

Leo Burnett Continues To Be Carbon Neutral



Dilunika Tejwani, Senior Manager, People and Culture; Murtaza Tajbhoy, Chief Strategy Officer, Leo Burnett Sri Lanka; Ruwanthi Halwala, Assistant Manager, Client Relationship Management, Carbon Consulting Company; Sajeewa Ranasinghe, Assistant Manager, Sustainability Assurance & Advisory Services, SFG; Arosha Perera, Chief Executive Officer, Leo Burnett Sri Lanka; Erandi Dissanayake, Analyst- Carbon Management and Mitigation, Carbon Consulting Company; Mehnaz Ilhamdeen, Head of Operations, Leo Burnett Sri Lanka; and Ransley Burrows, Chief Creative Officer, Leo Burnett Sri Lanka.

Leo Burnett Sri Lanka was certified as a Carbon Neutral business, following an evaluation conducted by The Carbon Consulting Company. The agency embarked on the re-certification process as part of its long-term commitment to run a sustainable business and ensure that its operations do not harm the natural environment.

The Carbon Neutral® Certificate was presented to Arosha Perera, CEO, Leo Burnett Sri Lanka by Sajeewa Ranasinghe, Assistant Manager of Sustainability Assurance and Advisory Services, The Sustainable Future Group (SFG), in the presence of the agency team. The stringent CarbonNeutral® Protocol guarantees the integrity and credibility of the evaluation and certification process, which is in line with globally recognized standards. Multiple factors were taken into consideration and on-site inspections were done covering electricity and energy use, fuel consumption, fugitive emissions and impact of third-party deliveries, waste management, use and impact of all vehicles, regional and foreign travel, and daily commutes. Arosha Perera, CEO of Leo Burnett, said: “As we continue our efforts to run a sustainable and environmentally-friendly organization, we are extremely pleased to earn our Carbon Neutrality Certification for the second year. This exercise has continued to create a positive

culture of environmental consciousness and greater self-awareness in our team, aside from becoming Carbon Neutral®. We have minimised the unnecessary wastage of resources such as water and energy. By making smarter and eco-friendly choices as a team and connecting our sustainability goals with our financial and operational ones, we have been able to create a win-win situation for our business, which has enabled us to reduce costs and streamline systems to maximise efficiency, profitability and productivity.” Lakmini Senadheera, Head of Sustainability Assurance and Advisory Services, SFG, said, “We congratulate Leo Burnett team for setting a new benchmark for environmental leadership within their industry and working tirelessly to secure their certification for the second year.”