



# Green Print Clinic

Print efficiency essentials to get you started on sustainability



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## Foreword

Welcome to the Fuji Xerox Green Print Clinic. We have provided you with this learning resource to guide you through the green print process. It contains essential information from our Green Print Clinic event series as well as some additional materials to assist in implementing Green Print back into your organisation.

You might be wondering what's in this for Fuji Xerox? Why help customers reduce print volumes when that might impact our business model? The answer lies in our commitment to sustainability and to customer centricity.

Decades of applying sustainability inside Fuji Xerox has led to significant environmental achievements like our industry end of life product stewardship program. However we can have an even bigger impact when we apply sustainability outside our organisation and work up and down the value chain with both suppliers and customers. By helping our customers achieve print efficiency we can provide both cost and environmental benefits and create lasting sustainable value.

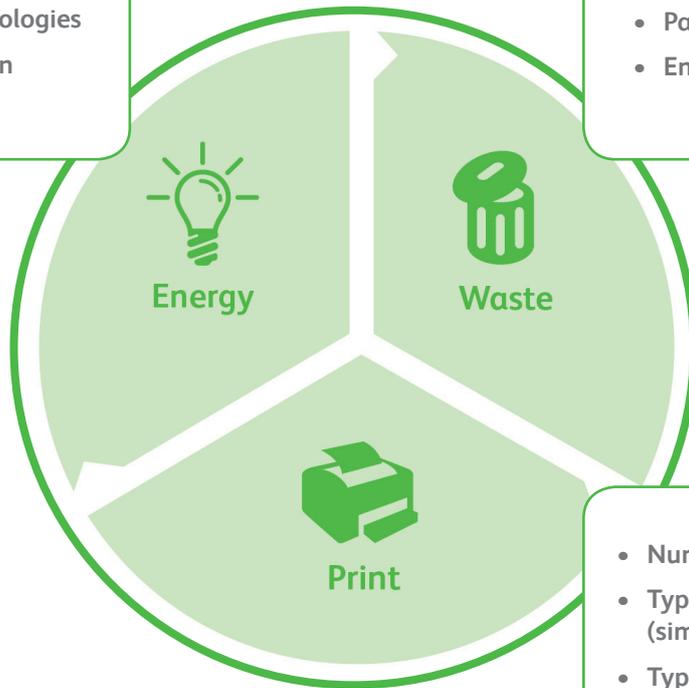
Thank you for joining us with this Green Print Clinic, just one small step on our shared sustainability journey.

Amanda Keogh  
Head of Sustainability,  
Asia Pacific and Australia

A handwritten signature in black ink that reads "Amanda Keogh".

# What is Green Print?

- Device energy use
- Energy efficient technologies
- Print fleet optimisation



- Toner cartridges
- Paper
- End of life devices

- Number of prints
- Types of prints (simplex, duplex, multiple-up)
- Types of paper used

# Why Green Print?



Higher quality print outcomes



Cost savings (10-30%)



Reduced paper use (up to 20%)

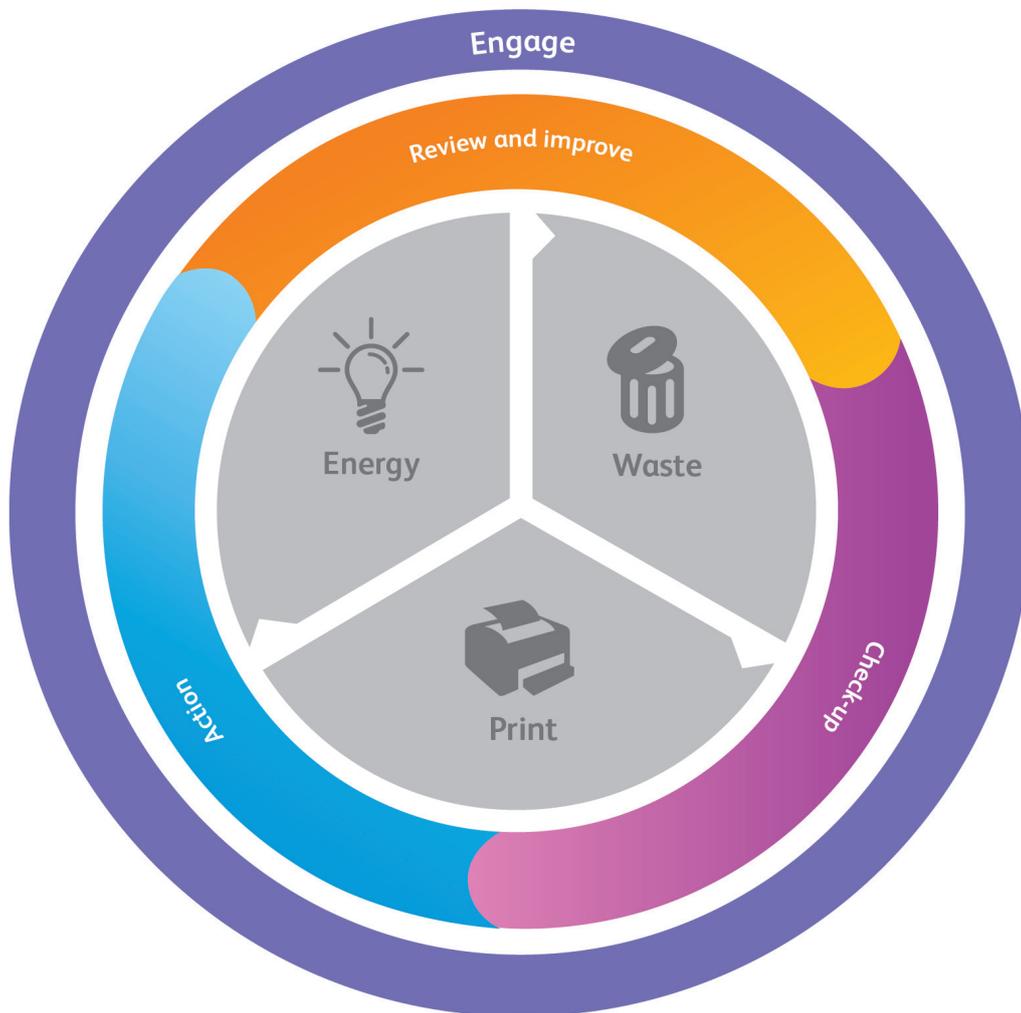


Engaged staff



Reduced energy use (up to 20%)

# How to Green Print?



1

## Check-Up

Assess your print environment, analysing your current approach to managing print and its related, energy and waste impacts.

2

## Action

Implement some simple quick wins that can reduce waste, energy and paper use.

3

## Review and improve

Undertake a more advanced assessment so that a more in depth review can be delivered and the next level of cost and environmental savings identified.

4

## Engage

Underpinning this entire process is stakeholder engagement; involving people across the organisation will create support for the change you are trying to achieve and enable meaningful action across the business.

# Green Print check-up

Energy	Yes (2 pts)	In some areas/ not sure (1 pt)	No (0 pts)
All of the devices in your organisation are energy star compliant where applicable.			
Your organisation has minimised the number of single-function devices and installed multi-function devices.			
Printing devices are set to low power modes at off peak times of the day in your organisation.			
Print			
Your devices are all duplex capable.			
You have a responsible paper sourcing policy in place.			
You have a 'user pays' or 'follow me' print management system in place.			
Waste			
Your organisation has a cartridge recycling program.			
Your organisation has a device disposal program for devices that are 'end of life'.			
Paper recycling stations are located in an easily accessible location in your organisation.			
Total			

# Green Print management tips

## Tips for managing energy:

1. Energy star™ is the trusted global eco-label for energy efficiency. Using an energy star device that is compliant with the latest standard ensures that you have chosen best available energy efficient technology.
2. Multifunction devices can reduce the overall energy consumption of your print fleet. Instead of having three small to medium sized devices that perform single functions, combining these devices into one multifunction device can help to optimise power usage and reduce energy consumption by almost half.
3. Managing the energy consumption of your devices allows the device to enter power down or 'sleep' modes when not in use. The latest energy efficient technologies can even automate this process for you. Your overall energy consumption will drop as your devices only power up when you print.

## Tips for managing print:

1. Ensuring all your devices are duplex capable, and defaulting to the duplex setting immediately reduces single prints and your overall paper consumption. Looking at the end to end print process, paper has the single biggest impact on the environment and reducing paper through double siding will also save you money.
2. Paper is the most resource intensive element of the printing process. Responsibly sourcing paper will ensure that your impact is minimised by using paper that has been responsibly and sustainably sourced.
3. A 'user pays' or 'follow me' print management system controls and manages the volume of print going through your organisation. By ensuring users print jobs only when released at the device and deleting those unwanted print jobs, organisations can reduce their print volumes by 15-20 percent.

## Tips for managing waste:

1. Cartridge recycling systems close the product loop and ensure the earth's limited natural resources are not wasted. Responsible providers will offer cartridge recycling programs and information on how that process is being managed.
2. Likewise, responsible providers will provide a complementary take back service for devices at end of life. In addition to resource efficiency, this ensures hazardous materials from electronic waste do not enter the environment.
3. Paper has one of the biggest environmental footprints of the whole print process. Ensuring all print waste can be recycled is one way of reducing that impact.



# Engaging stakeholders in Green Print

## How might Green Print benefit them?

- Will they save money?
- Will they get more time back each day?
- Will they be able to say they have had a positive impact on the environment?
- Will customers be happier with the way that they work and communicate with them?



# Advanced assessment

Do you have **solutions** in place to manage your end users print behaviour?

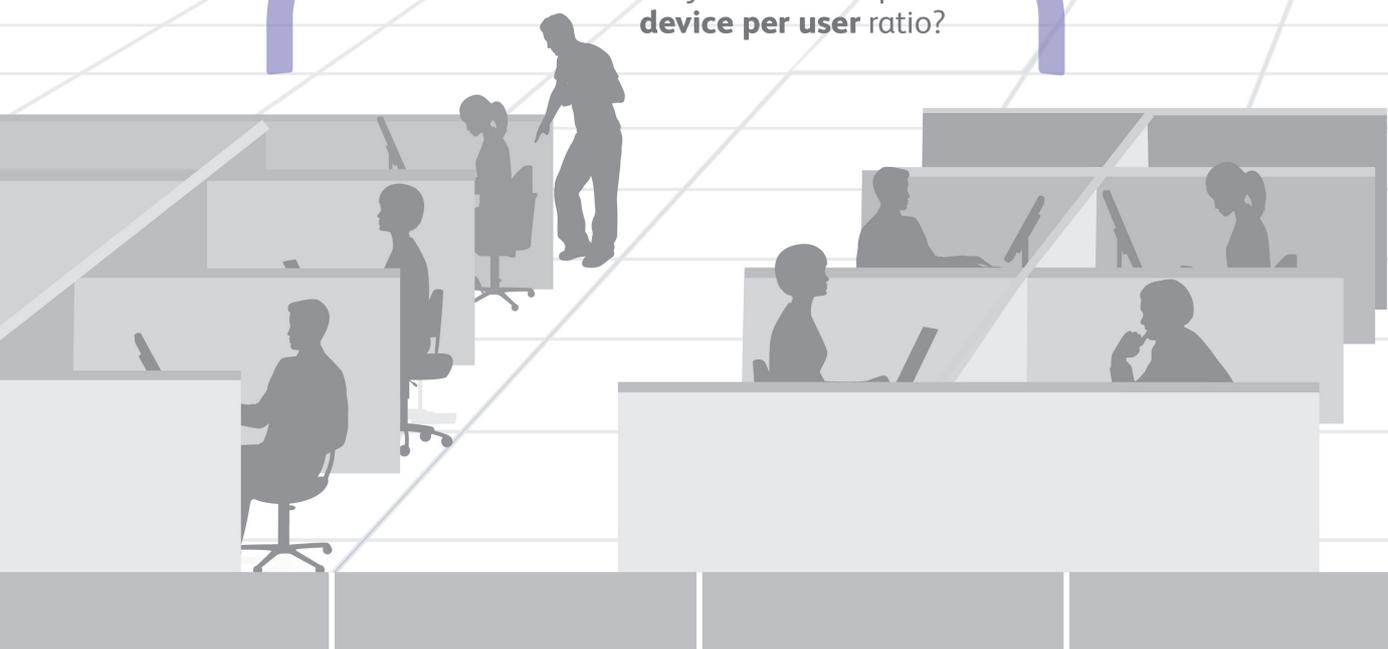


Have you established **print targets**?



Have you established a **print policy**?

Do you have an optimised **device per user ratio**?



Are print volumes **monitored and tracked**?



Have you established a **print committee**?



Are your devices using **energy** in the most **efficient** way?



Do you have a **centralised procurement system** for consumables?



Have **workflows** been **optimised** where possible?





## How to form a Green Print committee

### What is it?

A Green Print Committee is a group of individuals who help to develop, manage and support the broader Green Print objectives of your organisation. The committee meets regularly to review, discuss and plan for the continuous improvement of your organisation's Green Print strategy. The committee is an essential part of reducing your print environmental impact and will make the journey to a Green Print environment even faster!

### Who?

- Individuals from many different parts of the organisation should be part of your print improvement strategy.
- To begin, make sure the individuals who were engaged throughout your print assessment process are included.
- If you have a print policy, look at the key objectives in that policy and identify the stakeholders who are responsible, accountable or should be consulted in reaching these objectives and make sure you include them.

### Consider individuals from the following areas of the business:

- Environmental or sustainability officer.
- IT professional who is responsible for the support, maintenance or upkeep of devices.
- Senior manager who acts as project sponsor and decides strategy, chairs meetings and mandates actions.
- IT professional who can review and have input to any software/configuration/IT issues/requests arising from the print committee's decisions.
- Any green print enthusiasts — identify anyone who you feel will engage and have influence on the ground for the Green Print cause.
- Procurement officer who can address the procurement requirements of devices, software or consumables and manage supplier relations.

# How to write a print policy

Your policy needs to be:

## Sponsored

- Make sure that the wider business has bought into the policy.
- Link the policy to the business case that allowed you to introduce changes in the first place.
- Remind your sponsors that this policy is part of improving the print environment (and saving money!) and that the transformation will not be complete without the proper support and communication outlining the importance of the policy.

## Aligned

- Make sure the policy is framed in the language of the wider business goals and strategy.
- Align the launch of the policy with other business announcements if possible – make sure your employees connect the idea of this policy with the positive messaging around business improvements and the development of the wider organisation.

## Specific

- Make sure there are real guidelines in place that align with your organisation's approach to improving print - ensure there are targeted areas of printing that employees can refer to and specific behaviours outlined that can be changed or improved.

## Accessible

- Ensure every user can find the policy and it includes access to any supporting information e.g. it might be useful to include links to any key findings or environmental information that help explain why the policy is now in place, and to place the policy on the organisation's intranet site or other shared and frequently accessed web portal.

## Positive

- Try not to make it too negative - outline the changes as steps taken to ensure an *improvement* in the organisation's print environment which will allow employees to work more efficiently with less waste in their work environment.

## Recognisable

- Make sure your organisation's employees are familiar with the language and wording included in the policy.

## ...and fair

- Don't write a policy that makes employees think they can't print anything anymore without written consent.
- Make sure that the guidelines you introduce make sense, are easy for your employees to follow and won't make people's lives harder – ensure them that the change is supported with information and training.

# Green Print procurement guidelines

<b>Environmental codes, standards and eco-labelling</b>	<b>Y</b>	<b>N</b>
Does the supplier commit to environmental codes of conduct? (e.g. United Nations Global Compact, Electronic Industry Code of Conduct?)		
Does the supplier use environmental information to its customers with regards to device environmental information?		
Is the supplier certified under environmental standards such as ISO 14001?		
Are the products in question certified under a recognised eco-label? (EPEAT/GEN)		
Are the products in question Energy Star compliant?		
Does the supplier offer information on the chemicals and materials used in the manufacturing process in an easy to locate documentation?		
<b>Recycling/end of life processes</b>		
Does the supplier have an end of life product take-back program?		
Does the supplier offer remanufactured devices, parts or supplies?		
Does the supplier offer robust end of life take back programs?		
Does the supplier offer a cartridge recycling program?		
<b>Supply chain</b>		
Is there an ethical procurement program that asks their suppliers of products and services to minimise their environmental and social impact?		
<b>Paper sourcing</b>		
Does your supplier have a sustainable paper sourcing policy?		
Does your paper supplier offer FSC or PEFC certified or recycled paper stocks?		
Does the supplier offer publically available information on responsible paper sourcing to guide customers?		
<b>Product design for environment</b>		
Does the supplier have a responsible product design policy?		
Does the supplier offer a range of smart technologies within its device range such as energy saving features like sleep mode or sensing technologies?		
Does the supplier offer environmental reporting capabilities?		
Does your supplier offer software solutions or workflow applications that track print volumes and manage print waste?		
Does the supplier have information available regarding the environmental specifications of product packaging?		



## Setting a print target

### Assess yourself

Before you set a print target, know where your organisation sits.

**Q:** Are you ready to set a print target?

**A:** You may need to assess your baseline in more detail first.

### Identify the 'who'

Identify the stakeholders necessary to include in the target-setting process.

**Q:** Who will be important to include in the target-setting process for your organisation? (IT, procurement, environmental managers, executives, finance?)

**A:** If you link the targets to the overall business sustainability strategy, you may identify other key stakeholders necessary for the success of your project.

### Identify your scope

If you know your current baseline, scope your targets clearly and effectively.

**Q:** What/who will your targets include/not include?

**A:** Be clear on who and what is included in your target — if someone or something isn't, be able to justify that decision.

### Identify objectives

Identify the overall objectives that the targets will support.

**Q:** Can you link it to the overall business sustainability or environmental strategy?

**A:** If your business strategy includes sustainability angles, try framing the targets around achieving these goals. This will allow you to get buy-in quickly and to round up support.

### Set your targets

Ensure that the targets are SMART:

**Specific:** Make sure that the target you set identifies the specific area that you are targeting within your print environment.

**Measurable:** Make sure there is a mechanism in place to measure your targets as accurately as possible. If you need to make assumptions, make them robust and source them from reputable sources.

**Achievable:** Don't set your target akin to that of an organisation four times your size, budget and far more developed than you in terms of sustainability planning and strategy - meeting targets takes time and can sometimes be a long phase in the journey to greening print.

**Realistic:** Even though your company may be capable of making great improvements in their print environment, if your target is an unrealistic one - a wonderful achievement could end up looking like a failure. Think about but what is a realistic target for the first phases of your project and for the specific culture of your organisation.

**Time-bound:** Any target is easy to meet if you have forever to meet it! Make sure there are time limits, phases or milestones included in your targets that can be monitored easily. Make sure that the measurement only starts when any of the changes you make to your environment are complete - there's no use measuring a half-implemented fleet to assess average energy consumption over 12 months!

### Identify responsibilities

Know whose responsibility it is to measure, report and review the organisation's performance against the targets.

**Q:** How will you ensure that those responsible will deliver the operational requirements (e.g. monthly reporting, tracking, presenting) to measure the organisation's success?

**A:** Can you think of a way to incorporate these practices into performance plans or job descriptions?

### Communicate targets

Identify how you are going to communicate the targets to the organisation.

**Q:** What is the most appropriate way to communicate your targets in your organisation?

**A:** Is there an environmental or sustainability event that you can include the communication of the print targets to your organisation?

Have you identified key documents that progress against targets can be included and communicated?

# Case studies



“The new fleet of devices also made serious inroads into ANZ’s material carbon footprint, by reducing both its use of power and its carbon (CO<sub>2</sub>) output by about 32 percent.”

**Peter Sharpe**  
Manager of Sustainable Sourcing  
ANZ

## Australia and New Zealand Banking Group Banking and Finance (Melbourne, Australia)

### Pain points

- Waste, ageing device fleet, low productivity

### Solution

- Fully managed print service
- Rationalisation of single-function devices

### Benefits

- 32 percent reduction in carbon
- 10 percent reduction in paper waste



“In partnership with Fuji Xerox, we were able to steadily increase our sustainability practices in the workplace by engaging employees in long term activities that included changing their way of thinking and behaviour.”

**Rene Co**  
General Manager of Greater China  
External Relations  
Proctor & Gamble (Guangzhou) Ltd.

## Proctor & Gamble Fast Moving Consumer Goods (Asia Pacific region)

### Pain points

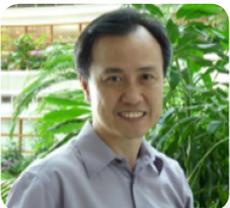
- 45,000 unmonitored, untracked, mostly single use devices

### Solution

- Fully managed print service
- Staff engagement program

### Benefits

- Higher employee engagement
- Improved productivity and efficiency
- 30 percent reduction in power consumption
- 20 percent reduction in paper use



“Reflecting back, it is useful to work with a partner, in this case Fuji Xerox, which is ready and capable to walk the journey with you- **the journey of change, consolidation, document management and process integration,**”

**Lawrence Ang**  
CIO,  
JTC Corporation.

## Jurong Town Corporation (JTC) Infrastructure (Singapore)

### Pain points

- Too many devices, untracked print volumes, limited device functionality

### Solution

- Managed print solution
- Rationalised fleet from 454 to 70 devices
- Engagement dashboard to monitor print use

### Benefits

- Quantifiable savings of \$108,000 annually
- Printing devices reduced by 85 percent
- Print jobs cut by 18 percent in first five months after implementation
- Corporate Services Dashboard to track and communicate detailed print usage by staff to drive usage behavior
- Higher print speed and better quality with newer technology platform



“FXGS have really immersed themselves in our business to help us promote our print improvement strategy. They’ve helped us set the strategy, introduced new processes and trained staff. The Fuji Xerox team continues to play an invaluable role in helping Energex reduce its carbon footprint.”

## Energex Utilities (Queensland, Australia)

### Pain points

- Too many devices, no cost management, low productivity

### Solution

- Cost recovery
- New automated workflows
- 30 percent rationalisation
- Print Improvement Committee

### Benefits

- 10 percent reduction in energy year or year
- Continuous reduction in print volumes
- Reduced cost by 23 percent



“We were looking to provide state-of-the-art integrated print, copy and scan functionalities to our teachers and students in a cost-effective and manageable way. The combination of Fuji Xerox devices and Equitrac software has done this perfectly.”

**Ben Morgan**  
Director of IT  
UWC South East Asia

## United World College (UWC) Education (South East Asia)

### Pain points

- Too many devices, no tracking, high print volumes with no visibility or control

### Solution

- Rationalisation from 200 devices to 50, ‘Equitrac’ print cost recovery solution, environmentally certified devices for optimised energy efficiency
- End of life device disposal program

### Benefits

- 7-8 million prints to 5 million
- Reduction in colour printing
- Increase in environmental awareness
- Full environmental management across the life cycle of the UWC device fleet



DPU is one of the largest private universities in Thailand with 25,000 students across their 9 faculties, graduate school and the international college.

## Dhurakij Pundit University International College (DPU) Education (Thailand)

### Pain Points

- Uncontrolled print environment, waste, low productivity and ageing technology

### Solution

- Provided equipment and software, integrated solutions and on-site staff for daily production services.
- Single vendor management
- End-to-end document management services
- Provided Best-in-class digital print technology

### Benefits

- Improved end-user experience
- Increased cost efficiency
- Reduced paper usage
- Manage the print room in a controlled environment with proper reporting systems

About Fuji Xerox Australia

Fuji Xerox Australia is part of a world leading enterprise for business process and document management services. Through the implementation of efficient business processes and effective communication, we deliver the right information to the right people in the right format. A continuous source of innovation helps us optimise IT and print infrastructures to deploy document strategies that are efficient, productive and waste-free. This enables our customers to meet their business challenges in new ways with measurable results.



Environment  
ISO 14001

SAI GLOBAL



Quality  
ISO 9001

SAI GLOBAL

Protecting the environment is fundamental to our commitment to corporate citizenship. Fuji Xerox Australia provides products that have been designed with both our customers and the environment in mind. We are known for our end-of-life product resource recovery and remanufacturing programs. Our products regularly lead the industry in energy performance and all our sites maintain ISO 14001:2004 Environmental Management System Certification. Fuji Xerox Australia has been recognised for its achievements in environmental sustainability by the United Nations and the Banksia Environmental Foundation in Australia.

For more information or detailed product specifications,

Please call us on 02 4220 5000 or visit us at [fxillawarra.com.au](http://fxillawarra.com.au)

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