

SUSTAINABILITY PLAN 2024



INTRODUCTION

In today's rapidly changing world, Oyster's desire to address our impact on the environment has never been more pressing. Oyster are firmly focused on what proactive steps can be taken towards a more sustainable and ethical business model.

This sustainability plan aims to serve as a guiding framework for embracing conscious practices, fostering a culture of environmental stewardship within the business and with Oyster's client base, and a commitment to further integrating sustainability as a mainstay in everything Oyster do.

This is a commitment to embrace sustainable practices wherever possible within the business and to further pursue, collaborative, innovative and collective action.



Business Overview

Oyster was established in 1985 and has become a leading and trusted independent provider of managed print, document and IT services throughout the UK.

Oyster is an independent supplier whose sole aim is to provide bespoke solutions to meet their client's requirements, using the latest technology from some of the world's leading manufacturers and IT partners within their sector. They pride themselves that their clients can always be confident of professionalism, quality products and exemplary customer service.



Business Activity

Oyster is a print and document management company providing appropriate machinery and systems to their customer base.

Tailored lease agreements including hardware, technology, and solutions such as paper management software are committed to clients, usually over a five year period. Oyster provides these in partnership with some of the worlds leading manufacturers including:

1. Ricoh
2. Sharp
3. Develop / Konica.

Their income is generated by a combination of leasing charges and print clicks (print copies generated). Their current print partners (customers) generate 27,254,110 print clicks per year.

Company Structure

Oyster currently has a 2.4 million turnover and employs seventeen members of staff in addition to their employed staff they use sub-contractors and self-employed personnel.

Their employed staff are deployed to specific departmental roles accordingly:

Sales - 5 members of staff.

Service - 8 members of staff.

Office administration - 4 members of staff.



Sales Director
Phillip Birkhead



Managing Director
Richard Harris



Health & Safety
Manager
Mark Davies

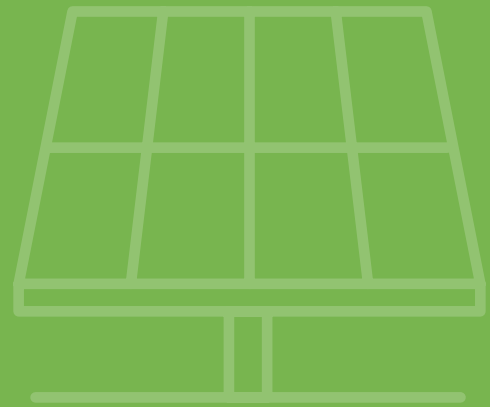


Oyster Partners with Tree Appeal

Oyster engaged Tree Appeal to help them deliver their Eco-Tariff initiative and, in tandem, assist them in developing a Sustainability Plan and Report. Continuing to focus on sustainability and follow a targeted plan sets a road map for the business to integrate positive environmental and social practices wherever possible. It defines goals and measures progress into the future. Oyster wanted to offer their clients the Eco-Tariff as an extension of their being an eco-sustainable company.

Initial Meetings with Oyster

Tree Appeal had several exploratory meetings with the senior management team of Oyster and a partnership was formed to support the planting of trees in the UK. By partnering with Tree Appeal, Oyster can contribute to larger scale reforestation, and hedgerow re development whilst ensuring appropriate measures are taken to plant appropriate species, in suitable locations. This partnership also ensures transparency and accountability in the use of funding and resource, so that any contributions are making a tangible and as effective environmental impact as possible.



Why Sustainability

The ecological definition of sustainability originated with the Brundtland Report in 1987, which defined sustainable development as meeting the present needs without adversely impacting the conditions for future generations.

Sustainability has three dimensions (or pillars): environmental, economic and social. Many authorities state that the environmental dimension is the most important. For this reason, sustainability is often focused on countering major environmental problems, such as climate change, loss of biodiversity, loss of ecosystems, land degradation, and air and water.

A holistic sustainability report is intended to disclose an organization's impact, goals and performance and typically concerns social and environmental criteria.

Environmental criteria can focus on waste, water, carbon, energy, greenhouse gases, recycling, and offsetting activities. Typical social issues include community engagement, human rights, poverty mitigation, education, health and safety, labour and management.

Sustainability is a journey, not a destination. Still, a plan is required to show milestones achieved, present ones currently being delivered and those that the business is aspiring to in the future.

In summary, a sustainability plan/report is meant to convey that you have a handle on all of your business activities, both the positive and negative impacts - to quote an applicable if overused mantra: What you can't measure, you can't manage!



Sustainability Plan Methodology

This sustainability report is built on the pillars of ESG. ESG stands for Environmental, Social, and Governance. These three factors are used to evaluate the sustainability and ethical impact of a company's operations. Companies that prioritise ESG are more likely to operate sustainably, reduce their carbon footprint, and engage in ethical business practices.

- Environmental factors refer to a company's direct or indirect impact on the environment and may include carbon emissions, energy consumption, climate change effects, pollution, waste disposal, renewable energy, and resource depletion.
- Social factors refer to a company's impact on society including how a company treats its employees, customers, and the communities in which it operates. Social factors include discrimination, diversity, equity and inclusion, human rights, community relations, and animal rights.
- Governance factors refer to a company's internal management and decision-making processes that help ensure that a company's leadership is accountable to its shareholders, investors and employees; abides by government regulations, and that the business operates with integrity.

Oyster Categorises their environmental impact

Oyster appreciated that the first step to sustainability was to evaluate its environmental impact. The business was examined in the following segments:

- Sales activities
- Machine Servicing
- Office & Warehouse energy consumption
- Consumables (Print Cartridges)
- Print machine delivery and installation
- Print machine end-of-life

They are committed to reducing the environmental impact of their company in all of their business activities.

Oyster's Sustainability Commitments

Oyster is committed to being an eco-sustainable company and to being proactive in promoting and assisting its customers and suppliers to become more sustainable. Oyster also continues to work with like minded suppliers and partners who also have a focus on sustainability within their own operations.

Many of those leading global vendors have also declared their sustainability programs and practices which can be examined on the links below:

Sharp- <https://global.sharp/corporate/eco/report/>

Ricoh- <https://www.ricoh.com/sustainability>

Konica -<https://www.konicaminolta.com/about/csr/index.html>

With an extensive portfolio of market-leading hardware and software solutions, Oyster have successfully assisted their clients in reducing costs, increasing productivity, enhancing and improving sustainability, increasing security and gaining efficiencies within their everyday working practices.

Oyster is committed to creating a culture within their own business and with their supplier partners and clients whereby they embed sustainability as a criterion in decisions, proposals and projects.

They are delivering this objective by proactively talking about sustainability in any conversations they have as part of their Oyster Sustainability Ethos Message.

They have implemented sustainability programs, such as toner recycling and when any new print machinery is delivered, Oyster insist no packaging is used and provide protection by using recycled materials. Cardboard therefore is recycled by the manufacturers at source.

Oyster Encourage their clients to recycle paper and have links to a waste paper recycling scheme.

All their print machines have eco modes and low-fusing options.

They recommend Envopap as a eco-paper supplier: <https://envopap.com/>

Optional Software can be Installed on all their print devices to help reduce paper use.

The environmental footprint of their machine servicing department is reduced by the implementation of a remote - managed help desk to minimise engineer callouts.

Voltage Optimisation Systems are actively promoted wherever possible.

When installed they can reduce their clients' energy consumption and carbon footprint by up to 20%.

Oyster provide staff with work wear made from recycled bottles.

Oyster is looking to looking to implement ISO9001 & 14001 into their company procedures in the near future.



Carbon Footprint

Sustainability is environmentally holistic including carbon emissions, energy consumption, climate change effects, pollution, waste disposal, renewable energy, and resource depletion.

However, it is a major part of a sustainability plan to measure a company's carbon footprint.

In measuring a company's carbon footprint Tree Appeal looks at all three scopes of their carbon footprint.

Definitions of scope 1, 2 and 3 emissions

Essentially, scope 1 is those direct emissions that are owned or controlled by a company, whereas scope 2 and 3 are the indirect emissions as a consequence of the activities of the company but occur from sources not owned or controlled by it.

Scope 1 emissions

Scope 1 covers emissions from sources that an organisation owns or controls directly - for example from burning fuel in our fleet of vehicles (if they're not electrically powered).



Scope 2 emissions

Scope 2 is emissions that a company causes indirectly and come from where the energy it purchases and uses is produced. For example, the emissions caused when generating the electricity that we use in our buildings would fall into this category.

Scope 3 emissions

Scope 3 encompasses emissions that are not produced by the company itself and are not the result of activities from assets owned or controlled by them, but by those that it's indirectly responsible for up and down its value chain. An example of this is when we buy, use and dispose of products from suppliers. Scope 3 emissions include all sources not within the scope 1 and 2 boundaries.

Oyster's Carbon Footprint

Oyster's sales staff on average accumulates a mileage of 156,000 miles per year.

This generates a carbon footprint of 46.81 tonnes CO₂e per year.

Oyster's service team accumulate a combined mileage of 152,000 miles per year.

This generates 45.61 tonnes of CO₂e.

Of the 17 full-time employed staff only 5-work full time in the office, the other staff members are hybrid. Staff travelling to and from work in a week accumulate approximately 50 miles a week, 2,400 miles per year.

This generates 720.1 Kgs CO₂e of scope 3 carbon.

Oyster's total annual electricity usage is 5,080 kWh. The current generation emissions factor for the grid has recently increased to 0.20707 kg CO₂e per kWh. With this new grid emissions factor the carbon footprint generated via electricity is 1051.91 kg CO₂e.

The total direct and currently unavoidable carbon footprint of the business is 93.14 tonnes of CO₂e.

The largest contributor to their carbon footprint is the sales and service miles. Whilst their service miles are difficult to reduce, the introduction of a new virtual meetings target of 1 in 4 meetings being virtual, which would deliver an estimated reduction of mileage of 25%. They are also planning over the next few years to introduce electric cars to their sales team and over the next five years this will roll out to their service team.

Why Oyster is committed to Tree Planting

By committing to plant trees Oyster is contributing to The Government's commitment to tree-planting.

Tree planting is a key part of the Government's plan to combat climate change and achieve net zero carbon emissions by 2050.

This was stressed by the Prime Minister in his speech to the United Nations (UN) in the run-up to COP26, and by the Government's Net Zero Strategy.

In addition to removing carbon emissions from the atmosphere, tree planting also delivers a wider range of additional environmental benefits including supporting greater biodiversity, nature recovery and flood risk management.

To hit the UK tree-planting target requires the business and the private sector to deliver and fund 75% of trees.

Tree planting is critical to combating climate change, and with the current rising temperatures in Europe, the UK, and other parts of the world accompanied by flooding, we all must take action now!

Oyster have worked tirelessly to obtain relationships with suppliers that are based on sustainable principals, where every measure where possible is taken to mitigate any unnecessary impact on the environment. Allowing their customers to participate in a eco tariff, tree planting programme allows further responsible partnerships to be developed B2C.

#you print we plant



Oyster's Eco-Tariff

Trees grown for commercial use are monocultures meaning they are all the same species; they are a crop like wheat. These timber crops are essential to the world economy, and timber is much more environmentally sustainable than plastic. Unlike fossil fuel, growing wood is ecologically sustainable because after it is harvested, it is replanted, and the next crop grows over 25-35 years.

The paper making industry continues to become more and more sustainable worldwide, producing more renewable bio energy than any other industry, using 62% of its energy from renewable sources and as a sector has reduced emissions globally by over 40%. Less than 1% of global green house emissions can be attributed to paper production now worldwide, one of the lowest by sector.

Carbon is generated in the harvesting and paper production process, which has been reliably calculated as 1kg CO₂ per one Kg of paper. There are 200 sheets of A4 paper in a Kg of paper. This therefore equates to a sheet of paper being 5 grams, and each sheet has a carbon footprint of 5 grams.

Adding ink to paper through the printing process, you increase the carbon footprint of that paper to 2.5-3kgs per 1kg of printed A4 paper. Taking the 3kg figure equates to a carbon footprint of 15 grams per sheet of printed-paper, three times higher than the carbon footprint of unprinted paper.

This is the unavoidable carbon footprint of the printing process. The solution is to offset this carbon by planting non-commercial multi-species trees that will sequester this carbon and deliver many other benefits.

It was calculated that one native broad-leafed tree would sequester the carbon generated by 25,000 print clicks. These native broad-leafed trees would not be harvested creating valuable habit and combating climate change.

Why Oyster is committed to wildlife habitat creation

Commercial tree planting uses monoculture, meaning that all the trees are the same species. Commercial monoculture tree plantations support very little biodiversity, and the little they support is displaced when the trees are harvested. Some companies claim that for every tree they use, three are planted. Though this claim is technically valid, it refers to replanting commercial crops, which would have happened anyway.

Oyster's approach to tree planting is holistic, and is an integral part of their Sustainability Plan and combined with the global efforts of paper manufactures, will contribute to an increase in Eu land mass covered by trees.

To create wildlife habitats, you have to plant multi-species tree plantations because eco systems require the biodiversity of trees.

Trees are the longest-living organisms on our planet, and because the multi-species plantations are not harvested, they provide wildlife habitats for hundreds of years. Habitat creation protects our precious biodiversity and creates ecological legacies for future generations. Planting native broad-leafed significantly mitigates climate change because, on average, one tree will convert 380kgs of CO₂ from the atmosphere into wood biomass, locking up carbon for hundreds of years (carbon sequestration). But trees deliver many other sustainable benefits:

- Assisting the government in delivering its tree-planting target
- UK Habitat creation
- Mitigating UK biodiversity loss
- Clean air
- Flood prevention
- Education- growing trees, growing minds!
- Making the world a greener place
- Creating an ecological heritage for many hundreds of years.





Oyster Hands on approach to Tree Planting

Oyster has pledged to help plant a significant number of its trees with two planting days each year involving their clients.

"We believe we have to get down to earth with sustainability and what better way than getting your hands dirty by planting trees!"
Sales Director - Phillip Birkhead

Click to see one of their planting days:

<https://www.treeappeal.com/partners/Oyster.html>