

EPSON



Is your business taking the right steps to reducing its carbon footprint?

Process and technology choices can contribute to your sustainable efforts



Every organisation wants to reduce their carbon footprint and the amount of waste they produce. Sustainability has become the norm for everyone in the face of a rapidly changing climate and corporations have started to take a step up in pushing for a greener future.

In fact, the majority of the largest companies in the world today offer a sustainability report for their investors.¹ But for many organisations, what's currently being done is not enough to attract the attention of environmental, social and governance (ESG) investors, or make a stronger move towards carbon neutrality.

The question every sustainability-focused organisation should be asking themselves is, are our initiatives as impactful as we want them to be, and is there more that we could be doing? To help you answer this question, we've put together this whitepaper to identify and address any gaps in your current sustainability program, find measurable ways to meet your goals and provide energy efficient printing technology ideas which could further help reduce your carbon footprint.

¹ <https://hbr.org/2021/12/sustainable-business-went-mainstream-in-2021#:~:text=Virtually%20all%20of%20the%20world's,reach%20net%20zero%20by%202050.>

Sustainability questions that you should be asking about your company

When considering your current sustainability initiatives and their impact, there's a laundry list of questions that are important to bear in mind.

It's absolutely essential that your organisation keeps a continuous process of self-reflection on how to improve and meet sustainability targets. This level of critical thought and attention to detail will help your company more quickly meet its goals and gain more actionable information on how you can reduce your carbon footprint. **Some of the questions that you should be asking of your company are:**

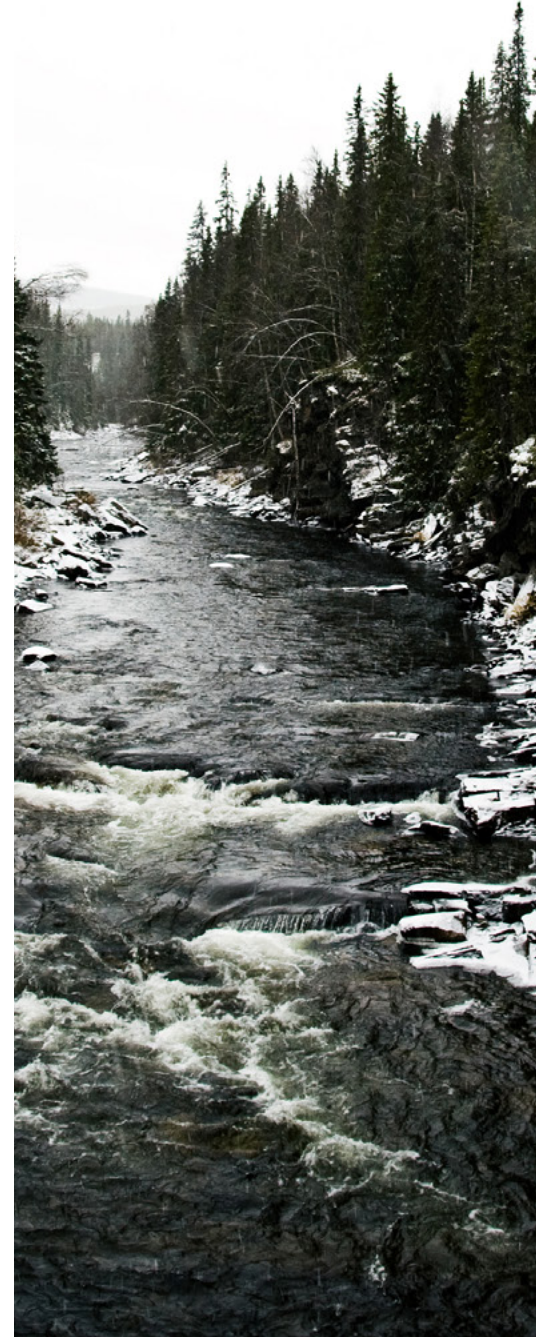
Are our current distribution channels on the ground meeting environmental targets?

It could be possible that your end distributors are not as environmentally minded as your organisation is, or the way that your company is shipping its goods out to its distributors is using inefficient or high-pollution methods of transportation.

Are there factors in our supply chain that can be improved upon?

For many organisations, their supply chain can be one of the biggest contributors to its carbon footprint due to the vast amount of distance that goods need to cover. To give an example of the sheer amount of emissions transportation gives off, maritime shipping is responsible for 3% of total greenhouse gas emissions, making them the sixth largest polluter in the world when being compared to countries.² This, combined with many goods across the globe being made with raw materials or industrial processes that also kick up vast amounts of greenhouse gases, means that the production and transportation of goods and materials could also be a major factor in your total carbon emissions.

² <https://www.vox.com/recode/22973218/container-shipping-industry-climate-change-emissions-maersk>



Luckily, measurable changes can be made for many organisations to help them hit their sustainability targets. Working with suppliers closer to home can help to reduce the total amount of carbon output your organisation is responsible for, as well as adopting systems to help end dead mileage in your delivery fleets.³ Another option that may help your organisation is working with suppliers who are just as dedicated to sustainability efforts as you are, or demanding sustainability efforts be made when in partnership with your organisation.

Are we in line with current government regulations?

Government regulations are vitally important to meet in terms of avoiding potential fines or investigations over breaches of regulatory compliance. They can also be a helpful way to gain a better understanding of the types of metrics that your organisation should be meeting or exceeding. As the climate crisis gets worse, there's a high chance that governmental regulations will increase, and having the understanding of what they are looking for and exceeding those expectations can pay off.

Are there factors in our supply chain that can be improved upon?

When looking for metrics to apply to your company, it can be helpful to create a categorisation system of buckets that you can then drill further into. This will help focus your attention on one aspect of your sustainability goals at a time. **The five categories that you should be looking into are:**

- Water usage
- Waste generation
- Carbon
- Energy consumption
- Industry specific conditions⁴

³ <https://www.british-assessment.co.uk/insights/how-build-sustainable-supply-chain/>

⁴ <https://seniorexecutive.com/ways-measure-sustainability-progress-esg-reporting/>

⁵ <https://www.cbc.ca/news/science/faq-carbon-offsets-1.5008339>



Since every company is unique in how they generate carbon, paying close attention to supply chains, manufacturing processes or resource extraction operations should each fit under a separate bucket for further analysis.

What are other ways we can reduce our carbon footprint?

There are other, alternative ways that your organisation can reduce its carbon footprint. One popular example is the purchase of carbon offset credits, which can allow your company to purchase credit for a reduction in carbon emissions done by another organisation.⁵ This is a quantifiable and measurable way for your company to benefit the environment without having to make significant overhauls to your current status quo.

Another option that is sometimes overlooked is creating more efficient and effective offices that rely on green technologies to cut down on your carbon footprint. This can be achieved in many ways, but when done at scale can provide your company with significant and measurable benefits.



Evaluating your office's current output and moving toward sustainability

Offices are often overlooked as significant generators of greenhouse gas emissions. Beyond the lighting, heating, cooling and ventilation, many offices take up large amounts of power by running servers and other electronic devices.

At a conservative estimate, each employee in an office generates around 0.91 tonnes of CO₂ a year.⁶ While this seems small on an individual scale, when accounting for large companies with hundreds to thousands of employees, this can add up. Luckily, this number can be reduced significantly with the introduction of green technologies and policies in your office. Some of the most vital ways that you can cut down on the CO₂ generation of your workplaces include:

What are other ways we can reduce our carbon footprint?

One way you perpetuate the importance of green behaviours in the office is to create an internal sustainability team from like-minded employees in your buildings to promote sustainable behaviours.⁷ These teams can be more effective in promoting proper power usage and recycling policies, as well as help provide your organisation with additional ideas on how it can become more sustainable.

⁶ <https://observablehq.com/@mrchrisadams/how-do-i-work-out-the-carbon-footprint-of-providing-space-to-w>

⁷ <https://www.techrepublic.com/article/going-green-10-ways-to-make-your-office-more-eco-friendly-and-efficient/>



Switching to cloud computing instead of running your own data centres

Data centres eat up a lot of power and can generate large amounts of CO₂. Switching over to cloud computing can help cut down your organisation's energy consumption by a large percentage. An Accenture study recently found that large-scale migration to the public cloud by companies could reduce total CO₂ emissions by 59 million tonnes a year.⁸ By selecting a cloud service provider with similar sustainability standards, you can quickly cut down on a large majority of your organisation's power consumption and CO₂ emissions.

⁸ <https://www.accenture.com/gb-en/insights/strategy/green-behind-cloud>

⁹ <https://www.energystar.gov/ia/partners/publications/pubdocs/ENERGY%20...>

¹⁰ Ibid.

Investing in more environmentally friendly technologies

Adoption of green technologies for the office can significantly reduce the amount of power that your organisation uses. In the U.S. alone, the EPA has stated that if every office product purchased in the country met their ENERGY STAR standard for power consumption during a year, there would be a reduction of 1.5 billion pounds of greenhouse gas emissions. That's the equivalent of taking 158,000 cars off the road.⁹ To add to that, computers that meet this standard use between 30-65% less electricity than the norm.¹⁰ While not every product you purchase has to be rated by governmental agencies, taking sustainability and power consumption of office products such as phones, computers and printers into account can help your company reduce emissions.



Energy efficient printing technology and practices can help to reduce office carbon emissions

A great way to make a difference in your office's sustainability goals is to adopt green printing technologies and the ethos behind green printing.

There are a host of options that you can take to ensure that your printing operations take a minimum amount of power while also generating less waste. **Some tips around green printing that Epson recommends are:**

Print documents on both sides as much as possible

It goes without saying that if you print all of your memos or business documents double sided, you'll be using far less paper, which will generate far less waste and not use nearly as much power as you normally would. While some documents shouldn't be printed double sided for aesthetic or professional purposes, most documents can be.

Use recycled paper

Recycled paper works just as effectively as newly made paper and has some significant environmental benefits. For example, it takes 70% less water and energy to create recycled paper than it does to make it from newly cut trees.¹¹ Also, recycling one ton of paper keeps 17 trees standing and reduces 3.3 cubic yards of landfill space.¹²

¹¹ [https://www.shredit.co.uk/en-gb/blog/sustainability/how=-does-recycling-paper-help-the-environment#:~:text=Recycling%20paper%20helps%20to%20reduce,smog%20\(and%20ill%20health\)](https://www.shredit.co.uk/en-gb/blog/sustainability/how=-does-recycling-paper-help-the-environment#:~:text=Recycling%20paper%20helps%20to%20reduce,smog%20(and%20ill%20health))

¹² Ibid.

Switch to inkjet printers for greater efficiency

Inkjet printers are much more sustainable than their laser printer counterparts. In fact, inkjet requires far less energy in the printing process than similarly specced laser solutions — typically $\frac{1}{4}$ of the energy.* This allows organisations to save on their energy bills and output less CO₂ into the atmosphere. Inkjet printers also produce less waste than laser printers due to the fact that ink is far more efficient in terms of pages printed per pack than a cartridge. The ratio of ink refills against laser printer toner cartridges can be as high as 1:7 in favour of inkjet printers helping to reduce e-waste for your organisation.

* Comparing Epson WorkForce Enterprise WF-C20600 with 26 competitive laser devices (45 to 69ppm A3 colour MFD segment) as at 1st September 2022 according to data from Keypoint Intelligence.



Epson – Serious about sustainability

When working on your organisation's sustainability initiatives, getting measurable data on your rate of improvement is vital and can assist you in furthering your goal to make your company more environmentally friendly.

Overhauling your office equipment is a good way to get an easily trackable set of data on your company's sustainability journey. By introducing energy efficient printing technologies to your business, you can help cut down on the amount of paper waste, e-waste and CO₂ emissions.

At Epson, we are as committed to our green policies as you are to yours. Our goal is for all of our sites to be run on renewable electricity by 2023, and we're making strong progress with multiple sites globally already meeting this commitment. Furthermore, we're aiming to be carbon negative by 2050, and we're constantly taking steps to reflect that goal in our products and in how we run our company. Since the beginning, we've stuck to the philosophy of creating efficient, compact and precise technologies. This has translated into creating products that have low energy consumption, minimal waste and high reliability. We also aim to reduce our environmental burden by recycling our end-of-life hardware, investing in making paper recycling less water intensive and extensively refurbishing our older models.¹³

In line with our environmental values, our WorkForce printers are designed to give offices high performance and intuitive printing capabilities while increasing energy savings, reducing e-waste and promoting a healthier office space. Powered by our revolutionary Heat-Free Technology, our printers are created for workgroups who demand peak productivity while also caring about the environment. Deliver greater sustainability and a lower cost per print than laser printers with our highly environmentally friendly inkjet printer solution.

Sustainability is a practice that businesses need to embrace. It's not just about lower power usage and more environmentally friendly practices, it's about creating products that work reliably for the long term and reduce the cost of replacement and its subsequent environmental impact. If you'd like to learn more about how our WorkForce printers can help your office meet its sustainability goals, [contact us today](#).

¹³ <https://epson.com/environmental-pursuit>