

# graphedia

ESG (Environmental, Social & Governance)



## Our Commitment to Sustainability Goals

At Graphedia, we are deeply committed to sustainable business practices that positively impact the environment, support our community, and uphold the highest standards of governance. Our initiatives span volunteering, sponsorships, community engagement, environmental stewardship, and workplace well-being.

*"We make a living by what we get, but we make a life by what we give."*

*Winston Churchill*

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## Social Impact

At Graphedia, we believe in the power of community and strive to give back in meaningful ways. Through volunteering, sponsorships, and active engagement in local initiatives, we aim to make a positive difference in the lives of those around us. Whether it's through leadership roles in local organisations, supporting educational and health-focused programs, or participating in community-building events, our commitment to social responsibility drives everything we do.

By aligning our values with tangible actions, we foster stronger connections within our community while promoting a spirit of collaboration, compassion, and shared growth. We are



committed to providing fair and equal employment opportunities for employees and applicants, ensuring a workplace that values diversity and inclusivity.

For us, it's all about our people - by treating our employees well, we ensure they take care of our clients and the business. We actively promote a healthy life-work balance, believing that a supportive environment fosters greater creativity, productivity, and overall happiness in our team.

*"The purpose of human life is to serve, and to show compassion and the will to help others."  
Albert Schweitzer*

## Volunteering & Community Engagement

### Rotary Wexford:

- **Fundraising Chair for Rotary's Annual Christmas Tree Initiative:**

In this role, we organise and lead efforts to raise over €12,000 annually, directly benefiting local charities that provide essential support to families and individuals in need. This initiative not only raises significant funds but also brings the community together during the holiday season to make a meaningful difference.

- **Speaker for Careers Connect:**

Engaging with Transition Year students across schools in County Wexford, we offer practical career advice and mentorship. By sharing our professional journey and insights into entrepreneurship, digital media, and business, we help guide students in making informed decisions about their future education and career paths. This program is a vital part of preparing the next generation for the workforce and fostering a sense of purpose and direction.

- **Judge for Youth Leadership Awards:**

As part of this program, we assess and reward secondary school students who demonstrate exceptional leadership skills within their schools and local communities. This initiative not only recognises young leaders but also encourages civic responsibility and personal growth at a critical stage in their development.

- **Coordinator for Christmas Food Hampers:**

Each year, we take the lead in sourcing and delivering over 150 food hampers to local families in need during the holiday season. This program ensures that vulnerable members of the community have access to nutritious food during a time of year that can be particularly challenging. By mobilising resources and volunteers, we aim to provide immediate relief and create a sense of solidarity and care within the community.

### Wexford Swimming Club:

At Wexford Swimming Club, we are dedicated to fostering both physical fitness and personal development among young athletes.

- **Promoting Youth Fitness:**

As advocates for health and wellness, we actively encourage physical fitness through competitive swimming for children under the age of 18. Our programs not only teach essential swimming skills but also instil discipline, teamwork, and a lifelong appreciation for fitness. By creating a supportive yet challenging environment, we help young swimmers build confidence and resilience, preparing them for success both in and out of the pool.

- **Leadership Role:**

Niall serves as both Chair of the Committee and Public Relations Officer (PRO), leveraging his digital marketing expertise to raise the profile of the club and enhance its fundraising efforts. Under his leadership, the club has significantly boosted annual revenues by over €8,000. These funds are used to cover operational costs and ensure that the club remains affordable for families, making competitive swimming more accessible to local youth. This commitment to financial stewardship directly reduces the financial burden on parents while supporting the long-term sustainability of the club.

### County Kildare Chamber:

- **Chair of Kildare B2B Networking,**

In this role, we facilitate business growth and development within the local community by organising and leading networking events aimed at small and medium-sized enterprises. These B2B sessions provide a platform for business owners and entrepreneurs to connect, exchange ideas, and share knowledge, helping them overcome challenges and capitalise on new opportunities. By fostering a collaborative business environment, we help stimulate economic growth and support the success of local businesses, which are the backbone of the County Kildare economy.

### Friends of Wexford Hospital:

As an integral part of the volunteer committee, we have helped raise over €8 million to support vital improvements at Wexford General Hospital. These funds have been instrumental in building new hospital wards, with a particular focus on enhancing care for children and cancer patients. Our fundraising efforts have also facilitated the purchase of critical medical equipment, including CAT scan and MRI machines, which greatly improve diagnostic capabilities and treatment outcomes for patients. This long-term commitment to the hospital underscores our dedication to improving healthcare services in the local community, ensuring that residents have access to the highest standards of medical care.

## Career Fairs

We actively participate in career fairs, offering guidance and insights to young adults about what is involved in our industry and what they can expect from a career in digital media and marketing. We enjoy sharing our knowledge and helping students make informed decisions about their future paths, while also giving them a realistic view of the opportunities and challenges in this fast-paced sector.

## Work Experience

Throughout our 25 years in business, we have supported over 100 young adults through various work experience programmes, both locally and abroad. We offer placements for second and third-level students and foreign exchange students from countries such as Spain, France, Italy, Germany, Switzerland, and more. By providing hands-on experience and mentorship, we nurture future talent and help young people gain practical skills in digital marketing, design, and technology.

## Sponsorships & Community Impact

Graphedia is deeply committed to supporting local charities and community initiatives through financial contributions, digital expertise, and advisory services. Our efforts are aimed at promoting social responsibility and making a tangible impact on the lives of those in our community. Our long-standing partnerships with local organisations and charities reflect our commitment to sustainable growth and the well-being of our community.

### Hope & Dream 10:

Since the inception of this inspiring event, we have been a proud supporter of the Hope & Dream 10 charity run. This 10-mile race raises over €200,000 annually for cancer charities, helping to fund vital services and research. Graphedia has contributed by providing all website development, graphic design, and digital marketing services, enabling the charity to efficiently promote the event and streamline the donation process. Our partnership helps ensure that this event continues to thrive and make a lasting impact on cancer awareness and support in the region. We also take part in the run every year, inspiring others to do the same.

### Wexford Hospice:

Graphedia has been *honoured* to design and maintain the website for Wexford Hospice, a charity dedicated to providing compassionate care for cancer patients and their families. By managing the hospice's digital presence, we help raise awareness, support fundraising efforts, and facilitate communication with the community. Our ongoing digital support helps the hospice focus on what truly matters - providing comfort and dignity to those facing life's most difficult moments.



### Tracie Lawlor Trust:

The Tracie Lawlor Trust is committed to raising awareness and providing support for those affected by cystic fibrosis. Graphedia has been a long-term partner, managing and improving the Trust's website to increase their outreach and advocacy efforts. By keeping the website functional, informative, and accessible, we help the Trust raise crucial funds and provide resources for cystic fibrosis patients and their families.

### Wexford Marine Watch:

Supporting Mental Health & Suicide Prevention: Established in 2012, Wexford Marine Watch aims to reduce the number of deaths by suicide in Wexford Harbour through community vigilance and mental health support. Graphedia has provided website development and graphic design services for this life-saving initiative. Our digital support helps the charity communicate its mission effectively, recruit volunteers, and promote awareness of the issue of suicide prevention in the region. We are proud to play a role in this vital work that directly saves lives.

### Event Sponsorships:

Investing in Local Sports & Well-being: Graphedia takes great pride in supporting local sports clubs and events through both financial sponsorship and digital marketing assistance. Over the years, we have contributed to the success of numerous events by Sponsoring banners and other digital promotions for:

- Ask Mental Health  
Design of all artwork in promoting campaigns encouraging people to seek help for mental health challenges.
- Irish Cancer Society & Irish Alzheimer's Society  
Fundraising through the organisation of a charity ball, helping to support vital research and services.
- Wexford Marathon / It's Good to Talk  
Design and sponsorship of a marathon aimed at raising both money and awareness for mental health support services.
- Local Clubs & Schools:  
Regular donations to support local clubs and schools, fostering the advancement of the younger generation and encouraging participation in educational, sporting, and community activities.
  - Forth Celtic Football Club
  - Wexford Swimming Club
  - Wexford Tennis Club
  - St. Joseph's AFC

- Gorey Night Run

### Promotion of Health and Fitness:

#### **Advocating for Well-being through Writing:**

As part of our commitment to promoting health and wellness in the community, Graphedia regularly contributes informative articles on running and fitness to the **Hope & Dream Blog** and the **Visit Wexford Blog**. Our writing emphasises the benefits of physical activity, offering tips and motivation to local residents. By sharing our expertise, we aim to encourage a culture of fitness and well-being throughout the region, inspiring people to lead healthier and more active lives.

## Governance & Leadership

Graphedia's commitment to strong governance and leadership is demonstrated through active participation in local business organisations and by sharing knowledge to inspire the next generation of entrepreneurs. Our leadership team is deeply engaged in fostering business growth, community development, and supporting small enterprises through various initiatives.

*“Service to others is the rent you pay for your time here on earth”  
Muhammad Ali*

### Leadership Roles:

- **Former President of Wexford Chamber of Commerce:**

During our tenure, we played a pivotal role in promoting business and industry investment across County Wexford. By advocating for local businesses and encouraging external investment, we helped stimulate economic growth in the region. Our leadership in the Chamber focused on creating a collaborative business environment, offering resources and support to both startups and established companies, ensuring that Wexford remains a thriving hub for commerce and innovation.

- **Former President of The Rotary Club of Wexford,**

Through this leadership role, we continued to drive initiatives focused on both community development and economic advancement. Under our leadership, Rotary Wexford spearheaded numerous projects aimed at improving local infrastructure, supporting charitable causes, and enhancing the quality of life for Wexford residents. Our efforts helped forge stronger ties between businesses and the community, ensuring that economic growth goes hand-in-hand with social responsibility.

*"Management is doing things right; leadership is doing the right things."  
Peter Drucker*

## Motivational Speaking:

- **Engagements in Schools, Colleges, and Business Forums:**

We frequently participate as a motivational speaker at schools, colleges, Local Enterprise Office (LEO) programs, and various business forums. By sharing our experiences in entrepreneurship, business growth, and digital marketing, we aim to inspire young minds and aspiring entrepreneurs. These speaking engagements not only offer practical insights into starting and scaling a business but also emphasise the importance of resilience, creativity, and innovation in today's competitive market. Our goal is to equip the next generation with the tools they need to succeed in their own ventures.

- **Former Chair of County Wexford Chamber B2B Networking:**

In this role, we facilitated the exchange of business insights and helped create an environment where small businesses could thrive. By organising regular networking events, we provided a platform for local businesses to collaborate, share knowledge, and support one another. This initiative played a critical role in strengthening the small business community in County Wexford, ensuring that entrepreneurs have access to the resources and connections they need to grow.

## Environmental Stewardship

At Graphedia, sustainability is at the heart of our business operations. We believe that businesses have a responsibility to minimise their environmental impact and take proactive steps to preserve the planet for future generations. Our commitment to environmental stewardship is reflected in both our office practices and community-driven initiatives.

*"Be the change you want to see in the world."  
Mahatma Gandhi*

- **Paperless Office:**

Digital Transformation for Sustainability:

We have embraced digital technology to significantly reduce our paper usage. By digitising all processes - from communication to project management - we minimise waste and operate as a fully paperless office. This not only reduces our environmental footprint but also enhances operational efficiency, allowing us to deliver better results for our clients.



- **Energy Efficiency:**

Sustainable Lighting Solutions:

All lighting in our office is LED-based, reducing our energy consumption and contributing to lower carbon emissions. We are committed to ongoing energy conservation measures and continually seek new ways to reduce our environmental impact, both in the office and in the projects we manage.

- **Waste Reduction & Composting:**

Composting Initiative:

In our office garden, we've installed two compost bins that are used by both our staff and neighbouring households. This initiative reduces the amount of organic waste sent to landfills, while the compost is repurposed to nourish our vegetable garden and pollinator-friendly flowers. By engaging with our local community in this way, we contribute to sustainable practices that benefit both the environment and local biodiversity. This initiative also serves as a model for how businesses and communities can collaborate on eco-friendly projects.

- **Environmental Improvements:**

We implement environmental improvements year on year, continually striving to reduce our environmental impact and enhance sustainability across all areas of the business.

- **WEEE Compliance:**

We manage all our WEEE (Waste Electrical and Electronic Equipment) in accordance with the WEEE directive, ensuring the safe and responsible disposal of electronic waste.

- **Litter Picking Initiative**

In our ongoing effort to protect and preserve the local environment, the Graphedia team voluntarily participates in litter-picking activities in our spare time. With support from Wexford County Council, which provides bags, litter pickers, and rubbish collection services, we regularly clean up local roads and public spaces. This initiative helps to reduce pollution, enhance the beauty of our surroundings, and foster a sense of community responsibility. By taking these proactive steps, we contribute to the well-being of our local ecosystem and encourage others to join us in keeping our environment clean.

- **Work-Life Balance:**

Promoting Life-Work Balance:

We strongly believe that a balanced life leads to greater productivity, creativity, and employee satisfaction. At Graphedia, we prioritise life-work balance over the traditional

work-life balance. All staff members work 9-to-5 with flexible hours tailored to their individual needs, ensuring that they can maintain a healthy balance between professional responsibilities and personal well-being. Our commitment to fair wages and supportive working conditions reflects our understanding that employees are the most vital part of our business. We are proud to create jobs for local talent in Ireland, providing opportunities for meaningful and well-compensated work.

## Looking Ahead

At Graphedia, we are incredibly proud of the dedication, passion, and hard work demonstrated by every member of our team. Together, we have built a company that not only delivers outstanding digital solutions but also gives back to the community and strives to make a positive impact on the world around us. Our commitment to environmental, social, and governance (ESG) goals is unwavering, and we are always looking for new ways to improve our sustainability practices, enhance community engagement, and foster a supportive workplace culture. As we move forward, we remain focused on making a meaningful difference while continuing to innovate and grow, driven by the values that define us.

*"The purpose of life is not to be happy. It is to be useful, to be honourable, to be compassionate, to have it make some difference that you have lived and lived well."*

*Ralph Waldo Emerson*

