

In 2002, iD2 was the first known company in Canada to develop a policy to avoid working with specific industries known to cause irreparable damage to people, cultures, and the planet. [[policy](#)]

The policy was far reaching and remains a constant for the principals at iD2. It is regularly reviewed and updated. iD2 became carbon neutral in 2009, the first year iD2 undertook a formal third party audit of its impacts with Ecocentric Carbon Management [[Ecocentric](#)]. iD2 discovered that its ongoing efforts resulted in an impact of only 4.6 tonnes of GHGs with most of that being air travel and heating costs (natural gas). It has offset its 4.6 tonne impact with regional offset credit projects through Pacific Carbon Trust. Read the 2009 report for details [[report](#)]

What we do now

- » change our thinking regularly
- » create strategies for clients that reduce waste and create efficiencies
- » design pieces for dual use and/or on existing materials
- » recycle all paper, plastics, foam and anything that comes into our studio (often its uninvited!)
- » use Skype conferencing and conference calling
- » buy only EnergyStar rated products but buy only when necessary
- » buy 100% post consumer recycled paper for print jobs
- » use bus or bike to attend meetings when possible
- » add educational elements to communication pieces
- » turn off equipment after hours
- » choose alternatives to self adhesives (stamps, envelopes, etc.)
- » use both sides of paper before recycling
- » use recycling drop offs for all non municipal recycling
- » think before we buy and then wait at least a day
- » renovate floors with a non toxic VOC free finish (Osmo)
- » eat only organic food and eat no processed foods
- » eat approximately 90% locally during the summer, 60% in winter
- » are vegetarian at home (one meat eater on weekends on occasion)
- » live where we work—no commuting impact
- » compost onsite
- » plant outdoor space with native plants rescued from development sites [[NPSG](#)]
- » use cell phone and portable phone only when essential
- » give workshops on how to change behaviours, most often pro bono
- » volunteer our time to our industry
- » volunteer our time to environmental and social causes
- » built a stormwater management system that feeds a rain garden of food plants

What we are doing to go beyond...

- » buying a green cone for difficult to recycle food products (oils, citrus, etc.)
- » renovating with earthen plaster instead of drywall or heat set plasters
- » renovating outdoor walkways with recycled concrete
- » planting the sidewalk and adding native and food plants
- » writing about cheap green renovations to share our knowledge
- » speaking where possible about the need for a change of thinking in our industry



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