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50 Carleton **green** paper report
in its electronic format

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our **objective** 3

The purpose of this green paper is to articulate 50 Carleton's **commitment to environmental responsibility**.

Traditionally a "green paper" is a government document that puts forth a tentative proposal without any definitive action plan. However, we've started the ball rolling by **declaring a reduction in our consumption of natural resources**; encouraging our clients to adopt a "green paper" policy; and challenging our industry colleagues to follow suit.

situation **analysis**

Historically, paper has played a vital role in the communications industry. And despite the implementation of new technologies that have radically altered the way in which we conduct business, our industry consumes more paper now than ever before.

Much of the paper currently in use is still made from new raw materials, with the energy required throughout the manufacturing process furnished primarily by fossil fuels.

The good news is that in recent years a number of pulp and paper manufacturers have taken extreme measures to minimise their impact on the environment. In some cases, emissions harmful to the water and the air have been **reduced by more than 90%** of peak year levels.

We believe we can help put a stop to any further damage inflicted upon our planet.

background 4

The average Canadian consumer receives about 225 pieces of unsolicited admail each year. That amounts to 7.4 billion pieces in one year, accounting for the consumption of an overwhelming quantity of paper products.

Pulp and paper is the third largest industrial polluter to air, water, and land in Canada. Paper manufacturing is the third largest user of fossil fuels worldwide and the single largest user of water per pound. Canadian mills produce an average of 40 oven-dry tonnes of sludge per day, which is then either land filled or burned. The milling process in British Columbia alone contributes almost 3,000 tonnes of carbon dioxide into the atmosphere annually.

The climate is changing. And now **it's time for a system-wide change** to how our industry impacts our environment.

concept **overview** 5

Our clients recognize and understand the importance of effective marketing. We act as a creative liaison between them and their customers. We also send a great deal of business to suppliers. So it seems we're well poised to not only influence consumer spending habits, but to **produce conscientious and purposeful materials**.

Sustainability is vital to the survival of any business. Reacting to and embracing change is obligatory to staying ahead of the competition. But in our industry, we have an opportunity to affect change—positive change.

That is why we at 50 Carleton have made the decision to work more closely with our clients and suppliers to develop a "**greensizing**" strategy. The goal is to economize our consumption of new raw resources and focus on materials with as much post-consumer fibre as the paper's structural integrity can withstand.

green sizing 6

With a little effort in the research department, **we have sourced paper suppliers** who's mills have a **certified** chain of custody in place, meaning they know the origin of all the wood used to make their paper.



The majority of the wood comes from PEFC (Program for the Endorsement of Forest Certification) approved forests. PEFC is the world's largest independent, non-profit, non-governmental certification program that promotes the sustainable management of forests.

The papers we spec are **100% recyclable** and contain as much as **40% post-consumer fibre**. We want to know that forests are being regenerated, that wildlife habitats are being preserved, and that biodiversity is respected. And we think our clients want to know that we're making responsible purchasing decisions on their behalf.



Some of the papers we spec are certified by the FSC (Forest Stewardship Council), an international organization that promotes responsible supervision of the world's forests.



Others are SFI (Sustainable Forestry Initiative) certified by a comprehensive system of principles, objectives and performance measures that combines the perpetual growing and harvesting of trees with the long-term protection of wildlife, plants, soil and water quality.

Using recycled paper minimizes the need to use new trees and allows the re-use of paper that would otherwise go to the landfill. It also uses less water, energy, and chemicals compared to manufacturing virgin paper. Combining recycling and forest certification systems together yields the best outcome for environmental sustainability.

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agency As an agency we aim to familiarize ourselves with our government's stance on important issues like environmental sustainability and climate change. We are actively researching these issues in order to understand how much we can do to make a bigger difference.

Our marketing strategy has evolved. We now market our expertise and industry knowledge instead of end product deliverables. Our plan is to continue to use materials that are best for the environment with a view to delivering zero-impact solutions. We are constantly adapting to and embracing new technologies that bring us closer to the paperless office, one step at a time. It's still a bit of a distance away, but **we can see it from here.**

suppliers We are now engaging our print suppliers in our efforts by requesting their assistance in the selection of environmentally sound paper stock. We plan to meet with them regularly to **share knowledge about environmental standards.**

Surprisingly, some of the paper we've been using from certain mills already complied with these new standards. **Working together** with printers, paper suppliers and our creative team, we are able to provide our clients with affordable, sensible printing solutions that have a minimal impact on our environment. We continue to support local suppliers. This not only allows us to keep in close, hands-on contact with them, but also minimizes transportation.

clients When planning projects, we encourage our clients to take the environment into account in their decision making. Together we consider the complete cycle of the products we will be producing and explore new ways of reaching their customers that reduce the impact on the environment.

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students We have a vested interest in the talent pool about to flood the workforce. We also have a direct line of contact with design students so we can effectively educate them on sustainability—not only environmentally, but as it relates to the rapidly changing industry they’re about to enter into.

As industry professionals, we act in a curriculum advisory capacity only. We cannot dictate course content to the Ministry of Training, Colleges and Universities. But, the good news is that the Graphic Design program at Cambrian College in Sudbury is introducing a “Sustainable Design” course into its curriculum. Design students and faculty have also endeavored to plant trees to help restore natural resources consumed during the course of their three years of study. Plans for the future include more digital online presentation formats, thereby reducing paper consumption. Course curriculum is gradually moving toward new media and online applications. The paperless classroom is another reality on the horizon.

government This is the tough one. We invite you to join us in lobbying our elected officials to **take real action** on environmental issues. Greensize your vote... support politicians who are sincerely committed to preserving the planet. **No more debates**. We know there’s a problem. It’s undeniable.

Now it’s time to act!

To share your views and ideas on preserving the environment, please visit
50carleton.com/greensizing

We've sourced paper products that yield the best outcome for environmental sustainability. We continue to review new products as they become available.

affordable quality coated
M-real EuroArt Plus

In both silk and gloss finishes, EuroArt Plus is a coated fine paper that comprises **70% PEFC certified** wood, is 100% recyclable and contains no harmful residues. An affordable number 1 grade stock, EuroArt Plus is ideal for brochures, calendars and magazines.

affordable quality uncoated
M-real EuroArt Cool

The uncoated sister of EuroArt Plus holds many of the characteristics of its sibling, but far less energy and raw materials are used in the manufacturing process. Tactile and elegant at a very affordable price, EuroArt Cool is perfect for ad mail, brochures and annual reports.

economical coated
Sappi HannoArt

This triple-coated bright white paper is **100% chlorine and acid free**. The most economical stock in its class, HannoArt is appropriate for longer print runs of ad mail or bulk marketing pieces. (On the horizon from Sappi: Triple Green 100% wood free stock made from sugar cane fibre).

full range multi purpose coated
Appleton Utopia

The Utopia family of coated papers ranges in class from Premium to U3 all with a minimum of **10% post-consumer recovered fibre**. From the finest printing surfaces available to economical options for longer print runs, this family of stock has solutions for any printing project.

specialty applications
Domtar Proterra

Proterra is a selection of whites, earthy fibres and deep tones. In both smooth and antique finishes, this uncoated family of acid free papers contains **40% post-consumer recovered fibre**. Proterra is ideal for specialty projects that incorporate paper stock as part of the design process. Perfect for full colour applications as well as custom treatments such as die cutting, embossing and foil.