

# Green Paper

(Our Environmental Policy version 20/11/18)

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. We know sustainable print equals beautiful print. To make more from less is possible. For us, improving quality and reducing costs and our impact on the planet go hand-in-hand. Using renewable energy, less ink and offering paper from responsibly managed forests will never compromise the standard of our work. And being carbon neutral means exactly that. In short, we are print progressives, or print optimists, if you like.

This Green Paper (our Environmental Policy and Eco Programme), which is updated every year, sets out our targets. It's 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 (in our soul)

For five years running, our environmental performance has been assessed and accredited by the EU Eco-Management and Audit Scheme (EMAS). EMAS is the most credible and robust environmental management system in Europe.

Sadly, due to the dreaded B-word (Brexit), we can no longer be audited by the scheme. But we've decided to continue examining every aspect of our business to the same stringent standards and instead conduct our own environmental audit. Until we find an equally rigorous alternative scheme, we shall carry on regardless. It makes us better printers.

### We are ISO14001:2015

We have upgraded to the 2015 standard. As the most recognised environmental management standard in the world, this is a big deal in itself.

### We are carbon neutral

We have been for many years. A zero carbon footprint is a good target because it focuses attention and makes us gather the data. As part of our offsetting programme, we support the Sub-Saharan Africa Improved Water Infrastructure. Nearly a billion people worldwide do not have access to safe drinking water. This Gold Standard project provides many small rural communities, based primarily in Uganda and Malawi, access to clean drinking water. In Uganda alone, ten rehabilitated boreholes serve 5,700 people, preventing 10 cases of diarrhoea and six fatalities each year.

### We offer sustainable paper

We always recommend clients choose certified papers from well-managed forests. The criteria for these papers are to conserve biological diversity and ancient woodlands, protect indigenous groups and combat climate change. One day, we hope sustainable paper sources will be mandatory in the print industry. Ask us more about paper options.

### We use vegetable inks

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

### We use less paper and less ink

Since beginning our EMAS audits in 2012, we've been keeping strict records of our consumption. We have seen an overall 48.7% increase in production, a 33.2% decrease in ink purchased, and a 10% decrease in paper purchased, which has resulted in a 121% increase in production of sheets printed per kilo of ink since publishing our first EMAS Statement 2013.

### 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 on which way your sun shines. In the last year, our solar panels have accounted for as much as 52.8% of our electricity in building 2.

### We use renewable energy

Aside from our 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've long been EMAS certified. We're on the 100% Green Energy tariff, which means everything we produce at Generation Press is powered entirely by the wind and the sun.

### We reuse and recycle

We reuse and recycle all materials wherever possible. We recycle 98.8% of our waste, and just 1.2% goes to landfill. We make our business card boxes from 100% recycled card. All off-cuts and 'overs' become gorgeous notebooks. We donate our foils to a local Community Recycling Scheme, and all our printing rags are collected, washed and reused by a professional, certified company.

Our packaging is Greenwrap – a sustainable replacement for oil-based plastic packaging materials (bubble wrap and polychips). Greenwrap is derived solely from certified, sustainably managed forests, and is 100% recyclable and biodegradable. We even recycle the packaging vendors send to us, including Polystyrene!

### We are digital

Technological advancement 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 environmental protection, and continual improvement, prevention of pollution, protection of biodiversity and eco-systems, water and air quality, all reinforced through EMAS and ISO14001: 2015. Where we cannot reuse 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 do a bit more

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

Our Buy A Bike Scheme, which is open to any employee to purchase a bicycle via the company and pay off monthly, encourages cycling to work with on average four employees regularly doing so. We also insist that all journeys to and from London are by train and we recommend eco-taxis whenever buses or the underground are not viable.

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

### 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 4,351 trees at The Crossing, a community tree-planting project on the outskirts of Forest Row on the East/West Sussex border. This year we planted trees at the Woodah Farm, on the very edge of Dartmoor in Devon, Leswidden Forest in Cornwall, and Sparks Wood in Kent.

We've been planting trees for seven years now, which equates to approximately 51 trees a month, or one and a half trees per day. We save on average 5kg of CO2 per tree per year. For 4,351 trees, that's 22.65 tonnes of carbon per year. This saving is in addition to our Carbon Neutral assessment offsetting.

### Nuts and bolts

We continually improve our EMS to enhance our environmental performance. 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 that we meet and fulfil compliance obligations, covering 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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