sit down to look more thoroughly into my practices and pick out any points that I can improve on.

I encourage scrutiny from 3rd party sources on my practices. Sometimes a simple oversight on my part can be picked up by another person and then acted upon.

I will publish my quarterly findings on my website. This will enable me to show my progressions and shortfalls and show a chain to the steps taken to 'be better'.



# THAT'S ALL GREAT, BUT...

That's all great, but what am I actually doing that helps?

I ensure compliance with all relevant environmental legislation and regulations and will endeavour to work far beyond the minimum requirements set for the above.

## **My environmental aspects are:**

### **Electrical Usage: Water Usage: Gas Usage**

I don't use any gas. My water consumption is minimum. My main output is electricity. At present I have no way of measuring the above. Though I am working with my landlord to ensure utilities are as green as possible. This has been helped with my new neighbour being a B-Corp and insisting on better energy provisions.

### **Waste and recycling of materials**

I re-use as much of my packaging as possible. When ordering, I always ask for an alternative to single use plastics. I donate shredded paper to the framer's next door to use as packaging for her goods.

### **Transportation to and from clients**

Although I do drive, I ensured that my vehicle was the most fuel efficient on the market, can be maintained by myself and remains fuel efficient. I car share wherever possible and avoid driving whenever possible. It is an area I would like to improve on.



# THAT'S ALL GREAT, BUT... CONTINUED

## **Procurement of products and materials**

I will always try to use local, eco certified suppliers where possible. In particular I always take environmental considerations into account when selecting suppliers and contractors.

I always endeavour to purchase from environmentally and ethically conscious suppliers.

This includes all supplies to my business. Be it for hardware, software or printing services. I will always opt for the least harmful company to supply goods and services to my business.

## **Buying used and recycled goods**

Where possible, and in order to maintain a high standard of service, I buy all equipment second hand. From camera gear through to paper stock. I have found this does not hinder the quality of output. In fact the adverse is true. Being able to purchase better equipment with a smaller budget.

## **Use resources wisely by reducing resource usage**

I do not use unnecessary amounts of water. I do not use gas. All lighting and electrical equipment is turned off when it is not needed. I use efficient bulbs and methods of distributing power to my equipment.



# THAT'S ALL GREAT, BUT... CONTINUED

## **Removing unnecessary purchases from the business.**

All purchases are made that are essential to the running of the business and for the wellbeing of clients.

## **Improve the efficiency of energy use and processes.**

I work closely with the landlord to ensure that the building is running efficiently and with a good environmental policy in place. This is held by the other companies within the premises.

## **Specific targets for reduction of energy use year on year**

There is always a way to save energy. For example, I have moved over to LED lighting for my studio lights. Specific targets for reduction of energy and water usage, year on year, is 5% based on current business size.

## **Minimise high carbon travel.**

This will be achieved by continuing to drive fuel efficient cars and lift sharing where possible. Keeping all trips to a minimum. Ensuring any flying is offset fully through such schemes as 'Atmosfair. However, I will always look to the most 'environmentally friendly' way of travelling in any instance.



# THAT'S ALL GREAT, BUT... CONTINUED

## **Continuously improve and prevent pollution arising from my business**

I am lucky that my business is not production heavy. Looking to minimise damage along the supply chain in every aspect of my business will be my main focus.

- **Monitor and record energy, water and waste used or created.**

I am currently consulting businesses as to how best monitor this. Also working with my landlord will help greatly and improve the building's efficiency in waste reduction.

## **Use of products with a lower environment impact**

This includes recycled stationery and Eco cleaning products as well as recycled, high quality print stock.

Recycling or re-using plastic, cans, glass, paper, cardboard and ink cartridges.

Currently I am achieving 100% of this by reducing the amount I use, specifying 'greener' packaging with my ordering as well as using re-fillable ink cartridges.



# THAT'S ALL GREAT, BUT... CONTINUED

## **I will ensure this policy is implemented throughout my operations by:**

Ensuring myself and any sub-contractors and future employees understand the environmental impacts of their own jobs and the business as a whole.

Informing all suppliers, contractors and sub-contractors of the requirement to comply with this policy when providing goods and services.

Periodically reviewing the environmental issues at the highest level within the organisation.

Reviewing this policy and its effectiveness on an annual basis. I will seek annual 3rd party auditing in order for me to achieve my environmental goals and consistently set new ones.

## **Continuous improvement will occur by:**

Periodically reviewing this Environment Policy and practices in order to improve operational and environmental performance.

Learning from best practice examples of environmental management and being responsive to community issues, and:  
Promoting a culture in which all contractors, partners and sub-contractors share this commitment.



# WHAT IS THE COST OF A HEADSHOT?

I am lucky that this industry is not 'production heavy' and therefore I find it easier to strive to reach high environmental goals to decrease my impact on the earth.

This is not to say I have nothing to do, far from it. I can make sure that my web hosting and servers are carbon neutral. Any software that I use can be purchased from eco savvy companies as well as using paper stock and ink from environmental savvy companies.

**As of 20th April 2019 I am yet to complete my first audit. This is scheduled for publishing on the 5th of July and will be available at [www.thomaxon.com/environmental](http://www.thomaxon.com/environmental)**