



NEALE JAMES

Sustainability Statement

2023/24

www.nealejames.com
www.breathepictures.com



Statement of responsibility

Neale James Photography and Breathe Pictures acknowledges its environmental responsibility and is dedicated to lessening our impact on the environment. We are committed to a continuous enhancement of our environmental performance, seamlessly integrating sustainable practices into our business strategy and operational methods as we progress forward.

Policy integration

By integrating environmental sustainability into our photography business, we contribute positively to the planet and unlock opportunities for cost savings, whilst establishing a distinctive selling proposition, distinguishing our business responsibly.

Recognising the significance of sustainability and implementing strategies such as embracing digital workflows, selecting eco-friendly equipment, prioritising green travel

alternatives where possible, and utilising sustainable packaging materials, we pave the way for operating a more environmentally conscious photography business.

Ensuring economic sustainability is also crucial as it fosters a stable and thriving business ecosystem, yielding lasting benefits for individuals we work with, communities worked within, and the environment over time.



Albums and prints

As a photography company, we specialise in crafting photographic albums for our clients. For many years, our supplier chain involved specialist album companies located overseas, resulting in shipments that accrued international miles during transportation.

Our updated policy entails collaborating with album manufacturers located in the UK, who exclusively source papers from British paper merchants.

Prints are an integral aspect of our photography business. We exclusively procure printing services from UK-based companies that adhere to sustainable packaging policies, ensuring environmentally focused practices throughout the supply chain.

We also opt for direct shipping of printed products to clients instead of having them shipped to us first and then forwarded.



Photographic equipment

SUPPLY OF EQUIPMENT

Neale James Photography and Breathe Pictures exclusively engage with photographic supply companies that uphold sustainability policies. Our primary suppliers include MPB and Fujifilm UK.

SUSTAINABILITY CHOICES

For six years, Neale James Photography and Breathe Pictures have relied on MPB in Brighton, UK as our primary supplier of photographic equipment. MPB is dedicated to enhancing accessibility and affordability in the realm of photographic equipment while championing a sustainable future.

Annually, MPB recirculates 500,000 photographic items, prolonging the lifespan and creative utility of photo and video equipment for creators.

MPB collaborate with courier partners who have established definitive and ambitious climate objectives, prioritising substantial investments in electric vehicles and sustainable fuel initiatives.

We prioritise sourcing high-quality, pre-owned equipment from MPB whenever feasible, given their commendable sustainability ethos.

Fujifilm is actively engaged in reducing its carbon and water footprint by implementing more efficient and sustainable practices in the utilisation of natural resources and packaging materials.

Conferencing and meetings

A recent study sourced from ClickMeeting revealed that transitioning conferences to online platforms can lead to a remarkable reduction of 94 percent in carbon footprint and 90 percent in energy consumption.

In 2019, a decision was made to transition 80% of business meetings with clients and suppliers online, utilising platforms such as Zoom and Microsoft Teams.

As of 2024, and accelerated by the social acceptance of online meetings during the pandemic period, this target has been surpassed, with the current rate standing at +90%.

This initiative aimed to curtail fuel consumption associated with client visits and external meetings. An ancillary advantage was the reduction of paper waste, as traditional meetings frequently contribute to substantial paper usage.

Transportation

We are committed to minimising travel whenever feasible, and when unavoidable, we prioritise eco-friendly transportation options for photoshoots and meetings.

Train travel is considered, particularly for commercial activities that don't necessitate extensive equipment options. Future vehicle purchases will be hybrid or EV alternatives.

Accommodation

For overnight accommodations within the UK, we opt for Premier Inn whenever possible due to its exemplary sustainability policies.


Premier Inn has pledged to halve carbon emissions intensity by 2025 and reduce it by as much as 88% by 2050, setting an industry-leading standard for sustainability in the hotel sector.





Energy efficient equipment

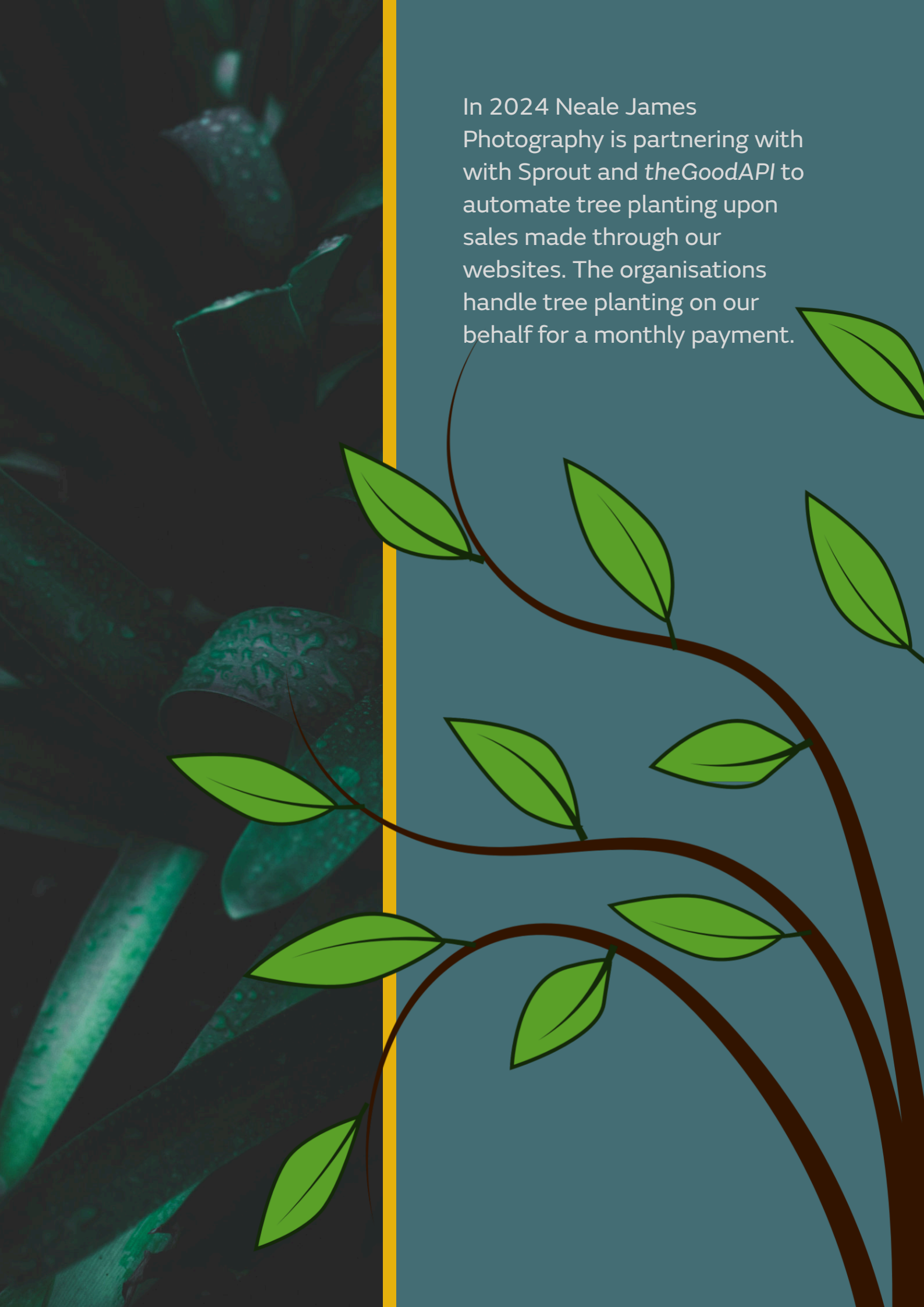
We acknowledge the imperative of reducing our energy consumption as a business, particularly as we navigate deeper into the climate crisis. To this end, we have implemented several changes, including the adoption of flash equipment with lower energy consumption, transitioning computer equipment from standby to shutdown each evening, and replacing all conventional light bulbs with energy-efficient LED alternatives across our office premises.



Digital workflow

SUSTAINABLE WORKFLOWS

Neale James Photography and Breathe Pictures have completely transitioned to digital contracts, invoices, and proofs, replacing traditional paper-based methods and markedly reducing waste production. Through digital workflows, we have optimised our business processes, enhancing efficiency across the board.



In 2024 Neale James Photography is partnering with with Sprout and *theGoodAPI* to automate tree planting upon sales made through our websites. The organisations handle tree planting on our behalf for a monthly payment.