

Green Paper

(Our Environmental Policy version 20/11/20)

Green Paper

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, fewer inks, 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 a 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 still EMAS in our soul

For six years running, our environmental performance has been assessed and accredited by the EU Eco-Management and Audit Scheme (EMAS). In spite of Brexit excluding us from being audited by EMAS, we will continue examining every aspect of our business to the same stringent standards. Until we find an equally rigorous alternative scheme, we shall carry on regardless. We are going for BCORP!

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 since 2006. 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 are FSC

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 throughout 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 2013, we've been keeping strict records of our consumption. We have seen an overall 75% increase in production of sheets printed per kilo of ink since publishing our first EMAS Statement in 2013.

We use solar power

The 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.

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 now 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 (bubblewrap and polychips). Greenwrap is biodegradable, 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

Technological advancements enable us to 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 commit to environmental protection, and continual improvement, prevention of pollution, protection of biodiversity and eco-systems, water and air quality, all reinforced through our previous EMAS standards and annually 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 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 our amazing, locally produced, high-welfare milk.

We plant trees

6001 trees to date in the UK. 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 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, and most recently Knepp Wildland in West Sussex.

We've been planting trees for eight years now, which equates to approximately 62 trees a month. We save on average 5kg of CO₂ per tree per year. For 6001 trees, that's 30 tonnes of carbon per year. This saving is in addition to our Carbon Neutral assessment offsetting, this is our 'carbon positive' annual contribution.

Nuts and bolts

We continually improve our Environmental Management System (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. Our EMS is designed to meet the requirements of the high standards of the ECO_Management and Audit Scheme (EMAS) which was officially suspended due to Brexit. This report will be used to maintain a certified B Corp corporation status. Currently in the evaluation cue... watch this 'green' space.

Paul Hewitt

Owner / Managing Director

Signed:



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