

# Sustainability Policy

Sky Photography Simon & Karla | Northampton, Midlands Updated February 2026

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## Why This Matters to Us

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We photograph the happiest day of people's lives. We want the world those couples grow old in to be worth celebrating too.

Sky Photography has been capturing weddings for over fifteen years. In that time, we've watched the conversation around sustainability grow from a fringe concern into something our couples, our venues, and our industry are taking seriously. We welcome that shift. It mirrors our own.

In March 2024, we completed Carbon Literacy Training for Wedding Professionals, hosted by the Sustainable Wedding Alliance at Crockwell Farm. That course gave us the knowledge and confidence to look honestly at our own footprint and commit to reducing it. This policy sets out where we stand, what we've already changed, and where we're heading.

We don't claim to have all the answers. We're a two-person team, not a large corporation. But small businesses make up the backbone of the wedding industry, and if every supplier takes responsibility for their own impact, the collective difference is significant.

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## Our Footprint: What Wedding Photography Actually Involves

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A photography business has a very different environmental profile from a venue or caterer. We don't generate food waste or heat large buildings. Our main areas of impact are:

**Travel to weddings (our largest source of emissions)** We currently drive a petrol/diesel vehicle to weddings and consultations. With 50 or more weddings per year and coverage primarily within 30 miles of Northampton, we estimate our annual business travel generates roughly 1 to 1.5 tonnes of CO<sub>2</sub>. This is our single biggest area for improvement.

**Digital operations** Modern wedding photography is data-intensive. We shoot, edit, back up, and deliver thousands of images per wedding. Our workflow runs on computers, external hard

drives, and cloud storage platforms, all of which consume electricity. Cloud storage in particular relies on data centres with their own carbon footprint.

**Equipment** Camera bodies, lenses, lighting, and computing hardware all carry an embedded carbon cost from manufacturing. How we buy, maintain, and dispose of equipment matters.

**Home office energy** We work from a home studio. Editing, client communication, and administration all draw on household electricity.

**Client delivery** How finished images reach our couples affects packaging waste, shipping emissions, and material consumption.

We have not yet conducted a formal carbon audit with precise tonnage figures. We commit to exploring this within the next two years using an appropriate calculator tool, which will allow us to set more specific reduction targets. In the meantime, we are taking action in every area we can.

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## What We've Already Done

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Sustainability is not new to us. We've been making changes for several years, some before we had the language to call them sustainability measures.

**May 2020 — Partnered with Ecologi** We began funding verified reforestation and carbon avoidance projects through Ecologi. We plant 20 trees for every wedding we photograph. To date, we have funded over 6,100 trees and offset more than 78 tonnes of CO<sub>2</sub>e through projects in Kenya, Uganda, Madagascar, Brazil, and Colombia. We have maintained an unbroken subscription for over five years.

**Ongoing — Digital-first delivery** We deliver all wedding galleries online. We do not send USB drives, prints, or physical packaging as standard. This eliminates postal emissions, plastic waste, and the manufacturing footprint of physical products for the vast majority of our bookings.

**Ongoing — Secondhand equipment** We buy and sell used camera gear wherever practical. Extending the life of professional equipment reduces the demand for new manufacturing and keeps functional products out of landfill. This is circular economy thinking applied at the most practical level.

**Ongoing — Online client meetings** We have moved all couple consultations online using Google Meet, replacing in-person meetings entirely. Previously, both we and the couple would

drive to a mutual location for each meeting. With over 50 consultations per year, this single change eliminates approximately 100 car journeys annually — ours and the couple's — and the associated emissions from both parties.

**Ongoing — Local focus** We deliberately focus our coverage on the Midlands and surrounding counties. Shorter travel distances mean lower fuel consumption per wedding. We are not chasing destination bookings at the expense of our carbon footprint.

**Ongoing — Home office recycling and waste reduction** We recycle packaging, paper, and electronics. We avoid single-use items in our day-to-day operations and choose reusable alternatives where possible.

**2024 — Green energy tariff** Our home, which is also our studio and office, is supplied by a green electricity tariff. This means the electricity powering our editing workstations, storage drives, and battery charging is sourced from renewable generation.

**Ongoing — Green web hosting** Our website is hosted by Krystal, a UK-based certified B Corp and one of the leading green hosting providers. Krystal powers its data centres with renewable energy and has a published commitment to operating beyond carbon neutrality. Our online presence — the first thing most couples see — runs on clean energy.

**March 2024 — Carbon Literacy Training** We completed the Sustainable Wedding Alliance's Carbon Literacy course, certified by the Carbon Literacy Project. This training gave us a grounded understanding of climate science, Scope 1/2/3 emissions, and practical actions specific to the wedding industry.

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## Our Commitments: 2026 to 2030

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We believe in setting targets we can actually meet. The commitments below are realistic for a small, self-funded business. As we learn more and our circumstances change, we will revisit and strengthen them.

### Travel

- **Transition to an electric or hybrid vehicle within the next 3 to 5 years.** This is our single largest source of direct emissions and the area where we can make the greatest difference. We will begin researching suitable vehicles and charging options in 2026.

- **Maintain our online-only consultation model**, keeping all client meetings on Google Meet to avoid unnecessary travel for both us and our couples.
- **Combine trips** where possible — for example, visiting a venue for a recce on a day we are already in the area.

## Digital and Energy

- **Prioritise green digital infrastructure.** We already host with Krystal (renewable-powered, B Corp certified). We will apply the same standard when choosing cloud storage, gallery delivery, and other digital services — favouring providers with published environmental commitments.
- **Maintain our green energy tariff** and investigate whether solar panels are viable for our property.
- **Optimise our editing workflow** to reduce the time our equipment is running under heavy load, and ensure devices are powered down when not in use.

## Equipment

- **Continue buying secondhand** where quality and reliability allow.
- **Sell or donate** equipment we no longer use, rather than letting it accumulate.
- **Dispose of electronic waste responsibly** through certified recycling schemes.

## Offsetting and Restoration

- **Continue our Ecologi partnership**, planting 20 trees per booking and supporting verified carbon avoidance projects.
- **Review our offset projects annually** to ensure they remain credible and effective.
- We recognise, as the science makes clear, that offsetting is not a substitute for reducing emissions. Our tree planting is a complement to direct action, not a replacement for it.

## Measurement

- **Conduct a baseline carbon footprint assessment** by the end of 2027, using a recognised calculator to quantify our Scope 1, 2, and 3 emissions.
- **Re-measure annually** from that point, allowing us to track progress and set more specific reduction targets.

## Industry and Community

- **Share what we learn** with other wedding suppliers, particularly small businesses who may feel sustainability is only for larger companies.
  - **Support sustainable venues and suppliers** through our recommendations to couples.
  - **Consider membership of the Sustainable Wedding Alliance** to access further tools, guidance, and accreditation.
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## How We'll Measure Progress

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We will review this policy annually, each January, and update it to reflect actions taken, targets met, and new commitments made. Once we have baseline emissions data, we will publish year-on-year comparisons.

We will make this policy publicly available on our website so that couples, venues, and fellow suppliers can see where we stand.

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## Responsibility

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This policy is owned and maintained by Simon and Karla, the directors of Sky Photography. As a two-person business, sustainability is not a department or a delegated task. It is woven into how we run our company, from the car we drive to the way we deliver images.

We welcome questions, suggestions, and conversations about any aspect of this policy. If you'd like to talk to us about sustainability, please get in touch.

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*Sky Photography — Northampton, Midlands [skyphotography.co.uk](http://skyphotography.co.uk)*

*This policy was first published in February 2026 and will be reviewed annually.*