

Milk achieves carbon neutral status for fifth year



Milk's eco-friendly kit and reusable water bottle

[Milk](#) design agency has achieved carbon-neutral status for the fifth year in a row after continuing and building on a raft of initiatives that mitigate its consumption of carbon right across its global operations.

Milk and its global supply chain work closely with the [World Land Trust](#) and to offer carbon-balanced print solutions. World Land Trust, and its overseas project partners, have been key to the purchase and protection of more than 2,222,000 acres of tropical forest and other threatened habitats, the May 22 press release said. Together they ensure that more than four million acres of land is managed under active protection worldwide.

Milk calculates the value of carbon it produces internally and then offsets it in global projects. Since 2019, the company has offset more than 140 tonnes of carbon and contributed to global projects. These endeavours include a wind based power generation initiative in Panama, solar power projects in India and further wind projects in Uruguay.

The products Milk creates for airlines and global brands come with various integrated eco-initiatives. All paper and printed materials used are sustainably sourced and outer cases are manufactured from recycled materials which are also compostable and recyclable. The design makes all the outer

packaging optimally sized for efficient transit and minimal waste.



Royston Scott, Procurement and Logistics Director, Milk

“As a business, we are acutely aware that we must play our part by creating sustainable solutions that make a positive impact. We all share a passion for environmental stewardship and that core value drives us to help businesses and organisations build a brighter future through innovative brand strategies and purposeful design,” said Royston Scott, Procurement and Logistics Director at Milk said.

Scott leads the firm’s environmental commitment program. He added, “We are determined to build on the achievements we’ve reached so far by focusing on five key commitment pillars: Influence, Understanding, Learning, Engagement and Implementation.”