



#### Principle 8: Business should undertake initiatives to promote greater environmental responsibility

##### Current Actions:

Throughout 2010, Idea-JWT has actively aimed to fulfill the role of businesses in the development of environmental sustainability as decreed in chapter 30 of agenda 21 during the 1992 Rio Earth Summit.

Idea-JWT believes that any major progress begins with baby steps towards a particular objective. Simple yet effective initiatives were implemented in each office as preliminary actions. To reduce energy consumption, all lighting was replaced with energy-saving neon light bulbs. Heaters and air conditioners were scheduled to operate on timers in order to prevent excessive energy exploitation or mistaken overnight usage.

As an advertising agency, paper is the most used and disposed material per day. The nature of the business requires continuous printing and sampling. As such, recycle bins were placed to encourage employees to conveniently dispose paper and all other recyclable items. During a typical working day, it has also become common practice among employees to use both sides of paper sheets for internal tasks rather than continuously using new paper sheets.

To ensure the success of the agency's environmental responsibility, every single member of Idea-JWT needed to comprehend, support and promote the same ideals. To guarantee that all personnel were educated and constantly reminded of the uses of being environmentally friendly, eye-catching notes were placed around the office and over water sinks as reminders to switch off the lights, air conditioners and make sure that all water faucets were properly closed after use. Any major change within the agency needed to come from within its team; and each employee aims to personally practice the change they want to see in others.

Moreover, an operational rule was adopted within the agency in an effort to reduce vehicle gas emissions. By aiming to send out all client deliverables at the same time, and thus eliminate multiple drives back and forth to the office, employees agreed that all outgoing items - with the exception of urgent tasks - must be gathered and sent out at 10 a.m. via a single delivery route.

As an extra mile, Idea-JWT hopes that it can encourage environmental responsibility beyond the walls of its office by continuously persuading its clients to use recycled paper for all their printed materials and office stationery.

##### Projected Outcomes and Objectives:

Energy consumption has been significantly reduced throughout the office. Although its magnitude has not been tabulated into exact statistics so far, the improvement can be noticed through the reduced electricity and water bills.

The major change, however, has been in the attitudes of the employees, which is believed to be the greatest catalyst of change. Employees are now more aware of the hazards of natural resource exploitation and are more flexible towards adopting policies that promote a "greener" community, both on professional and personal levels.

شركة فكرة الدولية للدعاية والإعلان والتصميم ذ.م.م

IDEA-JWT Amman - Associated with JWT

P.O.Box 910437 Amman 11191 Jordan

p +962 6 465 3013 f +962 6 462 7207 www.ideajwt.com

