



Environmental Policy

We are committed to ongoing action to minimise the impact of our activities on the environment.

From 2002 to 2014 Birds' Eye View Film ran an international film festival that took place in London every April. In 2014 we evolved into a year-round agency campaigning for gender equality in film - spotlighting and celebrating films created by women, and supporting women working in film through training and events. Our core work is around our mission to bring ever-greater audiences to films by women, called RECLAIM THE FRAME, which operates in 10 cities as of Oct 2019 and will expand 2020-2022 into 12-18 UK cities.

Even though we are a small organisation with five members of staff, we are very aware of the impact running a company has on the environmental and are committed to working towards long-term solutions. We believe in contributing more than we take out. We recognise that action is needed now to achieve the aims of the UN Paris Agreement. We are committed to applying Sustainable Develop Goals to limit global warming to below 2°C.

We are using environmentally responsible principles to achieve the lowest possible environmental impact. We intend to keep our carbon footprint as low as possible through sound practices across all aspects of the organisation.

To name a few we will be working hard to:

- Develop a robust 3 year Sustainability Strategy.
- Aim to reduce carbon emissions by 30% over a year.
- Offset carbon emissions: Pledge to Plant native British trees to provide wildlife habitats & support biodiversity, enhance the natural UK landscape and offset CO2 emissions.
- Focused staff training around carbon literacy.
- Secure nationally recognised green accreditation.
- Produce regular internal development reports to keep staff up to date with changes, challenges and achievements.

Sustainable Environment Policy

Birds' Eye View is committed to running an environmentally sustainable enterprise. We aim to keep our carbon footprint as low as possible through sound, credible and measurable practices across all aspects of the organization by integrating the consideration of environmental concerns and impacts into all of our decision making and activities. We hope to encourage and inspire others to do the same by achieving a 3-star Creative Green certification in recognition of our commitment to managing our carbon footprint and improving our environmental impact.

We will:

Planning & Operational

- Create, invest in and maintain a comprehensive and ambitious strategy with credible key performance indicators.
- Regularly measure, monitor and improve performance.
- Use circular economy ethics to underpin our decision making for product sourcing and waste management.
- Maintain and, where possible, exceed regulation.
- Work with suppliers and contractors with similar environmental ethics.
- Embed methods and processes through thorough regular staff training and communication in order that our team becomes advocates for a cleaner future. All employees must ensure that they minimise their individual environmental impact.
- Be aware of Greenwashing (conveying a false impression that a company or its products are more environmentally sound than they really are).
- Our Environmental Policy is reviewed annually.

Community

- Communicate our environmental commitment to clients, customers and the public and encourage them to support it.
- Collaborate with local and national initiatives in the cinema, arts, sustainability and local authority sectors to share knowledge, problem solve and champion best practices.
- Engage and raise awareness about climate change and low carbon practices via our influencers, cinemas, venues, speakers, audiences and programmers as well as our day to day functions.
- Utilize our Marketing avenues - social media platform's combined reach of over 35k. - Regularly communicate and celebrate sustainable progressions, promote like-minded partners/suppliers and hopefully inspire others to take positive environmental action.