

Essential ECO MARKETING CHECKLIST



This starter checklist will get you moving towards less waste, less water use and a lower carbon footprint in the workplace.

your check mark goes here!

Go Digital

- PDF proofs
- no printed emails
- e-sign docs
- digital timecards
- digital invoices
- online payments



The average office worker uses **10,000** sheets of paper each year*
In an office of only ten employees that equals **100,000** pages (half a ton of paper)

That paper uses **500,000** gallons of water to produce and **12** trees that COULD be capturing **240** lbs of carbon per year

70% of total waste in an office is paper**
How much of that do you think gets recycled?

* https://www.epa.gov/sites/default/files/2013-09/documents/fec_automatic_duplexing.pdf
** <https://www.formstack.com/resources/blog-paper-statistics>

Buy 100% PCW Recycled Paper

PCW/Post-Consumer Weight = paper from recycling plants, not off-cuts from the mill



Switching to 100% PCW recycled paper for that same office of ten people would save **265,000** gallons of water (47% the amount of water used for virgin paper production) and **12** trees capable of producing enough oxygen for **36** people to breathe in a lifetime*

A combination of going 2/3 digital + switching to 100% PCW paper **will cost about the same** as continuing to print at 10,000 pages per person on virgin paper

* Trees capture about 14-30 lbs of carbon/year, depending on size and species

Switch to an FSC-certified printer

FSC/Forest Stewardship Council is a voluntary program setting responsible forest management standards to protect forests for future generations.



“FSC Chain-of-Custody certification traces the path of products from forests through the supply chain, verifying that FSC-certified material is identified or kept separated from non-certified material throughout the chain.”*

While you can't guarantee that an FSC-certified printer is using other sustainable methods, their certification assures that your print materials support responsible forest stewardship.**

Find an FSC-certified printer near you
CLICK HERE

*
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<https://us.fsc.org/en-us/certification/chain-of-custody-certification>
<https://blog.shawmutdelivers.com/7-reasons-work-fsc-certified-printer>

No More Plastic Swag



359 million
tons of new plastic entered
into the market in 2019*

* <https://www.eia.gov/tools/faqs/faq.php?id=34&t=6>

1.7% of global energy consumption
is used to manufacture plastics (most of
our energy comes from Oil, Coal and Gas)***

*** <https://ourworldindata.org/energy-mix>

% of US petroleum
consumption used
for plastics
2010: **2.7%**
2014: **6%**
2019: **8-10%** =
7-9 million barrels
of oil used for plastic
production**

** <https://www.statista.com/statistics/265203/global-oil-production-since-in-barrels-per-day/>

Instead of putting your logo on foam coozies and other plastic products, try durable, useful or biodegradable items. Ask your printer for eco marketing items or utilize a B Corp.

These are just a few of the many steps you can take to make your workplace more sustainable.

Steady Glow can help you

- **Reduce Marketing Waste**
- **Reduce Water Use**
- **Reduce Your Carbon Footprint**

STEADYGLOW

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