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Practical approach to manage the environmental issue

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Scope of research

- What principles can serve as the basis of the development of a system of criteria that would qualify, offer references and examples for the environmentally conscious operation of printing companies?
- Such a system of qualification and certificate would be an important marketing tool and element of persuasion towards evidencing the sustainable development of graphic communication.

If you really care about the environment, turn off your server tonite.

Paper is a completely renewable resource!

*Michael Makin
President & CEO
Printing Industries of America*



Battle between the graphic and electronic communication

- In the struggle between graphic and electronic communication taking place in our evolving information society, this latter type of communications seems to have a more positive image in society. Such judgment must have emerged as a result of opinions that have been formulated in relation to the erroneously interpreted and assumed environmentally-damaging impacts of printed products and technologies.

To do good marketing

- One of the most important responsibilities of the profession is to turn this negative judgment of the public opinion into a positive evaluation by highlighting the unaltered efficiency, importance and enhanced environmental friendliness of printed products.

How can a printing company be environmentally friendly?

- Obviously as a result of its commitment to environmental protection and consciousness.
- The printed products of such a printing company considerably reduce environmental loading, and support sustainable development.
- In addition to the environment-sparing technologies, environmental aspects also determine the internal operation of the printing company, and are taken into consideration to an utmost extent.

Tests

- We have already tested the proposed system of criteria at seven Hungarian printing companies, checking whether the system can be used realistically.
- The responses and results show that the criteria that they have elaborated and recommended can be fulfilled, and are motivating.
- Nevertheless, until acceptance they still should be subjected to and shaped in several filters and consultations.

Commonly used labels and certification systems



Certifying sustainability in the graphic communications industry.

Factors of standard to be environmentally friendly:

- reduction of pollutant,
- prevention of global warming (carbon footprint),
- material circulation (sustainable resource use; long term use; reuse, recycle; easy processing and disposal),
- easiness to continue and improve the task.

Proposal for an eco-friendly printing standard and EFP certification system in Hungary

- On the basis of this approach, such a set of criteria can be defined that seems to be sufficient for appropriate evaluation, still does not make qualification superfluously complicated.

Factors of standard to be environmentally friendly:

- Besides environmental sustainability, the system of standards for evaluation also considers activities performed for economic and social sustainability.
- “Eco-friendly printing and sustainability are more than using recycled paper and soy inks ... it is a holistic approach to running a business.”

(Gary Jones, director of PIA)

Certificate process

- The proposed system would award the title on the basis of applications.
- By submitting their applications, the actors wishing to use the title should complete a self-assessing checklist that serves as a stage of pre-selection.
- Thereafter, an appointed body accredited by the founder and professional forums would verify the authenticity of the self-assessments.
- Then, the founder decides on the awarding of the title for a definite term.

EFP trademark (proposed)

In Hungarian

In English



Környezetbarát Nyomda
NYPSZ



Eco-Friendly Printing
NYPSZ

Conclusion 1

- The Hungarian printers should operate on eco-friendly way to demonstrate their business is a sustainable medium.

Conclusion 2

- Proposal:
„European Eco-friendly Printer”
Certificate
Supported by Intergraf

As an umbrella title above the national
certificate

**Thank you
for your attantion !**

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