



Environmental Policy

Introduction

As we describe our purpose... “Marvellous Maps exist to inspire great adventures. We consider the impact of our activities on people and the planet (not just on profit), we minimise our negative environmental impact and, in our own small way, we work to have a positive impact on people and the planet.”

In order to deliver on these lofty aims, we make several commitments (set out below) as part of our business-as-usual activities. There is an awful lot of greenwashing out there, a lot of it involuntary, but no less ethically dubious because of that. Any business is likely to have a net negative impact on the climate and environment, so we avoid labelling our business as ‘sustainable’. (Even Patagonia, a company that’s often held up to be the ultimate environmentally friendly organisation, is not a sustainable business, [according to its CEO](#)).

As a business that encourages people to travel (albeit locally in Britain), we’re aware that our existence has a doubly negative effect on the environment:

- The environmental impact of our operations and supply chain - the resources needed and waste created through the manufacture and distribution of our products, and the running of the business
- The environmental impact of travel and tourism in Britain, to which we contribute in a small way by encouraging people to get out, discover and enjoy this amazing place.

As a small business, we’re aware that our environmental impact may be small relative to larger businesses, but our belief is that - in response to the climate and ecological emergencies - we should do what we can, with the resources we have, and that in general business should be a force for good.

Our position

Business as a force for good - Cheesy as it may be, we believe businesses should be a force for good, covering all aspects of social and environmental responsibility (B Corporation philosophy) and working to have a positive impact on society and the environment. We consider the impact of our decisions on society and the environment (see our [Articles of Association](#), section 3). We use the B Corporation standards as a benchmark of good corporate behaviour and we look to the best sources of good practice, including the Ethical Trading Initiative and the Greenhouse Gas Protocol.

Legal compliance - As with all aspects of the law and regulations that apply to our business, we comply with environmental laws and regulations, which are generally more relevant for our suppliers than for us, as we manufacture nothing ourselves. We verify that our suppliers comply with environmental laws and regulations through our Supplier Code of Conduct and Supplier Questionnaire.

Annual impact assessment and disclosure - We calculate and report on our environmental impact on an annual basis. Our goal of becoming a certified B Corporation involves making this commitment in our legal documentation (see our [Articles of Association](#), section 3). In calculating our environmental impact, we look at our complete value chain, that is to say, not just our own operations, but all activities, from the trees that go into the paper that makes our maps, to the customer and



eventually the disposal of the map at the end of its 'life'. Our current annual impact report is published on our [website](#).

Honesty and transparency - We take responsibility for understanding, disclosing and minimising our environmental impact. To achieve that, we look at our full environmental impact, covering:

- Inputs - all resources used by, or as a result of, our business.
- Outputs - all the bad things put into the environment by, or as a result of, our business.
- Positive impact - anything we do to deliver benefits for the environment.

Environmental performance reporting and governance - We create a direct link between our environmental ambitions and commitments and how the business is managed, embedding our 'people, planet, profit' philosophy in all key business processes, including performance reporting and governance. We include metrics and reporting on our environmental performance within our overall business performance management processes, and use that information to set new goals and promote continuous improvement.

Product strategy - We pursue a product strategy that avoids making 'stuff' just for the sake of it, deciding against certain products or product categories on the basis of their environmental impact. We record these decisions and revisit our overall product strategy at least annually and as required.

Inputs

Supply chain - We choose to work with local UK-based suppliers for all our needs as far as possible and we require potential suppliers to abide by our supplier code of conduct and complete our supplier questionnaire to ensure that they are aligned with our stance on social and environmental responsibility. By working with and forming strong relationships with local UK-based suppliers, we keep our supply chain short, reduce our environmental impact and support the local economy. We work with our suppliers to understand and minimise our collective environmental impact.

Materials and processes - We encourage our suppliers to use the most environmentally responsible materials and processes available for the production and packaging of our products. We seek opportunities for further minimising the environmental impact of materials and processes.

Energy - As a small, remote-working (no office) business that outsources production and logistics, we don't have control over the energy sources used across our value chain. We encourage team members to use renewable energy providers for their home offices, and we work with our suppliers to reduce their and our overall environmental footprint, including encouraging them to switch to renewable energy providers where possible.

Distribution / logistics and other resource use - We seek to minimise resource use for distribution, logistics and other processes, mainly through choosing to work with environmentally responsible suppliers and minimising transport-related resource use by keeping our supply chain local (UK-based) as far as possible.

Outputs

Greenhouse gas emissions - We seek to minimise our greenhouse gas emissions (CO₂) across our entire value chain.



Waste / end of life - We seek to minimise the amount of waste arising from all business operations, including production, and we seek to minimise the amount of waste or end-of-life material that goes to landfill, maximising the amount of waste or end-of-life material that gets reused or recycled.

Positive impact

Greenhouse gas removals / carbon neutrality - As far as it is feasible to do so, we commit to removing our CO2 emissions from the atmosphere to ensure we are 'carbon neutral'. That phrase has no single, universally agreed definition, but for our purposes, we intend it to mean that we remove (not just offset) all CO2 emissions that we're responsible for, whether from our own operations or those of our suppliers or other activities in the value chain, and that we remove all our (and our value chain's) lifetime emissions, not just emissions from the current year or recent years.

Team education and engagement - We educate team members on our environmental commitments and on a wide range of topics that are relevant to understanding and delivering on those commitments. We inform and engage the entire team in our work to become a more environmentally responsible business, with clear environment-related roles, responsibilities and objectives defined for some team members. Each team member is set the following personal goal on joining the business: "Develop good knowledge of Marvellous Maps' environmental policy and practices, including market-leading standards like B Corp".

Stakeholder education and engagement - We educate key stakeholders on our environmental commitments and engage them both to meet our own environmental commitments and to help them define and deliver on theirs.

Supporting environmental charities - We're also proud to support three fantastic British environmental charities. Surfers Against Sewage, the John Muir Trust and Trees for Life are close to our hearts, doing truly amazing work to protect the beautiful coastal / marine, mountain and woodland environments that we love and that we're constantly telling people to visit and enjoy.

Planting trees - We dedicate some of our budget each year to planting trees in conjunction with our charity partner Trees for Life.

Responsibilities

Managing Director: overall responsibility for our environmental goals and strategy

Head of Operations has responsibility for:

- Assessing suppliers and checking they meet our supplier code of conduct, through our supplier questionnaire
- Environment-related learning and development
- Managing our environment-related spend

Head of Marketing has responsibility for:

- Managing relationships with charity partners

Environmental Lead has responsibility for:

- Carrying out and reporting to management on our key environmental processes
- Leading the delivery of our environmental goals and strategy, with the support of the Managing Director, team members and external stakeholders.



- Carrying out our annual environmental impact calculation and reporting process
- Making recommendations and challenging business decisions for environmental impact
- Recording product strategy / other business decisions based on environmental impact
- Managing our 'environmental task force', a group of team members contributing to and delivering on our environmental goals and strategy.

Team members are responsible for:

- Being aware of our environmental policy and latest impact report
- Being environmentally responsible when remote working
- Developing basic knowledge and contributing to team learning and development / knowledge sharing sessions
- Joining our 'environmental task force', if interested.