

# SUSTAINABILITY

BPIF  
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2024 will unquestionably be a year of intensifying focus on sustainability, with companies under extra pressure to acknowledge, measure, and limit the adverse impacts their own operations have, and that of their products/services life-cycle, on the environment.

The Printing Industry has a part to play, and a story to tell, and we at the BPIF want to help communicate that and drive sustainability improvements in our industry. Every six months we include a section on sustainability in our Printing Outlook research - here we are showcasing some of the latest findings from that research.

Find out more about BPIF research on [www.britishprint.com/research](http://www.britishprint.com/research)

## MEASURING CARBON EMISSIONS



56%

Is your business measuring its carbon emissions (carbon footprint)?

In October, over 56% of respondents reported that they are measuring their carbon emissions. That leaves 41% not yet measuring their emissions, a further 3% of respondents weren't sure if their company was measuring emissions or not.

## REDUCING CARBON FOOTPRINT



79%

Is your business working to reduce its carbon footprint?

Measuring emissions is only a start, almost four-fifths of respondents (79%) are working to reduce their carbon footprint.

## WHICH EMISSIONS?

Which emissions are being measured?

More than two-thirds (36%) of all respondents are measuring Scope 1 and 2 emissions. A further 17% are measuring Scope 1, 2 and 3 emissions. However, 15% of all respondents intend to expand their coverage to include Scope 3 emissions in the next 12 months. 6% were unsure if they were measuring or exactly what they were measuring.

0

41%

1+2

36%

+3

17%

?

6%

## CUSTOMERS DEMANDING CARBON EMISSIONS DATA AND SUSTAINABILITY CREDENTIALS



38%

Are customers demanding carbon emissions data and sustainability credentials from you?

Nearly two-fifths (38%) have also reported that they have customers demanding carbon emissions data and sustainability credentials from them. Almost two-thirds of these (64%) say that such demands are intensifying.



35%

## EMISSION REDUCTION TARGETS

Have you set emission reduction targets?

Over one-third (35%) of companies, that are reducing their carbon footprint, have set emission reduction targets.

## SUSTAINABILITY INVESTMENTS

Has your business made, or is planning to make, investments related to sustainability?

The most popular area of attention for sustainability related investments was waste reduction, selected by 76% of respondents. Followed by energy optimisation with 63%. Electric vehicles achieved third ranking with 55%.



76%



63%



55%

## SUSTAINABILITY ACCREDITATIONS AND CERTIFICATIONS

Does your business have any accreditations or certifications related to sustainability?

Almost half (47%) of companies reported that they have accreditations and certifications related to sustainability - the most common of these being ISO 14001, FSC and PEFC. EcoVadis and World Land Trust were other commonly mentioned initiatives.



47%

## INCREASED DEMAND FOR SUSTAINABLE PRODUCTS

Have you experienced an increase in demand for sustainable products?

Almost three-fifths of respondents (57%) have noticed an increase in demand for sustainable products in the last 12 months.



57%

# CLIMATECALC

## THE FIRST PRINT SPECIFIC CARBON CALCULATOR

The first international carbon footprinting tool for the printing industry has now had an extensive upgrade to improve its functionality, security, and user experience.

The totally revamped site will offer improved login facilities, easier set ups for multi-site operations including the sharing of substrate data, and easier sharing of product calculations with publishers and other customers. Crucially the site is now prepared for API integration at a later date.

Whether you're on a journey to net zero or want to demonstrate you're reducing your carbon footprint, it all starts with measuring your carbon emissions to the fullest extent practical. ClimateCalc is verified to cover 95% of your calculable emissions and complies with both ISO14064-1 and ISO 16759.

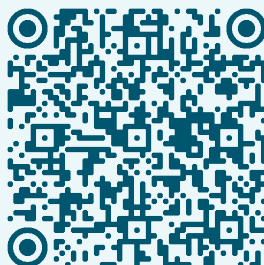
ClimateCalc provides you with a fully audited carbon footprint for your site and enables you to offer your customer a carbon footprint for every job. It allows a site to specify the emissions factors for substrates, rather than using a single government figure - important as substrate makes up a huge proportion of a site's footprint.

Take a look at the new site's demo on both the basic and the standard model and see how you can start your carbon reduction journey without a whisper of Greenwashing.

“ IT IS IMPORTANT THAT WE ARE ABLE TO  
PROVIDE OUR CUSTOMERS WITH INFORMATION  
AND ARE ABLE TO WORK WITH THEM TO ALSO  
HELP REDUCE THEIR ENVIRONMENTAL IMPACT. ”

### PAUL SOROSINA

UK Group HSEQ Manager/Group HSEQ Auditor, Walstead Group



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