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John Brown Environmental Statement

John Brown takes its environmental responsibilities seriously and there are a number of policies we have put in place to reduce the impact of our business on the environment.

First and foremost we are a carbon neutral business. Our carbon offset is paid to the charity Rainforest Concern who contribute to rainforest conservation in Central and South America.

We are also committed to helping our clients achieve carbon balancing on the publications we produce on their behalf.

John Brown has taken the decision to work only with environmentally responsible suppliers and printers. Wherever possible we use PEFC or FSC accredited paper and we actively encourage clients in their use of both recycled and sustainable paper.

In 2007 we also secured our own dual paper accreditation to PEFC and FSC schemes, validating that the paper we use is subject to sustainable forestry management and there is a certifiable "chain of custody" from forest to point of sale.

A key part of our environmental standard, is that we will never knowingly use paper from an unsustainable source. This will include wood that is illegally harvested; non-FSC certified forest areas where high conservation values are threatened; areas where traditional or civil rights are threatened; is from genetically modified trees; or from natural forest that has been converted to plantations or non-forest use.

Beyond the paper for our products we also operate our own internal green management system with the aim of reducing our energy consumption and carbon footprint still further.

We promote and encourage the recycling of all our printed and polythene products. Biodegradable poly is our first choice wherever possible.

Finally we encourage all our suppliers to develop their own environmental policies, identifying the most environmentally friendly ones, especially those who are ISO 14001 and EMAS accredited. Additionally we recognise the need for continued environmental education, for ourselves and our clients. Therefore we continue to develop our own specific internal green policies such as printing our stationery on recycled paper, using recycled office papers and recycling our own waste paper.

Andrew Hirsch
CEO, John Brown

