

# Green Paper

(Our environmental policy version 20/11/16)

We are Generation Press.  
We make beautiful print.  
We believe in sustainable print.

Scope: Provision of Print Production – Digital, Lithographic, Letterpress, Foil blocking.

We at Generation Press are printers through and through. Across four generations, great print runs through our veins. And we know sustainable print equals beautiful print. That making more from less is possible. Improving quality and reducing costs go hand-in-hand. Using renewable energy, FSC papers and less ink will never compromise the standard of our work. And being carbon neutral means exactly that. In other words, we are print progressives, or print optimists, if you like.

This Green Paper (Environmental Policy and Eco Programme), which is updated every year, sets out our targets. Part policy statement, part road map, part checklist, it provides us with a charter that constantly reminds us of what our environmental and ethical responsibilities are, and that we have a shared commitment to meet them.

## Duty of Care

### We are EMAS

Eleven printers in the UK have managed it and we're the smallest. It's not the certificate, but what it forces us to do. We have to examine every aspect of our business and fix even the tiniest things. No hiding place, just lots of lessons. It makes us better printers. The EU Eco-Management and Audit Scheme is the most credible and robust environmental management system out there.

### We are ISO14001

The most recognised environmental management standard in the world and a big deal in itself. For us, it's the stepping stone on the way to the even more demanding EMAS standard.

### We are carbon neutral

We have been for many years. A zero carbon footprint is a good target because it focuses attention and makes you gather the data.

As part of our offsetting programme, we support the Rio Ceramics Project in Pinheiral City, Brazil. The project replaces heavy oil with renewable biomass to generate energy at three ceramic brick factories, while contributing to the social and economic development of local communities.

### We use FSC paper

The Forest Stewardship Council guarantees that FSC paper products come from well-managed forests – the only one to be recommended by Greenpeace. The criteria are to conserve biological diversity and ancient forests, protect indigenous groups and combat climate change. Good enough reasons for us to endorse and promote to all our customers.

### We use vegetable inks

They're better for the planet and they're better quality. We've been using them since the last millennium. We also use computer-to-plate technology that removes the need for toxic chemicals. Our B2 Press is super-efficient on ink and energy, which is partly why we chose it in 2011.

### We use less paper and a tiny bit more ink

Due to our EMAS audits, we have been keeping stringent records of our consumption since 2012. Despite experiencing an overall increase in production of 34% this year, we have only increased our paper purchases by 29%, and 28% for ink purchases. We have also continued to improve our efficiency of sheets printed per kilo of ink, this year by 4.7%

### We use solar power

Our solar panels go a long way to powering two of our main presses in building 2. They also look beautiful, or handsome, depending which way your sun shines. In the last year our solar panels have accounted for as much as 50.8% of our electricity in building 2, which has meant a 5.8% increase. We owe it all to the sunshine and not to anything we've done, obviously.

### We use renewable energy

Aside from solar power, the rest of our electricity comes from Ecotricity, the world's first green electricity company and still the most advanced. They invest more in creating renewable energy than all other UK suppliers put together. Like us, they're EMAS certified. We're on the 100% Green Energy tariff.

#### We re-use and recycle

We re-use and recycle all materials wherever possible. 98.9% of our waste is recycled and just 1.1% goes to landfill. Our business card boxes are made from 100% recycled card. All off-cuts and 'overs' become gorgeous notebooks. We donate our foils to a local Community Recycling Scheme. All our printing rags are collected, washed and re-used by a professional, certified company.

Our packaging is Greenwrap – a sustainable replacement for oil-based plastic packaging materials (bubblewrap and polychips). Greenwrap is bio-degradable, derived solely from certified, sustainably managed forests, and is 100% recyclable and compostable. We also recycle the packaging that vendors send to us.

#### We are digital

Advances in technology means we can offer clients affordable, world-class print options without compromising our environmental objectives. We cannot stress enough how important this is for us.

#### We reduce waste

We have a commitment to continual improvement and prevention of pollution reinforced through EMAS and ISO14001. Where we cannot re-use or recycle, we dispose of our waste using the most responsible and safest methods available. All general waste is disposed of in accordance with the Environmental Protection (Duty-of-Care) Regulations 2003 and any waste IT is disposed of in line with the Waste Electrical and Electronic Equipment (WEEE) Regulations.

#### We switch off

Our Switch Off Campaign ensures we switch off all lights, monitors, computers, printers, kitchen and other equipment when not in use.

#### We buy ethically

We drink ethical tea and coffee, with fair trade, organic sugar and locally produced milk.

#### We ride bikes

We started our Buy A Bike Scheme, open to any employee to purchase a bicycle via the company and pay off monthly. Then came the STRAVA (GPS tracking cycling app) – the monthly Generation Press cycling competition started in March 2014. We actively encourage cycling to work with on average four employees regularly doing so.

#### We use trains

We insist that all journeys to and from London are by train. Eventually, we aim to create an eco-taxi directory for whenever buses or the underground cannot be used.

#### We plant trees

Alder, Beech, Broom, Crab Apple, Dogwood, Gorse, Hazel, Juniper, Lime, Maple, Rowan, Scots Pine, Spindle, Sweet Chestnut, Walnut, Wild Cherry, Wild Pear, Wild plum, Wych Elm and Yew. So far, we've funded the planting of 2,855 trees at The Crossing, a community tree-planting project on the outskirts of Forest Row on the West/East Sussex border. Our trees are now planted at the Woodah Farm, on the very edge of Dartmoor in Devon. We are currently waiting for a more local area to become available.

#### Nuts and bolts

We've integrated environmental management into all our business activities and provide a framework for setting, appraising and reviewing environmental objectives and targets set at management review. EMAS may keep us on our toes by ensuring we meet all the legal and regulatory requirements that apply directly to us, but we try to make all this stuff a way of life at Generation Press.

Paul Hewitt

Owner / Managing Director

Signed:



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