

# Sustainability Coffee Morning Focus for 2020

This Monday we had the first Sustainability Coffee Morning of the year at head office. Dennis, our CEO, Richard Llewellyn, our new sustainability officer and Ajita Chamberlin, sustainability manager discussed what Colart achieved last year and what's coming up on the 2020 agenda for Colart and for the world.

## Introduction from Dennis

Introducing the Coffee Morning, Dennis reminded us all of the importance of sustainability at Colart, as stated in our mission *"to provide sustainable, creative tools and services to release pure expression"*. Our mother company, Lindéngruppen has always shown us support, having themselves a clear strategy with bold targets – the topic is taken very seriously at all levels and Dennis re-enforced his commitment to tackle all challenges in this area.

It's often said that there are three pillars to sustainability: People, Planet and Profit. By achieving our financial turnaround last year, we will be able to focus more on People, from our supply chain to our agencies, customers and artists and on the Planet, through incremental gains. If we all start doing a little bit better every day, we will go a long way.

## Introduction from Richard Llewellyn

Since January 1<sup>st</sup>, Richard is the new Sustainability Officer at Colart, as part of his Operations role at GLT level. He talked about the recent Lindéngruppen sustainability conference that took place at our offices in London, and how we can all act today to deliver tomorrow – from switching to a green energy supplier like Kidderminster last year, to how we behave with each other.

## Ajita Chamberlin, sharing our focusses for 2020

[Click here](#) to see the presentation that was shared during the meeting.

We also discussed several topics, such as:

- Not being sustainable being the biggest risk for any business nowadays
- Our focus for 2020 is to measure what we are doing, before we can question it and change for the better
- Are our manufacturing areas efficient?
- Colart has the ambition to be a leader in the industry
- As a company, we need to shout out more about all our sustainable achievements
- There is no "greenwashing" at Colart – meaning we do not make unsubstantiated or misleading claim about the environmental benefits of our products

## Do you want to be a sustainability ambassador?

Please email [sustainability@colart.com](mailto:sustainability@colart.com) if you are interested in becoming a sustainability ambassador where you work.