

alderandalder

todayandtomorrow™

Doing what we can today, to improve tomorrow™

Small footprint, big impact

5 steps towards greener marketing

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Creative thinking, with a smile™

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Small footprint, big impact

5 steps towards greener marketing

At Alder and Alder we offer creative thinking, with a smile. For us the smile is really important. It's about doing what we enjoy and doing it well. It's about making a difference; to our clients, our community and our environment.

That's why we have produced **Small footprint, big impact**. We want to show our clients how they can reduce the carbon footprint of their business, without compromising on the quality or effectiveness of their marketing material.

We haven't got all the answers, but we are looking for them. This booklet is the first step on that journey. It's not going to change the world on its own, but it is a step in the right direction.

If you would like to join us on that journey, keep reading.

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Step 1: Paper

Our use of paper effects the environment in two ways: the way it's produced and what happens to it when we've finished with it. Making paper can use a lot of energy and a lot of chemicals, so choosing the right paper can make a big difference.

Using recycled paper is a great place to start. It takes less energy and chemicals to recycle paper, so the environmental impact of production is reduced. It also puts all that old paper that's recycled to good use. And the more recycled paper is used in business, the more the market for it will grow. But if recycled paper isn't right for the job, look for a paper that has come from a source that has been approved by the Forestry Stewardship Council (FSC). An FSC approved paper will carry their logo. If you're not sure which paper to use we'd be happy to help.



The paper we have used for this booklet is Greencoat Offset, which is 100% recycled.

A lot of papers will be a mixture of recycled paper and virgin pulp. Wherever possible aim for the highest percentage of recycled paper available.

25%

50%

75%

100%

What is the FSC?

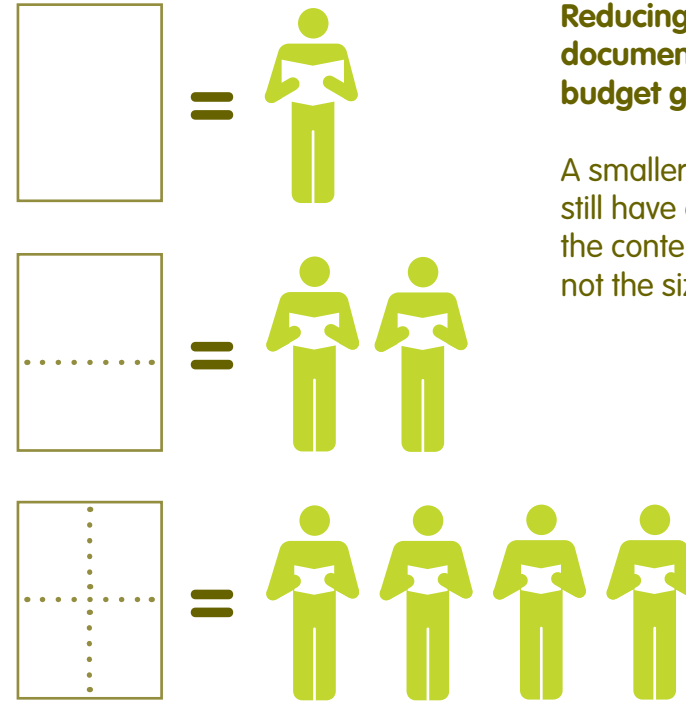
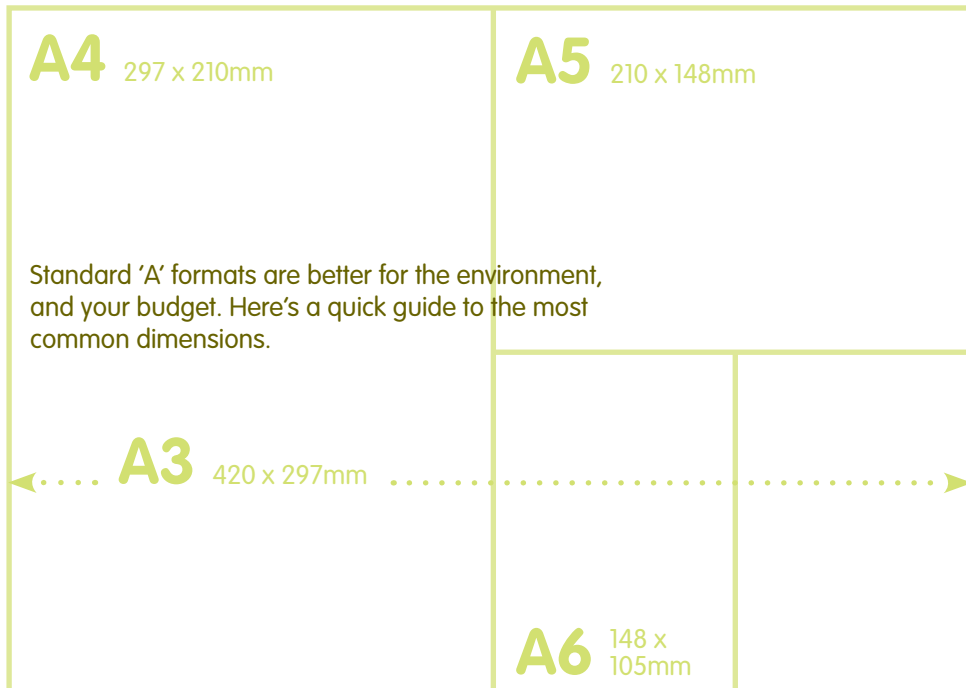
The Forestry Stewardship Council is an international, non-governmental organisation that promotes the sustainable management of forests around the world.

Step 2: Format

The size and shape of a document will have an impact on the environment too.

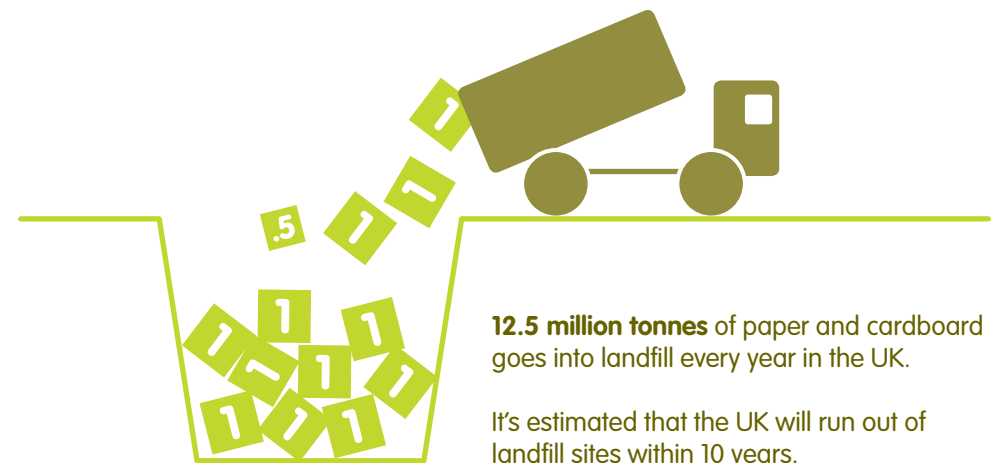
The bigger it is the more paper it uses. Which means more trees are used to make the paper, more energy used to print it and more waste created when it's finished with. Standard 'A' formats are better for the environment, as the sheets the printer uses follow the same scale, so there is less waste from off-cuts.

But it's not just the environment that will benefit, downsizing your documents will reduce the cost too. Not just for production - it could reduce the cost of postage. So think about what you want to say and how much space you really need to say it. If you're having trouble, give us a call. We'd love to help you out.



Reducing the size of your document will help your budget go further.

A smaller document can still have a big impact. It's the content that's important, not the size.



Step 3: Print

Printing can be a messy business, so using the right printer is really important. Traditionally printing has involved using a lot of energy, solvents and ink, and has created a lot of waste. Not good for the environment. Fortunately there are alternatives now.

Digital technology has made printing small quantities affordable, avoiding unnecessary waste. Changes in litho printing technology has removed, or reduced, the use of solvents and introduced more environmentally friendly practices, like computer-to-plate technology and vegetable based inks. So the environmental impact can be greatly reduced, if you use the right printer.

We can help you find the right printer, and choose the best printing process for the job too. On this page we explain how... briefly.

Litho - 4 colour



Litho - 2 colour



Digital



LOOK OUT FOR printers who...

Use vegetable-based inks

Have environmental accreditation (BS8555 or ISO14001)

Have an Environmental Policy

Are local



AVOID...

Printing more copies than you need

Lamination (the paper can't be recycled)

Metallic inks

A printer who's a long way away

Take your pick

We looked at the four most important criteria when you're buying print - timescale, budget, quantity and quality - and compared the three most common processes. 1 shows the best, 3 the worst. See what's best for you.

Litho - 4 colour

Timescale: 3

The slowest of three

Quantity: -

Good for large quantities

Budget: 3 (under 500) 1 (over 500)

Only cost effective over 500 copies

Quality: 1

Great detail, full colour

Litho - 2 colour

Timescale: 2

Usually faster than 4 colour

Quantity: -

Good for large quantities

Budget: 2

Always cheaper than 4 colour

Quality: 2

Great detail, but not full colour

Digital

Timescale: 1

The fastest of the three

Quantity: -

Great for small quantities

Budget: 1 (under 500) 3 (over 500)

Only cost effective for smaller quantities

Quality: 3

Full colour, but not as good as litho

Step 4: The internet

The most environmentally friendly way to communicate with your audience is to remove the use of paper, ink and printing entirely. Welcome to the internet!

Recycling is great, but reducing the amount of materials we use is even better. Using the internet helps you to achieve that. It's a faster, cheaper and greener way of reaching your audience too. And you can reach a much wider audience. Generally each printed document reaches one person. If you put your document online it's available to anyone with access to the internet.

If you would like to make the internet work harder for you - and take some of the pressure off the environment in the process - call us or send an email.

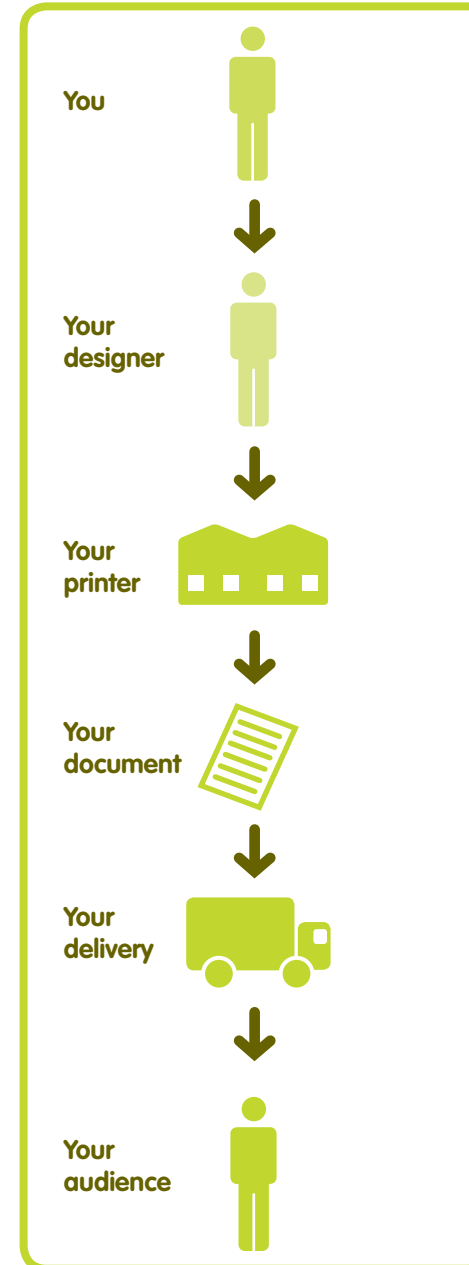


Paper can only be recycled 6-8 times, before the fibres become too damaged to bind together.

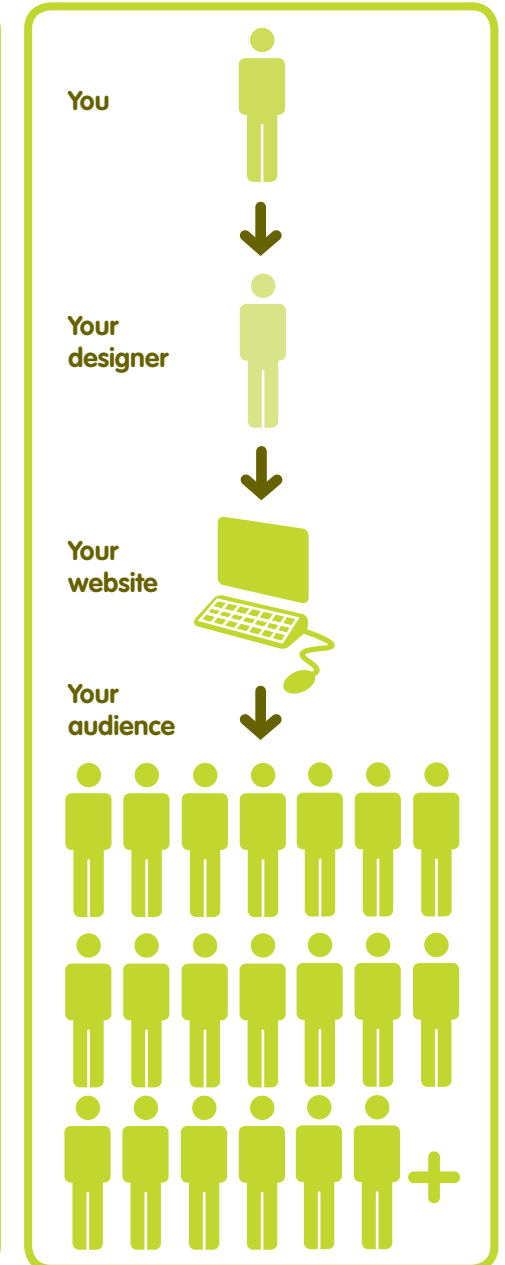
Reducing the amount we use and looking at alternative ways of communicating will help to conserve the planet's natural resources.

A tale of two documents

A printed document



An online document



Step 5: Suppliers

You and your activities are at the heart of your business. But most companies rely on a network of suppliers to help them deliver their products or services. Turning yourself green is only part of the challenge - you need to look at each stage of the process.

Every business has an impact on the environment, whatever it is that they do. They all consume resources and generate waste. The questions to ask are where do those resources come from, and where does the waste go? Look at your supply chain. What are the answers?

We are working hard to find sustainable sources for all the resources we need and a responsible way to treat the waste we generate. And we're looking for other creative businesses that think the same way, so that we can give our clients a green supply chain, from start to finish.

How green is your team?



The environmental impact of your business extends beyond what you do in your office or on your premises. Look at your suppliers to see if they are helping to turn your business green.
If not, is there someone that can?

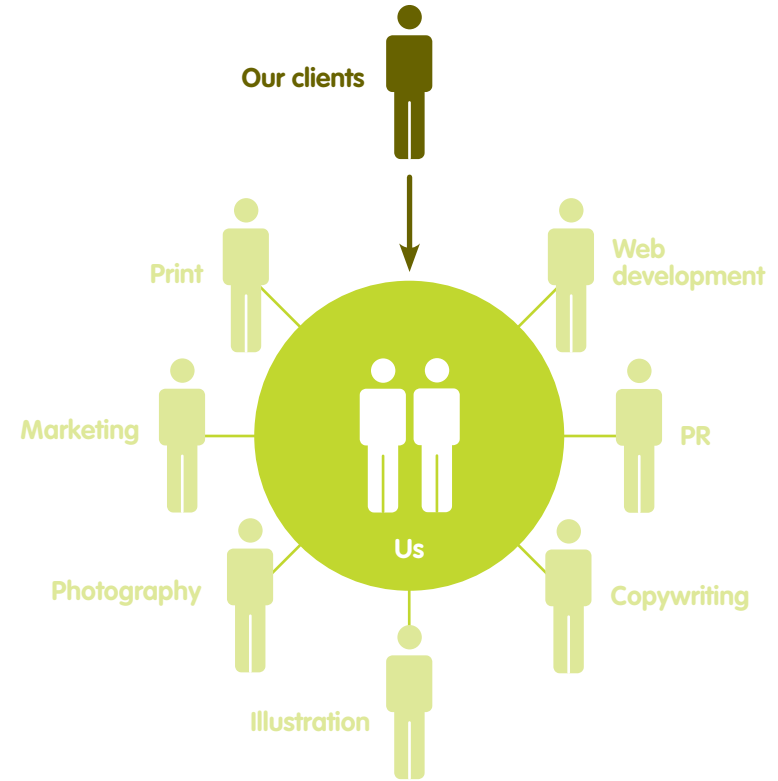


Supplier A

Buy local
and reduce the distance your suppliers
or their products travel to reach you



Your office



We want to build a **green supply chain**, so that we can help our clients reduce the environmental impact of every aspect of their marketing.
If you are interested, please call us.



Supplier B

The next step

What now? Well, we hope **Small footprint, big impact** has given you some ideas of what you can do to make your marketing greener. They are only small steps, but if we all follow them it will have a big impact.

We have produced this booklet to demonstrate the 5 steps in action. We wanted to give you some practical advice in a convenient format. Something you can hang on to, for future reference. We want to show that if you put the environment first, quality doesn't come second. You can still make a big impact on your clients. You just need to know who to talk to.

So if you want to find out more about any of the steps we have suggested, please get in touch. We haven't got all the answers yet, but we'll find them.

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