

TOP TEN TIPS *for paper reduction in your business*

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Reducing paper consumption in companies has big, positive benefits for the environment and for business efficiency. The U.S. Environmental Protection Agency, for example, estimates that one tonne of paper source reduction results in 8 tonnes of greenhouse gas reductions!¹

GreenAndSave.com estimates that paper consumption reduction in the office can save up to \$1,250, or £831, per year per employee!²

Shrink Paper helps companies to meet the challenge of reducing paper consumption for business and institutions. Through our seminar series and case studies of businesses, we have identified the Top Ten Tips that companies can take to reduce paper consumption, save money and reduce your company's impact on the environment.

We believe making significant cuts in paper use is easy but don't just take our word for it. Here are the Shrink Projects **TOP TEN TIPS** for reducing paper use in your business. All of these tips are measures that companies, governments and individuals have already implemented. Give them a try and see how much you can reduce your paper use by. Making simple changes will save money and reduce the environmental impact of your business.

Tip 1 **Get top level commitment to a paper reduction target**

Real change only ever comes with a commitment from the highest level within a business or organisation. There needs to be a board member willing to champion a paper reduction policy, remember the motivation to do so does not need to just be ecological...

- *Standard Life made a commitment to a 50% paper reduction by 2012, by early 2009 it had achieved 23%.*
- *Haymarket have set a target to reduce unsold magazines by 50%.*
- *The French Government has made a commitment to reduce paper use by its national administration by 50%.*
- *Bank of America committed top executives who have made it company policy to reduce its forest footprint achieving millions of dollars of paper savings.*

¹ www.epa.gov/climatechange/wycd/waste/calculators/Warm_home.html

² www.greenandsave.com/greenoffice/paper/office_paper_reduction

Tip 2 Make the economic case to reduce – “value not volume”

One of the main drives to reduce resource consumption in the current climate is economic. Reducing paper seriously saves money as well as environmental resources. Make the business case for getting better value from less paper rather than growth in paper volume used. Encourage employees to see how much money they can save. Seek to make more money with less paper. It is possible; here are some examples:

- *Oxfam saved £40,000 simply by reducing the size of their Inside Oxfam magazine.*
- *Bank of America saved US\$10 million by putting forms on-line and this saving excludes savings on postage and storage.*
- *Barclays Capital saved £200,000 through office paper efficiency measures reducing their paper use from 55Kg of office paper per full time employee in 2006 to 22Kg in 2008.*

Tip 3 Publish and communicate digitally

Paper publications can have a very short shelf life and require valuable physical space to store them. The majority of publications and communications may not in fact need to exist on paper. Carefully consider whether a document needs to be printed at all, and if not, only publish online. Digital direct mail can be made quicker, more personal, interactive and cheaper as well as offering better tracking options than the paper-based alternative. It may be that some of your audience or even most of them don't want to receive paper communications and favour electronic messages instead.

- *Canadian Tire no longer publishes its catalogue on paper, only digitally online.*
- *When Standard Life asked its 1.5 million shareholders how they wanted to be communicated with, just 6% wanted to receive paper mailings such as their annual .*

Tip 4 Redesigning publications

A simple publication size reduction is an obvious improvement, but take care to ensure you are making best use of the available paper. Work with your printer to find press efficient sizes: the optimum publication size to get the maximum amount of printed material from a sheet. Any small areas left over might be able to be used for smaller items such as business cards.

- *Oxfam saw a 37 ton reduction in paper use from a redesign to a smaller, more press efficient design.*
- *Barclays Capital redesigned its investment presentations from single-sided A4 to double sided A5 achieving a saving of 7.7 million sheets of paper.*

Tip 5 Reduce mail outs

As well as reducing the physical size of your direct mail outs by redesigning you can also reduce the actual number of items that get posted by cleaning up recipient databases and better targeting who you communicate with. Segmentation of your audience and carefully crafted communications, tailored for each segment, mean that you don't need mail everyone about everything. A smarter approach to customer marketing can deliver a better response. And cost less. With multi-channel communication that stands out creatively, better-targeted direct marketing will produce a much better response rate. Ensure that you only send out relevant, creative messages to a target audience that you are much more certain wants to hear them. Knowing whether your target audience has email or mobile phone preferences above paper, how they have responded in the past and more precisely what they would like to receive or are interested in will pay off in campaign success as well as in paper savings.

- *Littlewoods reduced its catalogue paper consumption by 66% (over 50,000 tons) by striving to shift purchasing online and merging the customer databases of several separate Littlewoods brands, so it now sends out far fewer catalogues by post.*
- *By targeting the appropriate recipient groups for its publications more accurately and by maximising communication channels, Oxfam was able reduce its paper usage drastically. Overall with other measures taken it has reduced its paper consumption by 50% in just 3 years to 2009.*

Tip 6 Better forecast sales

Magazine and distribution companies that better forecast sales can drastically reduce the number of unsold magazines that are produced, never read and eventually recycled. Many have used computer models that help them forecast sales more accurately producing fantastic results. New technology has also been developed for better print order planning. The investment in technology and forecasting is likely to pay off in savings from the cost of printing, storing, transporting and pulping over-runs.

- *IPC Media has reduced unsold magazines by 16% (30 million fewer) since the end of 2006 in part by better forecasting sales and print order planning.*

Tip 7 Replenish/reprint only when needed

Sales based replenishment systems at wholesalers and retailers enable stock to be topped up as needed rather than automatically over-stocking shelves. A specialist team of supply and demand experts can oversee these processes, communicating with everyone involved in the supply chain

about the simple measures they can take to avoid waste, ensuring that both money and paper are saved.

- *By working with its distributor, Marketforce, IPC Media achieved its 16% unsold magazine reduction. The introduction of a specialist team has resulted in a reduction of 9,600 tons of paper from 2006 – 2009.*

Tip 8 Go lightweight

Simply reducing the weight of the paper or carton board that is used can bring about impressive paper savings. Such a move may be relatively simple or it may involve some redesign work. If this is the case then it can be coupled with other opportunities such as re-branding and seeking to reduce use of shelf space.

- 60gsm uses and costs 20% more than 50gsm;
 - 70gsm uses and costs 15% more than 60gsm;
 - 80gsm uses and costs 12% more than 70gsm;
 - 100gsm uses and costs 20% more than 80gsm.
- *By reducing the basis weight of ATM receipt paper, the Bank of America saved an estimated US\$500,000 each year, plus the added savings by cutting storage, handling, transportation and labour costs.*
 - *Duchy Originals achieved a 48% reduction in the packaging of its premium Chocolate Bezants (coins) through a reduction in weight of the carton board it used and redesigning the box without compromising the product inside.*

Tip 9 Reduce packaging

Reducing packaging can, counter-intuitively, also reduce breakages and even improve sales by encouraging handlers in the supply chain to take more care and allowing customers to get closer to the product. In the past packaging has been taken as a given but fresh thinking is challenging this view. Any packaging reduction that saves paper is also likely to save money too.

- *Hewlett Packard found that scrapping cardboard packaging on its printers in favour of reusable shelves for transport to large stockists reduced packaging by 90% and breakages by 5%.*
- *Patagonia found that simply rolling garments up and securing them with 2 rubber bands and a recycled card reduced costs from 20c/unit to 6c/unit and eliminated several tons of waste. At the same time sales went up.*

Tip 10 Make your office paper-efficient

There are many tips for making your office more paper efficient, here's some of the best :

Upgrade and reduce the number of printers

Printers with duplex (double sided) and energy saving functions save paper and money. Having fewer printers shared by more people allows for savings too.

- *Haymarket, one of the UK's biggest magazine companies cut office paper use by 33% between 2005 and 2009 by replacing desktop printers with a central pool of larger more efficient duplex printers.*

Introduce a printer pin and collect system

A 'PIN and collect' system on central printers can allow personal print footprints to be tracked and ensures that there is never any uncollected printing. By having to enter a pin number to collect print jobs at the printer itself, the user must be present to collect the printing before it is actually printed. If the user never arrives, the print job is deleted after a given time period. The system also ensures confidentiality.

- *Barclays Capital issued staff with swipe cards to use at printers before printing commenced at central printers. This contributed towards Barclay's 48.1% reduction in in-house paper use.*

Make double sided printing the default

A double-sided default setting ensures that there is no accidental single sided printing. Double sided printing is generally more commonly needed than single sided but normal defaults work the other way round.

- *At Bank of America, a year after instituting a campaign to get staff to print and copy double-sided, copy paper use was down 18%, computer paper was down 32% and the company had saved a million dollars.*

Use technological tools to reduce printing

Tools such as Greenprint <www.printgreener.com> allow the user to print only the precise pages needed instead of reams of pages of linked internet material or email discussions.

Set margins to a paper saving default

Setting margins to a default of 2cm from the much more generous usual default of ????? can save tons of paper over time in a large office.

Introduce green teams or specialist employees

Motivating staff to undertake changes is key and businesses that have made significant paper cuts have key drivers of the process amongst staff.

- *Bank of America's strong trend to reduced paper use has been achieved at least partly by having a full time employee dedicated to tracking how much paper is used in the corporation, by whom and for what.*
- *Standard Life's paper reduction initiative is supported by a Green Team whose members have communicated the reduction message and given practical assistance like helping staff to set up local printing functions to print duplex and supporting the implementation of new technologies.*

Train your key decision making staff

Targeting and training key paper using decision makers on staff can bring about rapid paper reductions once the issues and paper saving quick wins are understood.

- *Oxfam provided internal training to purchasers and key stakeholders about print products and increasing understanding of its paper supply chain, contributing to the organizations 50% reduction in paper use.*

Encourage staff innovations

When encouraged, staff from many different parts of a company may come up with excellent paper saving ideas and innovations. They are more likely to implement them and encourage others to do so when they have a strong sense of ownership of an idea.

- *At Bank of America all staff are encouraged to cut their own paper use and come up with innovations that can help the company to use less resources.*

Start a paper reduction pledging scheme

Getting employees to make a reduction pledge can help bring about office paper reductions.

- *To get office paper reductions Standard Life ran a "company pledging scheme" and 700 employees pledged to "think before printing, if printing to print duplex and two pages to one side".*

For more information, go to our website <www.shrinkpaper.org> or contact shrinkpaper@gmail.com

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