



# Sustainability Policy

Megan Donati Photography  
Effective Date: January 2026

## 1. Purpose

This policy outlines Megan Donati Photography's commitment to reducing environmental impact, supporting sustainable practices within the wedding industry, and contributing to a lower-carbon future.

As a sole trader operating within the UK wedding industry, the business recognises its responsibility to minimise environmental harm and promote conscious consumption.

## 2. Guiding Principles

- Reduce waste wherever possible
- Prioritise longevity over disposability
- Support local and UK-based suppliers
- Increase transparency around environmental impact
- Commit to continual improvement

### **3. Environmental Actions**

#### *Materials & Packaging*

- No plastic used in branded packaging
- Use of recycled and recyclable materials where possible
- Minimalist packaging design to reduce material usage

#### *Print & Album Production*

- Albums sourced from UK manufacturers
- Fine art prints produced within the UK
- Products designed for longevity and heirloom use

#### *Paper Reduction*

- Digital contracts and invoicing
- Online galleries for image delivery
- Limited internal printing

### **4. Travel & Transport**

Travel is currently the primary source of carbon emissions within the business.

Actions include:

- Strategic route planning
- Combining bookings geographically
- Staying locally where appropriate
- Maintaining vehicle efficiency

The business is working towards formally measuring travel emissions to establish a carbon baseline.

### **5. Social Responsibility**

- Supporting small UK businesses
- Promoting venues and suppliers who align with sustainable values
- Encouraging mindful wedding choices through client education

## **6. Continuous Improvement**

This policy will be reviewed annually. Targets and reduction strategies will be updated as more data becomes available.

## **7. Environmental & Charitable Contributions**

Megan Donati Photography recognises that environmental responsibility extends beyond operational impact.

The business commits to:

- Donating annually to conservation and environmental charities
- Supporting wildlife protection initiatives
- Funding a one-year elephant adoption through Sheldrick Wildlife Trust with every full wedding booking
- Supporting organisations including World Wide Fund for Nature and Flora & Fauna
- Volunteering and working with animal rescue centres
- Practising Reiki healing for animals and humans as part of a wider commitment to wellbeing and ethical responsibility

These contributions reflect the company's broader environmental and social values.

# **CARBON REDUCTION PLAN**

This is what Crockwell specifically need alongside the policy.

## **Carbon Reduction Plan**

Megan Donati Photography

### **1. Baseline Emissions**

As a sole trader wedding photography business, the main sources of emissions are:

- Business travel (vehicle use to weddings, events and venues)
- Occasional accommodation stays

- Energy usage in home office
- Production and delivery of printed products

2026 will serve as the baseline year for measuring emissions, with a focus on travel mileage tracking.

## **2. Current Actions**

- Tracking business mileage annually
- Prioritising UK-based suppliers to reduce international shipping
- Digital-first workflow to reduce paper consumption
- Plastic-free packaging
- Minimal waste product model

## **3. Reduction Targets**

Short Term Goals (2026–2027):

- Establish full annual mileage tracking
- Reduce unnecessary travel through improved scheduling and having shoots on the same day and locally to one another
- Explore verified carbon offsetting for business travel
- Review energy efficiency of home office

Medium Term Goals (By 2030):

- Reduce business travel emissions by 20% through efficiency and offsetting
- Continue prioritising low-waste production partners
- Align with recognised sustainability standards within the wedding industry

Long Term Goal:

- Work towards Net Zero aligned with UK government targets by 2050

## **4. Future Commitments**

- Undertake carbon literacy and sustainability training to strengthen industry knowledge and accountability
  - Review and transition to renewable energy suppliers for home office operations where feasible

- Develop meaningful partnerships with conservation organisations that reflect long-term brand values
- Maintain consistent annual financial contributions to wildlife and environmental charities
- Ensure charitable giving supports measurable, real-world conservation impact
- Build ongoing relationships with biodiversity and wildlife protection initiatives

## Carbon footprint rating done by Positive Planet

