

Our commitment is to continuously improve our environmental performance by reduction, re-use and recycling of our resources. While giving the appropriate consideration of sustainability in the services we provide, we also communicate the importance of environmental issues to our peers, service partners and suppliers.

We support environmental and animal charities in a multitude of ways, incl. animal fostering and adoption programs, local environmental group meetings, vegan charity dinners, tree planting initiatives and organized protest. We support businesses that are vegan, sustainable and/ or committed to positive change and create content and advertise for charities at no cost.

We curate projects that help to raise funds in support of environmental and animal charities and causes.

If you would like to collaborate, foster, donate, or have existing projects that have similar goals that we can help to support please reach out to: [studio@lenaemery.com](mailto:studio@lenaemery.com)

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## Simple Solutions With A Big Impact

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### 01 FOOD

This is where it starts. We can all make a difference and we can do this daily without any time or monetary effort. It is paramount to look at our diets and to make the necessary changes in our personal as well as working lives. Avoiding meat and dairy products is the single biggest way to reduce our environmental impact on the planet, without meat and dairy consumption, global farmland use could be reduced by more than 75%, allowing large areas to be reforested.

Being vegan, we request vegan catering on all projects and support vegan businesses across all sectors.

*Vegan Catering (London): [planthub.net](http://planthub.net), [eatchay.com](http://eatchay.com), [cookdaily.com](http://cookdaily.com), [culinary-health.com](http://culinary-health.com), [eco-cuisine.co.uk](http://eco-cuisine.co.uk), [palmgreens.co.uk](http://palmgreens.co.uk)*

### 02 FUR-FREE

Every year, more than 100 million animals are raised and killed for their fur. Over 95% of fur sold globally, comes from farmed animals, such as mink, foxes, raccoon dogs, rabbits and chinchillas. Animals spend their entire lives in cramped battery cages causing them extreme physical and mental harm. Working with and for the fashion industry we have been given the incredible opportunity of being able to directly affect its mechanisms. By simply refraining from collaborating with brands who continue to support the exploitation of wild animals and by refraining from collaborating on projects where fur is present we can send a strong message to those who continue to neglect their ethical responsibility.

The Animal Free Rating rewards companies that pledge to stop their use of animal derived materials: [animalfree.info/en/why.html](http://animalfree.info/en/why.html)

### 03 TRAVEL

Our daily commute to work is done on foot, by bike or public transport. We ask clients to book green car services for the team. We try and use trains as much as

possible and if flights are necessary only fly economy. We limit longhaul overseas return flights to a maximum of 5 per annum. We offset long distance travel on business trips.

*Mossy.earth allows you to directly calculate your carbon footprint and donate the amount needed to offset it by funding the planting of native trees in rewilding areas, [greentomatocars.com](http://greentomatocars.com)*

### 04 LESS WASTE

By going through our daily activities we can easily detect where we are being most wasteful and can make the easy switch by re-evaluating these unnecessary habits and investing in sustainable alternatives like refillable waterbottles, keep cups, sustainable straws and cutlery, etc.

*A life with less waste: [z-w-c.com](http://z-w-c.com), [wortwhyle.com](http://wortwhyle.com), [lowtoxbox.com](http://lowtoxbox.com), [andkeep.com](http://andkeep.com)*

### 05 GREENER ALTERNATIVES

We use bike or other green couriers and have switched over to cloud back up for our internal digital archive, which is more energy efficient while reducing the waste created by frequently purchased physical storage media. We use a filtration system for tap water and no longer print at the studio. We only use paper via outside providers, when deemed absolutely necessary for printing artwork, books and proofing. All published books from 2018 are printed on 100% recycled paper stock and donate a percentage of profits to environmental and/or animal charities.

*[greencourier.co.uk](http://greencourier.co.uk), [eco18.com/our-favorite-sustainable-water-filters](http://eco18.com/our-favorite-sustainable-water-filters), [recycled-papers.co.uk](http://recycled-papers.co.uk), [gogreencloud.com](http://gogreencloud.com),*