

How to green your business: Publishing and media production

Want to Go Green but not sure where to start? Here are some tips to reduce the environmental impacts of your publishing and media business.

Energy

Heating and cooling

- When heating, reduce the temperature of a room by one degree; it is unlikely that anyone will notice and you could cut the heating bill by as much as 10%. Most staff are comfortable at 19°C. Similarly, set air conditioning not to come on below 24°C.
- Turn off heating and cooling in unoccupied rooms.
- Make sure windows and doors are closed when heating or air conditioning is on.
- Check that insulation (walls, roof and pipes) and draught-proofing is adequate to prevent heat loss.
- Install local water heaters. Otherwise reduce the temperature of stored hot water (to a minimum of 60°C to avoid *Legionella* bacteria breeding).

Lighting

- Replace tungsten bulbs with energy efficient, compact fluorescent lamps and slimline tubes.

- Use natural light wherever possible. Keep windows clean and encourage the staff to open the blinds rather than turn on the lights. Clean light fittings, especially plastic diffusers. Make sure lights can be switched off manually (particularly near windows) or install daylight sensors.
- Install presence detector lighting controls in places not in constant use, e.g. toilets, store rooms and meeting rooms.

Equipment

Energy used by computers can be reduced by ensuring that equipment is switched off when not required. Activate standby mode when machines such as printers, PCs, monitors, fax machines and photocopiers have not been used for more than ten minutes. Ask your suppliers or manufacturers of new equipment to supply data on the average power consumed under typical operating conditions and the stand-by and low energy consumption.

Waste

Waste reduction in printing

- Introduce an ink management system to reduce the amount of waste ink being disposed of.
- Order substrate in pre-cut rolls to avoid off-cut waste.
- Reclaim solvents from the printing process by using a condensation plant.

Hazardous materials

- Train staff in chemical handling and procedures to avoid accidents and spillages.
- Ensure that special waste disposal procedures are in place for materials such as waste paint, solvents, oil containers and fluorescent tubes.

Reduce office material use

- Avoid printing where possible. If printing is necessary, set default printer settings to duplex.
- Reuse paper for scrap before recycling.
- Use electronic communication where possible to reduce printing and faxing.
- Ensure fax machines are set so they do not produce unwanted header or report sheets.
- Hold an annual 'stationery amnesty'. A surprising amount of material can be recovered by asking staff to hand in all their unused equipment for reuse.

Water

- Fit a water displacement device in mono-flush toilet cisterns to reduce the amount of water used per flush.
- Fit an automatic flush controller on urinal systems to ensure that the cistern flushes only during office hours or after use rather than continuously, to reduce water use and costs by 50%.
- Fit push-button taps to save up to half the water used through conventional taps.
- Check your pipes for leaks - which can be expensive and can cause damage to the building. Check your meter readings regularly and carefully

- if you are paying for water that you cannot account for you may have a leak.

Printing

- Use water-based or UV-cured inks as an alternative to reduce VOC emissions from solvents.
- Reuse solvent-laden rags for initial cleaning of printing presses to avoid water pollution from screen washing discharging into sewer.
- Reuse screen wash water to reduce water consumption.

Travel

- Plan staff commitments and use easily accessible conference venues to reduce travel.
- Investigate the feasibility of home working or telecommuting for relevant employees. This need not apply to every working day and can significantly reduce the number of journeys staff make and maximise their working efficiency.
- Increase the use of communications technologies such as e-mail, ISDN and video conferencing.
- Improve facilities for cyclists and walkers. Essentials are secure bike racks, showers and lockers.

- Offer interest-free loans for public transport season tickets. Provide staff with up-to-date information on public transport.

Company vehicles

- Purchase or lease fuel-efficient cars, taking the whole-life costs into account. Some car magazines provide comparison tables for total running costs per mile.

Purchasing

- Use vegetable based inks pumped straight from large drums, rather than smaller cartridges in packaging.
- Source 100% recycled paper and board, with maximum post-consumer waste content.
- Choose minimally packaged products or ask your suppliers to supply products in less packaging. Ask your suppliers to take excess packaging away with them when they deliver.

- Buy remanufactured toner cartridges - high quality cartridges are available with the same performance as new cartridges at a lower price.
- Prior to confirming catering arrangements for events, confirm the numbers attending to prevent over ordering.
- Purchase equipment with EU Energy Rating A or B.