



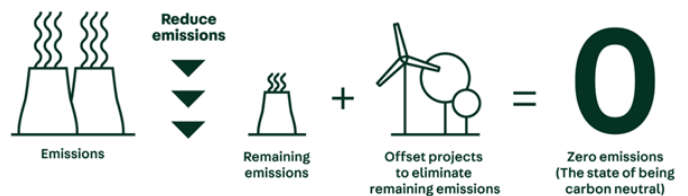
Welcome to our third ESG newsletter, we hope that you enjoy this edition which is covering topics such as carbon neutrality, financial education in schools and our office Pledge Day, if you would like further information on any of the subjects covered, please contact [esg@smith-pinching.co.uk](mailto:esg@smith-pinching.co.uk).

### What is being “carbon neutral” or “net zero”?

It’s a bit of a “buzz-term” right now, but what does it really mean?

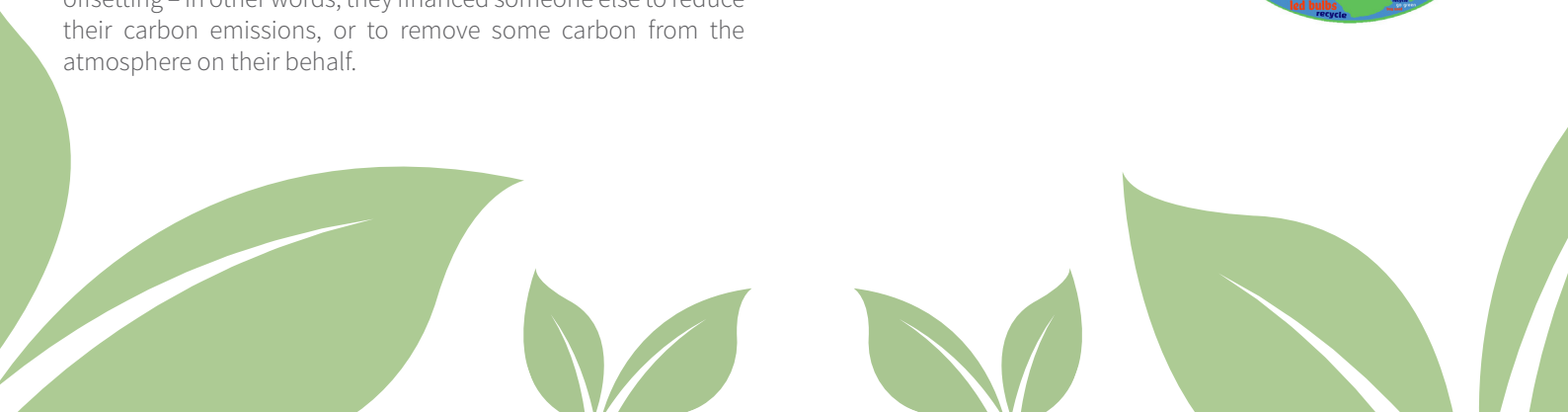
When a person, company or country says they are “carbon neutral” or “net zero”, it means they’ve reduced the amount of carbon dioxide they’re responsible for releasing into the Earth’s atmosphere, and for the part that’s left, they’ve used carbon offsetting – in other words, they financed someone else to reduce their carbon emissions, or to remove some carbon from the atmosphere on their behalf.

After the S&P carbon footprint was calculated, we offset it with the planting of trees within the UK and by funding carbon reduction projects in the Amazon basin, but we are working towards reducing it on a continual basis, so that there is less to offset when we have it recalculated.



### Pledge Day

Later this year (date to be confirmed) the S&P ESG Team will be encouraging all staff to make, by way of a pledge, one or more changes, however small, to routines and habits in their day-to-day lives to reduce their carbon footprint.



To include as many staff as possible the 'Day' and related events will take place over a couple of days and we are hoping will include some talks for staff to attend. We'll have a 'Donate with a Cuppa' in the Car Park, with the charity – BREAK - being there to serve a cuppa and collect any charity shop donations; a raffle to raise money to plant trees and of course dress down days themed around 'renew and reuse'. Watch this space for more info nearer the time!

### National Walking Month

In May we will be arranging a beach walk and clean and we'll also be encouraging staff to go outside for at least 20 minutes a day – more details to follow!

### What's green-washing?

"Green-washing" could be the name of a setting on a modern washing machine, but in environmental terms it's predominantly used to describe a form of marketing spin, in which green public relations and green marketing are deceptively used to persuade the public that an organisation's products, aims and policies are environmentally friendly.

Examples of this are varied, but include:

- Manufacturers claiming that their products reduce landfill by just reducing the amount of product, which is really just a way for them to save money;
- Energy providers referring to "Clean Burning Natural Gas" - when compared to the dirtiest fossil fuel, coal, natural gas is only 50% as dirty, but it's not a green alternative – it's just 50% less dirty;
- Food products that have packaging that evokes an environmentally-friendly image even though there has been no attempt to lower the environmental impact of their production.

The list is long and gets longer everyday – so feel free to challenge organisations on their green claims if you feel that it isn't true – as it's only by making them accountable to their consumers that they will improve.

Source: Wikipedia

### Ukraine

Here in Norwich, we have already taken our first lot of filled boxes to the Council Offices at the Sprowston Recreation ground to go out on the next scheduled delivery to Ukraine. Thank you so much to everyone who has donated so far - we are still collecting, there is a list of required items available as they are only able to take out specific things.



### Financial Education in Schools

We made a return to in-person Financial Education in schools in December, when we paid two visits to Broadland High School, gaining really positive feedback from all involved.

2022 has seen us set up more visits with additional staff volunteers, all of whom gain a tremendous sense of fulfilment, of imparting financial education to students. Topics covered include the value of everyday expenses, budgeting, explaining what a payslip covers, what tax and National Insurance paid goes towards and also encouraging pupils to consider their long-term goals.

Additional staff volunteers are always welcomed, and full training is given, together with as many run-throughs of the presentation needed until comfortable.

### Crisp packet project

Recycle your crisp packets to provide a homeless person with a blanket. If you have empty crisp packets with a silver lining, DO NOT BIN! We are collecting them so that they can be made into reflective blankets, just wash, flatten and place them in the box in the Norwich Office. So far, we have filled half a large box, which is a lot of crisps that have been eaten!



Further details can be found here <https://crisppacketproject.com/>

### DocuSign

Since S&P Financial Services started using DocuSign for signing of electronic documents we have saved the following resources:



Compared to the same data from inception to our last newsletter in October 2021:



This is an option for use with our clients which is good for them, for us and the planet as a whole – so what's not to like?

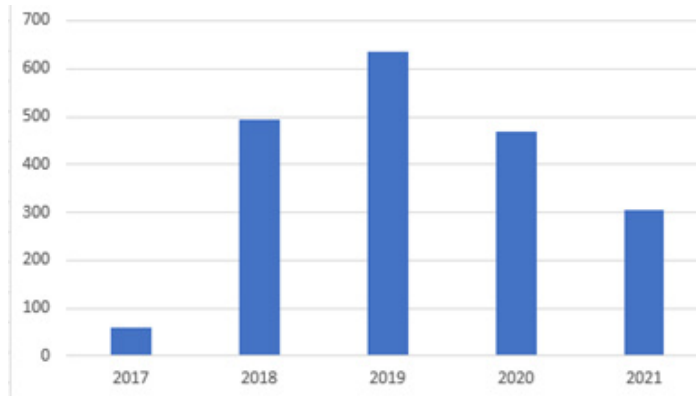
## “Blessed Are Those Who Plant Trees Under Whose Shade They Will Never Sit”

- H Loyson/Indian Proverb

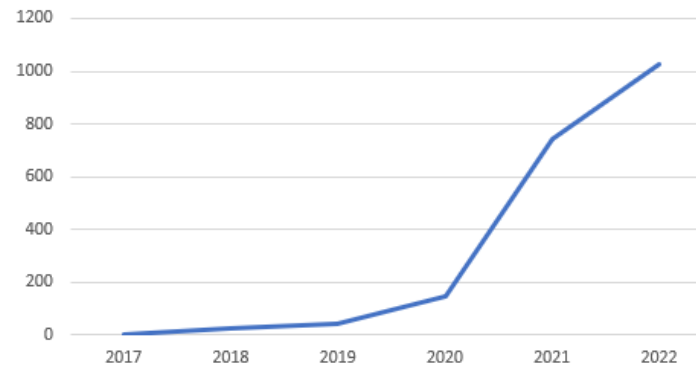
### Personal Finance Portal

Since we introduced the PFP to clients in 2017, we have been able to steadily increase the number of people who have opted out of paper documentation and have signed up for this greener, more secure, online alternative.

As you can see from the first graph of “new sign-ons”, the take up of the PFP peaked just prior to the Covid19 Pandemic with numerous clients opting to have a source of their financial information available to them at all times.



The graph below shows the number of users who have logged on recently which has increased dramatically during the Pandemic as clients check their portfolio values and for secure communications from us.



The more people we enable to use this system, the less letters that need to be posted.

### Recycled paper trial

As of 1st April, we are going to be trialling the use of 100% recycled report paper at S&P with two different types of recycled papers – hoping to replace the current, non-recycled, paper used.

These papers are both made from 100% recycled post-consumer-waste papers with only the necessary addition of virgin pulp - meaning that the minimum of trees would need to be cut down specifically to make our paper. Assuming a successful trial, the intention is to replace all other papers and cards with recycled equivalents to lessen our impact on forests – whether properly managed, or not.

But our paper use is just the tip of the (rapidly melting) iceberg. All S&P and i4me staff can play their part in reducing their use of consumable items – whether these are post-it notes, pens or pads, the less we use, the less we need – and the less waste we create along the way.

### A “light bulb” moment...

With energy prices on the rise, we all want to save energy - and the cost of it - where we can. Changing light bulbs at home is a great place to start, but to which ones? The LED equivalent of the old-style incandescent bulbs can be a bit confusing, with different colours and lumen outputs – it’s no longer as straightforward as just getting a bulb used to be. Obviously personal choice dictates what colour you want your lighting to be at home, but as a guide, if you’re replacing old style bulbs and halogen spotlights and want to retain the same-coloured light, then stick to the low end of the Kelvin range – 2700k is a good guide.

LED bulbs offer many more options and with dimmable and “smart” bulbs available, sometimes it’s just a question of trying some out, but with cost savings on offer when a 50w halogen spotlight can be replaced with a 3.5w LED spotlight, it’s financially and environmentally worth the effort.

