

Written: Jan 2020

Updated: Jan 2025

Due for Review: Jan 2026

Environmental Policy

Rural Media (comprising Rural Media Charity & Rural Studios Ltd) is based at one site in Hereford, with staff and freelancers homeworking on a flexible basis and on location as required.

Rural Media produces digital arts projects and issue-based media and delivers education and training. As an organisation working nationally but based in a rural county, we regularly need to travel around the county and the UK. As a responsible organisation we intend to grow and develop in a sustainable manner. However, we recognise that some of our operations have an impact on the environment and we are committed to reducing that impact.

The Head of Production is ultimately responsible for formulating, implementing and reviewing Rural Media's environmental policy, targets and environmental action plan.

The policy is to be reviewed whenever any significant operational or other changes occur within the organisation and will be systematically reviewed at least annually.

All staff and suppliers are expected to follow the principles of this policy to assist Rural Media in meeting its objectives. We recognise the need to continuously improve environmental performance.

The environmental action plan (separate document reviewed monthly) covers those operations that we consider to have the biggest potential for improvement.

As part of our environmental action plan, our environmental impacts will be assessed and in particular we will:

- adhere to the Greening Government Commitments
- meet all current and foreseen environmental legal requirements and related official codes of practice, and require our suppliers to do the same
- communicate and engage with all staff about our environmental policy and performance.
- ensure that the goods and services we purchase support our environmental objectives wherever practicable encourage our suppliers and contractors to improve their own environmental performance
- identify and provide appropriate training, advice and information for staff and freelancers and encourage the development of new innovations
- implement and regularly review our action plan and KPIs
- Reduce our use of natural resources such as energy and water.
- Reuse resources including paper and packaging, props, costumes and batteries whenever

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possible rather than disposing of them.

- Improve the environmental impact of our studios
- Continue to monitor our production processes and adhere to Albert Guidelines
- Encourage the use of recycled materials and recycling initiatives throughout the organisation and require the same from our suppliers and freelance works.
- Discourage unnecessary travel and encourage use of online video conferencing and other online tools where possible.
- Implement a 'no plastics' and vegetarian catering policy for productions, meetings, workshops and events.
- Ensure that everyone can access our policy
- Work with our staff and Freelance crew to work towards our aim of a Zero-Waste to landfill policy
- Ensure we champion sustainable and environmental issues practice and never normalize unsustainable behaviors within our content
- Work with our Board to achieve our environmental aims of reaching Net Zero Emissions by 2050

