



Make believers

Helping Story create a robust Environmental Management System to ISO 14001 standard

Story is an award-winning creative agency that provides marketing, advertising, and communications services for clients across a wide range of channels and sectors. Story's parent company, MISSION Group, tasked all their agencies with setting up an [Environmental Management System](#), certified to the ISO 14001 standard, which led to their partnership with Green Element.



Our Green Element consultant was instrumental in getting our EMS set up. As an SME without dedicated human resource for a task like this, the prospect of the task ahead was extremely daunting. **Having Green Element on board was a lifeline. They walked us through every step, explained the language and documentation of the ISO system, prepared first draft documents for us to complete, wrote timing plans and made us stick to them – and suddenly we were moving forward week by week. We are so grateful for the organisation, clarity and enthusiasm they brought to the project, and would recommend this approach to anyone in a similar situation.**

Olivia Donaldson, [Creative Director at Story](#)

<https://www.greenelement.co.uk/customer-success-stories/story/>

How we helped Story implement an Environmental Management System in-line with ISO 14001 standard:



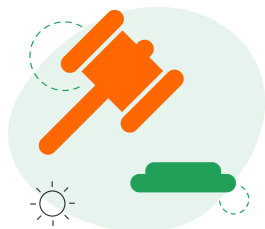
Undertook an environmental risk assessment and determined the **main environmental impacts** of Story's operations.



Set **environmental targets** to ensure that Story continually improves their sustainability efforts.



Calculated and analysed environmental performance, including an operational **carbon footprint**.



Ensured that Story met and surpassed all **environmental compliance obligations**.



Established **sustainability-related policies**, such as a sustainable travel decision tree and environmental policy, which will contribute to the driving down of their environmental impact.

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