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Ammonite – Environmental Policy

Ammonite is committed to operating in a way that minimises our environmental impact and reflects the standards expected of a B Corporation Certified (“**B Corp**”) business. This policy outlines how we integrate environmental responsibility into our technology, digital practices and wider workplace culture. These principles guide our day-to-day decisions and ensure that we contribute positively to the environment while maintaining an efficient, modern and sustainable operation.

In addition to our digital sustainability commitments, we also work to comply with and wherever possible exceed all relevant environmental legislation while reducing waste, conserving resources, lowering emissions and continually improving our environmental performance.

Environmental Operations

We take an environmentally conscious approach to the technology and equipment we use, ensuring our operations run efficiently while reducing energy consumption, waste and overall resource impact. Our commitments in this area include:

- **Switch from Google search engine to Ecosia:** Ecosia’s most unique feature is its mission – it uses a large portion of its ad revenue to plant trees around the world. Every search you make contributes to reforestation projects. Unlike traditional search engines that focus purely on maximizing profit, Ecosia channels its success into making the planet greener.
- **Invest in Energy-Efficient Hardware:** When purchasing new equipment (computers, monitors, servers), look for Energy Star certified products.
- **Implement Power Management:** Configure devices to automatically enter low-power sleep modes or shut down after periods of inactivity. You are encouraged to turn off all equipment at the end of the workday.
- **Manage E-waste Responsibly:** Extend the lifespan of hardware through regular maintenance and upgrades. When equipment is no longer usable, partner with certified recyclers to ensure safe disposal and recovery of valuable materials.



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- **Use heating, lighting and ventilation responsibly** and work with the building provider where needed to explore practical improvements that support energy efficiency.
- **Encourage responsible water use** across the workspace and regularly look for simple ways to reduce overall consumption.
- **Reduce the volume of waste** generated wherever possible and recycle all materials that can be recycled.

Digital and Web Practices

Our digital presence is designed and maintained with sustainability in mind, reducing the energy demands associated with web content, data storage and online operations. Our commitments in this area include:

- **Optimise Media and Content:** Compress images and videos, use modern formats like WebP, and load media only when it comes into the user's view (lazy loading). Consider if a text or infographic can convey a message as effectively as a video.
- **Minimalist Design:** Simple, user-focused website designs that cut out unnecessary features require less energy for data transfer. Dark mode website options can also reduce power consumption on certain devices.
- **Minimise Data Storage:** Regularly audit and delete unnecessary emails, old files, and unused data stored in the cloud or on servers.
- **Operate largely paperlessly** by digitising invoices, contracts and documents, using recycled materials only when printing is unavoidable.
- **Utilise digital collaboration tools** regularly to reduce emissions from business travel.

Business and Workplace Culture

Environmental responsibility is embedded into how we work, the choices we make and the culture we encourage. Our commitments in this area include:

- **B Corp Status:** Being a B Corp demonstrates how our business model does not negatively impact the environment and we are conscious of our impact and culture. We promote this to attract like-minded clients to continue our prioritisation of protecting the environment through our work.



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- **On Hand:** We subscribe to On Hand for our chosen volunteering platform, to allow team members to sign up to monthly volunteering days to help the community and environment.
- **Carbon Accounting:** Carbon accounting is the process of measuring and quantifying an organisation's greenhouse gas emissions to assess its carbon footprint, enable net-zero targets, model reduction pathways, report to stakeholders and regulators, and manage climate-related risks. We do this to better understand our usage and improve it.
- **Promote Remote Work:** Our hybrid workforce significantly reduces carbon emissions from employee commuting and the energy needed to power office spaces.
- **Being Paperless:** Digitise invoices, contracts, and marketing materials using cloud storage and digital signatures.
- **Using Green Suppliers:** Choose to purchase from like-minded, eco-conscious businesses and suppliers to create a greener supply chain. Opt for buying in person over online where possible. For guidance on where to buy from, contact the Studio Manager.
- **Encourage the use of public transport or electric vehicles** whenever travel is essential.
- **Regularly review this policy** to ensure we continue operating as a green-aware and environmentally responsible organisation.