THE PAPERCUT TICK OF APPROVAL

Our Environmental Policy
Papercut Environmental Policy

Environmental leadership is the cornerstone of our company culture. We believe in the value of offering environmentally sustainable options for our clients and uphold our own commitment to sustainable design by making green choices in our business practice. This makes us distinct from other design studios.

Sustainability in our Studio

In the studio we buy green energy, use energy efficient light bulbs, recycle all paper as well as cans, bottles, plastics and cardboard, use copy paper with a high recycled content, go ‘paperless’ as often as possible, turn our computers and appliances off at night, only light rooms in use, email documents instead of courier, recycle post packing, discourage mock-ups for clients, don’t buy bottled water and compost kitchen waste.

We have developed a framework to ensure that our activities and services comply with all applicable environmental standards and contribute to the well being of the communities in which we operate.

Our Point of Difference

This is our point of difference from our competitors. We pride ourselves on offering design that not only looks good but has a green conscience.

“Papercut is dedicated to helping your business become more sustainable through the design process – now this can be acknowledged by the Papercut Tick.”
**Papercut Tick of Approval**

**Why the Papercut Tick**
Organisations are increasingly concerned with demonstrating sound environmental performance by controlling the impacts of their activities, products and services on the environment. We are business people just like you who are extremely concerned about the ramifications of pollution and Climate Change. So we have developed a tick of approval for our clients to use on their web and print products designed by us. We dedicate time and research into finding solutions that will help businesses become more sustainable through the design process and now this can be acknowledged by the Papercut Tick.

**What is the Papercut Tick**
The Papercut Tick is our very own logo that endorses your products, to demonstrate that a sustainable approach has been considered in the design process and supply chain thus ensuring the least impact on the environment.

**How is the Papercut Tick applied**
In the context of a printed product – from the inception of the design, through the studio, in the choice of paper stock, to the selected printer and the end of the lifecycle, the products sustainability and reduction of carbon footprint has been considered and managed for the least impact or longest life.

In the context of web – the studio’s own environmental practices bear greatly on the production of a web site in terms of green energy use. The design should be print friendly and the hosting should be powered by renewable energy. Papercut manage the production process of web and print products through the studio so that the most sustainable requirements are met, resulting in the smallest carbon footprint.

**Benefits of the Papercut Tick**
The competitive marketplace that businesses now operate in requires organisations to be focused on performance improvement and to be accountable for their environmental impacts. Implementing formal management systems helps to improve their business performance and limit risk exposure. Our Tick provides customers, employees, regulators and other interested parties assurance of the credibility of an organisation’s Environmental Management System.

The Papercut Tick enables your organisation to:
- Meet customer demands for ‘greener’ organisations
- Reduce operating costs and establish better control over business operations
- Improve risk management strategies
- Reduce negative environmental impacts and pollution
- Improve carbon footprint
- To set a foundation for continuous improvement
- To gain preferred supplier status
- To enhance your company’s image

Our objective at Papercut is to show businesses that it makes commercial sense to be more aware of the impact we all have on the planet. Our tick will help businesses:
01. Increase profits
02. Reduce costs and wastage
03. Gain market share by standing out in the market place.

We have ensured that our environmental standards are very rigorous and that our thresholds are set at high, yet achievable, levels. Our Tick standard also allows you to progressively become more sustainable. We are sure that our standards will meet prospective future regulatory requirements.

**Application of the Papercut Tick**
The Papercut Tick gives our clients the opportunity to show their commitment to sustainable design, production and business practices. The logo can be applied to print or web-based collateral, providing our strict ‘cradle to grave’ approach has been met.

There are three levels of environmental compliance within the Papercut Tick quality system. Each level meets rigorous standards, which include the following criteria.
1 Tick

DESIGN GUIDELINES
- No laminates or spot UV varnish will be used as these can’t be recycled.
- Recycled or FSC paper stock will be chosen.

PRINTING GUIDELINES
- Chemical use will be reduced (including isopropyl alcohol) in printing presses.
- Switched Computer to Plate technology will be implemented to eliminate Ultra Developer and Finisher chemicals.
- The printer will reduce waste across the business and recycle waste items.
- The printer will have or be striving for carbon neutral certification by minimising emissions and purchasing carbon credits.
- The printer will operate according to the Australian Government ICT Sustainability Plan 2010-2015 Mandatory Environmental Standards, ES4 for External Printing and Copying contracts.
- The printer will be certified by the Environmental Management System, which complies with the requirements of ISO 14001:2004.
- The printer will be certified by the Forest Stewardship Council® (FSC®).
- The printer will be a member of the Programme for the Endorsement of Forest Certification – Scheme (PEFC™).
- The printer will be licensed by the Australian Forestry Standard (AFS/01_31_41).

WEBSITE AND HOSTING GUIDELINES
- The website will run and load quickly to limit energy use.
- The site will offer a PDF option for website pages rather than a print option.
- If pages on the site must be printed, install printer-friendly plugins to save ink and paper.
- Emails will feature the following tagline – ‘Please consider the environment before printing this email’.

“The Papercut Tick gives our clients the opportunity to show their commitment to sustainable design, production and business practices. There are three levels of environmental compliance that meet rigorous standards.”
2 Ticks

DESIGN GUIDELINES
- No metallic inks will be used as these contain harmful toxins.
- No laminates or spot UV varnish will be used as these can’t be recycled.
- Recycled or FSC paper stock will be chosen.
- The quantity of printed copies will be limited or reduced.

PRINTING GUIDELINES
- Vegetable-based inks will be used in place of petroleum-based inks.
- Aqueous [water-based] varnishes will be used for sealing printed stock.
- Chemical use will be reduced (including isopropyl alcohol) in printing presses.
- Switched Computer to Plate technology will be implemented to eliminate Ultra Developer and Finisher chemicals.
- The printer will reduce waste across the business and recycle waste items.
- The printer will have or be striving for carbon neutral certification by minimising emissions and purchasing carbon credits.
- The printer will operate according to the Australian Government ICT Sustainability Plan 2010-2015 Mandatory Environmental Standards, ES4 for External Printing and Copying contracts.

PRINTING GUIDELINES
- The printer will be certified by the Environmental Management System, which complies with the requirements of ISO 14001:2004.
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WEBSITE AND HOSTING GUIDELINES
- The design will be simple and feature a limited number of low resolution images and JavaScript widgets to decrease energy use.
- The website will run and load quickly to limit energy use.
- The site will offer a PDF option for website pages rather than a print option.
- If pages on the site must be printed, install printer-friendly plugins to save ink and paper.
- The website will feature plenty of white space and limited use of colour to save energy and load time.
- Emails will feature the following tagline – ‘Please consider the environment before printing this email’.
Our team is dedicated to brilliant design and exceptional service with an environmental conscience. We may be small but we think big – this means work that is not only beautiful but kind to the planet.
**Papercut studio practices**

- We use green energy.
- We use energy efficient light bulbs and appliances.
- All appliances, heaters and computers are turned off at night.
- We only light rooms in use.
- All computers, printers and copiers enter standby mode after 20 minutes of inactivity.
- We go ‘paperless’ as often as possible.
- We discourage hard copy mock-ups.

- Design proofs are emailed rather than couriered.
- All paper, cardboard, post packing, plastic and cans are recycled.
- We don’t buy bottled water.
- Lunches are brought in re-usable containers.
- All crockery, cutlery, utensils and kitchen items are washable and re-usable.
- We compost kitchen waste.
- Recycled paper is used in the office.
- Office furniture is recycled and pre-loved.
- Indoor plants clean the air and provide ‘green ambience’.
- All cleaning products are eco-friendly.
- Paper scraps are used for lists and notes.
- We walk to the local shops to collect the mail.
- The studio is situated next to a bus stop and is surrounded by a large garden.
- We print double-sided in black and white only.
- Empty toner cartridges are returned to the supplier for recycling.
- Emails feature the following tagline – ‘Please consider the environment before printing this email’.
- Sometimes we ride a bike to work.

"**Papercut is your environmental graphic design agency in Canberra.** We love working with clients who share our passion for creative design and innovation – especially those who value sustainability like we do."
The quality of our design work is exceptional. We take a personal interest in your requirements, working with you every step of the way to bring your vision to life in an environmentally sustainable design solution.

Glossary

CARBON NEUTRAL
Making or resulting in no net release of carbon dioxide into the atmosphere, especially as a result of carbon offsetting.

CARBON OFFSETTING
The counteracting of carbon dioxide emissions with an equivalent reduction of carbon dioxide in the atmosphere.

CARBON CREDIT
A permit which allows a country or organisation to produce a certain amount of carbon emissions and which can be traded if the full allowance is not used.

FSC
Stands for ‘Forest Stewardship Council’. It is an international non-profit organisation dedicated to promoting responsible forestry. FSC certifies forests all over the world to ensure they meet the highest environmental and social standards.

PEFC
PEFC is the world’s leading forest certification organisation. An international non-profit, non-governmental organisation dedicated to promoting sustainable forest management, the Programme for the Endorsement of Forest Certification is the certification system of choice for small forest owners.