

GREEN CREDENTIALS 2024



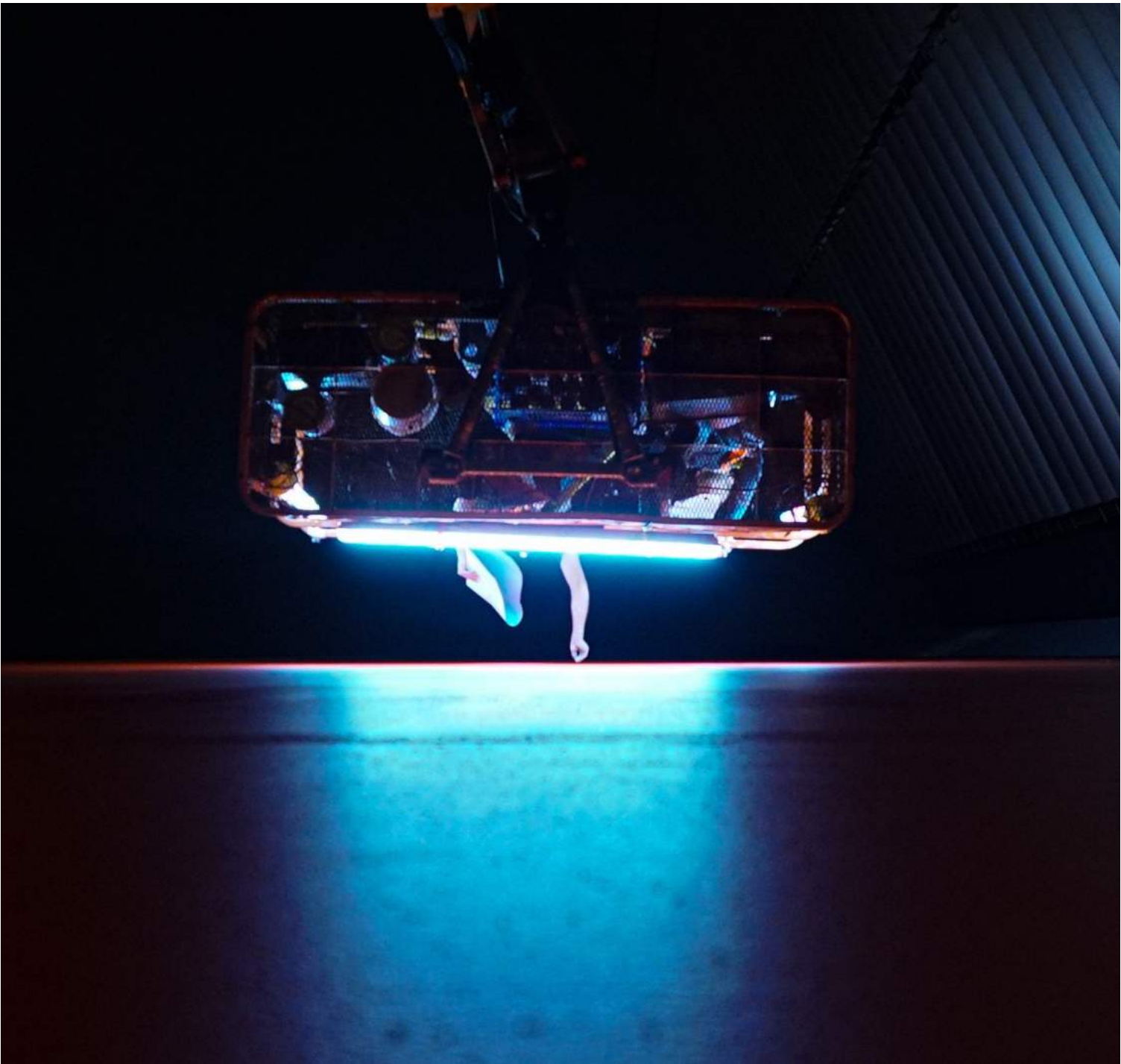
REDUCING OUR ENVIRONMENTAL IMPACT ON THE PLANET

 GLOBAL STREET ART.™



ENVIRONMENTAL ACTIVITY SUMMARY

- 1. Global street art is the only climate positive mural company in the UK.
- 2. All our waste is recycled where possible
- 3. We give paint out to community projects too – includes housing estates (not just about waste, more about doing good in community)
- 4. Murals more friendly than other forms of OOH generally
- 5. There is an additional toolkit of Pollution Removing Paint ("PRP") that can help further clean the air
- 6. Award Winning – ISO14001





CARBON OFFSETTING

GSA offsets more carbon than we produce – our murals are climate positive.

- 1. We work with earthly to more than offset all the carbon we produce
- 2. We undergo an annual rigorous lifecycle assessment of the carbon we produce
- 3. We offset 110% of this amount to make sure we're climate positive
- 4. We offset each mural, with an additional double-offset for specific mural projects
- 5. No one else we know is doing this, we're the best in the industry





OFFICE CONSUMABLES AND POLICIES

Pre-January 2021 Global Street Art used 'First Mile' for collection of our office waste.

We moved office in January 2021 to a managed building where all our waste is collected by SWRnewstar who subcontract each item of waste. More information can be found [here](#).

Whilst we create a small amount of office waste - all that can be is recycled: Plastics, glass, aluminium cans, cardboard, paper, printer ink and light tubes.

Our impact on the environment is minimal for these reasons.

All our staff are inducted and sign up to our environmental policy and we meet quarterly to discuss H&S and environmental processes.

The staff use public transport and cycle to work – we have one diesel vehicle.

Our staff environmental communications are recorded in logs, and GSA can make these available on request.





WASTE – COMMUNITY MURALS

Our Murals are painted with a combination of high-quality masonry paint, emulsion and EU regulated spray paint. Even if your campaign doesn't have Pollution Removing Paints ('PRP'), rest assured all our paints are CFC free and comply with EU regulations.

SPRAY PAINT - WASTE STREAM MANAGEMENT

Uniquely, because of our community-driven model, half full spray cans from commercial work go directly into community projects.

All our waste spray cans (pressurised aerosol) are recycled, when empty. We use a licenced waster carrier, who collect special 204 litre drums of waste aerosol from our offices in London and process it.*

Global Street Art do not use paints (spray or otherwise) baring Environmentally Hazardous Substance. The spray paints used, like all aerosol, contain propane (non-toxic), butane (butanes are not considered likely to have any effects on the global environment) and other hydrocarbon propellant. All staff are issued with PPE according to our COSHH process (e.g. eye protection for artist).



Tybal's Estate in Camden – a community mural, organised by GSA, using left over paints from commercial projects



In 2018 Global Street Art reviewed all it's waste streams and Global Street Art actively promote the recycling of all its waste material – we have an Environmental Policy (available on request, reviewed & signed by the CEO Jan 2024 and reviewed annually)

**Licenced waste notes available from phil@globalstreetart.com*



ARE MURALS THE MOST ENVIRONMENTALLY FRIENDLY MEDIUM?

How do murals compare with other forms of signage?

Across the EU27 countries –the **ECEEE estimated 9.8TWh of power used by non-desktop digital screens in 2020. This equates to 9,800 Gigawatts per hour, or 9.8m Megawatts per hour.

That is the equivalent of:

- 49 billion barrels of oil per year.
- 9.8 billion tonnes of coal per year.

That would have been enough power to feed the entire globe from 1890 to 1900.

One large modern format LED Digital screen may consume the equivalent electricity of approximately 4 and 10 large homes per annum (*£6K to £10K per annum electricity per annum, 18sqm or larger) depending on size and specification.

*There is little data available on this at present and the above figures are estimated based on sources of data obtained in-house.

**The EcEEE.org study only included small advertising pillars of 70” as the largest screen, plus other smaller passenger TV type displays – and so the actual DOOH industry is unaccounted for in this figure!



ARE MURALS AN ENVIRONMENTALLY FRIENDLY MEDIUM?

1. Murals are not powered screens and so are completely outside of these power demands.
2. Hand-painted murals sometimes have an external spotlight (£60 per annum) which is *1/1000th the usage of an LED screen.
3. We prioritise the use of ELECTRIC MEWPS (when power is available) and also SCAFFOLDING for accessing the walls. When using Diesel MEWPS, we start the mural at the top and work down – this reduces the amount of diesel consumed – which is important to Global Street Art commitment to reducing our footprint.
4. Regardless, the carbon footprint for delivering a mural, when compared to the mainstream form of digital signage, is minimal.
5. Murals won't proliferate in the way screens have – simply because human labour and painting is the driving force of the display.
6. We believe given the choice of a digital screen use on a wall – or a hand-painted mural – the latter will certainly help, and not hinder, the welfare of the planet.
7. For this reason, regardless of whether murals are using pollution removing paints or not, we feel murals are the most environmentally sustainable form of premium signage, in our view.





REACTIVAIR

REACTIVAIR is a ‘pollution eating’ specialty coating powered by Pureti, that can be used on a wide range of print applications to significantly improve air quality, while also keeping the surface cleaner for longer.

HOW DOES IT WORK?

ReactivAir coating, which is made of naturally occurring minerals, as opposed to harmful chemicals, purifies air by using energy from natural sunlight to breakdown harmful pollutants and odour molecules in the air.

When sunlight hits the ReactivAir coating, it prompts a series of reactions taking humidity and oxygen from the air turning them into cleaning agents that scrub the air of volatile organic compounds (VOC’s) and Nitrous oxides (NOx), also known as smog.





 GLOBAL STREET ART.™

**GETTING YOU MORE
FROM YOUR MURALS**
SINCE 2012

Contact

CLIENTS@GLOBALSTREETART.COM