GOOD FOR
BUSINESS
&
FOR THE
ENVIRONMENT
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Companies around the world are realizing the importance of sustainable business practices and are working towards shrinking their carbon footprint by focusing on renewable energy resources and creating “greener” products & services. Today, sustainability is seen more as a competitive advantage as opposed to a costly requirement for doing business.

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Sustainability at work – an introduction

Sustainable business practices are all about giving consideration to the environment as well as the economic and social impact of business practices.

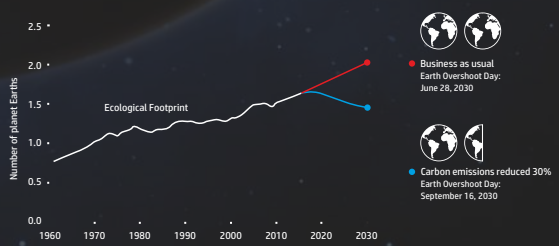
It's important to remember that workplace sustainability goes far beyond switching out light bulbs. Sustainability has both internal and external drivers and spans environmental and social dimensions. Companies around the world are realizing that not only are sustainable business practices popular with the public, they also can lead to higher profitability.

Did you know?

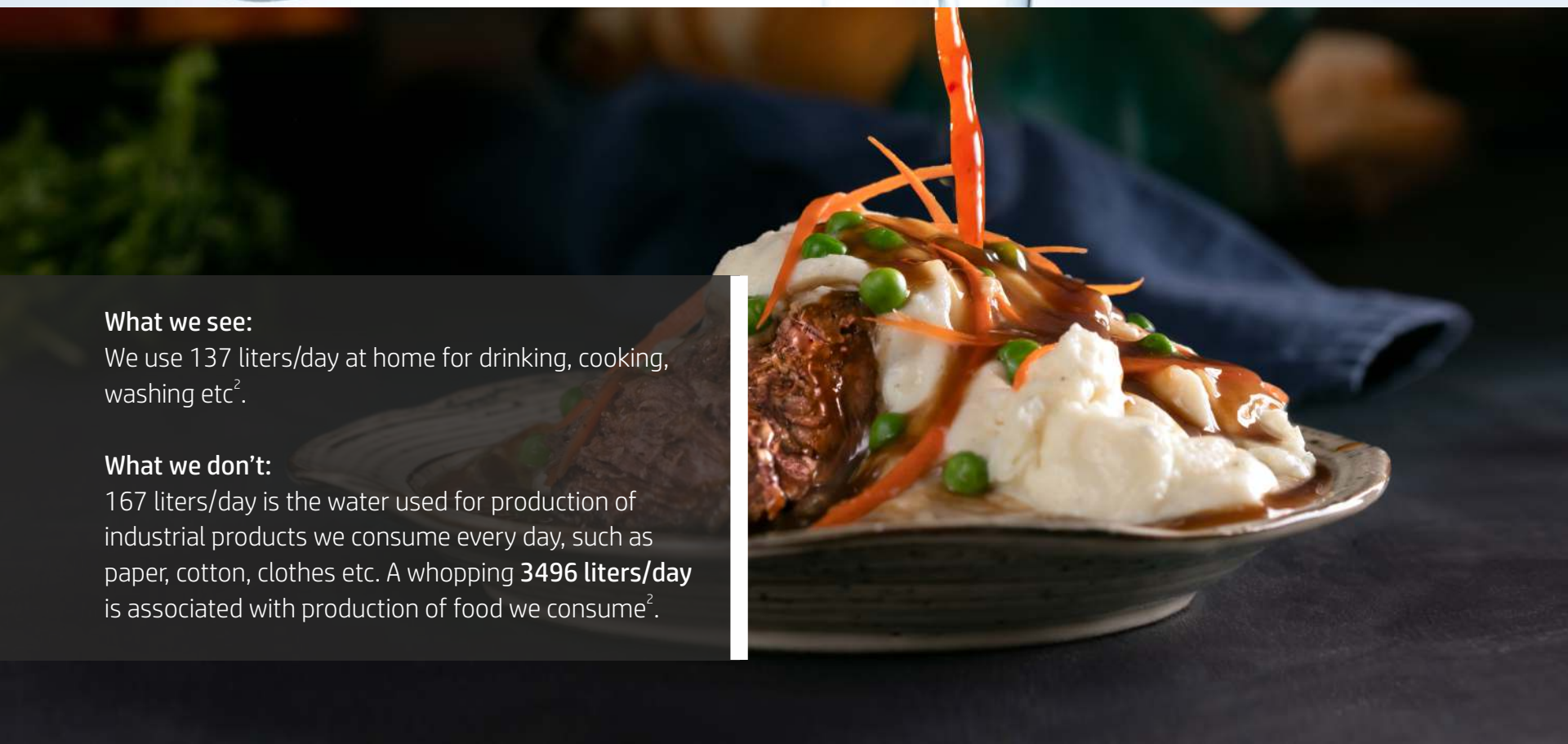
Earth is no longer enough

We currently use 1.7 Earths per year[1] to provide ourselves resources and to absorb our waste.

How many Earths does it take to support humanity?



92% of the water we use is invisible



What we see:
We use 137 liters/day at home for drinking, cooking, washing etc[2].

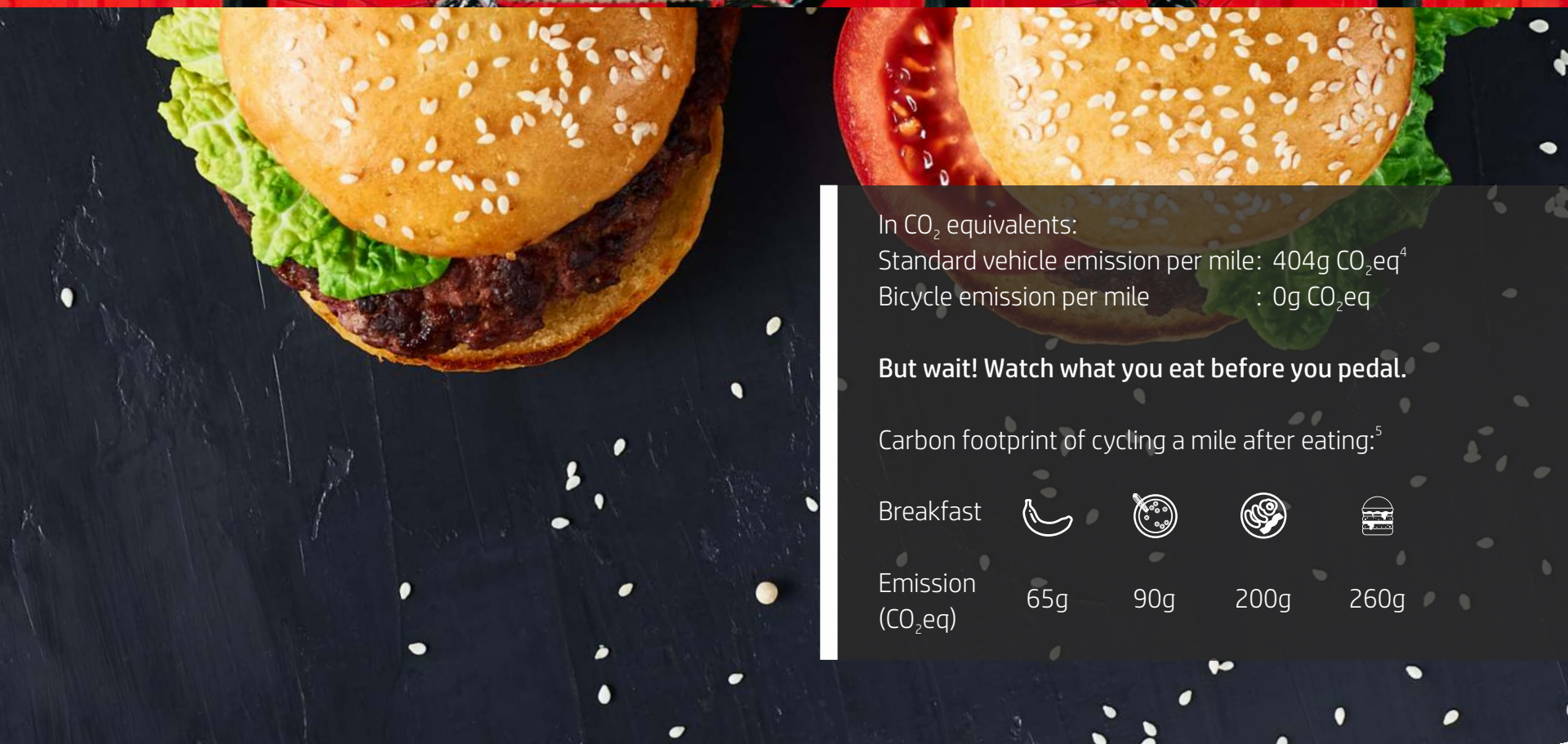
What we don't:
167 liters/day is the water used for production of industrial products we consume every day, such as paper, cotton, clothes etc. A whopping **3496 liters/day** is associated with production of food we consume[2].

Hybrid cars are an improvement...

Using hybrid cars reduces fuel consumption by 35%[3].

Fun fact – In 2017, the percentage of hybrid cars at HP Indigo increased from 1.5% to 23%.

...and yet, you just can't beat a bicycle



In CO_2 equivalents:
Standard vehicle emission per mile: 404g CO_2eq[4]
Bicycle emission per mile : 0g CO_2eq

But wait! Watch what you eat before you pedal.

Carbon footprint of cycling a mile after eating:[5]

Breakfast				
Emission (CO_2eq)	65g	90g	200g	260g

Common myths

It's a cost and we can't afford it right now

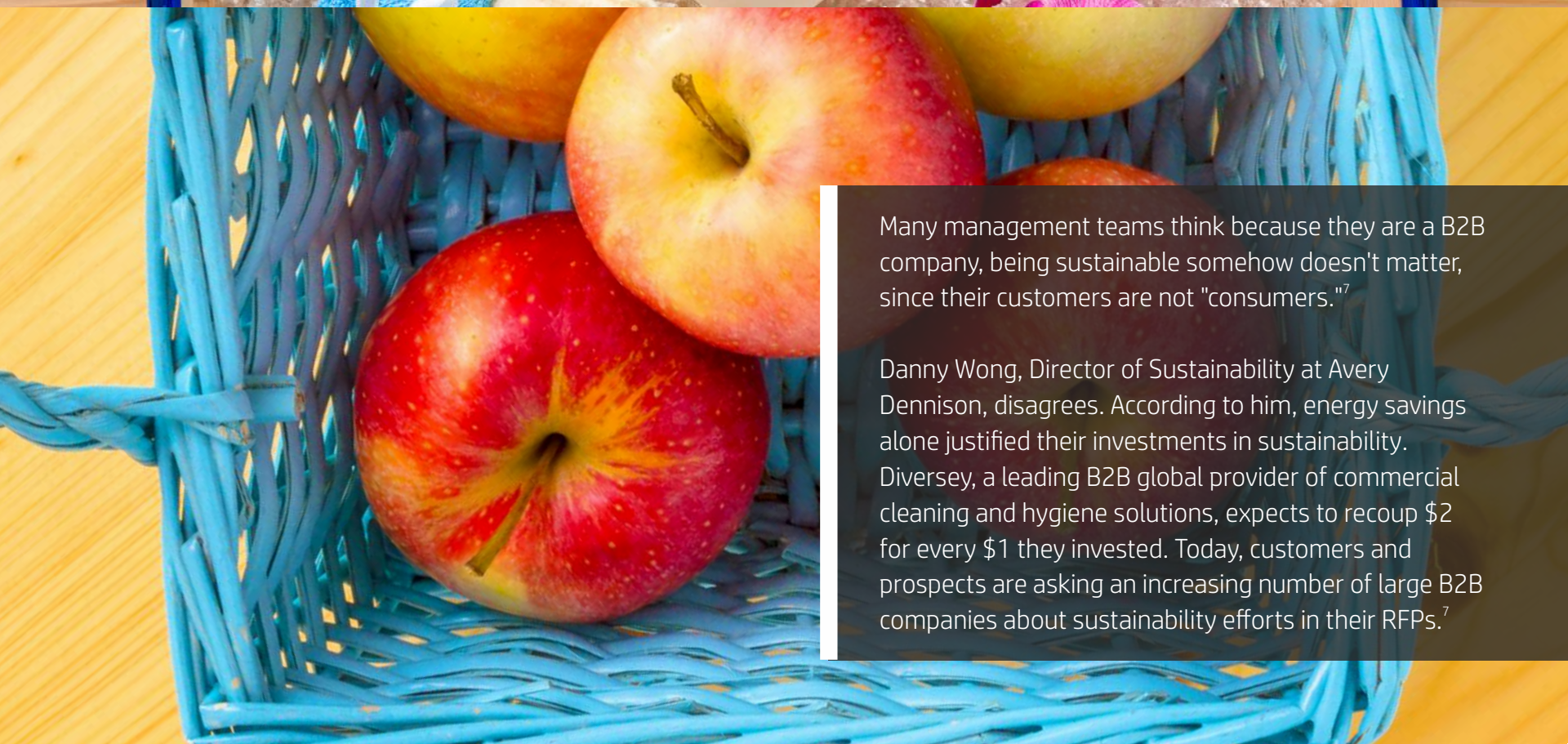
Sustainability should be considered not just because it is the right thing to do, but also because it makes business sense. You will find that in almost every corner of an organization, there is a fundamental business reason for being more sustainable.[6]

Sustainability equals no money

Sustainability offers innovative firms opportunities for both top and bottom line benefits. Leveraging their powers, not only are brands bringing in millions in revenues, they are also enhancing the image of their parent companies.[7]

- Verizon generated $27 million by sorting out and selling recyclable materials from its waste stream[4]
- Johnson & Johnson has undertaken 80 sustainability projects since 2005 and achieved $187 million in savings[4]
- Coca-Cola generated a 20% IRR on their investments in energy saving initiatives[7]

It's mostly for B2C companies



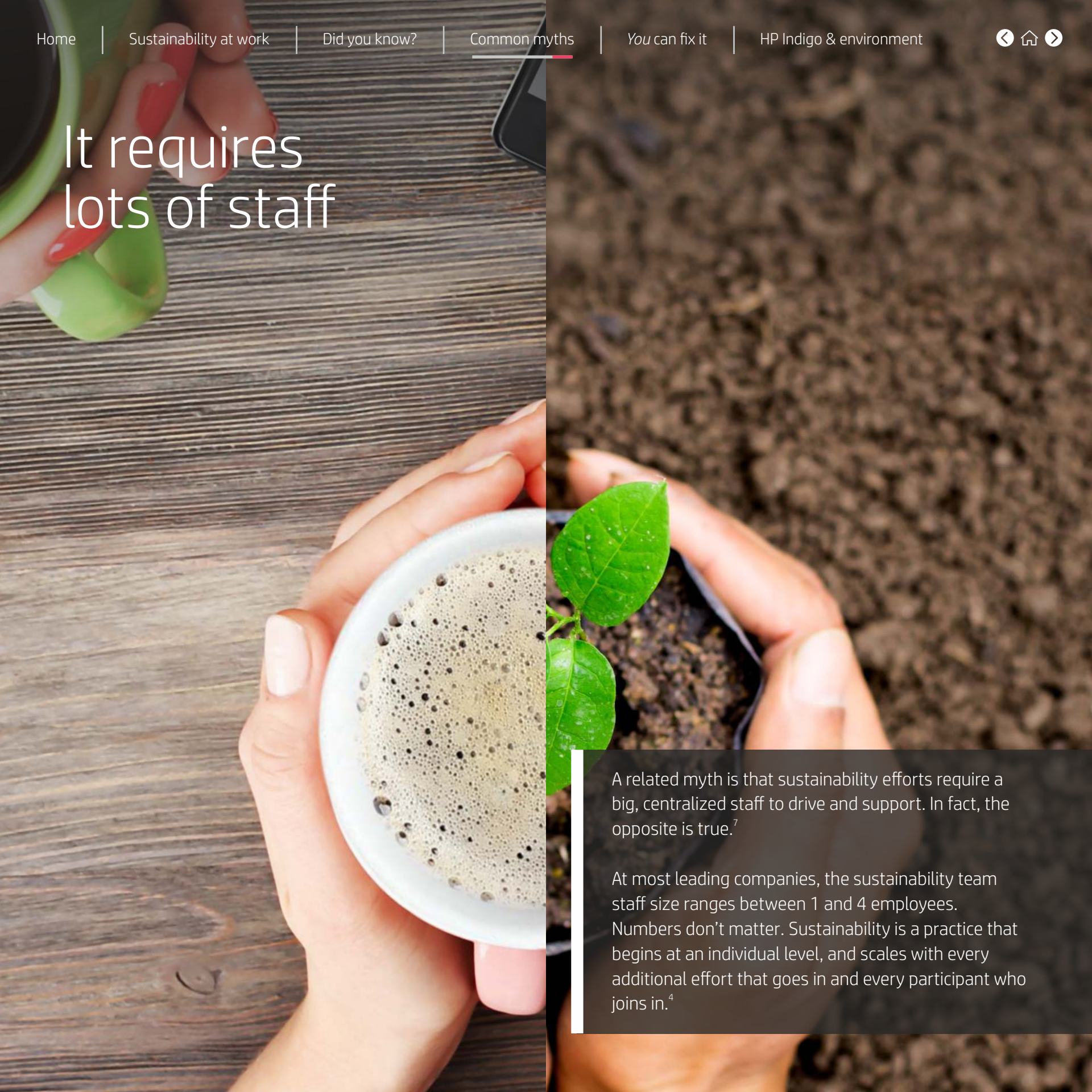
Many management teams think because they are a B2B company, being sustainable somehow doesn't matter, since their customers are not "consumers."[7]

Danny Wong, Director of Sustainability at Avery Dennison, disagrees. According to him, energy savings alone justified their investments in sustainability. Diversey, a leading B2B global provider of commercial cleaning and hygiene solutions, expects to recoup $2 for every $1 they invested. Today, customers and prospects are asking an increasing number of large B2B companies about sustainability efforts in their RFPs.[7]

We aren't big enough for such things

The size of a company makes little difference. Leading sustainability companies are as small as Numi Organic Tea, and as large as Hewlett-Packard Enterprise. If anything, smaller companies have an advantage because their competitiveness often depends on being lean, resourceful, and nimble, which sustainability enables.[7]

It requires lots of staff

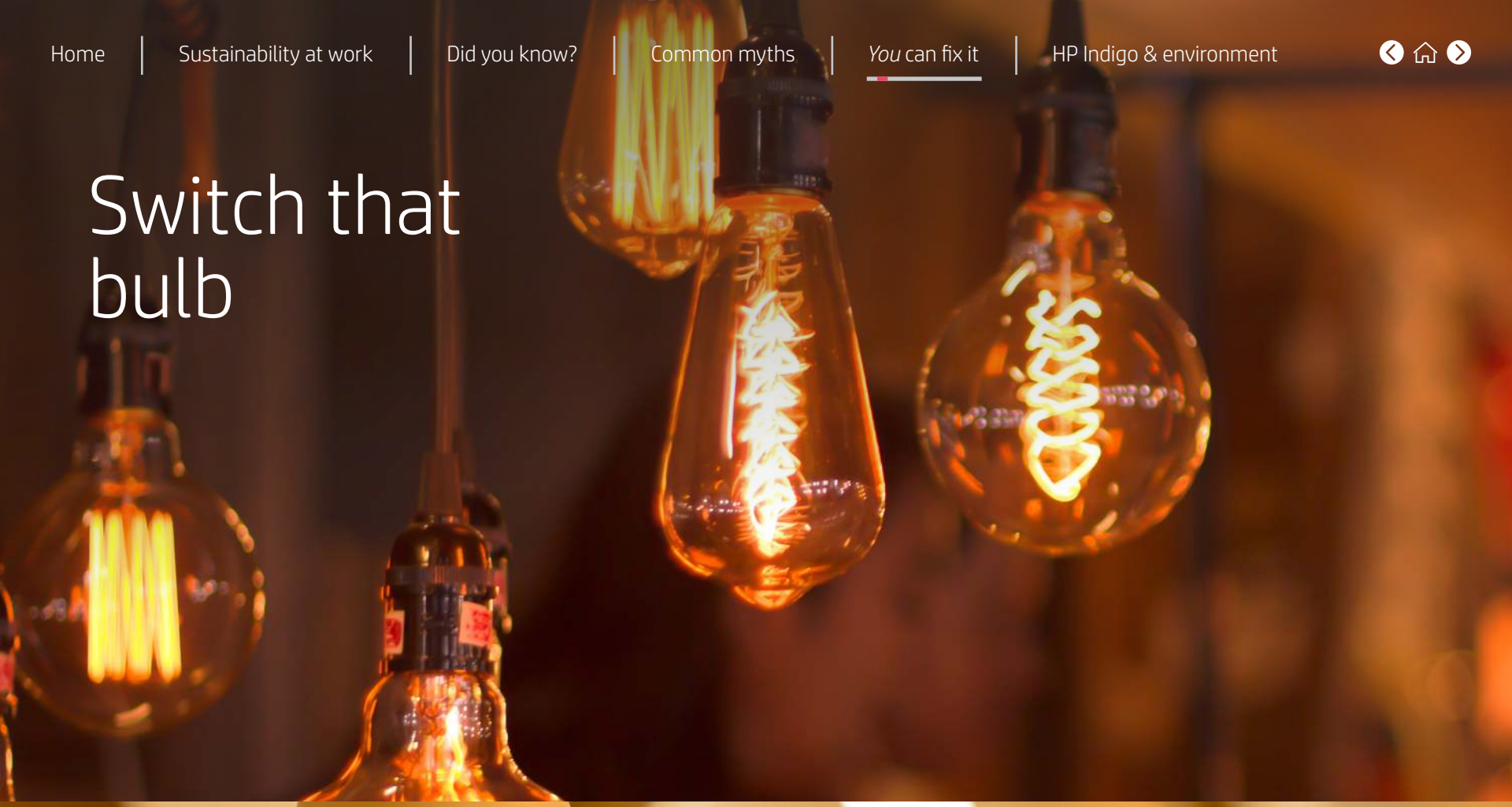


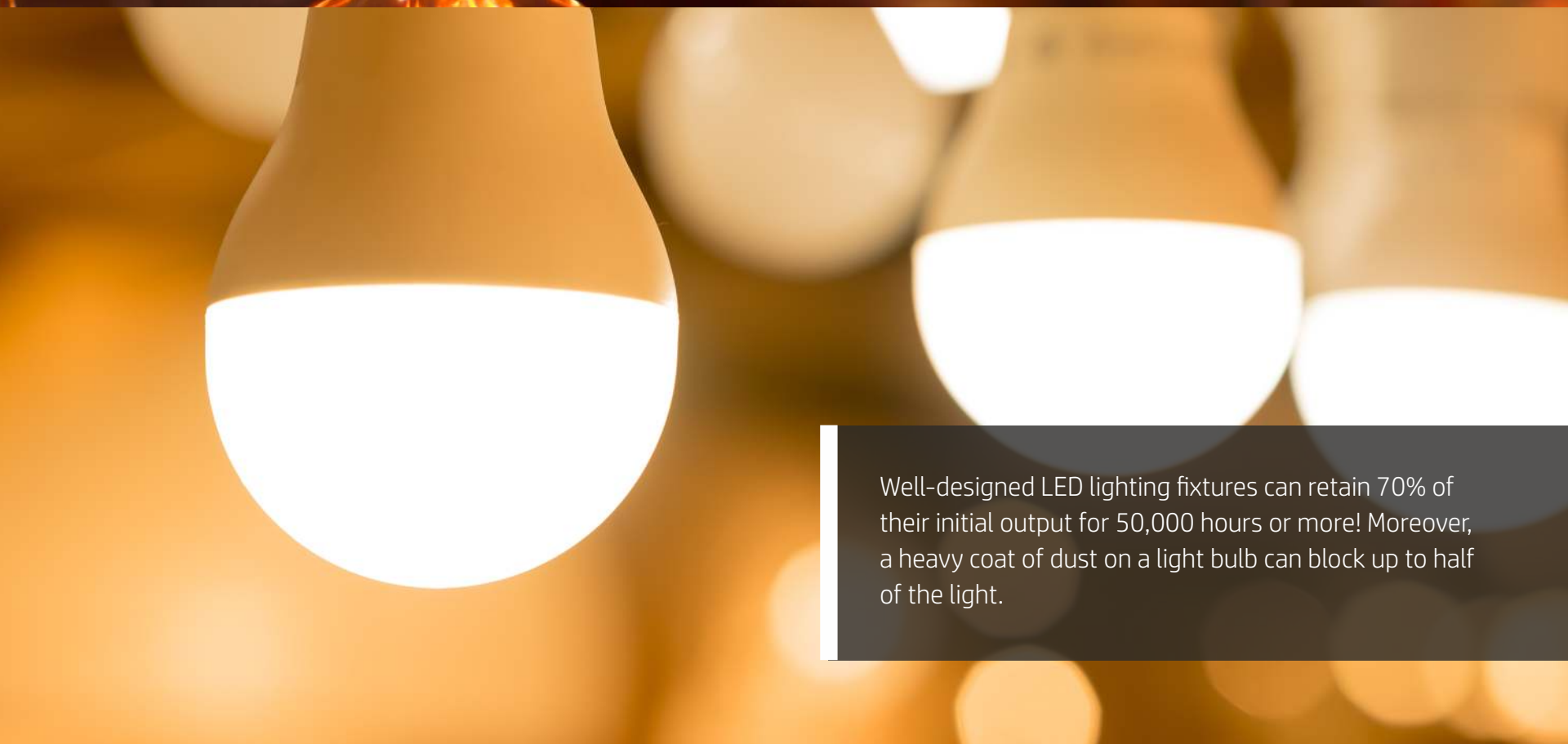
A related myth is that sustainability efforts require a big, centralized staff to drive and support. In fact, the opposite is true.[7]

At most leading companies, the sustainability team staff size ranges between 1 and 4 employees. Numbers don't matter. Sustainability is a practice that begins at an individual level, and scales with every additional effort that goes in and every participant who joins in.[4]

You can fix it

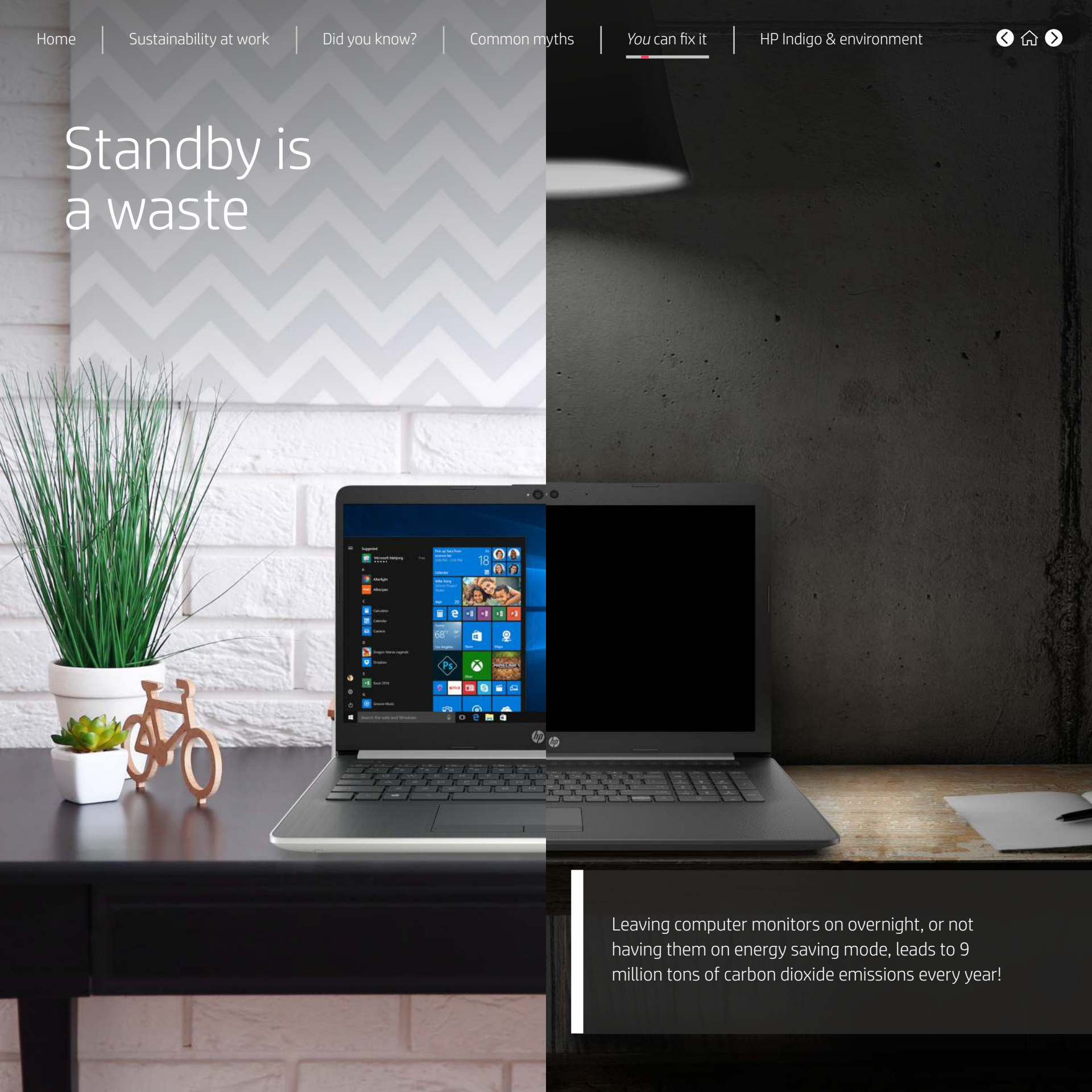
Switch that bulb





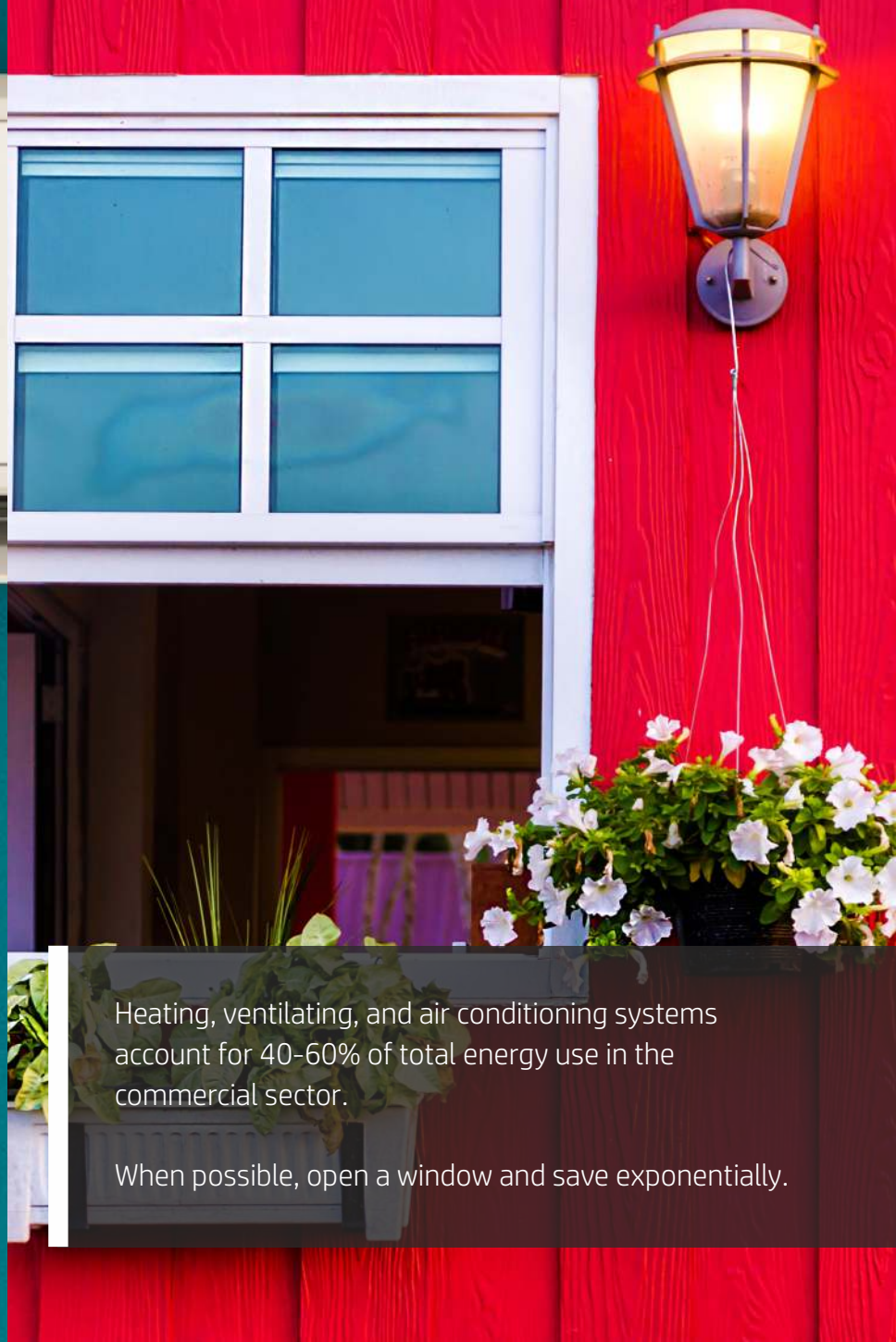
Well-designed LED lighting fixtures can retain 70% of their initial output for 50,000 hours or more! Moreover, a heavy coat of dust on a light bulb can block up to half of the light.

Standby is a waste



Leaving computer monitors on overnight, or not having them on energy saving mode, leads to 9 million tons of carbon dioxide emissions every year!

Open a window



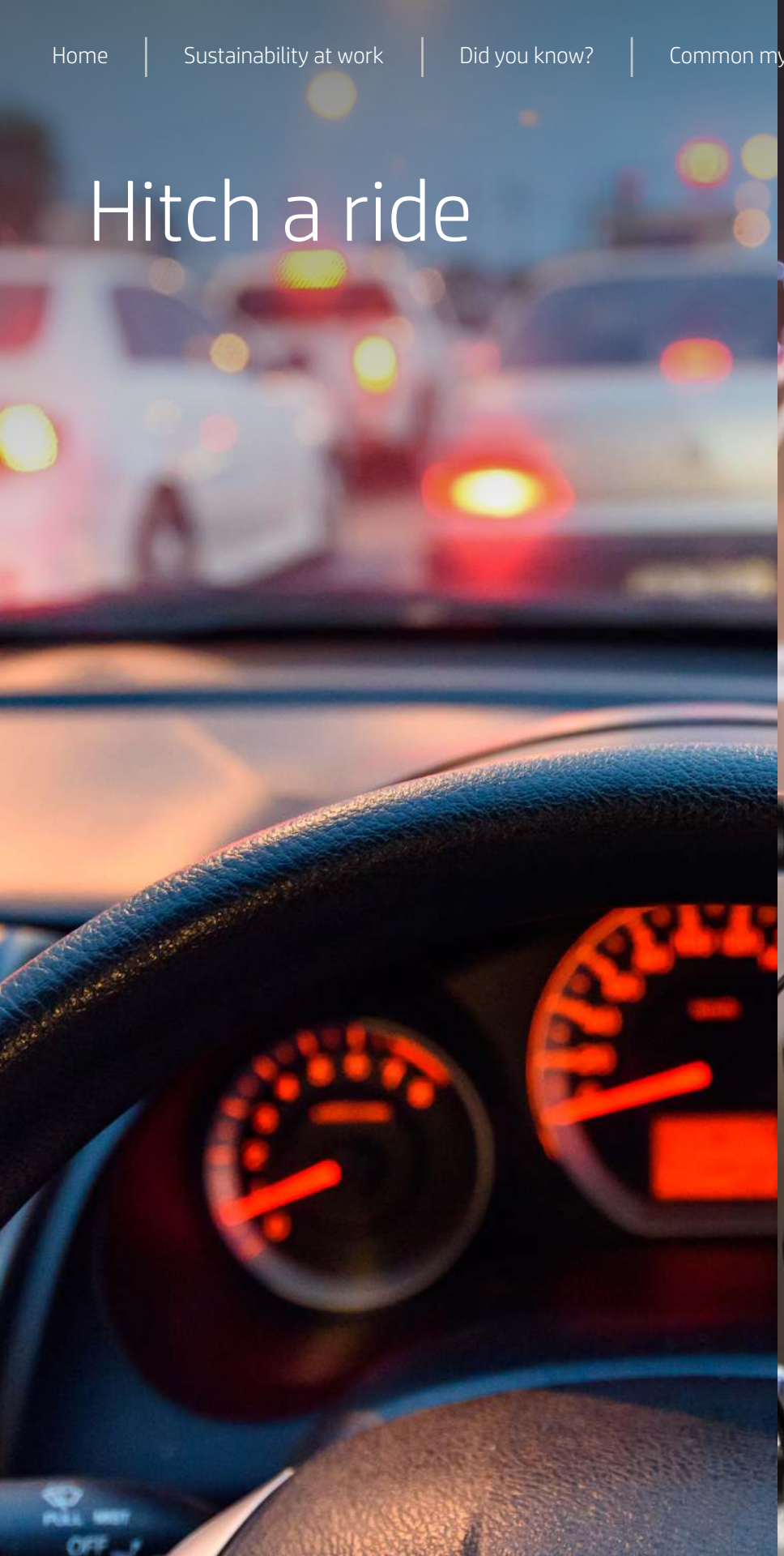
Heating, ventilating, and air conditioning systems account for 40-60% of total energy use in the commercial sector.

When possible, open a window and save exponentially.

Skip elevators

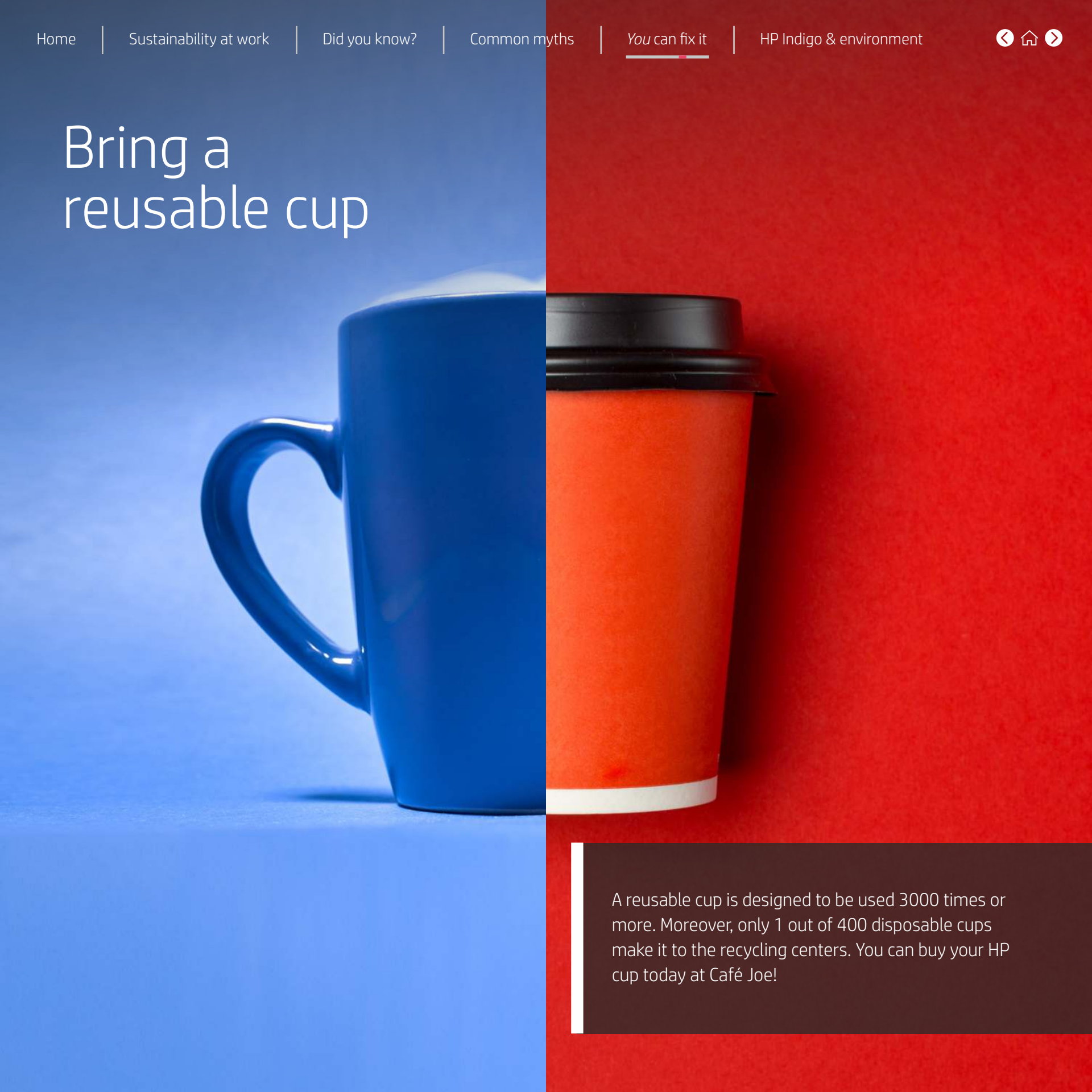
Risks elevate when steps are ignored. Walking up the stairs is a great way to reduce energy consumption, and it is a convenient workout at no cost! Climbing just eight floors a day lowers average early mortality risk by 33%.[8]

Hitch a ride



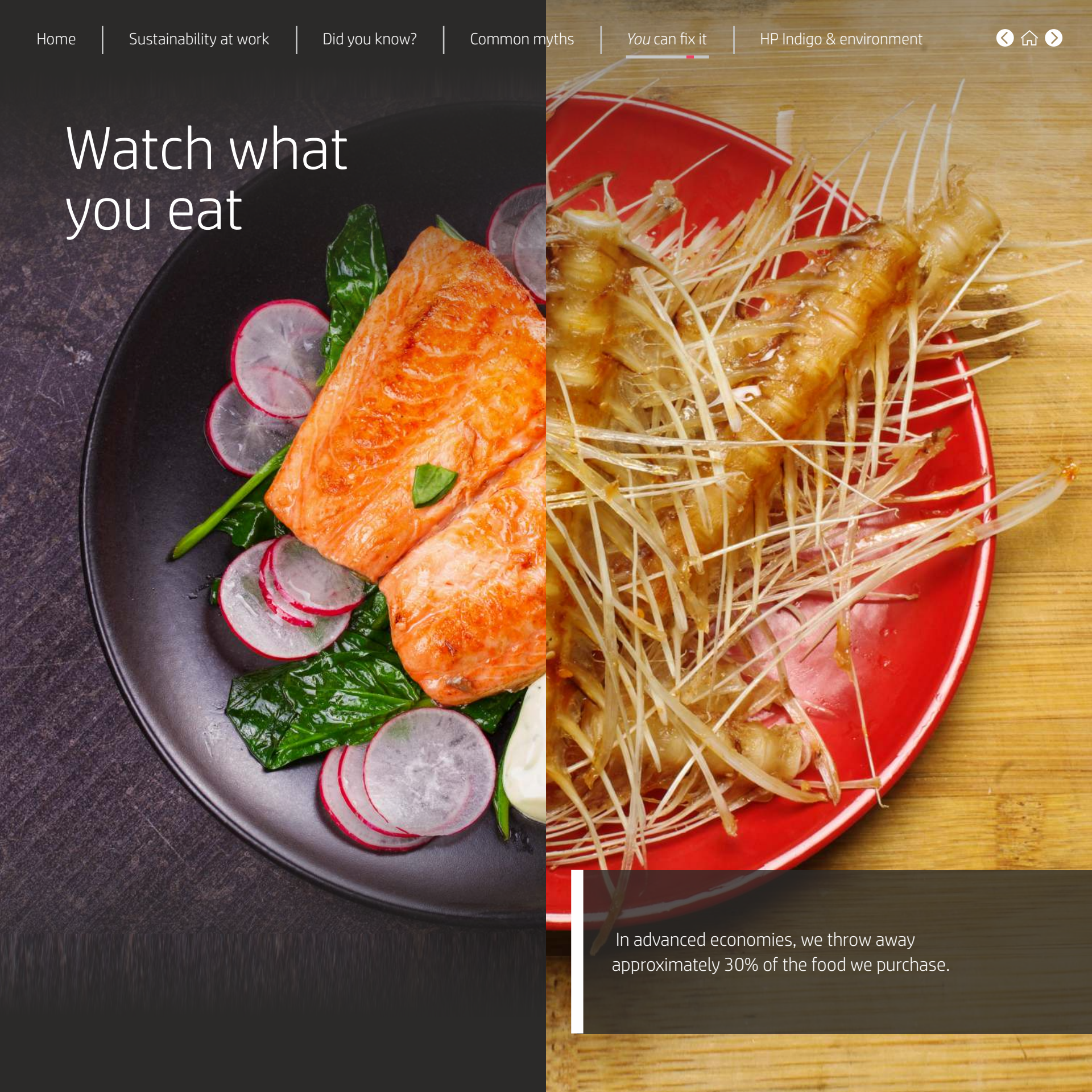
Having no car or carpooling together provides significant savings and reduces your carbon footprint dramatically!

Bring a reusable cup



A reusable cup is designed to be used 3000 times or more. Moreover, only 1 out of 400 disposable cups make it to the recycling centers. You can buy your HP cup today at Café Joe!

Watch what you eat



In advanced economies, we throw away approximately 30% of the food we purchase.

Step out

Parks and other “green” environments can generally reduce stress and anxiety, ease depression, reduce attention deficit symptoms, and promote overall mental health.

Easy, isn't it?

Now try scaling any, few, or all of these action items at an organizational level at your business and there you have it – the beginning of your business' journey towards sustainability!

HP Indigo & environment

We're all a part of something bigger. Let's do right by it.

At HP Indigo, we offer solutions designed to help reduce the impact of HP Indigo printing on the environment. We work to drive down the levels of waste and supplies required for each print, in addition to recycling, recovery and reuse programs both for supplies and hardware. These programs are continuously developed and expanded.

We also strive to help reduce the environmental impact of its manufacturing and supplies waste in its manufacturing lines.

We put a great emphasis on sustainability in our HP Indigo press manufacturing operations, starting with a zero waste goal, followed by a lean supply chain by optimizing packaging and shipping.

Facts:

- Sustainability=innovation: HP Indigo presses are the right solution for companies committed to helping reduce the impact of printing on the environment. HP Indigo puts a high priority on the environment and sets sustainability goals from the outset. This approach has led to the development of numerous environmental innovations.
- HP Indigo press production is carbon neutral[11], from raw material to production gate.
- HP Indigo recycle more than 95% of the non-hazardous waste in all manufacturing facilities.

Sources

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2. http://thewaterweeat.com/
3. https://phys.org/news/2006-01-hybrid-cars-pros-cons.html
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10. The HP Kiryat Gat, Israel site is a zero waste facility with over 96% diversion of solid waste from landfill and incineration. Certified by Synergis Zero Waste Group, June 2016.
11. We offset the carbon emissions, free of charge. Good Energy Initiative is a unique project for environmental learning and leadership. For more information, please visit their website at goodenergy.org.il

Presented by

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