STEADYG ECO MARKETING CHECKLIST



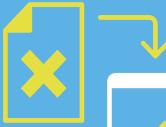
This starter checklist will get you moving towards less waste, less water use and a lower carbon footprint in the workplace.

Go Digital

- PDF proofsno 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 56 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**

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

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



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