



ENVIRONMENTAL POLICY



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Apicula (Latin for bee) is not just the name we have adopted for our studio: it also represents the way we work and act towards our customers and projects, from the organization and commitment with which we deal with each job, to the sustainability of it. Our goal is to leave the minimum possible ecological footprint and contribute to a greener world.

In each project there are specified types of **materials and processes** adopted for its implementation, following the following list:

Durable: A durable product has a longer life, as well, in addition to providing the service for which it was designed for longer time, it can also be reused.

Customizable: A customizable object has a longer life before it is obsolete: interacts with its owner, is tailored to your needs and tastes, and thus creates stronger ties.

PCW (Post-Consumer Waste): Material that was already used, whose destiny would be garbage but that is reused for new objects.

PreCW (Pre-Consumer Waste): Material that never came to the user, such as industrial scrap.

Recyclable: products whose materials can be sent for recycling, turning into new raw materials after the end of the product's life.

Recycled: material that has already been used and has been transformed, by chemical and mechanical processes, into a new raw material.

Biodegradable: A material that decomposes rapidly, by microorganisms, into CO₂, water or biomass, losing their harmful properties, dissolving in the environment.

Handmade: a handmade product, aside from saving mechanical devices, has an emotional value and an increased social responsibility.

Local origin: locally sourced materials don't need to be transported over long distances, saving energy and reducing packaging materials pollution.



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Fair Trade: material obtained through a process that ensures proper working conditions and fair compensation for all workers involved in its production. The materials referred to as fair trade imply a certification of the Fairtrade Foundation or another organization that regulates the fair trade products.

FSC certified: material, process or service that respects the standards set by the Forest Stewardship Council, an organization that promotes responsible forest management.

Solvent-free inks: water-based inks doesn't contain PVC (Polyvinyl chloride, a plastic from petroleum) or other toxic ingredients and contaminants.

Natural inks: the natural inks used are handmade using only water, corn starch and natural dyes, such as spices, fruits or vegetables.

Vegetable-based inks: Inks based on renewable resources and vegetables (corn starch, coconut oil, soybean oil, etc.) as opposed to oil-based inks.

TCF (elemental chlorine free): paper bleached without using chlorine substances.

Tree-free paper: Paper that is not from the most common source: wood forest. Other possible materials are fruits such as mango and banana, coffee, sugar cane, bamboo, hemp and cotton.

European Eco-label: The eco-label aims to promote products that reduce negative impacts on the environment compared to other products in the same category.

Aqueous Varnish: Varnish that is based on water, presenting a lower environmental impact compared with other types.

Hosted in ecological servers: web hosting on servers powered by clean energy or where the expended energy is compensated in a reforestation plan or with production of clean energy.



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Sustainable design isn't based only in the use of recycled paper. It is not only not to use toxic paints or have a studio solar energy powered.

Designing in a sustainable way, we are serving the humans needs, creating products/ objects that are unique and special, durable and efficient. All this without harming the environment around us: without the use of scarce and necessary resources, causing the imbalance of ecosystems and limiting the future generation's opportunities.

- We design to satisfy real needs, creating durable, resilient and often modular objects, adaptable to persist in time, thus increasing the life cycle of each product.
- In each project, we tried to minimize the environmental footprint left by the products or processes used. We always choose materials from sustainable sources.
- We always make the most of available material: the wastes of a project are saved and will serve for another.
- We design thinking in the continuation of the life cycle of the product: each product created must be easy to disassemble, so that its components are easily replaced with new ones if necessary, or separated and sent for proper recycling into new products.
- We always try to use local materials, or at least, from national origin: transportation is one of the phases of the life cycle of materials that produce more pollution, so by minimizing the most of this phase, we save the planet. In addition, we value what is Portuguese, supporting industries of our country.
- We minimize the ecological footprint in the digital media by hosting Web sites on 100% wind energy powered servers or reforestation plans through compensation of the energy of the website / online application.
- We are committed to social sustainability by supporting and appreciating the practice of crafts and the handmade through the acquisition, when possible, of trade fair materials.
- In the process of products' construction we try to make the most of solar energy, working during the day in well-lit places.



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- The printed design is the one in which the ecological footprint is higher. Therefore, we always try to minimize that footprint and make the projects as sustainable as possible : we use recycled paper (it is estimated that the transformation of recycled paper fiber - either pre-or post-consumer waste - uses 40% less energy and 50 % of water than the virgin fiber, in addition to 90% decrease in emissions of greenhouse gases), "tree-free" paper (from other sources than trees, such as fruit or cotton), we work with printers that print following the European standards of ecology, with inks with low or even free of solvents and, in internal communication, we chose to use the "Ecofont," a free source that can save up to 20% in printing ink.
- When we create packaging for our products or following a customer request, we always have in mind, in addition to the materials to be chosen, that the package space is properly used, as well as the space needed in the transportation, thereby reducing the number of transports required.
- When we present our proposal to a client we make it clear our goals of sustainability, which should be followed while planning the project. In addition, we always try to work with brands which share our values.
- The first contact with clients is always done via telephone or email. If a meeting with a client is required, we always try to reconcile it with a visit of them to Oporto or a trip to a city to solve some other issues in order to make the trip more profitable.