

# Green Paper

## Print, People, Planet.

Our mission is to produce the highest quality sustainable print with honesty and integrity. Inspired by four generations before us, we are determined to find the best and the most ethical route for generations to come.

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, offering paper from responsibly managed forests, and being carbon neutral will never compromise the standard of our work. In short, we are print progressives – or print optimists, if you like.

### Duty of Care

#### We are B CORP certified

We consider B Corporation the most rigorous social and environmental audit scheme available. Ensuring companies meet the highest environmental AND social performance standards, transparency, and accountability. B CORP could change the world.

#### We are still EMAS in our soul

Our environmental management system remains the same standard set by the rigorous EU Eco-Management and Audit Scheme (EMAS). Previously six years accreditation.

#### We are ISO14001:2015

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

#### 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 data.

#### 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 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. 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 99.6% of our waste, and just 0.4% goes to landfill. We make our business card boxes from 100% recycled card and our Christmas cards from upcycled paper.



### We deliver

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. All deliveries are Carbon Neutral.

### 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, pollution prevention, biodiversity and ecosystem protection, and 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, open to any employee to purchase a bicycle via the company and pay it 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. Even our loo rolls, coffee machine, Christmas gifts and mobile phones are B Corp certified.

### We plant trees

7,517 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 planting trees across the East/West Sussex border. From the very edge of Dartmoor in Devon, Leswidden Forest in Cornwall, Sparks Wood in Kent, and most recently, Knepp Wildland in West Sussex.

We save, on average, 5kg of CO2 per tree per year. For 7,517 trees, that's 37.5 tonnes of carbon per year. This saving is in addition to our carbon-neutral assessment offsetting and our 'carbon-negative' annual contribution. Above and beyond being carbon neutral.

### We put back

We have a formal statement on the social or environmental impact of our company's philanthropy. We allow our workers or customers to select charities to receive our company's donations regarding carbon offsetting projects. We have screening practices and impact measurement mechanisms for all our community investments through our impact report and staff goals.

### 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 meets the requirements of the high standards of the EU Eco-Management and Audit Scheme (EMAS), which ended for us with Brexit. This report is used to maintain our certified B Corp status. Watch this 'green' space.

Paul Hewitt

Owner / Managing Director  
Signed:



Generation Press Environmental Policy 2024

