

O'Connell Marketing

Responsible Marketing Policy 2024

This document will be reviewed in January 2025

Green mission statement

At O'Connell Marketing (OCM), we are committed to contributing to a greener future through our practices. We are a small but mighty company and we know small actions can make a big difference. We will maximise our existing sustainability efforts and implement new policies to reduce our carbon footprint, reduce waste and conserve energy in our office. We are also committed to emphasising the importance of sustainability practices with our clients wherever possible. We will continue to support local businesses, organisations and charities that align with our environmental values to make our wider community a greener place to live and work.

Sustainability efforts

At O'Connell Marketing, we have implemented new measures to improve our sustainability efforts to achieve our long-term goals which are outlined in detail in our sustainability policy. With regards to our day-to-day efforts to reduce our environmental impact, here are some key steps that we take:

- Minimising print requirements
- Utilising digital options where possible (online ads, QR codes, online forms, etc.)
- Choosing the most green option when
- Committed to not partaking greenwashing
- Using digital media monitoring tool to avoid need for newspapers & magazines
- Advising clients on the most sustainable practices and recommending green alternatives to existing operations etc.
- Supporting Irish businesses with a focus on sustainability

Our Irish suppliers

- Sisú
- All Real Protein
- Bean and Goose
- Gorse Farm

Responsible marketing

We will use our position as a marketing and PR agency to exercise responsibility in our marketing activities, communications and actions to minimise our impact on

the environment, assist our clients in making greener choices and providing our audiences with sustainable travel options.

Our clients - We offer to provide our clients with a sustainability tourism policy free of charge for their destination.

Our audiences - For destination clients, we emphasise responsible travel with tips on how to make your visit greener (leave no trace, use public transport, bring refillable water bottles, beach clean-up, etc.) in travel guides.

For retail clients, we assist with providing less wasteful product options (e.g. promoting digital e-vouchers as an alternative to physical gift cards), avoiding greenwashing in our communications and emphasising the importance of reducing consumer waste.

For our own audience following OCM, we will make our sustainability policies available on our website for full transparency of our efforts. We will also integrate sustainability into our social media content plan to give updates on our progress towards becoming a greener company, highlighting the sustainability policies of our Irish suppliers, sharing useful tips and marking important days such as Earth Day, World Oceans Day and National Tree Week.