



# GREEN MARK CASE STUDY

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## SAGE ASSOCIATES LTD

### Company Background

Sage Associates is an imaginative, client-centred communication and design consultancy that has been in business for 25 years. With a team of eight staff, it specialises in the production and management of visual communication in print and digital media. The aim is to provide a quality service that enables clients to communicate through excellent design.

### Why Green Mark?

Sage Associates recognises that it has a responsibility for reducing the environmental 'footprint' it leaves behind. The initial inspiration came through Sage's work it has done with BP's Sustainability team and now the company is driving eco-efficiency into every aspect of what it does. Green Mark is a way of recognising the work done with clients and within the company over the past few years.

### Significant Changes

Working towards Green Mark has meant the implementation of a "green studio" programme. Based on the Green Office Initiative that Sage worked on with BP, this involves all aspects of purchasing, resource use and waste disposal. In addition, the company is including environmental aspects in criteria for suppliers and services and advising clients on the impacts of their activities.

These changes mean that Sage Associates is able to provide a high quality service to clients while limiting the environmental impact of their work. This has gone hand in hand with an awareness programme for staff to ensure that they are now more aware of the impacts their choices have on the environment. Clients are also becoming more aware of the issues and responding to them.

### Advantages of Green Mark

Sage Associates are hoping that the Green Mark accreditation will raise the company profile and ultimately provide the company with increased business. It also values the way that Green Mark recognises the eco-efficient efforts it has made over the past few years. These environmental initiatives have had the added bonus of providing the company with numerous cost savings, for example, paper and paper products via recycling schemes.

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