

## ESM Sustainable Transport Policy

This policy details a variety of measures that help address the environmental impact of the various transport needs of our organisation.

By this we include staff commuting, work travel, transport of stands to and from events, shipping of materials and the purchase and maintenance of company vehicles.

The goals of our green transport plan are:

- Reduce the dominance of the car in staff commuting and company-related travel.
- Promote the adoption of alternative modes of transport, which are more sustainable and environmentally friendly.
- Establish work practices that don't rely on so much travel.
- Transport our client's stands to shows with minimal environmental impact

These aims are clearly communicated amongst company employees, in addition to the environmental benefits.

### ***Benefits of a Green Transport Plan***

A comprehensive, well orchestrated and enthusiastic transport plan can have a variety of benefits for both the environment and company and staff, such as in:

- Reducing local pollution levels.
- Reducing climate change gas emissions.
- Helping to reduce long-term organisation travel and shipping costs.
- Reducing local road congestion and improving accessibility.
- Help clients to reduce the environmental impact of the work we undertake on their behalf
- Improving the green and organic public image of the office.

### ***Reducing Car Dependence***

Cars play a key role in any green transport policy. In playing an important in the running of most organisations car use cannot be realistically eradicated entirely, instead the policy should set out to promote their efficient use, when no realistic alternatives are available, and reduce the length and number of journeys.

For instance, we have a policy to reduce solo car travel. With statistics showing that the average car occupancy for commuter cars is 1.2 people, employees can improve fuel efficiency and reduce road congestion by being encouraged to make their passenger seats available to other commuters. At ESM we operate a car pool and team members who live locally are encouraged to take turns driving in and out of the office.

### ***The adoption of alternative modes of transport***

ESM operates throughout the UK and internationally. As a consequence we not only have a vested interest in reducing the costs of staff travel and transportation of goods, which we pass onto our clients, but we believe we have a responsibility to the environment to seek the lowest impact methods available.

We keep abreast of the media and expert opinion in this respect, drawing on the experience and advice available from our professional membership body ESSA, the *Event Services Suppliers Association*. For example we have used train travel to service events in Scotland and the South of France or where possible team members have travelled with materials.

### ***Reducing travelling***

As an organisation we have invested in conference call facilities, cloud based file sharing to enable flexible working and reduce the need for face to face meetings with clients and where possible we will conduct conversations remotely. This has had a significant impact on travelling within the organisation.

### ***Transportation of materials***

We will seek, wherever possible, the method of transporting a client's stand which has the least impact on the environment. This can mean using the same truck to transport a number of stands to an event and / or ensuring our team travel with the stand. Certainly we are completely transparent about the method we will use and allow our clients to have a say and suggest alternatives if they can.


Our transports use the most environmentally sound fuels. In addition our team members will either use rail or travel with materials.

### ***Keys to Success***

Good communications between management and staff and beyond the company walls is an essential factor to our successful policy. In order for everyone to break their habits and fully

embrace this green, energy friendly thinking they must understand the reasoning behind the plan, its numerous benefits and be provided with all the information about transport alternatives.

As a consequence new team members are encouraged to add their own ideas and suggestions and we are always open to those made by clients and suppliers.

Signed: 

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Role: Director

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