Case Study

Phoenix Design Aid

Company & Country

Phoenix Design Aid, Denmark

Start Up/SME, Employees

SME with 22 Employees

Category of Industry

An International Design and Communications Agency

Website Address

https://phoenixdesignaid.com/

CSR Strategy

https://phoenixdesignaid.com/category/csr/

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CSR Ready
green, fair & competitive businesses

Phoenix Design Aid is a first-class design and communication agency that focuses on quality, innovation and speed. They deliver contemporary and innovative designs, focusing on client needs and swift management. Based on their long-term partnerships, they have an in-depth understanding of their client's expectations, constraints and culture, allowing them to deliver the best value for all. Phoenix Design Aid specialize in working with international and intergovernmental organizations, performing all projects in compliance with internationally recognized principles of social responsibility.

Benefits of CSR

- They strive to minimise their CO2 emissions, by buying UN-issued emission credits and neutralising their CO2 emissions.
- Education have a special place in their heart. They share knowledge in areas of sustainability. Their support of the PDAid Foundation and their work with the Sauti Kuu Foundation and Kilimanjaro Initiative is part of their contribution to CSR.
- They have supported and contributed to the development of paper type and printing practices for many years, for example in the development of the recycled paper. Having sustainable consumption and production is still of great interest to the company.

"We are proud to contribute and be a source of inspiration for other organizations.. I hope that our experience can contribute to more small and medium-sized enterprises being inspired to increase the level of their sustainability reporting and to launch even more sustainable initiatives" - Dennis Lundø Nielsen (CEO of Phoenix Design Aid)

DESCRIPTION AND IMPLEMENTATION OF KEY CSR INITIATIVES

CERTIFICATION: THE SUSTAINABLE DEVELOPMENT GOALS

Phoenix Design Aid was the first graphic and communication agency to receive a certification in the Sustainable Development Goals (SDGs). Specifically, they have received certification for their work and effort with 11 targets within SDG 4: Quality Education, SDG 12: Responsible Consumption and Production, SDG 13: Climate Action and SDG 17: Partnership for the Goals.

UNITED NATIONS GLOBAL COMPACT

They are an advanced-level member of the United Nations global initiative for social and environmental sustainability, formally known as the United Nations Global Compact. The Global Compact embodies Ten Principles based on internationally recognized conventions.

FSC COC

They support and promote sustainable paper choices, including FSC paper products. They support printing houses and suppliers who hold a certificate to produce printed material, following the international FSC Standard for Chain of Custody Certification.

ENVIRONMENT

They concerted efforts to reduce the environmental impact internally and among their business partners. They work on organizing production tasks to minimize their environmental impact. They only purchase environmentally sustainable paper, inks and varnishes.

THEY SUPPORT

They initiated their support of the PDAid Foundation in 2015. The PDAid Foundation aims to improve local conditions for talented youth from disadvantaged communities through a structured and global support program, providing education, personal communication and mentoring.

CODE OF CONDUCT

Phoenix Design Aid's Code of Conduct comprises guidelines for issues relating to corporate social responsibility. It determines best practices for their employees and the organization. The PDAid Code of Conduct lists the steps They require their suppliers and partners to take within the field of CSR.

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