



balance photography's Environmental Sustainability Policy

balance photography has a strong commitment to preserving the environment through eco-friendly, sustainable business policies and practices. It is our goal to be a positive example for others in the photography industry and beyond — showing clients, partners, suppliers and friends/family ways to reduce environmental impact through all daily activities. We believe that each small decision an individual makes — at work or at home — can be shifted towards the greater good for us all.

Principles/Focus Areas:

- 1) Lower our business and personal impact on global warming/climate change by integrating sustainability practices into all aspects of work and home decisions.
- 2) Preserve the elegant beauty of nature & animal-life for generations to come.
- 3) Minimize/conserve use of water and energy.
- 4) Minimize transportation pollution whenever possible by using a hybrid vehicle and offering online meetings options for clients.
- 5) Minimize waste where ever possible by reducing, reusing, recycling and composting.
- 6) Create a fair, healthy and ethical workplace for employees
- 7) Promote eco-friendly options for clients, including products made of recycled materials.
- 8) Educate others in our industry and community about environmental impact and the negative issues associated with consumerism and energy/water consumption.
- 9) Make clients and suppliers aware of our green policies, gently encouraging them to incorporate sustainability into their own businesses and lives.