



**GOOD FOR  
BUSINESS  
&  
FOR THE  
ENVIRONMENT**

[Click to begin](#)

# Contents

Companies around the world are realizing the importance of sustainable business practices and are working towards shrinking their carbon footprint by focusing on renewable energy resources and creating “greener” products & services. Today, sustainability is seen more as a competitive advantage as opposed to a costly requirement for doing business.

- 1 Sustainability at work
- 2 Did you know?
- 3 Common myths
- 4 *You can fix it*
- 5 HP PageWide & the environment



# Sustainability at work – an introduction



Sustainable business practices are all about giving consideration to the environment as well as the economic and social impact of business practices.

It's important to remember that workplace sustainability goes far beyond switching out light bulbs. Sustainability has both internal and external drivers and spans environmental and social dimensions. Companies around the world are realizing that not only are sustainable business practices popular with the public, they also can lead to higher profitability.

# Did you know?

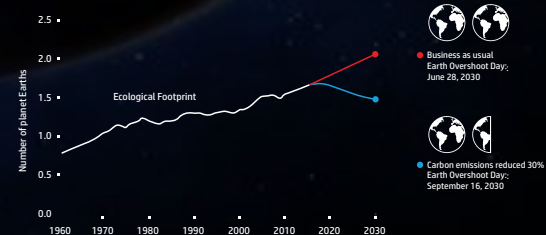



# Earth is no longer enough




We currently use 1.7 Earths per year<sup>1</sup> to provide ourselves resources and to absorb our waste.

How many Earths does it take to support humanity?





# 92% of the water we use is invisible



## What we see:

We use 137 liters/day at home for drinking, cooking, washing etc<sup>2</sup>.

## What we don't:

167 liters/day is the water used for production of industrial products we consume every day, such as paper, cotton, clothes etc. A whopping **3496 liters/day** is associated with production of food we consume<sup>2</sup>.

# Hybrid cars are an improvement...

Using hybrid cars reduces fuel consumption by 35%<sup>3</sup>.

Fun fact – In 2017, the percentage of hybrid cars at HP Inc. increased from 1.5% to 23%.

# ...and yet, you just can't beat a bicycle



In CO<sub>2</sub> equivalents:

Standard vehicle emission per mile : 404g CO<sub>2</sub>eq<sup>4</sup>

Bicycle emission per mile : 0g CO<sub>2</sub>eq

But wait! Watch what you eat before you pedal.

Carbon footprint of cycling a mile after eating:<sup>5</sup>

Breakfast



Emission  
(CO<sub>2</sub>eq)

65g

90g

200g

260g



# Common myths





It's a cost and  
we can't afford  
it right now

Sustainability should be considered not just because it is the right thing to do, but also because it makes business sense. You will find that in almost every corner of an organization, there is a fundamental business reason for being more sustainable.<sup>6</sup>

# Sustainability equals no money



Sustainability offers innovative firms opportunities for both top and bottom line benefits. Leveraging their powers, not only are brands bringing in millions in revenues, they are also enhancing the image of their parent companies.<sup>7</sup>

- Verizon generated \$27 million by sorting out and selling recyclable materials from its waste stream<sup>4</sup>
- Johnson & Johnson has undertaken 80 sustainability projects since 2005 and achieved \$187 million in savings<sup>4</sup>
- Coca-Cola generated a 20% IRR on their investments in energy saving initiatives<sup>7</sup>

# It's mostly for B2C companies



Many management teams think because they are a B2B company, being sustainable somehow doesn't matter, since their customers are not "consumers."<sup>7</sup>

Danny Wong, Director of Sustainability at Avery Dennison, disagrees. According to him, energy savings alone justified their investments in sustainability. Diversey, a leading B2B global provider of commercial cleaning and hygiene solutions, expects to recoup \$2 for every \$1 they invested. Today, customers and prospects are asking an increasing number of large B2B companies about sustainability efforts in their RFPs.<sup>7</sup>

We aren't  
big enough for  
such things



The size of a company makes little difference. Leading sustainability companies are as small as Numi Organic Tea, and as large as HP Inc. If anything, smaller companies have an advantage because their competitiveness often depends on being lean, resourceful, and nimble, which sustainability enables.<sup>7</sup>

# It requires lots of staff

A related myth is that sustainability efforts require a big, centralized staff to drive and support. In fact, the opposite is true.<sup>7</sup>

At most leading companies, the sustainability team staff size ranges between 1 and 4 employees. Numbers don't matter. Sustainability is a practice that begins at an individual level, and scales with every additional effort that goes in and every participant who joins in.<sup>4</sup>

# *You can fix it*



# Switch that bulb

Well-designed LED lighting fixtures can retain 70% of their initial output for 50,000 hours or more! Moreover, a heavy coat of dust on a light bulb can block up to half of the light.

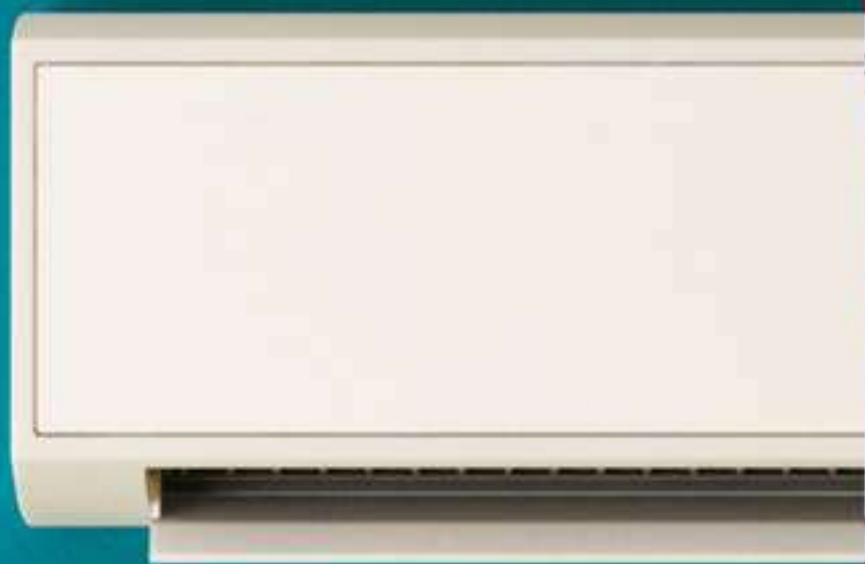


# Standby is a waste



Leaving computer monitors on overnight, or not having them on energy saving mode, leads to 9 million tons of carbon dioxide emissions every year!

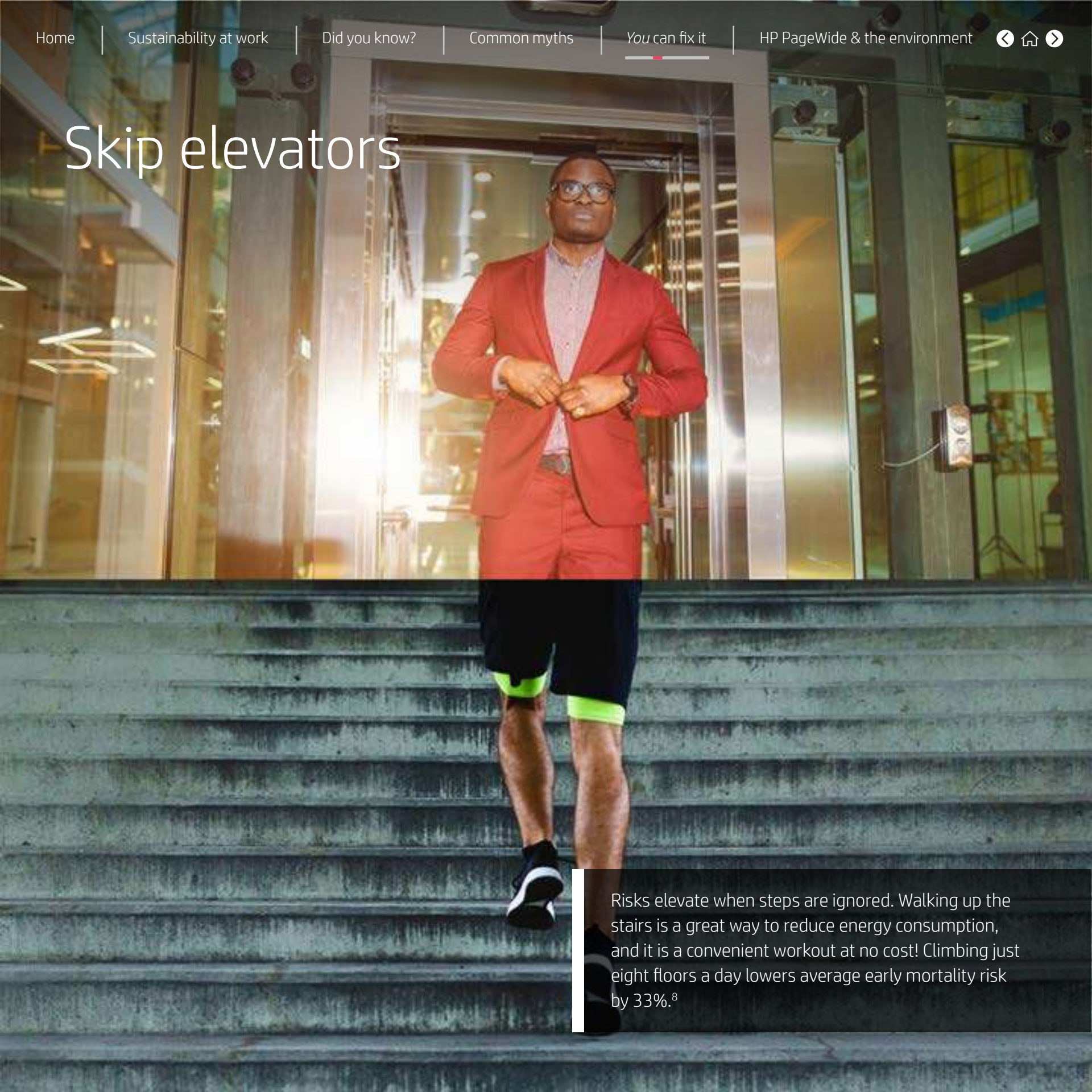
# Open a window



Heating, ventilating, and air conditioning systems account for 40-60% of total energy use in the commercial sector.

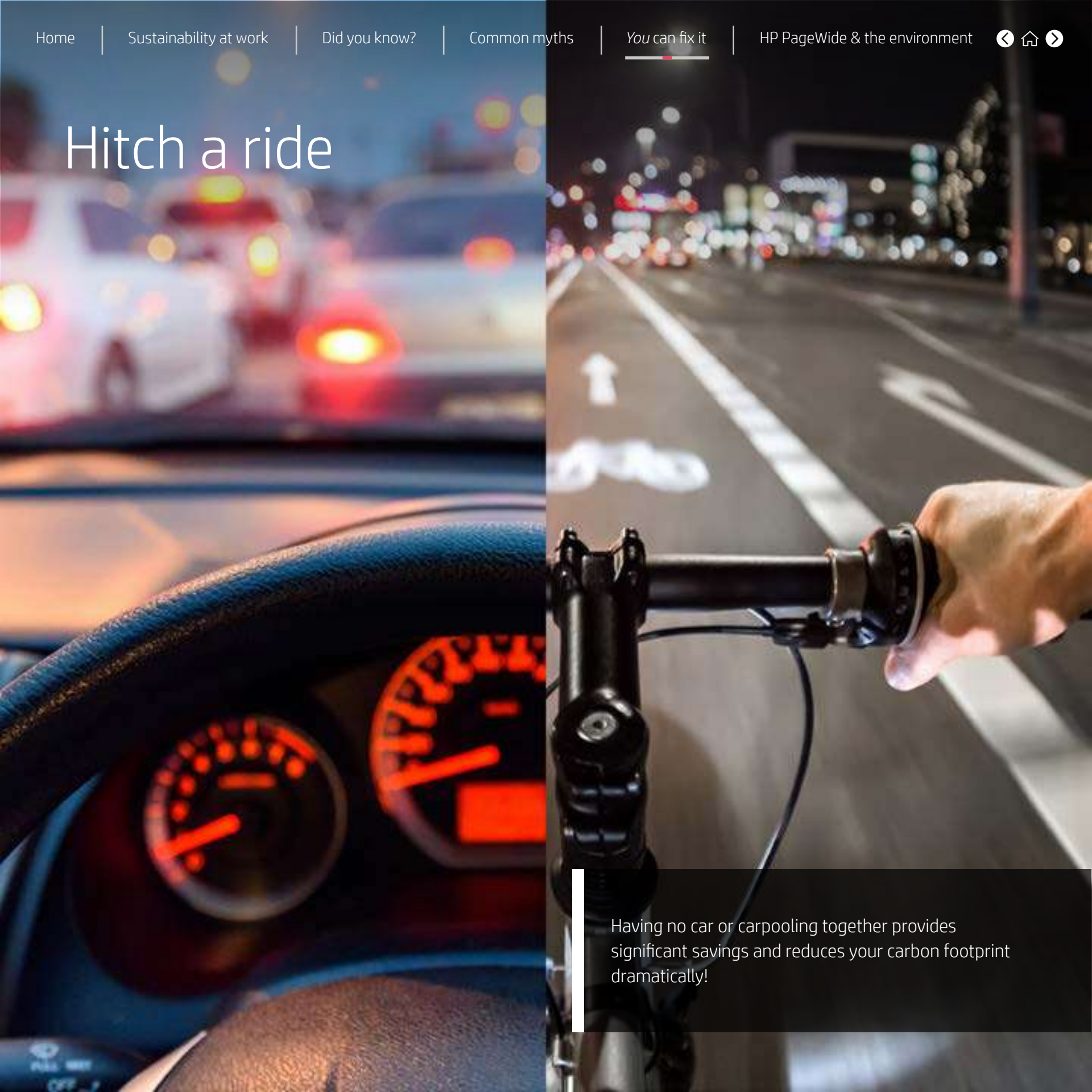
When possible, open a window and save exponentially.

# Skip elevators

A man in a red suit and black shorts with neon green trim is walking up a set of stairs at night. The background shows a modern building with glass windows and interior lights.

Risks elevate when steps are ignored. Walking up the stairs is a great way to reduce energy consumption, and it is a convenient workout at no cost! Climbing just eight floors a day lowers average early mortality risk by 33%.<sup>8</sup>

# Hitch a ride



Having no car or carpooling together provides significant savings and reduces your carbon footprint dramatically!

# Bring a reusable cup



A reusable cup is designed to be used 3000 times or more. Moreover, only 1 out of 400 disposable cups make it to the recycling centers. You can buy your HP cup today at Café Joe!

# Watch what you eat



In advanced economies, we throw away approximately 30% of the food we purchase.

# Step out



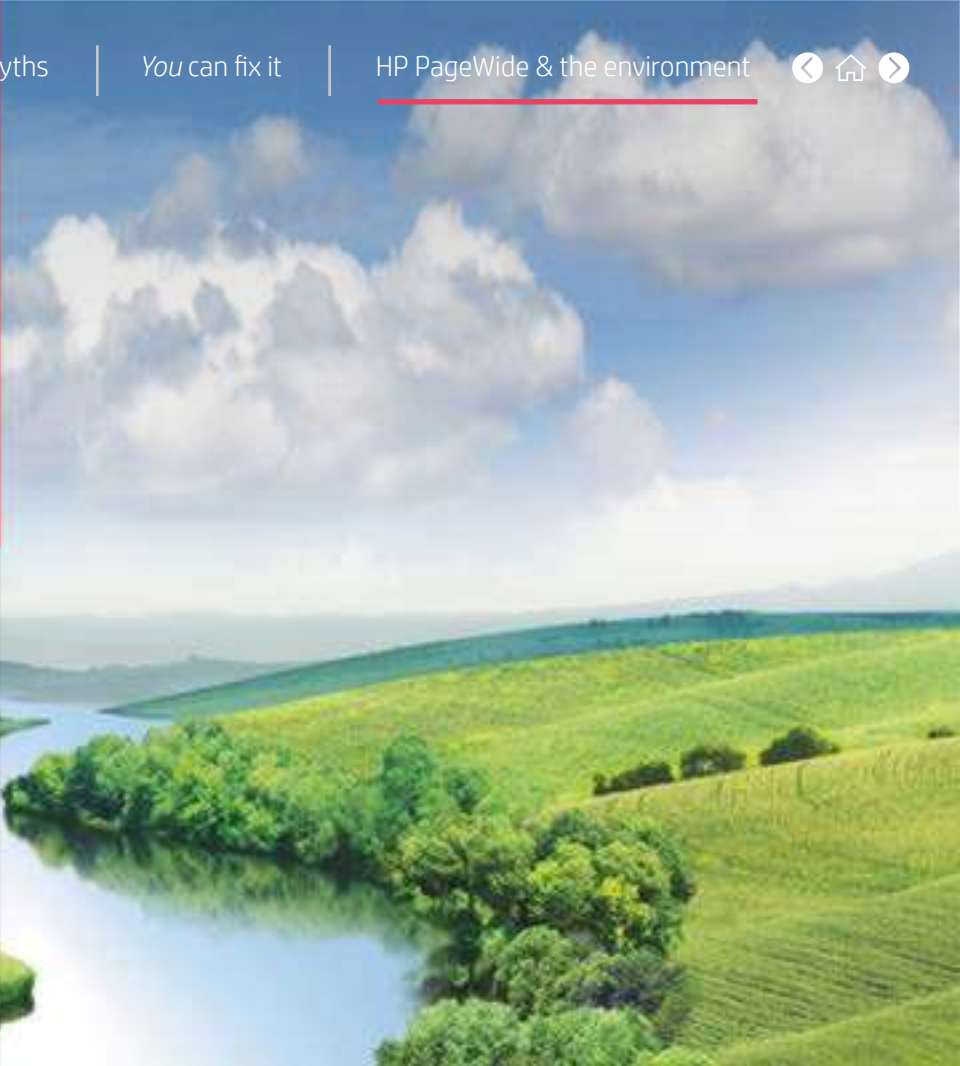
Parks and other “green” environments can generally reduce stress and anxiety, ease depression, reduce attention deficit symptoms, and promote overall mental health.

# Easy, isn't it?

Now try scaling any, few, or all of these action items at an organizational level at your business and there you have it – the beginning of your business' journey towards sustainability!



# HP PageWide & the environment



At HP, we offer solutions designed to help reduce the impact of printing on the environment. We work to drive down the levels of waste and supplies required for each print, in addition to recycling, recovery and reuse programs both for supplies and hardware. And these programs are continuously developed and expanded.

HP PageWide Industrial presses are the right solution for companies committed to helping reduce the impact of printing on the environment. Experience the environmental advantages of digital-on-demand web-fed printing for publications, direct mail, commercial applications, and more. Minimize waste, create an improved work environment, and meet your customers' environmental objectives.

# HP PageWide & the environment

## **Improved printing environment**

With HP Water-Based Inks and HP Water-Based Bonding Agent that simplify ventilation and permitting requirements,<sup>11</sup> work environments are improved and operating requirements are simplified.

## **Environmental compliance and credentials**

HP A50 Inks have achieved UL Sustainable Product Certification<sup>15</sup>, which demonstrates that they meet a range of stringent criteria related to human health and environmental considerations.

More than 50 papers with environmental certifications are compatible with HP PageWide Industrial presses<sup>12</sup>. These include papers certified to widely recognized standards such as the Forest Stewardship Council (FSC).<sup>13</sup>

## **Thinner grades of papers reduce carbon footprint**

The use of ColorPRO papers with HP PageWide Industrial presses enables high-quality printing results on thinner grades of papers and liners, which can translate into lower costs to commercial printers and publishers, lower transportation and distribution costs, and a reduced carbon footprint per square meter of printed material.<sup>14</sup>

# Sources

1. <https://www.footprintnetwork.org>
2. <http://thewaterweat.com/>
3. <https://phys.org/news/2006-01-hybrid-cars-pros-cons.html>
4. <https://www.epa.gov/greenvehicles/greenhouse-gas-emissions-typical-passenger-vehicle>
5. <https://www.theguardian.com/environment/2010/jun/08/carbon-footprint-cycling>
6. <https://www.greenbiz.com/blog/2009/11/23/8-myths-about-sustainability-business>
7. <https://www.bizfluent.com/list-6656162-environmental-trends-business.html>
8. <https://www.stepjockey.com/health-benefits-of-stair-climbing>
9. <https://www.telegraph.co.uk/technology/8063994/Eco-technology-what-is-the-carbon-footprint-of-your-gadget.html>[network.org/our-work/ecological-footprint/](http://network.org/our-work/ecological-footprint/)
10. We offset the carbon emissions, free of charge. Good Energy Initiative is a unique project for environmental learning and leadership. For more information, please visit their website at [goodenergy.org.il](http://goodenergy.org.il)
11. Low VOC emissions. Emissions testing reports for VOCs based on EPA Method 25A available upon request. Consult local authorities regarding Volatile Organic Compound (VOC) regulations in your area.
12. Media availability varies by region.
13. HP papers certified under FSC® C017543 or PEFC™ PEFC/29-31-198.
14. Based on internal HP testing of papers as light as 40 g/m<sup>2</sup>.
15. Under UL 2801, referred to as CCD-040, an EcoLogo® standard, in Canada. For more information, visit [ul.com/environment](http://ul.com/environment).

Presented by

