

## VMI Environmental and Sustainability Policy

### Mission Statement

VMI delivers cutting edge technology to the film and television industry while nurturing local young talent to build a strong and collaborative community that has a lasting, positive impact on the planet.

Since 2004, VMI has explored creative solutions that help reduce the company's negative impacts on the planet and drive lasting positive change, with a strong focus on improving social equity by pioneering the industry apprenticeship programme that develops young talent into rising industry stars.

VMI believes in the power of community and continues to share ideas and solutions that inspire wider industry action. In June 2021, VMI committed to becoming a net zero organisation by 2030 and to halve its carbon emissions by 2025 using 2019 as the baseline year.

VMI will continue to report transparently and publicly its emissions data and the steps that are being taken to reduce their footprint.

VMI was recognised for its efforts in sustainability and for their wider influence on the rental industry by winning the Hero of Net Zero award, presented by the Department for Business, Energy & Industrial Strategy at the International COP26 climate summit in November 2021.

In recognition of its efforts to promote sustainability in the TV Industry, VMI was also a finalist for *Net zero company of the year* and was awarded both *Park Royal Business of the year* and VMI's Managing Director also recognised as *West London Business Leader of the Year* at the West London Business Awards in 2022.

### VMI Environmental policy statement

VMI takes its environmental impact seriously. The Board of Directors determines the overall environmental policy for VMI paying due regard to the protection of the environment, the effective and efficient use of energy and raw materials, and the minimisation of waste.

The aim of the policy is not simply legislative compliance, as we wish to enhance our corporate social responsibility by supporting the development of best practice and innovative solutions that deliver sustainable growth whilst continually improving environmental standards.

#### VMI commits to:

- Perform an annual carbon audit every year and publish these findings publicly on our website.
- Be 100% net carbon-free emissions by 2030.
- Achieve 50% of 2019 Emissions by 2025.
- Offset 100% of the previous year's carbon emissions through reliable and reputable offset measures.
- Purchase 100% renewable electricity and 100% green gas at all our sites.
- Work with, educate and train employees in environmental issues and the environmental effects of their activities.
- Continually improve on environmental performance and to review this annually.
- Purchase 100% recycled paper and recycle all paper and cardboard waste that VMI produces.
- Avoid unnecessary printing and digitise all correspondence and filing systems.
- Purchase cleaning products and toiletries from zero plastic waste suppliers, such as Splosh, in order to entirely eliminate unnecessary and avoidable plastic waste.
- Use eco-cleaning products which are formulated using non-hazardous chemicals that are kind to the environment and aquatic life, and fully biodegradable, where possible.
- Dispose of all food and biological waste for composting.
- To continue to reduce all non-recyclable waste where possible and to dispose of responsibly, avoiding where possible, from being sent to landfill.

- To work with associations such as Albert and Green Pledge, to adopt best-practice for all business activities
- Promote the use of sustainable transport amongst staff. VMI encourages employees to use bicycles to commute and at least 3 members of the team frequently ride to work.
  - VMI promotes both a Cycle to Work Scheme and E-cycle to work scheme to facilitate tax-efficient purchase of bicycles as a salary sacrifice process.
  - VMI promotes an Electric Car Scheme via Octopus Electric Dreams, to facilitate tax-efficient leasing of EVs as a salary sacrifice process.
- Avoid using air-travel where possible and promote alternative modes of travel.
  - As such, VMI will travel by train/EVs within the EU and avoid air travel entirely.
  - Reduce the number of personnel/annual trips to the US and beyond, which require air travel
- To encourage staff to avoid using air travel for private holidays.
  - VMI commits that from 2023, all employees who have not used air travel powered by fossil fuels for the entire previous calendar year, will receive a bonus day of leave in the current year. This will be in addition to their regular leave entitlement.
- To reduce dependence on using fossil Fuels for transport and heating.
  - All Directors will use Electric Vehicles (EVs) for all future work travel by end 2022.
  - VMI will replace 40% of its 2021 Diesel fleet with EV alternatives by end 2022 and commits to a fleet migration of all current and future vehicles to lower carbon alternatives over the next decade, in line with its net zero plans, where possible.
  - VMI will explore low carbon methods of heating/cooling buildings, in line with its net zero plan.
- Offer hybrid working to all staff for which this is practical.
- Minimise unnecessary journeys of delivery vehicles through efficient planning and scheduling, by reducing transit charges to clients for non-timed deliveries to encourage enable multiple drops to be possible on round trips.
- Where possible, VMI will prioritise sub-hiring equipment from local companies, in order to minimise on road delivery miles.
- Minimise unnecessary packaging, such as the bagging of cables.
- the use of water coolers and instead VMI has already discarded installed water fountains that supply ground-cooled water straight out of the water main for staff and clients to drink.
- Installed Dyson hand driers in the toilets to eliminate paper towel waste.
- Installed water meters to monitor and regulate water usage.
- Avoid costly air-conditioning in the offices where possible.
- Minimise the use of solvents and lead-based paints,
- In building projects, VMI will require builders to source FSC certified timber from sustainably managed forests.
- Minimise noise disturbance to neighbours.
- Restrict the use of chemicals and phase out products with CFCs and ozone-depleting substances.
- VMI no longer buys canned air and uses a compressor instead to deliver pressurised air to work benches.
- From 2023, VMI will work with their clients and suppliers to support them to commit to carbon auditing and developing carbon reduction plans.
- From 2023 VMI will prioritise clients and suppliers who have implemented good carbon reduction measures.

The Board accepts responsibility for the overall effectiveness of the environmental policy and recognises the essential role that employees at all levels need to play in the development of environmental awareness and efficiency.

Updated March 2022

## Formal commitment to Net Zero on Government Business Climate Hub

The Government Business Climate Hub keeps a register of all UK companies who have committed to a net Zero Pledge and August saw VMI also adding its name.

[Government Business Climate Hub](#)



## Commitment to produce and publish annual Carbon Audit for net zero commitment

VMI published our initial carbon audit and net zero plans in mid-2021 and committed to completing a carbon audit every year thereafter and publicly publishing our results. This way, we are able to demonstrate that we are taking real action to reduce our emissions annually and hopefully be on track with our net zero commitment.

We know that Rome wasn't proverbially made in a day, so our plan is to fully offset our 2019 emissions in 2022 and aim to half our real emissions by 2025 and hopefully achieve total net zero by 2030.

Most important, we also want to share all of our findings with all other rental companies, to inspire others to follow our lead.

[Initial VMI 2019 Carbon Audit and Net Zero 2030 Plan](#)  
[VMI Sustainability microsite](#)



## VMI is now a recognised Albert Supplier and Green Pledge Contributor

The Albert association is the industry authority on environmental sustainability for film + TV and recognises VMI's activities for greater sustainability and has classed VMI as a recognised Albert Supplier.

As such, VMI commits to abide by the rules and recommendations set by ALBERT. [Albert Website](#)

An independent group of rental companies created an action group, chaired by Jason Henwood, to ensure sharing best-practice to promote sustainable business techniques and share good business practice and VMI continue to support this initiative, which we call the [Green Pledge V4.5](#).

Jason Henwood, working with the Bectu Camera Branch, has published the latest [guidance document](#) detailing policies and recommendations to help camera assistants, producers and rental companies to adopt more sustainable working practices.

By signing this declaration, we endeavour to work alongside Albert to direct our industry into more sustainable practices, including taking trains instead of planes, using sustainable paper, reducing wasteful packaging, minimising the use of single use plastics etc.



### Recycled Paper only

VMI only uses recycled paper and recycles all paper waste that it produces. VMI has separate bins for paper and also recycles plastic and textiles too. We also have food waste bins and these are common in all VMI buildings.

### Sustainable Zero Plastic Waste Essentials

VMI has switched suppliers to [Splosh](#), who provide washing up liquid, cleaning products and hand-wash, in order to entirely eliminate unnecessary plastic waste, since their products are refilled using pouches, which are sent back for refilling, once used.

These products are formulated using kind chemicals which are also good for the environment.



### No More Plastic to seal cables

In 2019, VMI committed to cease stocking single use plastic to seal cables and filters.

Instead, VMI began using paper adhesive labels to seal cables with, so that we would have a visible indication of whether cables required testing or not.

We were keen to ensure that these were printed on recycled paper for minimum environmental impact.



### No Waste Sent to Landfill

As part of VMI's sustainability drive, we are immensely proud to report that a recent waste audit completed by our waste contractor, [Collect My Waste](#), certified that none of the waste collected from both VMI sites in London and Bristol were sent to Landfill.

The audit confirmed that absolutely no waste generated by VMI at all was sent to Landfill.

We now conduct a waste audit annually and our 2021 audit confirmed that we continued to send no waste to landfill for the entire year.



### Promoting sustainable Transport

We recognise the damage done by fossil-fuel powered air travel and have committed to policies to reduce this both for our business use and also to promote other methods of travel to our staff.

As such, VMI commits to business travel within the EU using rail and to reduce the number of personnel/annual trips to US and beyond, which will require air travel.

Most importantly however, in order to encourage staff to avoid using air travel for private holidays, VMI commits that from 2023, all employees who have not used air travel powered by fossil fuels for the entire previous calendar year, will receive a bonus day of leave, in addition to their regular leave entitlement.



In order to reduce our carbon impact using cars and vans, all Directors have committed to using Electric Vehicles (EVs) for all future vehicles and VMI have also committed to a fleet migration of all current and future vehicles to lower carbon alternatives over the next decade, in line with its net zero plans, where possible. By Summer 2022, some 40% of VMI's transport fleet will be EVs.

## Biodegradable plastic to seal filters

Just with the cable initiative, VMI found a supplier to manufacture Oxo-biodegradable plastic to sheath our filters into.

We print onto the plastic sheathing that these should be disposed of with the compost waste, so that they can bio-degrade with the least impact on our environment.



In 2022, we plan to switch the material that these are made from to a potato starch variant, which we have confirmed degrades more quickly than Oxo-biodegradable plastic.

## Further Initiatives of Environmental Action/Policies of VMI

Batteries when they are retired from service are sent back to the Manufacturer (Anton Bauer/Hawkwoods) for recycling.

Waste Electrical and Electronic Equipment (WEEE) and other harmful waste are strictly taken to Council recycling points for correct recycling.



Our building in W3, was purpose built in 2012 and designed with efficiency and reducing VMI's impact on the Environment as a focus.

The entire building is installed with cool LED lights throughout, which offer a better quality of light, less tiring to staff, as well as reducing electricity and cooling.

The floors of the warehouse are installed with Ecotiles, which are made from recycled Tetrapack containers.

By reducing transit charges to clients for non-timed deliveries, increases the number of drops per van trip and thus reduces trips saving fuel and emissions and this led to a measurable saving in fuel usage over the past 2 years, since inception.

VMI has also discarded the use of water coolers, which increase fuel use (for deliveries), plastic production (for the bottles) and electricity consumption (for keeping the water cool). Instead, it has installed water fountains that supply ground-cooled water straight out of the water main for staff and clients to drink.

VMI has also eradicated towel waste, having installed Dyson Blade hand driers in both toilets.

10.8KW Solar PV array is being installed in 2022 to VMI's Bristol building to reduce electric use. The same building is also having additional insulation and roof lights installed, in order to reduce heat loss and thus reduce gas use.