

# Green Policy



*"We have only recently seen the importance of operating our business sustainably and have created systems to support all aspects of this. Individually and organisationally we must now embrace the moral imperative to behave sustainably where the opinions we form and decisions we make are influenced by the environmental and social consequences. Our actions must pass an "ethical test", and where an acceptable compromise can not be found, an alternative course should be taken."*

Extract from Maximillion's Aspiring Values; Sustainable

## Our Mission

To delight our customers with *sustainable* experiences.

## Our Green Aim

Our aim is to mitigate the negative impacts and develop the positive effects of the business we run, the events we deliver and the products we provide.

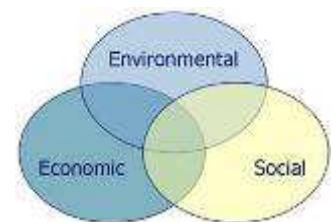
## Our Green Objective

To reduce our carbon foot print by 50% on 2006 levels from 26 tons to 13 tons by 2011.

To help Maximillion achieve our mission, aim and objective we embrace the following principles:

### Triple Bottom Line

We have adopted the triple bottom line approach of "People, Planet and Profit", believing that social responsibility and environmental sustainability are interdependent and jointly affect our economic future.



### The 3 R's

We have embraced the hierarchy of reducing, reusing, and recycling, applying this hierarchy to all aspects of managing our business and running our events. We aspire to achieve zero waste in our business.



### External Validation

We have sought external validation, believing that our stakeholders must be reassured that we really are doing what we say, and that we stand up to the scrutiny of independent experts. We aspire to be GTBS Gold and BSI 8901 compliant



### Carbon Balancing

We balance the carbon our business produces and offer our customers the opportunity to balance their events. This has only been considered once our own emissions had been accurately measured and reduced effectively. We aspire to be energy independent.

