

Seacourt

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Agenda

- Virgin / Certifications
- Why use recycled papers?
- Responsible purchasing
- CSR
- Fit for purpose
- Carbon Footprint



One planet is not enough to maintain our lifestyle.

On average every family in the UK disposes of 8.5kg of paper & card a week

This equates to throwing away **6** trees per family

Almost **1 million tonnes** of paper & card is collected – however around **5 million tonnes** still goes mainly into landfill

Just **1 day's waste** could fill Trafalgar Square to the top of Nelson's Column

Or fill the Albert Hall every two hours!

Environmental issues

- Climate change / global warming
- Energy reduction
- Emissions to air
- Landfill – methane gas

Some companies are implementing:

- Company car policies –green engines – car sharing
- Cycling schemes
- Energy saving light bulbs
- Rain water collection etc

Where does paper fit into all this?

Virgin Fibre/ Certifications

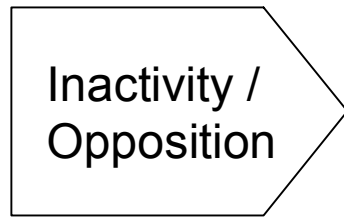
Virgin fibre paper – trees are a renewable source –

- To be sure has been harvested from sustainable well managed forest, pulp should be accredited.
- Over 50 schemes
- Forest Stewardship Council (FSC) supported by Greenpeace is considered most stringent
- Chain of Custody – required right down the line
- PEFC most widely used
- Forestry schemes ensure amongst other benefits, the following:
- Soil management, indigenous peoples rights, eco system growth,

Why use recycled papers?

- To reduce Landfill – in turn will reduce methane gases
- To use valuable raw materials
- Government encouraging use of recycled papers
- It is a simple and effective way to demonstrate Environmental Responsibility
- Fulfils Corporate Social Responsibility (CSR)
- Ethical choice
- Utilising recycled fibre reduces pressure on natural forest resources. encourages more forestry growth and bio diversity, as decreases deforestation
- Limits requirement for illegally logged timber for paper manufacture

Business Development and Social Responsibility



- *Ignorance*
- *Irrelevance*
- *Cynicism*



- *There's an opportunity*
- *Jump on the bandwagon*



- *Develop policies*



- *This matters*
- *We really care*

“Companies will no longer just be judged on the economic value they deliver but on the environmental and social value they add – or destroy”

Adrian Henriques, The Triple Bottom Line.

Responsible Purchasing

Choice of supplier is important –

Purchase from responsible suppliers- look for ISO14001 or EMAS environmental management systems.

“Suppliers to Robert Horne are required to demonstrate their respect for the environment by following responsible working practices”

RHG Responsible purchasing policy

- Origin of fibre
- Recycled content / Forest certification
- Certified Environmental Management System
- Emissions and effluent
- Openness
- Speed of response
- Risk



Sub
THE 2006 INTERNATIONAL ETHICAL LIFEBOAT

Bubba Xtreme

Carlsberg Schweppes

Rentokil Initial
Annual Report 2007

vip

the Co-operative Group
Annual report & accounts 2004

The business of gaming
The Rank Group Plc
Annual Review and Summary Financial Statement 2007

BARCLAYS

WOLSELEY
Annual Report and
Accounts 2006

TESCO | Every little helps
Annual Review and Summary Financial Statement 2007

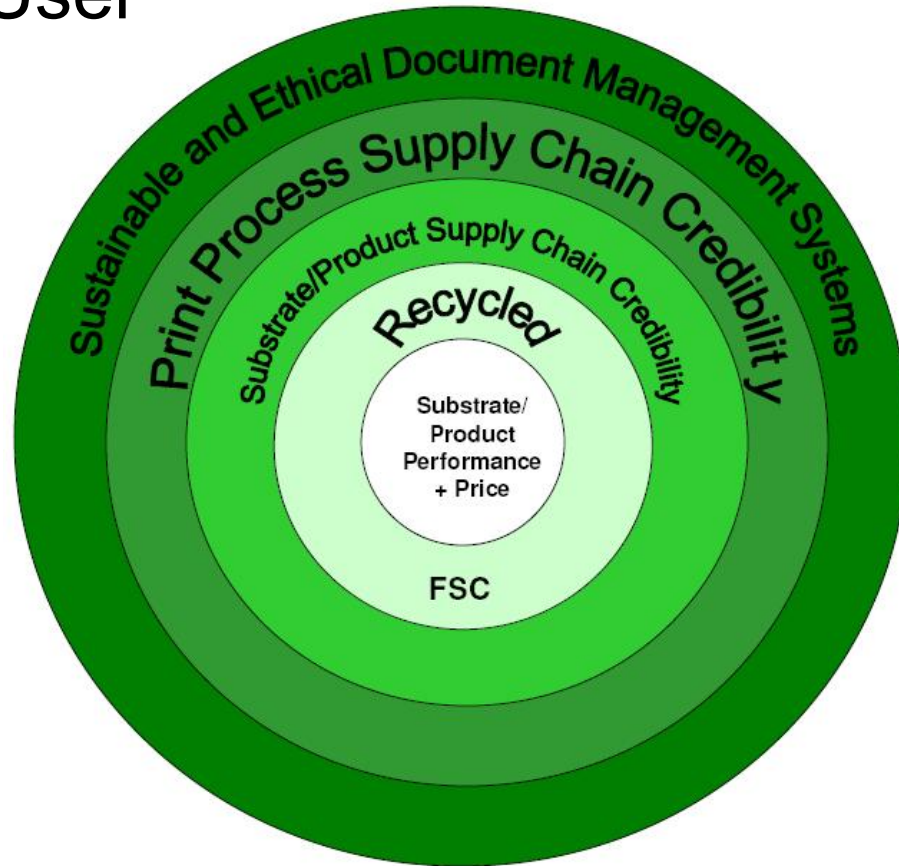
HSBC

“The scientific evidence is now overwhelming: climate change presents very serious global risks, and it demands an urgent global response...”

...There is still time to avoid the worst impacts of climate change if strong collective action starts now”

STERN REVIEW: The Economics of Climate Change.

Expanding User Horizons



Waste Minimisation

What can you do?

- Choose recycled papers
- Other ways to reduce landfill are to keep waste to a minimum
- Think at point of design most economic size to use
- Work with ethical printers like Seacourt
- Introduce best practice in own working environment

Good news:

- Half the energy used to make paper in Europe is from renewable energy

Fit for Purpose

In summary:

- Choose papers appropriate for the application, e.g
- Direct mail – 100% recycled an appropriate choice, 90% plus will be disposed of – save cost
- Demonstrate high environmental responsibility with great print quality - use a 75% paper
- Budget constraints? Need excellent print quality? Must have some recycled content? – Use 50% coated or uncoated.
- Virgin fibre choose FSC / PEFC

reviveTM

www.recyclenowpartners.co.uk

www.roberthorne.co.uk

Something to consider

- Research has shown that reading a newspaper every day produces 20% less carbon than viewing a PC for 30 minutes.

so

- Don't be ashamed of using paper, be ashamed of wasting it!