

SUSTAINABILITY IN ADVERTISING FOR LAMBETH

Ogilvy UK Sea Containers, SE1 9RQ

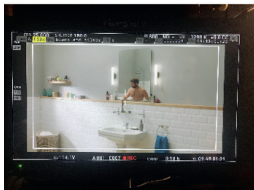
[Ogilvy UK](#) is a global advertising and marketing agency with around 1,200 employees based at Sea Containers on London's South Bank. Ogilvy UK has put its creativity to good use, putting sustainability at the forefront of its operations.

Additionally, Ogilvy holds the Environmental Management System [ISO 14001](#); it's safe to say that environmental responsibility is very high on Ogilvy's radar.

Collaboration

Not content to stop at achieving high standards of accreditation, Ogilvy work with their supply chain to improve their environmental performance. This can be seen with their collaboration [AdGreen](#); an initiative which supports the advertising industry's transition to environmentally sustainable production methods.

Together, Ogilvy & AdGreen created guidelines for sustainable production in film. These guidelines form part of Ogilvy UK's contract with production companies and ensure greater compliance and reduction when it comes to the environment.



*An example of sustainability in film production:
reuse of film sets*



Join forces with your neighbours

The case for collaboration to improve sustainability also applies to smaller businesses:

By using the same suppliers as other tenants in your building or your neighbouring businesses, you could consolidate deliveries, reduce the number of delivery vehicles on your local streets and reduce costs.

Ask suppliers what discounts they can offer if your group of interested businesses all used the same supplier for goods and services such as stationery, cleaning services and waste and recycling collections.


Lambeth


**CROSS RIVER
PARTNERSHIP**

Zero Emission Deliveries and Coordinated Couriers

Where possible, Ogilvy UK ask suppliers to use zero or low emission vehicles for deliveries.

For example, bike couriers are preferred as a quick and environmentally friendly way to courier smaller items around the city. For non-urgent larger items, the team in Ogilvy's post room group parcels together before requesting a courier. This means less congestion and less harmful emissions on London's roads.

Green Suppliers

Ogilvy UK use [Office Team](#) for their business supplies, who consolidate goods including print supplies, office furniture, archiving, secure destruction and facilities supplies. They work with small, independent companies and blue chip organisations alike, consolidating deliveries and reducing the number of separate vehicle trips required to service the building.

Compactors & Waste Streams

Ogilvy's home at Sea Containers has two waste compactors, which allows all waste to be collected together and reduced in volume, resulting in fewer collections and fewer vehicles on the road.

Reducing Waste Volumes

Taking action to reduce volumes of waste could not only save between £400 and £1,000 annually per employee, but also help improve the environment through reduced frequency of waste collection trips. A baler or compactor could also be shared with neighbouring businesses, for an even bigger impact and greater cost savings.

Find out more about how to save money through better waste management by visiting www.wrap.org.uk

Zero emission deliveries

It can be a good idea to build in requirements for zero or low emission vehicles into your procurement decision-making; ask your suppliers to provide information on how clean and green their fleet is and check it against [this list of vehicles](#).

Businesses that have a fleet could save money by switching their own vehicles to zero or low emission. For electric vehicles of up to 3.5 tonnes, the total cost of ownership over a vehicle's lifetime tends to be cheaper than for a diesel van. Use this [vehicle finder](#) to search for one to fit your needs.

The dry recycling is collected and processed at a Material Recovery Facility (MRF). This state of the art tech created multiple material streams for recycling (including mixed plastics) recovering 100% of the collected materials. Ogilvy's residual waste is taken to an incinerator where it's converted into energy and fed back into the grid, cleverly reducing waste to landfill. Ash, which is the main residue from the incineration process, is often used to make aggregate for roads.

Additionally, Ogilvy has specialist recycling collections for glass, food waste, paper & cardboard, as well as wooden pallets. Ogilvy also have less frequent collections for electricals, batteries, light tubes and cooking oil, so every possible material is recycled.

