

The ECO Initiative

Inform Accounting

Because sustainability
starts at home



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Our Mission



WORKING TOWARDS SUSTAINABILITY

Climate change and loss of biodiversity on both a local and global scale are threatening the world inherited by future generations. It is our responsibility, as individuals and collectively, to enact change now to ensure a brighter future.

There is increasing pressure and expectations from the public, employees, customers, suppliers and from environmental legislation to make sustainable and socially responsible changes.

“At Inform Accounting, we believe that sustainability starts at home.”

But whilst much information about sustainability is focussed on the environment, sustainability also encompasses social responsibility and the way we interact with our community, care for our employees and how we behave as a business.

Our mission is to prove that any company, no matter how small, can make a positive contribution towards combating climate change and improving social responsibility, and can encourage others to do the same.

So how are we going to make a difference?

The ECO Initiative

THE ECO INITIATIVE

The Inform Accounting ECO Initiative focuses on three key pillars to success:

- Environmental Sustainability
- Corporate Social Responsibility
- Organisational Diversity

Environmental, sustainability and social responsibility issues are reviewed regularly and discussed at Board Meetings. We are constantly taking steps to improve our operations, foster healthy attitudes and striving to achieve our mission.



RECOGNISING RESPONSIBILITY

Our Board of Directors are responsible for the vision of our ECO initiative, and ensuring the successful implementation of this sustainability policy.

All employees are actively encouraged to share in the responsibility of their own actions, and contribute towards helping the firm to achieve its goals.

Environmental Sustainability



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Environmental sustainability is a keystone in our ECO Initiative, laying the foundations for how we operate as a business.

We believe that businesses should be held accountable for their impact on the environment, and should be responsible for operating sustainable practices.

Inform Accounting is strongly committed to protecting the environment and continually improving its environmental performance by:

- meeting or surpassing all relevant Health, Safety and Environmental legislation and the expectations of our customers, employees and the community at large.
- minimising the consumption of energy, resources, releases to the atmosphere, water consumption and waste disposal by following best environmental practice wherever possible.
- ensuring our suppliers and customers are encouraged to support and replicate our environmental commitments.
- as far as possible, purchasing products and services that do the least damage to the environment and encourage others to do the same.
- reducing business travel miles and encouraging employees to walk or cycle to work.
- promoting and disseminating good environmental practice to all stakeholders, including suppliers, customers and the local community.
- implementing a training program for staff to raise awareness of environmental issues and enlist their support in improving the Company's performance.
- reviewing how we can make further improvements to our environmental performance on a continual basis and updating our Environmental Policy annually in consultation with staff, associates and customers.
- address complaints about any breach of our Environmental Policy promptly and to the satisfaction of all concerned.



KEY RISKS

Although Inform Accounting’s property has not been directly affected by flooding and is at low flood risk, climate change is expected to increase the frequency of extreme weather events around the globe (increased frequency of flooding in the UK).

By supporting the employment of local residents, over 50% of Inform Accounting’s employees have the ability to walk to work, reducing the risk of transport disruptions in the event of extreme weather. Where employees do not live locally, remote access and video teleconferencing allows 100% of employees to continue to work from their homes.

CONTRIBUTORS AND PROCEDURES

We have identified three main contributors to Inform Accounting’s carbon emissions and environmental damage. Procedures designed to reduce the negative environmental impacts of these activities have been addressed, and are currently being implemented across the practice.

Key area	Procedures to reduce negative environmental impacts
Travel	<ul style="list-style-type: none"> • Ensuring that our offices are accessible via public transport • Installing shower and bike storage facilities to encourage employees to run or cycle to work • Encouraging staff to use public transport, car share or cycle to work, join our cycle to work scheme and use the secure cycle storage areas provided in each office • Limiting travel to necessary journeys only • Reducing travel via the use of remote access and video teleconferencing



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Key area	Procedures to reduce negative environmental impacts
Office Consumables	<ul style="list-style-type: none">• Recycling glass, paper, plastic and cans• Investing in a paperless office system to sustainably reduce use of paper in the office• Recycling toner and printer cartridges (where printing is still required)• Educating staff on paper management and ways to reduce waste• Eliminating unnecessary waste eg plastic cups in the office• Using secure portals to correspond with clients rather than in paper format
Utilities	<ul style="list-style-type: none">• Upgrade lighting to low emission lighting• Ensure that lights and equipment are turned off when not in use• Ensure that the offices are properly maintained, insulated and thermostats are set to sensible levels



Corporate Social Responsibility



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We pride ourselves on our role as a good employer, industry role model and community stakeholder.

We take an active interest in our local community, and hope to inspire our employees, clients, and other businesses to become socially responsible corporations.

OUR LOCAL ENVIRONMENT

Located at the heart of the community in Mere Green, Sutton Coldfield, Inform Accounting operates out of a Grade II listed building, steeped in rich culture. Sutton Coldfield is home to one of the largest urban parks in Europe, so nature and environmental support holds a special place in our hearts.

OUR CHARITY WORK

We make regular donations to support various local and national charities, community groups and initiatives in and around Sutton Coldfield, Birmingham and the surrounding West Midlands area that share our values. Recent and current benefactors include:

- Birmingham Children's Hospital Charity
- Birmingham Women's Hospital Charity
- Be More Oscar (local charity event)

Staff are also encouraged and provided with the company's social platforms to promote any charitable work they are involved with personally, such as running marathons or taking part in walk for life events.





OUR BUSINESS COMMUNITY

Our MD Sian Kelly plays a leading role in the local business community as a member of the Greater Birmingham chamber of Commerce.

Our Business Development Manager also serves as an Executive Committee Member at the Sutton Coldfield Chamber of Commerce, attending numerous events to support local businesses and charities.

LOCAL RECRUITMENT POLICY

Inform Accounting is strongly committed to supporting employment directly within our local community of Sutton Coldfield and surrounding towns. We commit to continuing to promote and prioritise local residents in our recruitment process and encourage local applicants to apply for all roles, while simultaneously ensuring inclusivity for all irrespective of age, gender, disability, race, ethnicity, origin or religion.

BUYING LOCAL

Inform Accounting is also strongly committed to supporting local and independent business wherever possible in our supply chain to maximise social value for our region and to minimise our Scope 3 greenhouse gas emissions from the transport of procured goods and services.

HEALTH AND SAFETY

Inform Accounting takes the health and safety of its employees and visitors very seriously, and endeavours to create a safe and enjoyable environment for all. We have a stringent Health and Safety policy, as well as First Aid certified employees to ensure all employees and visitors feel safe.

KEY RISKS

Shifting public sentiment about climate change risks damage to brand value in the case of poor environmental performance, increased customer pressure down-stream in the supply chain and increased concern amongst stakeholders, including existing and prospective employees.

We actively promote sustainability and social responsibility issues, using our connections and social media platforms to raise awareness of local issues and charitable events. We are proactively taking remedial action to improve our internal social awareness, and implement strategies to reduce environmental damage and contribute more to our local community.



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HUMAN RIGHTS

Inform Accounting will not knowingly engage in transactions where there is evidence of direct involvement in modern slavery, such as forced labour, human trafficking, or harmful or exploitative forms of child labour.

Inform Accounting is committed to being a responsible organisation and fulfilling the important role business can play in protecting and advancing standards for human rights, including equal opportunity, and the elimination of modern slavery, human trafficking and harmful or exploitative forms of child labour.



We endeavour to exercise our influence by conducting our business operations in ways that seek to respect, protect and promote the full range of human rights.

Inform Accounting complies with the laws and regulations of the UK while simultaneously conducting our business and encouraging the promotion of human rights through our own policies, standards and practices, including the Inform Accounting Code of Conduct, which underscores our values and our commitment to ensuring a workplace that supports equal opportunity, dignity and respect.

Inform Accounting's Supplier Code of Conduct outlines our expectations for suppliers with regard to human rights, employment and non-discrimination practices, health and safety, and diversity and inclusion.

Organisational Diversity



Inform Accounting values diversity and inclusion amongst its workforce as a high priority.

Management implements an inclusive and non-discriminatory hiring policy, including without limitation minorities, women, veterans, disabled people, and LGBT (individually and collectively, 'Diversity Groups').

DIVERSITY AND INCLUSION

All operations are conducted in a socially responsible, non-discriminatory manner and in full compliance with applicable laws including, but not limited to, those associated with equal opportunity, child labour, forced or compulsory labour, working hours and conditions, compensation and harassment-free work environment.

Equal employment opportunities are offered to all employees without discrimination or harassment on the basis of race, colour, religion, age, sexual orientation, gender (or gender identity/expression) disability, pregnancy or any other characteristic protected by law.

To promote inclusion in the workplace, staff are:

- provided with ongoing training
- actively encouraged to report any weakness and suggest improvements

We were proud to be shortlisted for the Investing in People Award at the 2021 Accounting Excellence Awards, demonstrating our commitment to our employees.

SUPPLIER AND CLIENT DIVERSITY

Inform Accounting pursues diversity in every aspect of our business. The Firm is committed to efforts which promote diversity through our hiring and in our interactions with our clients and suppliers.

Our ethical business practices and positive attitude help keep Inform Accounting at the forefront of the cloud accounting industry. Working with a diverse range of suppliers and clients helps to foster strategic business relationships and strengthens our local communities.

We expect our suppliers and clients to share the same attitudes and practices towards diversity and inclusivity.