

BOWSTRING

SUSTAINABILITY BEST PRACTICES REPORT

JANUARY 2023

INTRODUCTION:

Bowstring is a global, creative content studio specializing in offering brand and agency production solutions to deliver more high-quality content for their clients. Our company recognizes the importance of building and maintaining an environmentally friendly business. As we continue to grow, we understand the importance of implementing sustainable practices that minimize environmental impact and ensure our company's longevity.

This best practices report outlines Bowstring Studios' strategies to become a more sustainable and environmentally responsible business.



ENERGY EFFICIENCY:

Bowstring Studios continues to invest in energy-efficient lighting and appliances, using motion sensors to control lighting and air conditioning systems and optimizing heating, ventilation, and air conditioning (HVAC) systems to ensure we run as efficiently as possible.



PAPER REDUCTION:

Bowstring Studios minimizes paper use. We have accomplished this by using digital platforms for communication and file sharing platforms, promoting paperless billing and invoicing, and printing only when necessary. Additionally, Bowstring Studios has implemented a process to try and use recycled paper for printing and packaging materials whenever possible.



TRANSPORTATION:

Transportation is another area Bowstring Studios is making progress. We encouraged employees to use public transportation or carpool to work. Bowstring Studios is also exploring using electric or hybrid vehicles for company transportation.



WASTE:

Bowstring Studios has reduced its environmental impact by minimizing waste generation. This has been done by promoting recycling, composting, and reusing water bottles and coffee cups. We are also working with our suppliers to reduce packaging waste.



SUPPLY CHAIN:

Sustainability is not just about what happens within the organization but also extends to its supply chain. The company always considers using eco-friendly products and materials, such as biodegradable packaging, recycled paper, and non-toxic inks, whenever possible.



PRODUCTION:

As a content studio, and member of Green the Bid, Bowstring Studios has also incorporated sustainability into its production processes. We encourage sustainable practices among our creative teams, such as using eco-friendly props and materials and minimizing waste generation during shoots.



EMPLOYEES:

Engaging employees in sustainability initiatives is crucial to ensure the success of the company's sustainability efforts. That's why Bowstring Studios continues to educate its employees about sustainability, encourages them to adopt sustainable practices, and recognizes sustainability efforts.



REPORTING AND TRACKING:

Finally, the company plans to install and use sustainability metrics and reporting tools to measure and monitor its environmental impact, set targets for improvement, and track progress over time.

SUSTAINABILITY IS ESSENTIAL NOT ONLY FOR THE ENVIRONMENT BUT ALSO FOR THE LONG-TERM SUCCESS OF OUR BUSINESS. BY FOLLOWING THESE SUSTAINABLE PRACTICES, BOWSTRING STUDIOS IS COMMITTED TO REDUCING ITS ENVIRONMENTAL IMPACT, ENHANCING ITS BRAND REPUTATION, AND PROMOTING A MORE **SUSTAINABLE FUTURE**.