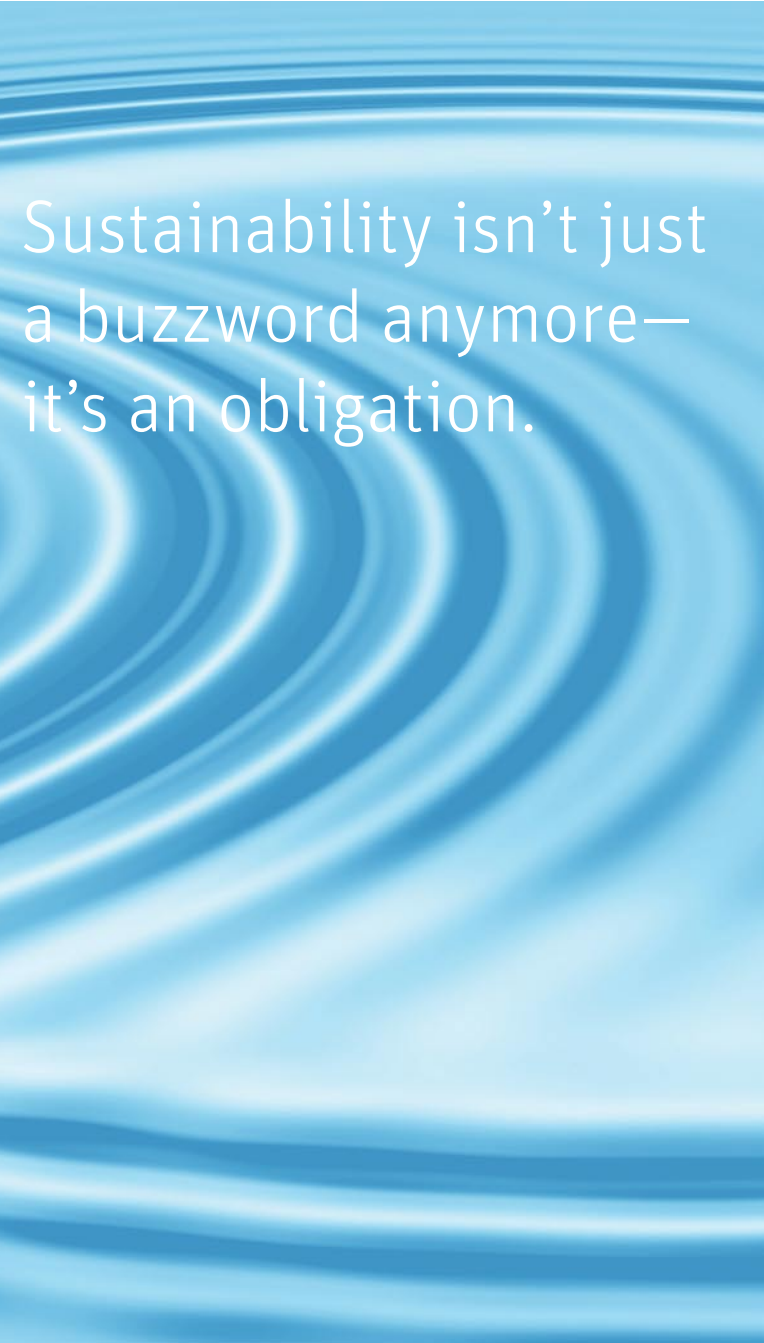


A close-up photograph of a green leaf, showing the detailed network of veins. The veins are a lighter green color, contrasting with the darker green of the leaf's surface. The veins form a complex, branching pattern across the leaf. The lighting is soft, highlighting the texture and structure of the leaf.

FROM FOREST FLOOR TO CONSUMER'S DOOR
ENVIRONMENTALLY RESPONSIBLE DESIGN



Sustainability isn't just
a buzzword anymore—
it's an obligation.

As global consumption outpaces resource renewal, we all must take action to protect the environment. Every day designers face important decisions about paper, and how it will be used to produce pieces we can be proud of. It's up to us to make choices that benefit the big picture while staying true to our creative goals. The good news is that green solutions don't have to put you in the red.

This guide offers information and tools that we hope will inspire environmentally conscious consumer products (as well as some changes in your personal life). A little responsibility can go a long way... all the way to the ozone layer, as a matter of fact.

IT'S EASY BEING GREEN

WHAT WE AS DESIGNERS CAN DO

Be creative with a conscience.

Design with sustainable materials and processes in mind.

Collaborate with the client.

Help your clients send a valuable message to their customers by developing and promoting eco-friendly solutions that benefit all stakeholders.

Plan ahead to minimize resources.

Last-minute messengers and overnight services expend extra fuel (and are costly, too).

Think about the lifecycle of the design.

Consider the impact your work will have on the environment—from creation to expiration—and make decisions about print processes and paper accordingly.

Look beyond post-consumer waste percentages.

Recycled content is just part of the environmentally preferable picture. Forestry practices, energy used in manufacturing and transport, as well as chemical content, are all factors when it comes to picking an eco-friendly paper.

Know your stuff.

Is there a difference between recycled and recyclable? And what's ISO 140021 certification, anyway? (Hint: you'll find these answers and more in the glossary on page 82.)

Be picky.

You want a printer who is as committed to the environment as you are, and who is transparent when it comes to their own policies and programs. Select printers with third-party certification for positive environmental practices such as Forest Stewardship Council (FSC), Sustainable Forestry Initiative® (SFI) and Green-e.

Look for "Chain of Custody" certification.

This means that a printer meets all FSC standards and that every link in the supply chain—from forest to final destination—is also FSC certified.

Mix it up.

Using FSC certified fiber from well-managed forests is an excellent complement to recycled fiber, making more than one statement about sustainability on a single page.

Waste? Not.

Get creative and capitalize on excess.

Quantify environmental impact.

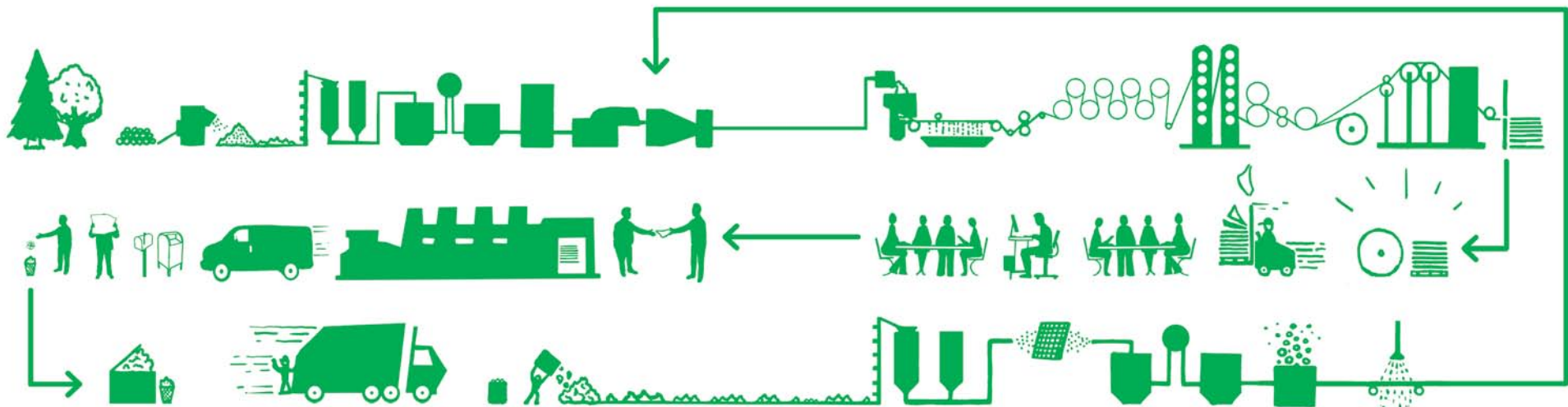
Evaluate paper alternatives using one of the many calculating tools available, including those from Environmental Defense (www.papercalculator.org) and Metafore (www.epat.org).

Create a waste reduction program.

Your company may be committed to recycling, but a comprehensive waste reduction program is an overall plan that incorporates waste reduction strategies, reuse measures and green purchasing.

Did you know...?

- » Today's recycled papers are comparable in runnability to virgin fiber counterparts and require very few ink adjustments on press.
- » Many paper mills manufacture paper with up to 30% post-consumer waste.
- » There are thousands of FSC certified products available, from paper to furniture—even guitars.
- » Every year enough paper is thrown away to make a 12-foot-high wall from New York to California.
- » In 2007, the total recovery rate for all paper in the U.S. was more than 51%.



SMALL THINGS, BIG DIFFERENCE

WHAT WE AS INDIVIDUALS CAN DO

See the light.

Replacing one regular light bulb with a compact fluorescent light bulb will save 150 pounds of carbon dioxide per year.

Turn off non-essential lights and appliances.

The electricity generated by fossil fuels for a single home puts more carbon dioxide into the air than two average cars.

Better yet, unplug electronics that aren't in use.

This includes chargers when they are done charging.

Switch to green power.

In many areas, you can switch to energy generated by clean, renewable sources such as wind and solar.

Pump up the volume.

Keeping tires inflated properly will improve fuel efficiency by up to 3.3%. (If everyone did this, the U.S. would gain more in oil than what's projected to be found in the Arctic National Wildlife Refuge.)

Clean the lint filter in your dryer.

Improving air circulation cuts down on drying time and saves energy.

Fine-tune the fridge temperature.

Don't keep your refrigerator or freezer too cold. Recommended temperatures are 37–40 degrees Fahrenheit for the fresh food compartment of the refrigerator and 5 degrees Fahrenheit for the freezer.

Buy locally grown and produced foods.

The average meal in the U.S. travels 1,200 miles from the farm to your plate. Buying locally will save fuel and keep money in your community.

Dispose of disposables.

The average family spends nearly \$300 each year on paper towels and napkins. Use cloth when you can.

Vote and let your voice be heard.

Put people in office who prioritize the environment and encourage elected officials to take a stand on sustainability issues.

The future is plastics.

If we recycle every plastic bottle we use, we'll keep two billion tons of plastic out of landfills. (Of course, the best thing is to cut back on plastic bottle consumption altogether!)

Calculate your own ecological footprint.

Myfootprint.org evaluates consumption (and waste production) in terms of the land and ocean areas necessary to support it.

GLOSSARY AND TERMS

Carbon footprint The calculation of greenhouse gases produced by a person, organization or activity, in units of carbon dioxide. Includes both direct and indirect emissions.

Chain of custody The process of tracking wood fiber through the supply chain to ensure its integrity and certification.

Conservation Responsible use of natural resources to preserve and protect the environment. Recycled papers are an excellent example: they conserve trees, water, chemicals, energy and landfill space.

Corporate Social Responsibility (CSR) Being responsible to all stakeholders and balancing the "triple bottom line": financial, social and environmental interest.

Environmental calculator An online assessment tool calculating the environmental attributes and trade-offs of paper purchasing decisions. Looks at post-consumer waste percentages as well as manufacturing processes (e.g., wind-generated electricity and other renewable energy sources).

Environmental footprint The calculation of natural resources consumed by a person, organization or activity and the earth's ecological capacity to regenerate them.

Forest Stewardship Council (FSC) Created in 1993 in support of responsible forestry practices worldwide. FSC certification means a product has passed through a "chain of custody," where wood fiber is tracked through the supply chain to ensure its integrity.

Global warming The rise in near-surface temperature of the earth as a result of human-caused increases in greenhouse gases, specifically carbon dioxide.

Green-e The nation's leading independent certification and verification program for renewable energy and companies that use renewable energy sources such as wind power, solar power, low-impact hydropower and biomass.

Green-Seal An independent nonprofit organization dedicated to promoting the manufacture, purchase and use of environmentally responsible products and services.

Greenwashing A term used to describe the actions of a company, government or other group advertising positive environmental practices while acting in the opposite way. For example, the U.S. government's Clear Skies initiative, which environmentalists claim weakens air pollution laws.

ISO "International standards for a sustainable world." The ISO 14000 family of standards relates to environmental management and means an organization is working to minimize harmful effects on the environment caused by its activities while striving to continually improve its environmental performance.

Post-consumer waste (PCW) Refers to material recovered after being used and discarded by a consumer. Percentage of PCW is routinely identified in many papers.

Process chlorine free (PCF) Refers to papers that contain post-consumer fiber processed without the use of any additional chlorine or chlorine compounds. (Because PCF paper contains recycled-content fiber, PCF paper production can also reduce water, energy and virgin fiber usage.)

Rainforest Alliance A global organization working to conserve biodiversity and ensure sustainable livelihoods by transforming land-use practices, business practices and consumer behavior.

Recyclable Able to be recycled. Applies to paper even if it is coated or otherwise treated.

Recycled Reused and/or reprocessed.

Smartwood A Rainforest Alliance program offering independent auditing, certification and promotion of FSC-certified forest products in order to improve forest management by providing economic incentives to businesses that practice responsible forestry.

Stakeholders May include shareholders, suppliers, customers, partners, regulators, activists, labor unions, employees, community members and government.

Sustainable Forestry Initiative® (SFI) Founded by the American Pulp & Paper Association, this independent program is based on the premise that we can protect our forests while producing the wood and paper products our economy needs.

Sustainability A characteristic of a process or state that can be maintained at a certain level indefinitely. Used often in reference to how long human ecological systems can be expected to be usefully productive.

Triple bottom line Refers to environmental and social performance in addition to financial performance; succinctly summed up as "people, planet and profit."

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