

Sustainability policy

Our scope

Everything you want to say goes here.

Vista is an intelligent, creative communications agency helping our clients to change minds and behaviours. We exist to help everyone we work with, externally and internally, achieve their full potential.

We operate management systems certified to ISO 14001 (Environmental), ISO 20121 (Sustainable Events), ISO 9001 (Quality) and OHSAS 18001 (Health & Safety). All of these help us ensure our activities (whether that be in-house or on site) are well managed, safe, environmentally sound, inclusive and sustainable.

Our sustainable ethos is fully inclusive; we follow a triple bottom line approach putting equal importance on our environmental, social and economic aspects.

Our certified management system scope therefore includes:

- The provision of event management, communications consultancy, design, digital, film, copy, content and exhibition build.
- Our internally and externally generated footprints.
- Our people and those we work with.

Our Sustainable Approach is governed by our principles of sustainable development which are:

To continue to be an award-winning communications agency:

- To achieve this, we are committed to:
 - o A 20% decrease in office energy consumption by 2019
 - o A 30% decrease in waste to landfill and recycling by 2019
 - o A 20% reduction in business travel and 8% in commuting to work by 2019

To consistently strive to ensure our certifications stand us out from our competitors:

- Continually striving to surpass the standards set in our certification Management Systems, and transitioning to new standards when they become available.
- Working towards the standards of ISO 20000 (Information Service Management), ISO 27001 (Information Security Management), ISO 22301 (Business Continuity) and ISO 50001 (Energy Management) continually improving our working practices

To create and be known for our sustainable products, services and messages:

- Using our creativity, we will continue to drive innovation and change through our work with clients

To ensure socially responsible business practices are core to the way we do business:

- Strengthen the bond between Vista and its community partners with increased focus on personal and professional development for both our employees and those of the organisations we work with
- Opportunities for all employees to work across a range of Community Partners and Programmes, including but not limited to work experience mentoring, Make The Grade, Golden Owls Awards, and the Charity of the Year
- Make clear and achievable what is required of our employees to champion our company pillar 'A Sustainable Approach'

To maintain our open door culture enabling us to discuss our sustainable way of working with transparency:

- Annually report on progress against our sustainability policy and strategy
- Engage clients and suppliers through networking, Vista Sessions and Studio Sessions

To train and develop employees so they buy in to and understand sustainability allowing them to confidently discuss innovative solutions with our clients:

- Enable employees to develop in their knowledge and practice of sustainability through increased training and exposure to sustainable ways of working

Headspace

- Employees are encouraged and empowered to find socially responsible projects of their own to deliver assistance from the company. As part of our commitment to helping employees achieve their full potential, 5% of their time is given to help develop themselves on their profession development programme.

We follow a five year business plan, of which sustainability is part. This policy therefore lasts for five years with an annual review to be carried out by the Operations Board.

We are committed to continual improvement in the delivery of our products and services to clients which includes recognising and addressing legal requirements, health and safety, our environmental footprint and our social responsibility within our communities. Sustainability is woven into everything we do which can be seen in our 2014-2019 sustainability goals above.

To achieve these, we have a series of benchmarks and targets in place, our progress against which we will externally report on every year during Responsible Business Week.

Driving our pursuit of these goals are ways of working which we need to follow in order to achieve our commitments.

Engagement leads to continual improvement

Award wins help to engage our employees and increase their focus on sustainability. To win awards we need to continually improve our sustainability efforts including environmental, health & safety, community outreach and personal professional development. Awards are part of our offer to clients and show that we are committed to and share their values of being a responsible business. We are also committed to creating and maintaining a working environment which encourages our employees, suppliers and other stakeholders to deliver high quality work in a safe, healthy and injury free manner.

Smarter working leads to increased inspiration

Our ISO certifications help to increase our efficiency and understanding across our teams. They provide a unique selling point to stand us out from competitors meaning we're able to pitch for interesting work that will keep our employees challenged and inspired. To maintain and improve our management systems we will make training and development opportunities available as well as keeping up to date with trends in sustainability, new issues and agendas and implementing these as applicable in keeping with similar work being done by our clients.

Innovation leads to return on investment

Above all we will maintain our fuss-free approach to sustainability by ensuring our employees and suppliers are well trained and understand all facets of sustainability. We will provide them with space to discuss and drive innovation through client projects whilst designing out waste of all types which in turn leads to increased return on investment. As well as this we will support our employees, suppliers, freelancers and clients to continually improve all of our management systems.

We take a sustainable approach to everything we do – for our colleagues, our clients and the communities around us. It's more than just nice thing to do. It's a way of life, its second nature.

James Wilkins

James Wilkins

Managing Director

1st November 2014