



# *Becoming a Sustainable Printer*

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**EssentialEHS**



# A Sustainable Corporation



A sustainable corporation is one that creates profit for its shareholders while protecting the environment and improving the lives of those with whom it interacts.

*The Triple Bottom Line*  
Andrew Savitz



# The Triple Bottom Line



People



Planet



Profits

*John Elkington 1994*



# Elements of Sustainability



Business ethics

Environmental stewardship

3Rs—reduce, reuse, recycle

Socially-responsible investing

Corporate social responsibility



# Why Consider Sustainability



## Approach #1

We have 6.8 billion people breeding exponentially. The process of fulfilling their wants and needs is stripping the earth of its biotic capacity to produce life. Every living system on earth is in decline.



*The Ecology of Commerce*  
Paul Hawken

## Approach #2

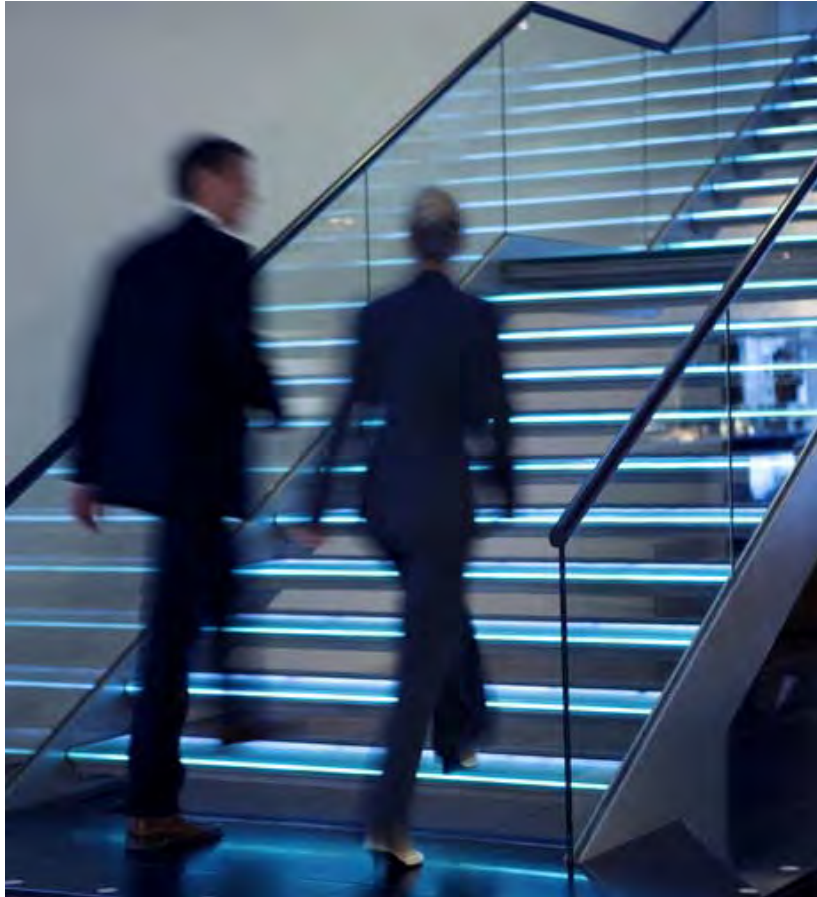
It's time for a change. We've spent too much time saying, "Do this because the polar bears are dying." Instead, we need to say, "Do this because it brings about success and happiness in our businesses and families."



Adam Werbach



# Business vs. Sustainability



What role does business have to play in sustainability?



# Fundamental Truth



Sustainability is **consistent** with profit

EssentialEHS

# Sustainability Buzzwords



- Carbon footprint
- Cap and trade
- Greening the supply chain
- Certification (FSC, SFI, PEFC, AFF, SGP, EcoLogo, ISO)
- Design for the environment
- Design for disassembly
- Eco-efficiency
- Greenwashing and bluwashing
- Bio inks and bio polymers
- Metrics



# Journey to Sustainability



## 5 Steps Toward Becoming a Sustainable Printer

**1 Look at your company**

**2 Evaluate, revise, renew**

**3 Create a plan of action**

**4 Implement the plan**

**5 Sing your own praises**



# Step 1: Take a Good Look at Your Company



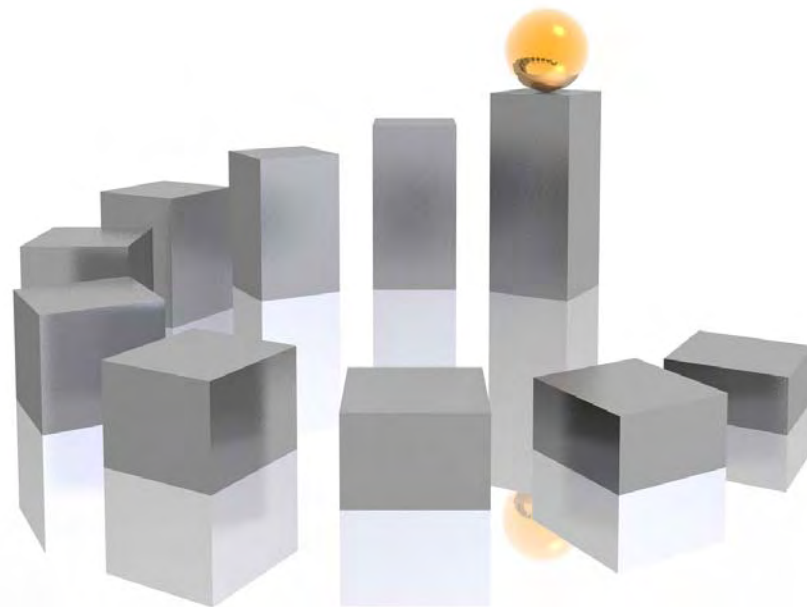
**1** Regulatory compliance

**2** Process inputs / outputs

**3** Employee relations

**4** Stakeholder impacts

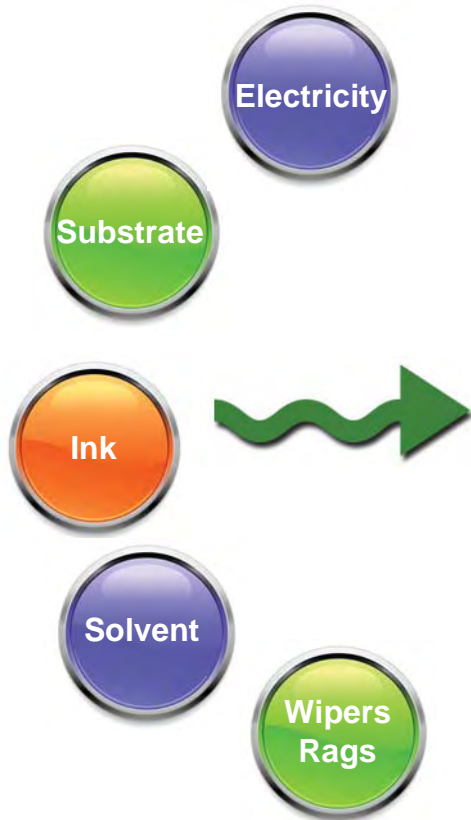
**5** Competitors



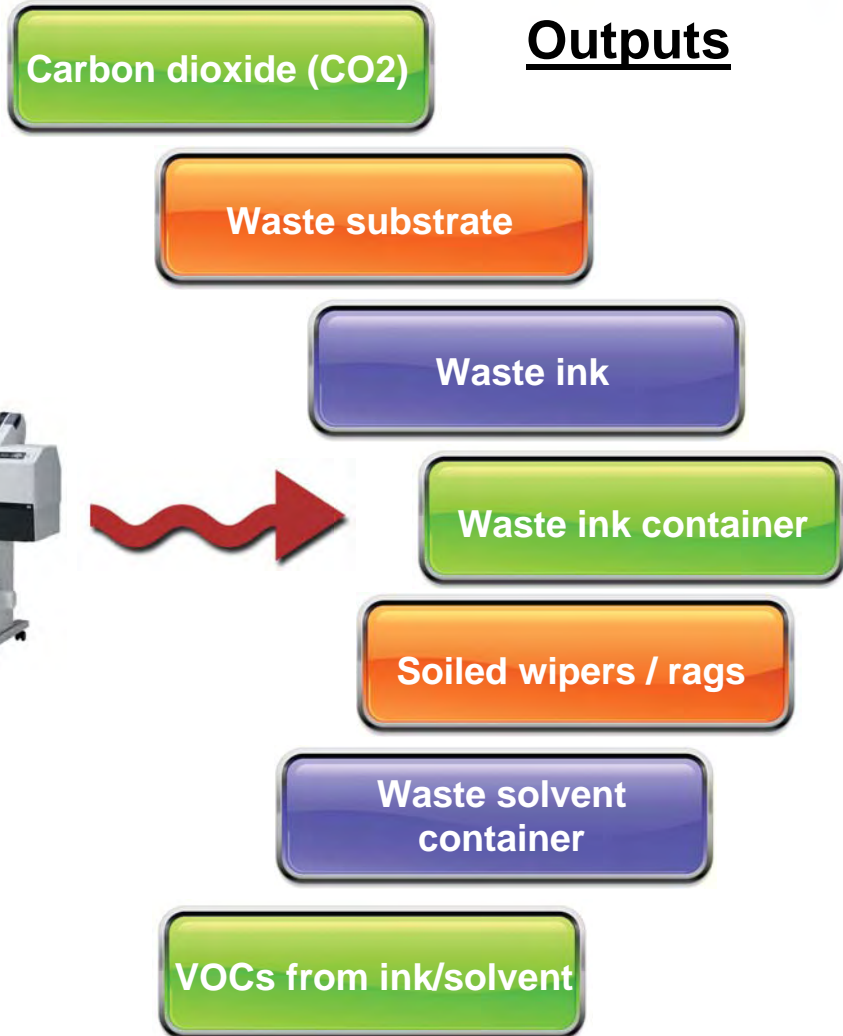
# Map Your Process Inputs / Outputs



## Inputs



## Outputs



# Quantify the Outputs



How much waste is there?

Description	2007	2008	2009	2010
CO <sub>2</sub> emissions	125,000 kg	XX	XX	XX
Waste substrate	2,581 kg	XX	XX	XX
Waste ink and solvent	850 kg	XX	XX	XX
General trash	3,469 kg	XX	XX	XX
VOC emissions	4,581 kg	XX	XX	XX





# Environmental Impacts of Waste



Output

Environmental Impact

CO<sub>2</sub> emissions



Contributes to climate change

Waste substrate



Use of landfill space



# Environmental Impacts of Waste



## Output

## Environmental Impact

CO<sub>2</sub> emissions



Contributes to climate change

Waste substrate



Use of landfill space

Waste ink and solvent



Contamination of land and water







# Environmental Impacts of Waste



## Output

## Environmental Impact

CO <sub>2</sub> emissions		Contributes to climate change
Waste substrate		Use of landfill space
Waste ink and solvent		Contamination of land and water
General trash		Use of landfill space








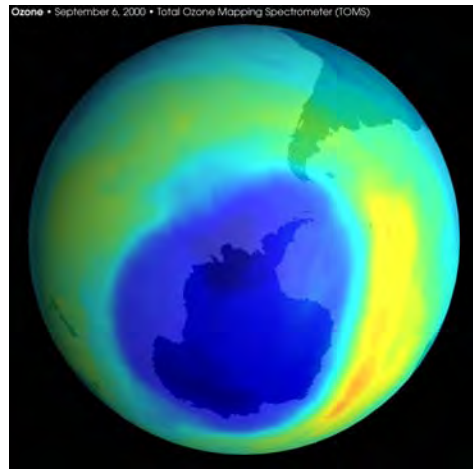
# Environmental Impacts of Waste



## Output

## Environmental Impact

CO <sub>2</sub> emissions		Contributes to climate change
Waste substrate		Use of landfill space
Waste ink and solvent		Contamination of land and water
General trash		Use of landfill space
VOC emissions		Contributes to ozone



# Your employees



How do you treat your staff?

## Health & safety

- Go beyond regulatory requirements
- Create a health and safety mentality

## Employee concerns

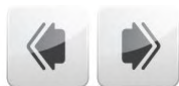
- Actively solicit, respond to and implement employee recommendations

## Fair wages

- Pay a fair wage for work performed

## Opportunities

- Create an environment for learning
- Offer advancement



# Your Stakeholders



Who are they, what's your dependence upon them, what's their ability to affect your business



Employees



Suppliers



Customers



Non governmental agencies (NGOs)

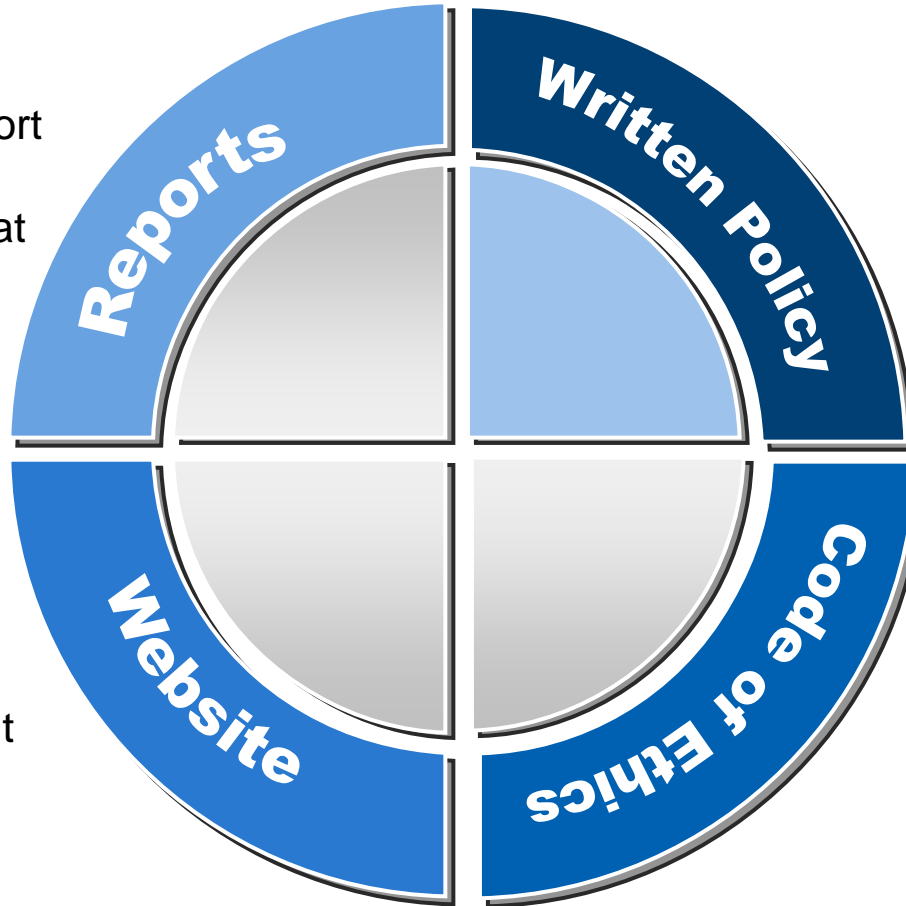


# Written vs. Actual



Does your performance match what you say about the company

Green reports, green reports and annual report are examples of the reports you produce that outline your policies.



Written policies and procedures make sure nothing is overlooked.

Your website outlines your mission statement and your products. Do they match what the customers receives?

Your code of ethics will determine how others perceive you and your company.



# Competition



What's their stand on sustainability?



## How do you compare?

- What are they saying publicly?
- Are they actually incorporating sustainable practices?
- What's their environmental record?
- How do they treat their employees?



# Take a Good Look at Your Company



**The purpose of taking a look is to provide you with a complete picture of your company's environmental and social actions and impacts**



# Step 2: Create Your Plan of Action



## Moving forward from the assessment

### Form a team

- Look for technical skills, marketing experience, and passion
- Include decision makers

### Establish the metrics

- Determine what to measure and how

### Review the assessment

- Identify the areas of concern (e.g., regulatory, cost, health/safety)

### Plan for success

- Start with low cost and easy-to-remedy areas
- Aim for early successes



# Set SMART Objectives and Targets



Specific ... **M**easurable ... **A**chievable ... **R**elevant ... **T**ime-Bound

## Environmental Objective & Target

Decrease our CO<sub>2</sub> emissions in 2008 by 15% as compared to 2007



## Social Objective & Target

Increase employee recommendations to the joint health and safety committee in 2008 by 50% as compared to 2007



# Create the Action Plan



Who, what, where, when, why, how

- 1** What are we doing this?
- 2** What are the specific steps to be accomplished?
- 3** What are the time frames for each of the activities?
- 4** Who has responsibilities for this plan?
- 5** What metrics will we use?



# Measuring Success: The Metrics



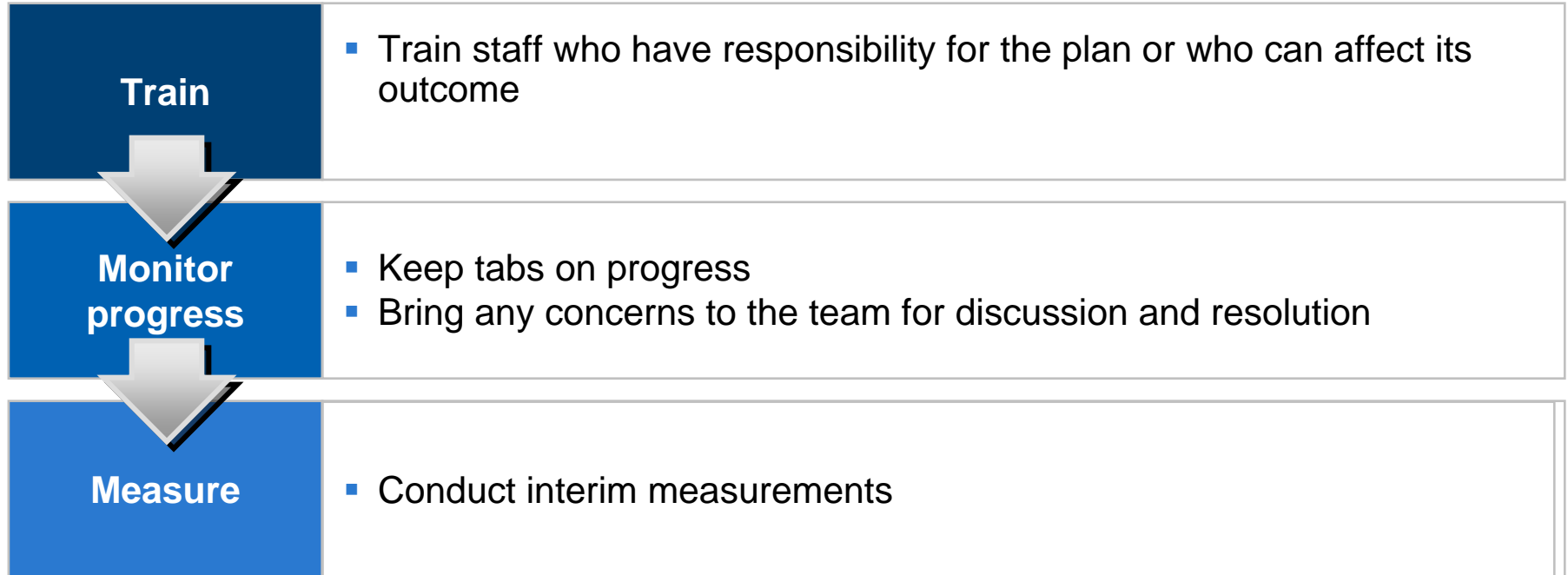
Key performance indicators – Measurements or mileage markers that indicate whether the action plan is helping the company meet its objectives and targets



# Step 3: Implement Your Action Plan



Convert planning to doing



# Step 4: Evaluate, Revise, Renew



Take stock of success

## EVALUATE

- Did the company achieve the objective and target?
- Was each step of the plan successful? How about overall?

## REVISE

- If the plan wasn't successful, is the objective still relevant?
- Is the target achievable?
- What changes are required to make the plan work to achieve the objective and target?

## RENEW

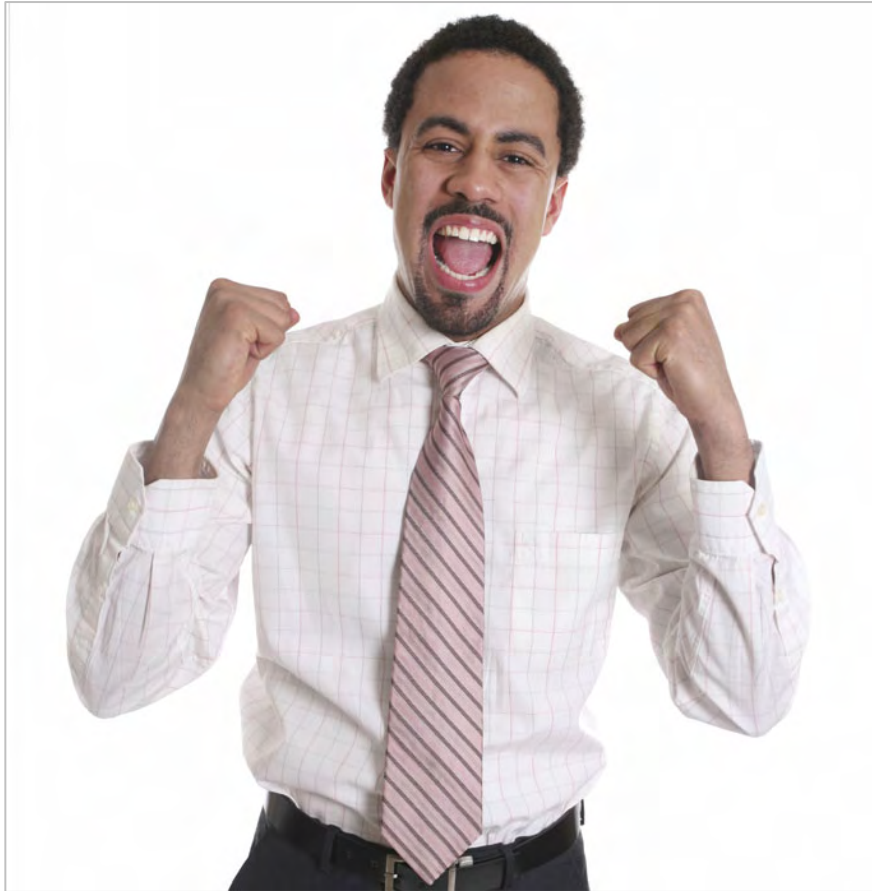
- Create new objectives and target (continuous improvement)
- Create and implement new action plans



# Step 5: Report



Tell your story



## Let people know what you've done

- Celebrate your successes with your employees
- Let your stakeholders know what you're accomplishing
- Tell your competitors – raise the bar



# The 5-Step Sustainability Process



Do each of these at least once each year

**1** Take a good look at your company

**2** Create a plan of action

**3** Implement the plan

**4** Evaluate, revise, renew

**5** Sing your own praises



# Myth Busting



leave it to the gov

Sustainability  
is anti business

I need a  
big budget

One business  
can't make a  
difference

**MYTHBUSTERS**



# Sustainability Information Resources



- Trade associations
- Presentations, meetings, publications
- Internet
- Competitors
- Suppliers
- Consultants
- Books



# Beginning the Journey . . .



Develop a vision that includes sustainability as a core operating principal of your company





***We're counting on you***

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