

Sustainability Policy: Minerva Marketing Projects

1. Introduction & Context

Climate change and social inequality are the defining challenges of our era. As a business operating in Hampshire, UK, I recognise my responsibility to align with the United Nations [Sustainable Development Goals \(SDGs\)](#), specifically **Goal 12**: Responsible Consumption and Production and **Goal 13**: Climate Action.

This policy is guided by the [ISO Net Zero Guidelines](#) (IWA 42), the UK Government's legal commitment to reach Net Zero by 2050 and the [GHG Protocol Corporate Standard](#). Having completed the Small Business Britain 'Green Growth' programme and taken steps to become more [Carbon Literate](#), this policy marks my move from intention to informed action.

Emissions are reported across the three scopes of the GHG Protocol - the internationally recognised framework for understanding where impacts actually lie. A fourth section addresses our influence role as a marketing business, which is arguably our most consequential lever of all.

2. Environmental Sustainability: Mapping My Footprint by Scope

Scope 1 – *direct emissions from sources I own or control*

Gas heating

My home office is heated by mains gas. My home gas use is included in my annual carbon footprint, calculated using the [DESNZ UK Government Conversion Factors](#). This is verified annually via my [SME Climate Hub Carbon Snapshot](#).

Scope 2 – *indirect emissions from purchased energy*

Electricity

My home office is powered by [Good Energy](#), who source electricity directly from UK renewable generators via Power Purchase Agreements, rather than through the detached REGO certificate market. This is a materially stronger claim than a standard '100% renewable' tariff and is defensible under the [Green Claims Code](#).

Scope 3 – *all other value chain emissions*

Pension (Category 15 – Investments)

This is almost certainly my largest single emissions source. [Make My Money Matter](#)'s research found that greening a pension outweighs going veggie, stopping flying and switching energy supplier combined by a factor of approximately 21x. I already favour sustainable investment options but, in addition, I am committed to reviewing my pension and migrating to a net-zero-aligned fund. (See Target: Pension).

Banking (Category 15 – Investments)

I bank with TSB, selected for their commitment to not directly financing fossil fuel extraction. Although this is a positive baseline, I am committed to migrating to a dedicated ethical provider verified by [Bank.green](#). (See Target: Finance).

Business travel (Category 6)

I drive a personally-owned diesel vehicle. As a low-mileage, remote-first practitioner, the embodied carbon of manufacturing a new vehicle would take well over a decade to amortise against the continued careful use of a well-maintained existing car. This position is reviewed annually as EV technology and the carbon calculus continue to evolve.

I prioritise a Remote-First model to minimise travel emissions. I plan to offset unavoidable business travel through a high-integrity carbon removal scheme in future. (See Target: Travel).

Digital operations (Categories 1 & 2)

I recognise that digital tools - such as cloud services and generative AI - carry real energy and water costs that are easy to overlook. AI inference in particular is both water- and energy-



intensive. I commit to using these tools purposefully rather than habitually and to conducting regular audits of my digital footprint. I use [Ecosia](#) as my primary search engine and operate a zero-to-landfill policy for office consumables. (See Targets: Digital, Hosting, AI Usage).

Equipment & consumables (Categories 1 & 2)

I prioritise resource longevity – keeping existing devices in use – over purchasing new goods. Where printing is unavoidable, only FSC-certified or recycled stock is used. (See Target: Paper).

3. Our Biggest Lever: Client Influence

For a marketing business, the most consequential sustainability decisions are not those made within our own office, they are the choices we help clients make. A single campaign decision (recommending a digital giveaway over single-use branded merchandise, for example) may save more carbon than our entire annual operational footprint.

As a [Carbon Literate](#) practitioner, I apply sustainability thinking to every brief. Specifically:

- **Green Claims Code compliance:** I provide clients with advice that helps them communicate their environmental impact with integrity and avoids greenwashing.
- **Lifecycle thinking:** I consider the end-to-end impact of campaign materials, digital infrastructure and supply chain choices as standard practice.
- **Client selection:** I refuse to provide marketing services to organisations involved in fossil fuel extraction, tobacco, or modern slavery.
- **Supply chain vigilance:** I actively watch for signs of modern slavery in my own supply chain, consistent with the spirit of the Modern Slavery Act 2015, even as a business below the formal reporting threshold.

I do not claim a specific carbon figure for this influence role - the methodology is not yet sufficiently standardised for sole traders - but I own the principle explicitly and apply it consistently.

4. Social Sustainability

Local economy

I prioritise Hampshire-based suppliers to support local livelihoods and reduce transport miles.

Ethics & supply chain

In addition to refusing work with organisations involved in fossil fuel extraction, tobacco or modern slavery, I actively review my supplier and technology choices for values alignment and remain alert to modern slavery risks throughout my supply chain.

Sustainable pricing

I maintain a transparent fee structure that supports a living wage and continued investment in professional sustainability training.

5. Monitoring & Compliance

To ensure this policy remains a living document and complies with the CMA [Green Claims Code](#), I commit to:

- **Truthful reporting:** An annual [SME Climate Hub](#) Carbon Snapshot. (1.12 tCO₂e estimated for 1 April 2024-31 March 2025. *Note:* this figure is under review to confirm full Scope 1 gas use is captured.)
- **Substantiation:** I do not make broad or absolute claims (e.g. ‘Carbon Neutral’) without the data to support them.
- **Lifecycle thinking:** I consider the hidden impact of digital campaigns run for clients.
- **Conversion factors:** All emissions calculations use the annual [DESNZ/Defra UK Government Conversion Factors](#).



6. Consolidated Targets & Action Plan

Category	Target	Timeline
Pension	Review pension provision and migrate to a net-zero-aligned default fund.	By April 2027
Paper	Where printing is unavoidable, use only FSC-certified or recycled stock.	By April 2027
Hosting	Migrate digital presence to a host verified by the Green Web Foundation.	By April 2028
AI Usage	Monitor and limit generative AI use to essential tasks; formalise tracking of energy and water intensity.	By April 2028
Digital	Conduct quarterly audits of cloud storage to reduce energy required for data hosting.	By April 2028
Travel	Implement a high-integrity carbon removal scheme for unavoidable business travel.	By April 2030
Finance	Review banking and migrate to a Gold Standard ethical provider.	By April 2031

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