

Our Purpose: Solving creative challenges to enhance value whilst minimising environmental impact

At WDC Creative, sustainability isn't a bolt-on - it's a fundamental part of how we think, create, and deliver. We use strategic creativity to help brands thrive while reducing their impact on the planet. WDC is continuously working towards reducing carbon, with an aim of Net Zero by 2050. Here's how we put that commitment into action:

1. Purpose-led design

We believe creativity can be a powerful force for good. Every design decision has an environmental footprint, and we are committed to reducing that impact through:

- Designing with intent: getting things right first time by asking better questions and following robust, insight-driven processes.
- Embedding sustainable thinking from the concept stage through to delivery.
- Prioritising long-term value over short-term gain.

2. Responsible material use

Whether it's a physical retail installation or printed collateral, we guide our clients to make better choices:

- Prioritising responsibly sourced, recyclable, or biodegradable materials.
- Minimising waste in production by using modular, reusable, or locally sourced components.
- Working with suppliers who align with our environmental values.

3. Low-impact digital experiences

Digital doesn't mean carbon-free. We strive to reduce the environmental cost of our digital work through:

- Designing and building low-carbon websites that load efficiently and use minimal energy.
- Optimising assets and hosting with green-powered providers.
- Promoting accessibility, usability, and longevity in UX.

4. Continuous learning & innovation

Sustainability is a journey, not a checkbox. We foster a culture of learning and adaptation:

- Keeping up to date with emerging sustainable technologies, methods, and regulations.
- Training our team and educating our clients on best practices.
- Challenging conventional approaches when better options exist.

5. Transparency & accountability

We hold ourselves accountable by tracking our progress and being transparent about our impact:

- Monitoring key metrics and adjusting strategies based on results.
- Sharing our progress internally and, where appropriate, with clients and stakeholders.
- Encouraging open dialogue and feedback to improve our performance.

Why it matters

We believe that great design doesn't just look good - **it should do good**. Our sustainability manifesto guides our choices, shapes our culture, and defines the value we deliver.

Through strategic creativity, we can help brands thrive while treading more lightly on the planet.