

## **Sustainability in the media sector**

### **research results among EMM employees and families**

After attending the Marketing society meeting on Sustainability we began thinking about the impact of sustainability in our own surroundings in Battersea, as everyone should have an opinion on this important issue. An opinion supported by our Battersea office's everyday actions.

Despite having offices in many countries, we are not a massive corporation or conglomerate. But this doesn't mean though we're not engaged in environmental issues. EMM decided it would be good to differentiate sustainability on a corporate and a smaller company level.

#### **Corporate sustainability**

Whilst it is evidently easier to be conscious of the environment at work and to be less wasteful, however, it is more complex on a commercial basis & a more professional approach is needed to measure benefits and have parameters put in place.

Advertisers in the media sector can play a very important, educational role in shaping public opinion and potentially creating the more sustainable world of tomorrow. More and more companies in this sector are using their power to influence consumers (Time Warner, Guardian Media Group). However it is very difficult to measure the size of this impact as it's rather intangible in the short term at least, without proper analysis. Despite this, raising awareness remains an ultimate advantage for media companies. The debate on new possibilities and solutions should therefore be continued.

The term "media companies" could be seen not only to tie in with advertisers but also consultancies such as EMM International, where the idea of *influence* is key to the advisory side of the business. EMM tries to *influence* advertisers to be more sustainable and to incorporate this into their reward schemes as an incentive. The idea behind this being to make employees think and act more like owners and to change their behaviour, i.e. become less wasteful & channel resources better in improving accountability and thus performance and profitability. There is therefore a link in the employees mind between audit/accountability and reward.

#### **EMM's approach**

Companies use sustainability mostly as a PR tool. Whilst it's popular among bigger companies, smaller ones may tend to do it for their own use rather than for publicity. We fully support our client's tactics, but at the same time every day we practice "green behaviour" on our scale.

EMM's branding, particularly the "green" logo, plays a part in aligning the company with a greener outlook. Even if it is often driven by thriftiness and "accountability", we can still feel good when asked about our corporate responsibility and recycling issues (reusable cups and cutlery etc.). In our office we try to do what small companies should do despite the sector we are in - put a strong emphasis on reducing paper waste, saving energy, reducing water and heating waste. This is holding down our energy costs at a time of rapid energy inflation. Most of our employees are also being Green on the way to and from EMM by walking or riding bikes. Every year we participate in a number of charity walks and sponsored bike rides, raising money for different environmentally progressive organisations.

EMM believe you don't need to be a global corporation to make a difference to the environment and you can actively contribute to a "bigger and greener" society irrespective of size.