

WASHINGTON STATE



UNIVERSITY

World Class. Face to Face.

Sustainable Publications

***Making Environmentally Responsible
Decisions in Your Print Materials***

University Publishing

September 9, 2008

What is Sustainability?

“...an economic state where the demands placed upon the environment by people and commerce can be met without reducing the capacity of the environment to provide for future generations”

-Paul Hawkin, *The Ecology of Commerce*

Vision Statement

Support and promote credible programs that protect the earth's natural resources.

Empower our University partners to make responsible choices through the use of sustainable practices.

Build trust in our associations by supporting the practice of responsible forest management.



Administrative Goals



Promote and support sustainability initiatives of the University and the Evergreen state

Become a leader on campus for initiating sustainability practices

Achieve credibility with our mutual internal and external audiences

Engender a spirit of positive impact among members of the University community to counter balance the high use of forest products

Practical Considerations

Right Size your print run

Reduce inventory

Reduce number of proofs

Coordinate print/web media to market

Current Sustainable Practices

FSC Certification
HP Indigo digital press
100% soy based ink
Ozone friendly solvents
Recycling programs
Zero emission copiers
Sustainability Task Force



University Publishing Earns FSC-CoC Certification

Certified by:



SmartWood Program Headquarters
65 Millet St. Suite 201
Richmond, VT 05477 USA
Tel: 802-434-6491
Fax: 802-434-3116
www.smartwood.org

Certification
Managed by:

United States Regional Office
205 West Third Street
Northfield, MN 55057
Tel: 1-802-434-8737
Fax: 1-802-434-3116
Contact person: Lawson Henderson
Email: lhenderson@ra.org



ACCREDITED
FSC-ACC-004

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SmartWood

Practical conservation through certified forestry

Chain-of-Custody Certification Assessment Report for:

University Publishing at Washington
State University
in
Pullman, WA, USA

Report Finalized: February 14, 2008
Audit Dates: December 19, 2007
Audit Team: Karen Steer

Type of Certificate: Single CoC
Certificate code(s): SW-COC-003052
Certificate issued: March 12, 2008

Report based on Standard(s): SW Dec 04/FSC Accred. Manual 2002, Part 3.6

Organization Contact: Steve Rigby, Director of
Printing
Address: PO Box 645910
Pullman, WA 99164

What is the Forest Stewardship Council?

FSC is an independent organization established to promote the responsible management of the world's forests.

FSC brings people together worldwide to promote responsible forest management and to find solutions to the problems created by bad forestry practices.

FSC does so in providing standard setting and trademark assurance for organizations interested in responsible forestry.

Products carrying the FSC label are certified to assure consumers that they come from forests that are managed to meet the needs of present and future generations.

www.fsc.org

Some Quick FSC Facts

Forest Stewardship Council was organized in 1993

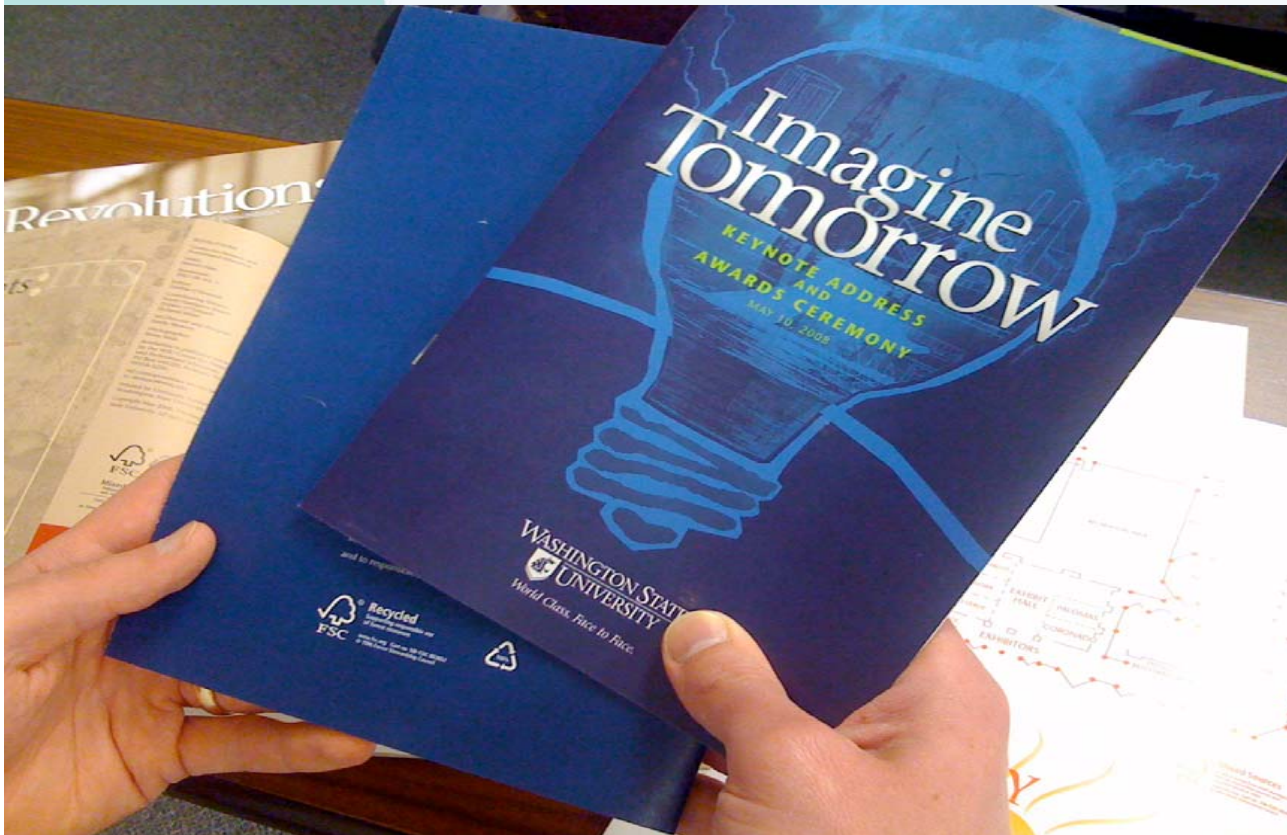
As of April 2008 there were over 113 million acres of FSC certified forests globally representing about 7% of the worlds forests in 81 countries

FSC is an actively managed process in which companies are audited annually in order to maintain their certification

Supporting Sustainability Programs

High School Competition

May 10, 2008



Sustainable Future Competitions

Dividend Magazine

Outreach Materials

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What Message are We Sending?

Use appropriate messaging, FSC, and other logos to communicate green practices to university constituencies

Prospective Students
Current Students
Granting Agencies
Alumni, Donors & Friends
Washington State Citizens



FSC Trademark Use

University Publishing is the holder of the FSC/ CoC certificate on behalf of Washington State University

University Publishing applies appropriate trademark and obtains FSC approval in compliance with FSC guidelines

Responsible for adhering to strict regulations to maintain certificate

“Green” logos

Managed by University Publishing

Proudly display the FSC and other environmental logos on your printed publications and packaging

Soy ink logo



FSC logo



Rainforest Alliance logo



Recycled logo



HP Indigo Digital Press Environmental Benefits

Paper waste reduction (400-600 sheets/job)

Proofing material reduction

No film required

No plates required

Environmentally Friendly Inks & Solvents

Use 100% Soy based ink products

Low VOC solvents

Reduced impact on the environment

No toxic waste

Recycling Programs

Recycling of office and waste paper

Recycling of printing plates

Collection of graphics film

Silver recovery from chemicals

Ozone Friendly Copier Installation

August 2008 installation of Océ' copier

Uses copy press imaging technology

Lower temperatures

Less energy

Less odor/emissions

No fuser oil or toner waste

Sustainability Task Force First Year Goals

Develop mission statement

Research and identify best environmental practices

Provide communications and educational opportunities

Interface with University to support broader sustainability efforts

What can I do?

Support responsible environmental citizenship

FSC certified papers

Recycled papers

Fewer proofs

Selecting appropriate media (Web, Print)

Consult to determine best print sizes and quantities

Promoting sustainable efforts to audiences

Making the commitment to sustainability

For More Information. . .

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