



www.clearfocusproductions.ltd.uk

Environmental Policy

Although we are a small company and are not legally required to report any environmental impacts, Clear Focus Productions Ltd recognises that we have a responsibility to the environment beyond legal and regulatory requirements.

We are committed to reducing our environmental impact and continually improving our environmental performance as an integral part of our business strategy and operating methods, with regular review points.

Responsibility

Clear Focus is responsible for ensuring that this environmental policy is implemented. However, our clients and subcontractors also have a responsibility in their own area, to ensure that the aims and objectives of the policy are met.

We take steps both internally and externally to show our commitment to reducing our environmental impact. Below is a summary of our actions:

Internally	Actions (with examples below)
Waste management	Clear Focus is a small digital media company specialising in educational video and online courses. All our products take the form of digital files, therefore there is no physical waste. Over the years we have reduced our use of paper by 90%, radically reducing the number of documents we print out. Any paper we still use is recycled, or if the contents contain personal data,

	<p>shredded and recycled. We dispose of old computer equipment and archive stock responsibly, through waste disposal experts. We will continue to reduce the amount of waste produced by our business and recycle where possible.</p>
Office supplies	<p>Clear Focus use recycled paper and, where possible, eco-friendly office stationery. Mindful of the resources used in their manufacture, we extend the lifetime of our computers, peripherals, storage devices etc if their functionality meets professional standards. In non-critical contexts (eg: back-up storage) we use second-hand refurbished drives. Our marketing is done via our website, which is hosted by a company we selected for its low-carbon credentials. By 2029, we plan to formally include environmental criteria whenever selecting new suppliers and products.</p>
Monitoring and improvement	<p>Over the years, we have innovated ways to improve our environmental performance. For instance, we were early adopters of remote filming technologies, allowing us to film interviews over the Web rather than travelling to an interviewee's location. We encourage car-sharing and use of public transport, whenever possible. By 2030, we will implement formal record-keeping systems, enabling us to streamline our monitoring of environmental performance.</p>
Maintenance and office cleaning	<p>Ours is a virtual business, whose staff work from home in two small "home offices". None of our production process require the use of solvents, and where possible, we choose socially and environmental responsible cleaning products. From 2028, we will conduct an audit to confirm that our maintenance and cleaning routines are as environmentally friendly as possible.</p>

Energy	<p>Lights and electrical equipment are switched off when not in use and our heating is adjusted with energy consumption in mind. We use energy-efficient lights and computer equipment. We source our energy from a “green tariff” to ensure that our business is powered, as far as possible, by renewable energy. We are committed to making further improvements to our energy-efficiency, such as replacing old double-glazing and reducing our reliance on a gas-fired boiler with renewable alternatives within the constraints of affordability.</p>
Our people	<p>Clear Focus is a micro-company with two employees, both directors, who have been consulted in the drafting and implementation of this policy, for greater commitment and improved performance. See also: “customers, suppliers and other stakeholders”.</p>
Water	<p>Very little water required in our production processes aside from for drinking and hand-washing. Our premises have been fitted with a water meter, to help us monitor water use and avoid water wastage.</p>
Chemicals and hazardous substances	<p>Wherever possible we will substitute substances that are harmful to the environment with those that have less of an impact. Although no chemical substances are used in our production processes, we are mindful of the CO₂ from travel and computer use (see also “waste” and “energy”).</p>
Legal duties	<p>Our company is not in a sector that is legally required to report hazardous substances, waste, noise or pollution, and is too small to be obliged to report energy use and carbon emissions. However, we are confident that we would perform well on all these parameters and consider it good practice to monitor</p>

	these voluntarily (see “carbon footprint”). We will continue to keep up to date with changes in environmental law and ensure we are fully compliant with our duties.
Carbon footprint	As a small company, we cannot afford to engage consultants to carry out accurate calculations. However, we recognise the importance of understanding our carbon emissions, and from 2028, we plan to keep records of all activities that are carbon-emitting, with a view to quantifying our carbon footprint using free carbon-counting software (such as <i>Sustrax Lite</i>).

Externally	Actions (with examples below)
Transportation	We reduce the need to travel, where possible, by using alternatives such as email or video/phone conferences. Only occasionally does Clear Focus have to use one small, economical, petrol-driven car. Mindful of the resources and energy involved in manufacturing, we plan to replace it with an EV when it reaches the end of its useful life. We have reduced distances travelled by car by cutting the number of face-to-face meetings and switching suppliers from a post-production partner located forty minutes’ drive away to local editors who can be reached on foot or by public transport. When filming documentaries, we accept that it is sometimes necessary to fly to global locations. When planning a foreign shoot, we minimise the number of airmiles travelled by engaging local camera crews, and contributing to a carbon offset scheme for flights taken by our producer/director.
Clients, suppliers	We work with customers, suppliers, and other stakeholders to

and other stakeholders	help them improve their environmental performance. Our clients are large educational or research institutions who are well aligned with our environmental values. We endeavour to provide these clients with any information about our own environmental and social performance they request in order to achieve their own sustainability goals. Our suppliers are freelance camera crews, editors and designers, who also share our environmental values (see also “Transportation”).
Community engagement	Clear Focus take pride in being part of our local community and engage with that community in various ways. We donated financially to a community buy-out of a local cinema (2022), enabling Oxford's oldest and only independent cinema to continues to operate. One of our staff has served as a governor at a state local primary school (2012-2017) and given her time as a conservation volunteer, helping to tackle the biodiversity crisis as it manifests in our local nature reserve (2019-2026).

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