



Sustainability Policy Statement

Encouraging Sustainability

(Please read in conjunction with our Environmental Policy Statement)

GfK is committed to promoting sustainability. Concern for the environment and promoting a broader sustainability agenda are kept 'top of mind' within the organisation. We aim to follow and to promote good sustainability practice, to reduce the environmental impacts of all our activities and to encourage our clients and partners to do the same.

Principles

Our Sustainability Policy is based upon the following principles:

- To comply with all applicable legislation, regulations and codes of practice
- To integrate whenever possible sustainability considerations into our business decisions
- To ensure that staff are fully aware of our Sustainability Policy and are committed to implementing and improving it
- To minimise the impact on sustainability of all office and transportation activities
- To make clients and suppliers aware of our Sustainability Policy, and encourage them to adopt sound sustainable management practices
- Continually strive to improve our sustainability performance

Ivar Michaelsen
Regional COO, UK, Nordics and Baltics, CE

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Practical Steps

Taking measures to reduce our carbon emissions in transport

- By investing in new technology to enable 'Agile' working; members of staff may now work from any GfK location or from home, with the ability to join on-line meetings, take client calls etc.
- Implementing a "bikes for work" scheme
- Encouraging use of public transport wherever possible
- Offering loans to staff for travel/oyster cards to encourage use of public transport
- Using our own technology to ensure a Mystery Shopping Assessment is allocated to the nearest Assessor to complete the work
- Single delivery day per week for all stationery orders

Purchase of equipment and consumption of resources

- Minimise our use of paper and other office consumables, for example by double-sided all paper used, and identifying opportunities to reduce waste.
- Offering a limited number of hard copy reports / outputs and providing these electronically where it is acceptable for the client
- Using electronic methods wherever feasible in pre-tasking or in presenting show materials
- As far as possible arranging for the reuse or recycling of office waste, including paper, computer supplies and redundant equipment.
- Non-printing of emails
- Fieldwork Interviewers using CAPI machines, not pen & paper
- Encouraging electronic filing and recycling when paper has to be printed
- Reduction on printing of in-house materials and distributing information via our in-house intranet site
- Ensuring that timber furniture, and any other timber products, are recycled or originate from well-managed, sustainable sources and are Forest Stewardship Council (FSC) certified.
- Reducing energy consumption of office equipment by purchasing energy efficient equipment and good housekeeping.
- Engaging our sub-contractors in our sustainability activities
- Ensuring catering requirements are fit for purpose and avoiding waste
- All fair-trade goods provided for catering in our kitchens

Taking measures in the wider community

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- **Activities from 2016**
- ALL: Active Local Links
- This is a community organisation in Tower Hamlets that has been set up by mums at a local school in a relatively impoverished and underemployed part of the Isle of Dogs. There are a lot of activities going on in Tower Hamlets but many residents don't know where, when, or whether they can afford them. They also often lack confidence to attend. The Active Local Linkers connect people to information about what's going on around them for themselves or their families to go to, and help them to attend (for example by coming with them or raising funds). They also want to help people get into work.
- GfK employees can offer:
 - Mentoring
 - Presentation skills
 - CV writing
 - Spreadsheet skills
 - Project planning
 - Financial training
 - Leadership skills
 - General writing/ essay skills
 - Marketing
- **Tower Hamlets Public Health team**
- This team within Tower Hamlets council seeks to improve the health of residents in the area. They use secondary research and conduct primary research studies to help best serve their residents. We have already begun to offer junior members of the team training by allowing them to access our professional development sessions. They are also keen to get more ad hoc mentoring help on research design.