



Q&A with Alex Vickery of Clickery Financial Ltd.



Alex (left) and the Clickery team during a Mold Plastic Reduction litter pick.

Alex Vickery is a member of our Steering Group and one of our Business Champions

Alex, what inspired you to start cutting out the amount of plastic your business uses?

This is something the directors of the company have been passionate about for years, both in business and their personal lives.

As awareness has grown surrounding plastic issues, this has motivated us to do even more and ensure it penetrates every level of our daily, working practice.

The whole team are active, 'outdoorsy types,' who love nothing more than spending time in nature.

This naturally feeds into a mindset of reducing waste and environmental impact in everything we do; getting involved in the plastic reduction scheme was the obvious next step.

Of the steps you've taken, is there any one that seems particularly significant on your plastic reduction journey and, if so, why?

One of the simple steps we took from outset was to remove plastic waste from our stationery.

For example, something as simple as hand writing all envelopes, rather than using plastic windows for convenience, makes a big difference to the likelihood of someone recycling it. Alternatively, clients can opt for electronic resources only.

Other simple measures such as using re-usable water flasks on the road, or have a 'bean to cup' coffee machine in the office, has meant staff can enjoy drinks at any stage in the day with zero waste.

Further to practical steps, we regularly take part in community activities that promote conservation and waste reduction, committing our entire team to various charity and community events each month (during usual 'non COVID times').

Our focus is not just plastic reduction, but working with conservation projects to develop the natural environment we all enjoy and then in turn, educating people about the importance of protecting it.

What's going to be your next plastic-reducing move?

Our most recent step was to use plant based, biodegradable cases for tablets and work phones. Our next step is to look at beach clean ups, following the addition of the Marine Conservation Society to the panel of charities that we support.

Through our role on the Plastic Reduction Steering Group, we are keen to learn and hear other perspectives and we plan to constantly adapt our business and promote plastic and waste reduction amongst our peers.

How do your suppliers react when you tell them you're trying to reduce your plastic footprint?

For us it is more about our clients and their engagement with this philosophy. We send regular electronic newsletters to our clients, which update them on our efforts and the local projects we have been involved in. We have had fantastic feedback from clients, and it is evident that plastic reduction is a hot topic on many people's radars.

As part of our advisory services, we are able to support our clients further in meeting their ethical goals.

Our Chartered advice status and expertise in ethical and sustainable investments, enables our clients to access not only the highest level of qualified advice available, but also advice that is tailored to individual ethical needs.

They can also rest assured that they are dealing with a company that cares about its impact, through our Plastic Free Business Champion status.

How are you using your MPR Business Champion status in promotional material?

We have used this on our social media, in newsletters to clients, at business events and will also update our website shortly. We discuss the campaign regularly with other local businesses through our role in local steering groups.

Our hope is to promote the campaign and raise awareness of what is possible. It is a real privilege to be involved and we have enjoyed meeting many inspirational and passionate people as part of the process.

The more people who can share ideas and be inspired, the more far reaching the project will be; and Business Champion status is something that any business, whatever its form, can work towards. It's important to lead by example.

What advice would you give to another business setting out on the plastic reduction path?

This is the future. We firmly believe that plastic reduction is not optional, it is the responsibility of every individual and every business to 'do their bit.'

Any step, big or small, is a move in the right direction and naturally leads to a change in ethos that influences every business decision.

Engaging in plastic reduction within your business also offers a positive way to engage with your customers, as well as future-proofing your organisation.

Environmental and conservation issues are likely to become increasingly prevalent. It's a fantastic cause to get involved in, and gives you a real sense of hope and achievement.

We are proud to be involved in the campaign and plan to continuing developing our waste reduction strategies extensively, not only via our business, but on a personal level too.