



RIDLEY HALL
CAMBRIDGE

Marketing and Communications

Green Pledge for 2022–23

As we move towards our goal of becoming Carbon Net Zero by 2030, Ridley Hall is looking at what impact we have on the environment in our daily activities.

In addition to long-term green investment projects, we are asking ourselves: What we can do in our daily operations to make us better stewards of creation, and to encourage those we work and engage with on the same journey?

To start this off, we are introducing a Green Pledge for the current academic year. Initially this is being implemented in one department – Marketing and Communications – but our aim is to roll this out department by department until it is a truly cross-cutting effort. In order to hold ourselves accountable, each year we will make five new commitments.

Our Green Pledge for 2022–23 in our Marketing and Communications is as follows:

1

We will print appeal letters and donation forms on recycled paper

We will print our annual mass-mailing Easter Appeal and twice-yearly Donation Form on 100% recycled paper. A line of text and accompanying 100% recycled logo will be included on each.

2

We will use PEFC certified envelopes in our mass mailings

Our mailing envelopes and reply envelopes are not currently available in recycled paper, but we commit to using PEFC certified stock, and will identify this on the envelope itself.

3

We will engage annually with our fulfilment partner on green issues

Our fulfilment company (who pack and post our mass mailings) are working towards PEFC accreditation, which will allow us in the future to use the PEFC logo on our mailing envelopes.

4

We will engage annually with our printing partner on green issues

Our printing company (who print our externally-focussed materials) have now entered the Carbon Capture Scheme, as a direct result of our engagement with them on green issues.

5

We will annually estimate the carbon emissions from our e-newsletters

Taking into account PC usage for e-newsletter preparation and the electricity and server manufacturing of the datacenter and telecom network, our estimated annual emissions from our termly e-newsletters are currently 704.84 gCO₂eq.