

Environmental policy



STRATEGY BRIEFING

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1 Introduction

Many newspaper groups are embarking on a journey to diversify their media products and maintain their very high standards within the British newspaper industry. They tend to be very forward thinking and very modern companies, and as such should they recognize the importance of their role in printing and publishing with regard to the environment at all stages.

All products or services have some impact on the environment, which may occur at any or all stages of a product's life cycle – raw material acquisition, manufacture, distribution, use and disposal. This strategy paper focuses on the environmental impacts that may be relevant to a newspapers operational and production processes. Printing and distributing publications involves the use of paper, inks, and sometimes-plastic wrappers. Energy is used in the manufacture of these products, in printing processes and in transport of publications to recipients. All of these create environmental impacts.

The manufacture and disposal of paper can affect the environment through forestry operations, air and water emissions from manufacturing operations, and land filling of waste. Printing papers may also be coated, and this type of paper is harder to recycle.

In order to demonstrate a company's commitment to pollution prevention, and continual ongoing environmental improvements, the group should implement specific environmental objectives in its operational and production areas. The key areas being:

- Conserve energy use as far as is practicable;
- Recycle equipment as far as it is practical;
- Minimise waste, particularly during proofing and printing;
- Conserve natural resources used in operational areas;
- Meet the "Duty of Care" requirements through the safe storage and disposal of waste;
- Operate in an environmentally responsible manner by communicating environmental best practice to all employees.
- Maintain safe, clean working conditions in and around the offices.

A newspaper publisher has to have a commitment to adopting ISO (International Standard Organisation) standards is a major step in addressing environmental issues. The key three are:

- **ISO 9001** -- The aim of this standard is to guarantee appropriate consistent quality level for the customer, and to involve all the company in a continuous improvement program according to predefined quality policy and concrete targets;
- **ISO 12 647** -- Developed in collaboration with ISO and IFRA, it is focused on results on the printed product, mainly the good reproduction of colours;
- **ISO 14 001** -- Specifies the actual requirements for an environmental management system.

Every part of a newspaper publishers' operation and production processes impact's the group's environmental position, even down to meeting the daily/nightly newspaper deadline. Newspapers that have shared printing facilities will co-ordinate their operations to transport all publishers' products to go out of the mail room doors at scheduled times in their vans/lorries. If any of the newspapers are late off stone, or has technical difficulties which result in missed deadlines the group not only faces the added expense of organising additional transportation at printing facilities, but also has to deal with the accompanying environmental issues.

2 Simple but effective steps

The simplest of tasks, usually are the most effective.

2.1 Shutting down equipment

Shutting down a PC at the end of a shift will greatly impact a newspaper's environmental position. The advantages include:

1. Saving electricity (not to mention money), and "wear and tear" of the equipment;
2. Added security, as it prevents anyone who may not be authorised from using the computer;
3. Shutting down each PC correctly will write back a master copy of the user's profile and all their work (providing of course they have saved in the correct drives) to a centralised server, which in turn is backed up.

2.2 Recycle equipment where practical

A policy of cascading PCs/equipment down through departments not only saves money but also lessens the environmental issues in "binning" old equipment.

When new equipment (e.g. Macs and PCs) are rolled out to key areas (e.g. graphics area), the old equipment should be cascaded down to other departments where software applications are not so memory hungry.

2.3 Staff "education"

Staff should be educated on practical environmental practices. These include:

- Where practical, print or photocopy on both sides of the paper;
- Think before printing an e-mail ;
- Consider the need to have a printed version of a document at all;
- Consider using electronic scanning of documents rather than generating additional paper copies;
- Use the blank side of scrap paper for notes and then recycle it;
- Re-use old folders, plastic wallets and other stationary where possible;
- Use old envelopes or reusable ones for internal mail;
- Buy refilled printer cartridges and send used cartridges for refilling or recycling;
- Re-use boxes for storage or packaging
- Use proper cups/mugs instead of plastic disposable cups;
- Buy items that have already been recycled to complete the recycling loop, such as paper, pens and pencils.

3 Archiving and its impact on the business environment

Archiving of digital pictures, if done correctly, will not only reduce costs but can also help the organisation to spend less on hardware and software, which has to be considered as environmentally friendly.

3.1 Picture selection

Picture editors should be encouraged to save only the best Images of a shoot and not all and sundry. For example: If the newspaper runs a special in the Living/Home section, on hot water bottles, the following questions should be asked before archiving:

1. Will all “forty” hot water bottle pictures be used in the future for newspaper production?
 - a. If No, then save the most interesting pictures say 4 or 5;
 - b. If Yes, Can we recover them from the published page in PDF?
 - c. Is there any real need to store all pictures?
 - d. Does the group have a policy of storing only published pictures and not the overs?
2. Which agency is the best value? And is the Newspaper allowed to store their material? Many newspapers have arrangement whereby they can store all other agencies material, but have a minimal fee for reproduction in the future. No point in storing Annie Leibowitz copyrighted pictures, if the cost to reuse them for each publication is £10,000.
3. Who has the best picture, and at what price?
4. How much space/data will all these pictures take, if the newspaper continues to save everything?
5. What impact on the business will extra storage cause?
 - a. Possibly more expenditure on:
 - i. Hardware upgrades;
 - ii. Software upgrades;
 - iii. More RAM required;
 - iv. Bigger and more expensive servers;
 - v. Network upgrades;
 - vi. Division and partition of databases for better searching;
 - vii. Possible overheads on searching a much larger database.
6. Does the newspaper need to store images that will never see the light of day just because someone thought it might be used eventually?
7. Significant time delays and overheads in searching a very large database.
8. Lots of poor quality images to trawl through, before a final picture selection.

4 Housekeeping

Housekeeping is a very good way of reducing spending on new hardware and software. Nowadays it's all too easy for salesmen to come in and state that 'you need more storage' and 'storage is cheap'. However, good housekeeping and proper management of old files and unwanted data could possibly ease the group's financial burden.

Colour Splash would recommend the following areas; need to be researched and identified at least every quarter:

1. Standing art or stock items.
2. Hold material:
 - a. Hold Pages;
 - b. Hold Images;
 - c. In-House adverts;
 - d. Campaign material (e.g Gordon Browns Budget -- he's not the current chancellor!);
 - e. Bylines – Staff quite often move on, remove the unwanted.
3. General dumping areas used in production; temporary scanning areas for Colour/Advertising departments.
4. If a server has reached its final depreciation and it is ready to be upgraded, perhaps looking into a server type which will be scalable for years to come.
5. Minimise waste, particularly during printing and proofing.

5 Proofing and Printing quality management

Many Newspapers are now moving to a full colour workflow, where every picture in the printed products can if the need arises be reproduced in four-colour process. The physical limitations of a HP proofing device mean that to proof every colour picture before printing is a physical impossibility with the time the newspaper has prior to page release.

There are however some positives, which can be taken from this:

1. Soft proofing is the way forward. 'WYSIWYG' as in "What you see is what you get" will probably be the standard for all newspapers in the very near future (viewing images/pages on screen). In fact many newspapers are opting for an automated workflow where there is very minimal human intervention and 90% of images are processed without being touched. The physical limitations of this process are being able to cut out an image, which still requires human intervention.
2. For a newspaper to achieve 'WYSIWYG', adoption of quality colour monitors and colour management standards will need to be followed (something which most modern newspapers are currently doing in many aspects of their business).
3. Less use of the proofing devices will mean less expenditure on consumables of ink and printing heads.
4. The printing devices should last longer and should require less frequent visits from HP maintenance engineers, for hardware replacement.
5. More time can be taken on those proofs which are required for special jobs, such as Royal specials and newspaper products that require a longer shelf life.

With a Quality Management System implemented, colour management will ensure the following will go to help reduce a newspapers carbon footprint, by avoiding unnecessary waste in the following areas:

- a. Paper (newsprint);
- b. Ink;
- c. Resource;
- d. Shorter make ready time to good printed copy;
- e. Fewer refunds on adverts -- i.e. those that do not conform to ISO 12 647-3 (see page 11) or fall outside the current newspapers printing profile.

5.1 Soft proofing or hard proofing?

There are two options for proofing to check the image inside pre-press operations. They are:

- Soft proofing: Can be visualized on monitors, provided they are calibrated and all the computers possess the same ICC profiles;
- Hard proofing: The printed proof should be on paper/stock, which simulates the final printing, when the ICC profiles are applied.

Colour Splash recommends using soft proofing, provided all equipment is fully standardized (i.e. calibrated and characterised). It is not difficult to set up, but it does require organisation and procedure.

5.1.1 Proofing to check the pages position on the sheet (Dyeline):

There are exceptions, such as checking the page position on the sheet (Dyeline). Colour Splash recommends the use of hard proofing, as it is easier and quicker. An OCE or HP proofer should be used and one colour mono proof is sufficient.

5.1.2 Proofing to send the “OK to Print” to a customer

Soft proofing is a viable solution today to send the “OK to Print” to a customer, but requires the customer to have the same monitor settings and the same ICC profiles for its software. Colour Splash recommends that if soft proofing for the customer is used that all equipment is fully standardized (i.e. calibrated and characterised).

6 Meet your “Duty of Care” requirements

As a business, you have a duty to ensure that any waste you produce is handled safely and within the law. This is your “Duty of Care”. It applies to anyone who produces, imports, transports, stores, treats or disposes of controlled waste from business or industry. Commercial, industrial and household wastes (including hazardous/special wastes) are classified as ‘controlled waste’.

A newspaper publisher should check that anyone that it passes its waste on to is authorised to take it. If the newspaper publisher doesn’t check that they are authorised to take the waste and it is illegally disposed of, the group could be held responsible.

6.1 “Duty of Care” – what do you have to do?

The “Duty of Care” has no time limit. It extends till the waste has either been finally disposed of or fully recovered. The company must ensure that:

- All waste is stored and disposed of responsibly;
- Waste is only handled or dealt with by people or businesses that are authorised to do so;
- Records are kept of all waste that is transferred or received for at least two years.

A newspaper publisher has a responsibility to:

- Stop anyone storing, disposing of or recovering its waste unless they have an environmental permit (England and Wales), a waste management licence (Northern Ireland and Scotland), or an exemption. Check their permit, licence or exemption to make sure that they are within its conditions.
- Package all waste materials appropriately and robustly to stop them escaping from the group’s, or anyone else’s, control.
- Ensure that waste is only transferred to a person or business authorised to deal with the group’s particular type of waste.
- Ensure that the waste being transferred is accompanied by a written description that will enable anyone receiving it to dispose of it or handle it safely and appropriately.

Source: <http://www.netregs.gov.uk/>

7 Operate in an environmentally responsible manner

With more than 40 percent of carbon emissions estimated to come from business, companies are under increased pressure to respond to climate change and show a commitment to environmentally friendly business practices. Using employee communication to raise awareness and change behaviour can play a key role in reducing resource use, lowering emissions and maintaining profitability.

Businesses increasingly have to address both international and national government requirements for compliance and regulation over their carbon emissions, along with more legislation over energy and water use, increases in energy prices, and requirements to disclose "green" credentials when tendering for new business. These pressures make being proactive about reducing an organisation's impact on the environment a strategic and cost-effective option.

7.1 Company Staff

However, one of the greatest forces for change can be a company's own employees. Climate change is being seen more and more as a moral issue, and people want to work for companies that "do the right thing." In any organisation there will be employees with strong feelings on this issue, as well as employees with limited awareness of or engagement with the issue. Not even the most robust environmental strategy will succeed if the employees of the organisation are not aware of the environmental initiatives. Communicating the initiatives and actions to employees is paramount for achieving success.

7.2 Enlist powerful communicators

In undertaking an environmental initiative, you must identify the powerful communicators in your organisation. There are three types of communicators you can engage to develop support for your program:

- **Internal leaders.** These can include senior and middle management, and HR. It is key to engage people at all levels that may be affected by the initiative.
- **Peer leaders.** These are the people in your organisation with natural influence, the long-standing, well-connected employees who can drive the messages on a peer-to-peer level.
- **External leaders.** Influence from outside the organisation, in the form of government or local council representatives, environmental experts, and energy consultants, can add credibility and a different voice to your communication strategy.

8 Commitment to ISO standards

A publishers' commitment to adopting ISO (International Standard Organisation) standards is a major step in addressing environmental issues. The key models are:

8.1 ISO 9001 -- consistent quality

The aim of the ISO 9001 standard is to guarantee appropriate consistent quality level for the customer, and to involve all the company in a continuous improvement program according to predefined quality policy and concrete targets. ISO 9001 certification is a team group project, with 12 to 16 months required to reach ISO 9001 targets. The investment is not that high and expected ROI is 2 to 3 years.

8.2 ISO 12 647 – quality colour reproduction

ISO 12 647 (developed in collaboration with ISO and IFRA) it is focused on results on the product, mainly the good reproduction of colours. Simple to understand and very simple to implement, ISO 12 647 “talks” to printers. Between 2 to 6 months are required to reach ISO 12 647 targets, the investment is not high and expected ROI is 2 to 3 months.

8.3 ISO 14 001 – environmental management

ISO 14 001 is the standard for environmental management. ISO 14 001 is sharing 40% of its content with ISO 9001. Added to an appropriate CO2 assessment it is the perfect answer to a company that believes environmental issues are important and have decided to integrate this policy in their strategy. Between 12 to 16 months are required to reach ISO 14 001 targets, the investment is not that high and expected ROI is not the appropriate ratio when we talk about the environment.

ISO 14 001 was first published in 1996 and specifies the actual requirements for an environmental management system. It applies to those environmental aspects, which the organisation has control and over, which it can be, expected to have an influence.

ISO 14 001 is often seen as the corner stone standard of the ISO 14 000 series. However, it is not only the most well known, but is the only ISO 14 000 standard against which it is currently possible to be certified by an external certification authority. Having stated this, it does not itself state specific environmental performance criteria.

This standard is applicable to any organisation that wishes to implement, maintain and improve an environmental management system. The organisation can assure itself of its conformance with its own stated environmental policy (those policy commitments of course must be made) before the organisation can do the following:

- Demonstrate conformance;
- Ensure compliance with environmental laws and regulations;
- Seek certification of its environmental management system by an external third party organisation;
- Make self-determination of conformance.

8.4 IFRA Acceptance Test Standard (Press & CTP)

IFRA acceptance tests are used worldwide in order to ensure the delivered (and installed) equipment fits within the initial book of specifications signed with supplier. The tests give the Printer guarantees in term of respect of specifications, quality and productivity and there is less ambiguity in discussions with suppliers should any faults be identified. A complete printing site can be tested in 2 weeks (subject to the number of tests selected).

9 Conclusion

Most Newspapers have already recognised that they operate in a resource-dependant industry and that the group's actions have a direct impact on the environment. The next step should be to formulate goals to form the basis of an environmental policy. These could include:

- Act as an industry leader and resource, advocating for a better world through ongoing co-operation and education with employees, suppliers, clients and industry peers;
- Continually develop innovative solutions to reduce the impact of the group's operations on the environment in ways that balance economic viability with ecological responsibility;
- Consider social and environmental factors in purchasing decisions;
- Provide an inspiring and equitable workplace for all stakeholders in which environmental responsibility is a known corporate value;
- Meet and/or exceed the environmental standards of Government proposals;
- Continually monitor and measure environmental performance and report on successes and failures in a company "Environmental Commitment" report;
- See environmental responsibility as a continuous evolution in the way the company operates its business.

With very small changes in the organisation, such as 'housekeeping' and 'thought processes', it is possible to make a difference.

Quite a few newspapers are well positioned with current technology to balance economic viability with ecological responsibility to introduce a viable environmental policy that substantially lessens the group's carbon footprint.