



Little Fox Design

Environmental Policy

- 1.1** Little Fox Design is aware that by designing for print, it is profiting off of an extraction-based industry that in many cases is unsustainably extracted, causing harm to biodiversity, ecosystems and people. Unsustainable extraction policy has created our climate emergency.
- 1.2** Little Fox Design's mission is centred around environmental responsibility and is aware of its role to act as a steward of the environment to protect and advocate for forest conservation and the creation of responsible business practices that decrease GHG and increase carbon sequestering initiatives.
- 1.3** Little Fox Design understands the responsibility it has as a business and environmental advocate to ensure that it is advising and ensuring its clients undertake the creation of print design pieces in an ethical and sustainable manner that preserves our planet for future generations.
- 1.4** Little Fox Design will aim to follow the most up-to-date information available about the effectiveness of sustainability initiatives by having regular conversations with local printers about their practices and by following recommendations established by documents such as the IPCC report, and Paul Hawken's "Drawdown".
- 1.5** Little Fox Design will not support greenwashing campaigns or companies that are actively contributing to the destruction of our Earth its inhabitants or human welfare.

- 2.1 Little Fox Design supports verified forestry supply chains such as the FSC or Ancient Forest Alliance when choosing paper stocks.
- 2.2 100% PCW recycled paper will be preferred, and if unavailable the highest percentage possible will be deferred to for all print items. When traditional paper is not used, a sustainable alternative is acceptable (seed paper, sugar paper...).
- 2.3 Inks and coatings that have low or no VOC emissions will be used in order to minimize air pollution.
- 2.4 No plastic or foil coatings will be used (laminates, soft-touch matte...) for aesthetic purposes. Laminates will only be used when crucial for the longevity of the item. These coatings cannot be recycled and actively contribute to microplastic pollution in the ocean and chemical leaching in our landfills.
- 2.5 Local printers are prioritized in order to support the local economy and reduce emissions. If a client is remote, LFD will source printers in their area to reduce carbon footprint.
- 2.6 Item life-cycle is considered and designed for. Digital alternatives may be suggested where relevant.

