



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 footprints by focusing on renewable energy resources and creating “greener” products and services. Today, sustainability is seen more as a competitive advantage as opposed to a costly requirement for doing business.

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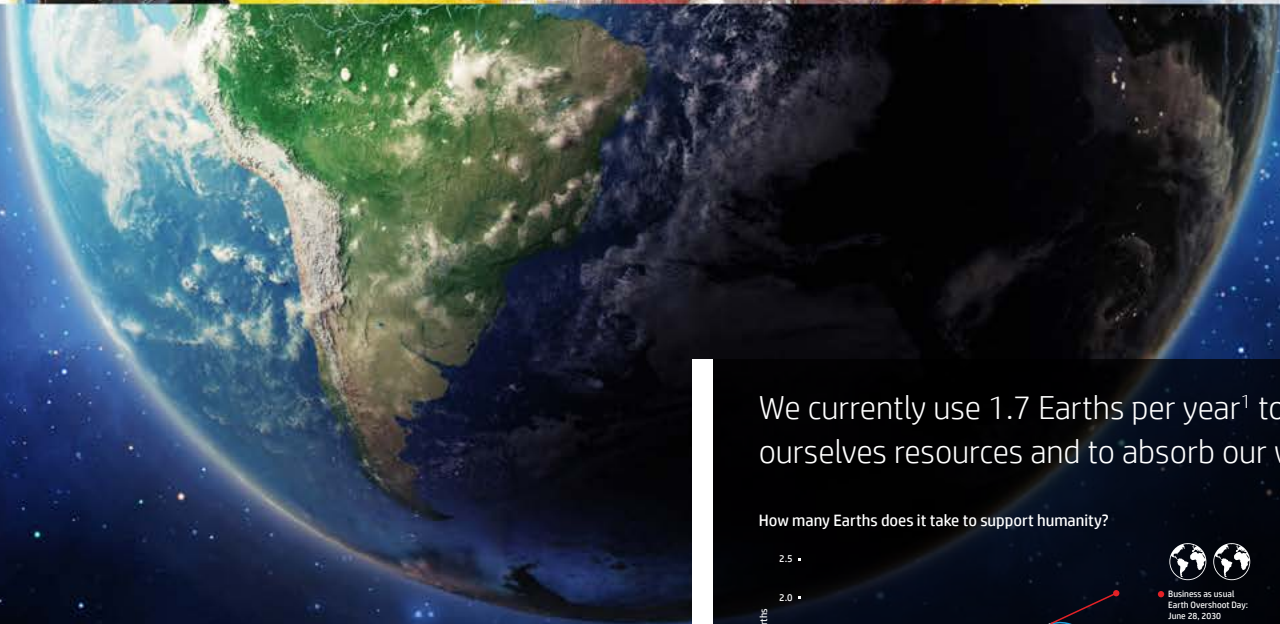
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Did you know?

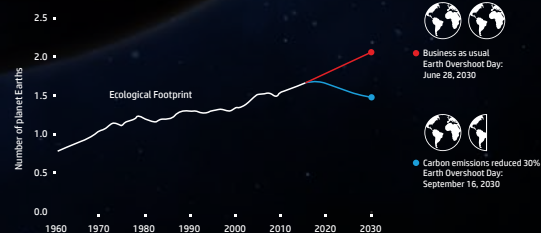


Earth is no longer enough



We currently use 1.7 Earths per year¹ to provide ourselves resources and to absorb our waste.


How many Earths does it take to support humanity?




Business as usual
Earth Overshoot Day:
June 28, 2030



Carbon emissions reduced 30%
Earth Overshoot Day:
September 16, 2030



92% of the water
we use is invisible



What we see:

We use 137 liters/day at home for drinking, cooking, washing etc.²

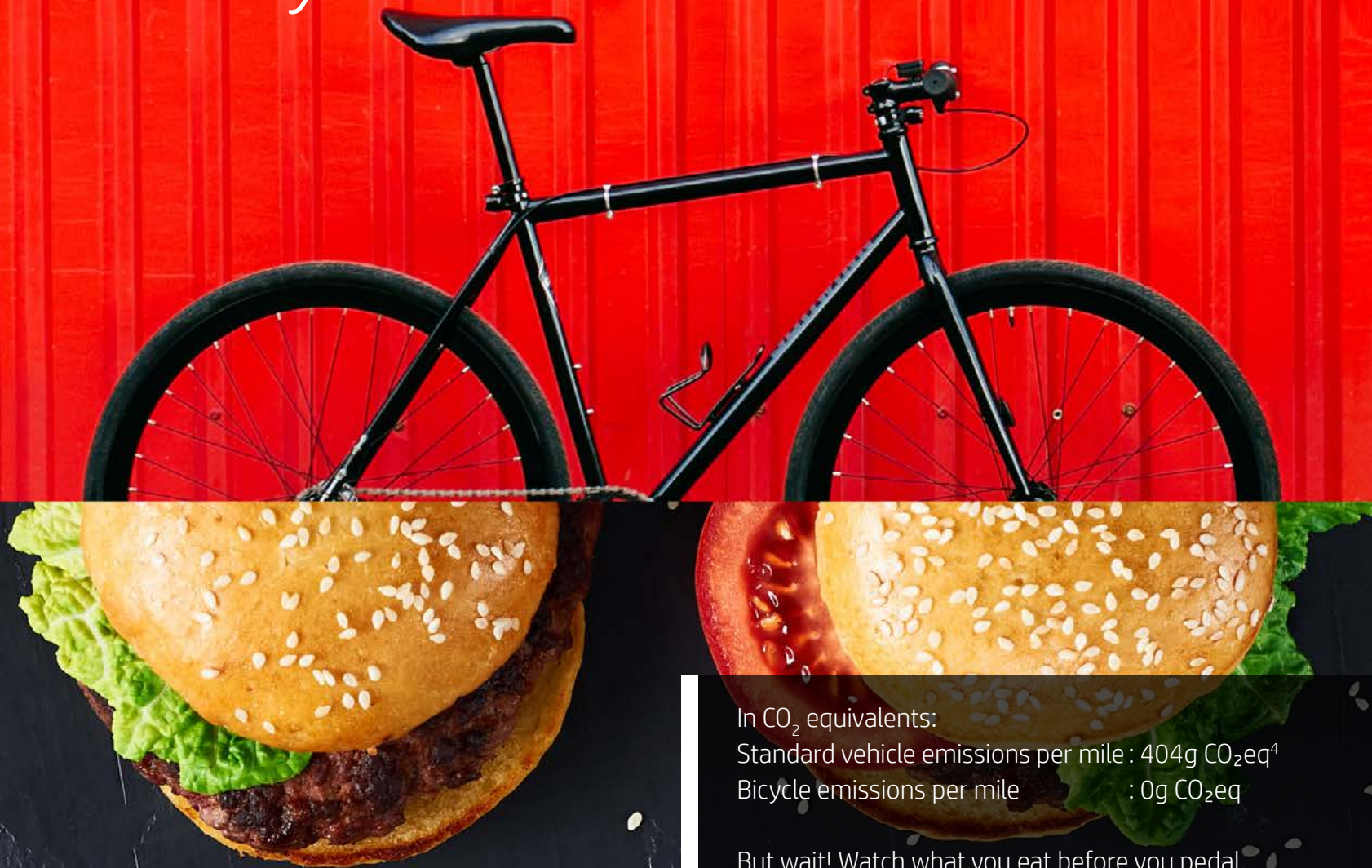
What we don't see:

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

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



In CO₂ equivalents:

Standard vehicle emissions per mile: 404g CO₂eq⁴

Bicycle emissions per mile : 0g CO₂eq

But wait! Watch what you eat before you pedal.

Carbon footprint of cycling a mile after eating:⁵

Breakfast



Emission
(CO₂eq)

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

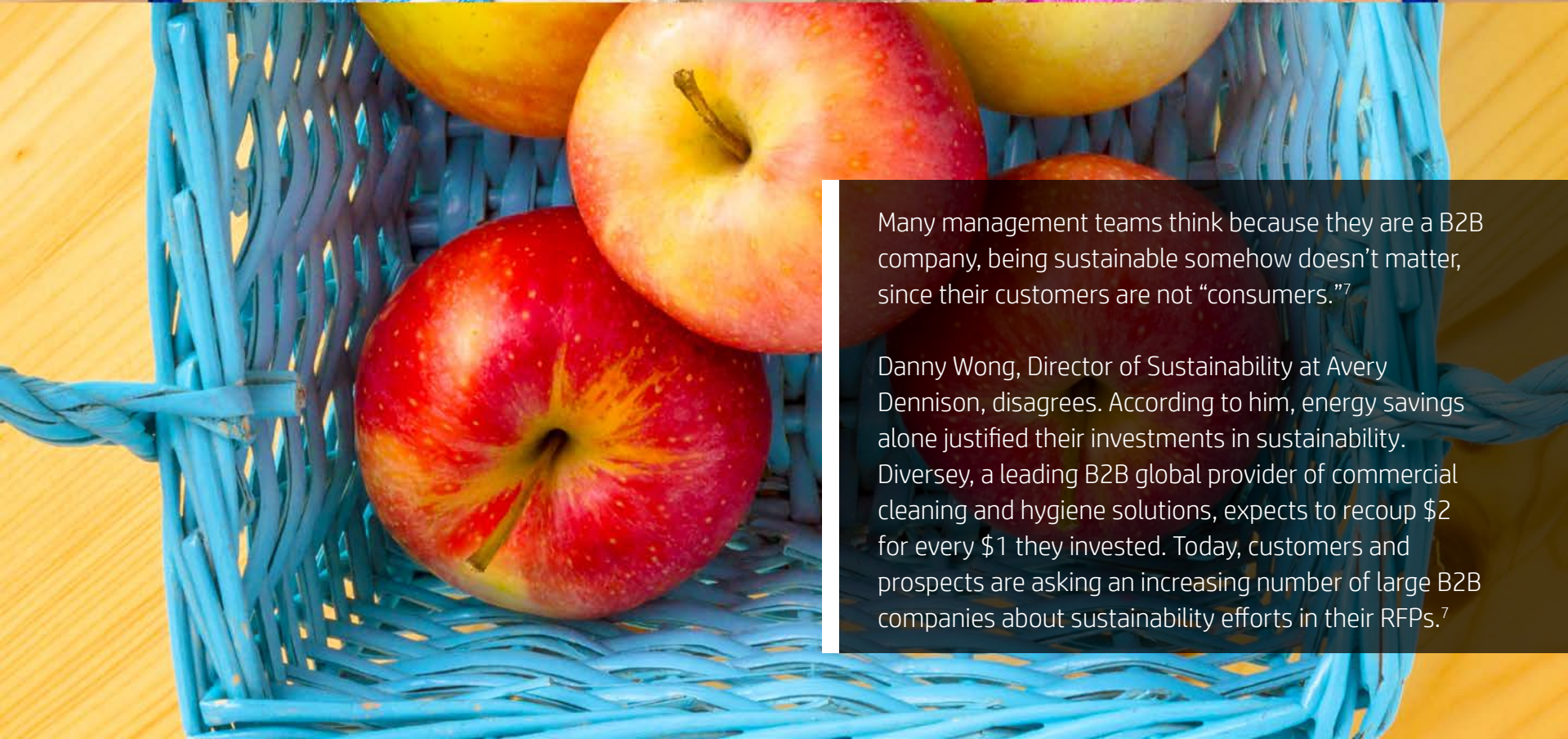
Sustainability equals no money



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 stream⁴
- Johnson & Johnson has undertaken 80 sustainability projects since 2005 and achieved \$187 million in savings⁴
- Coca-Cola generated a 20% IRR on their investments in energy saving initiatives⁷

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. 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 them. 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

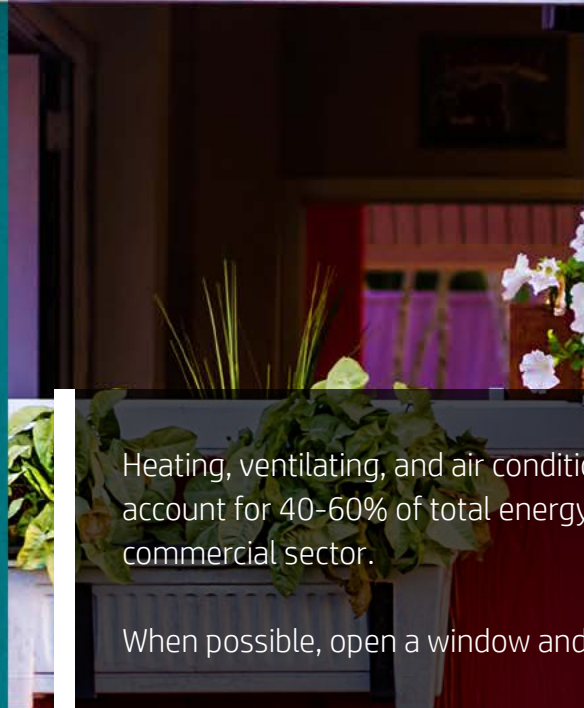
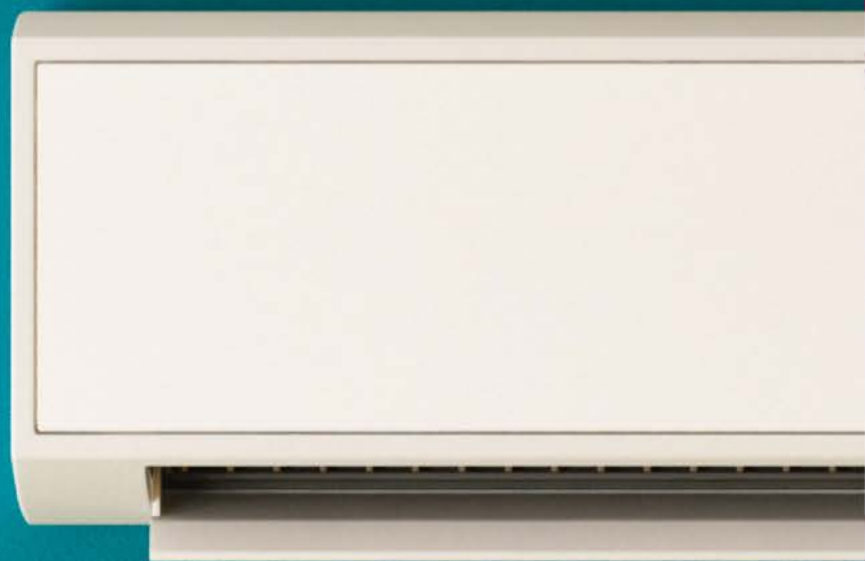
You can fix it



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.

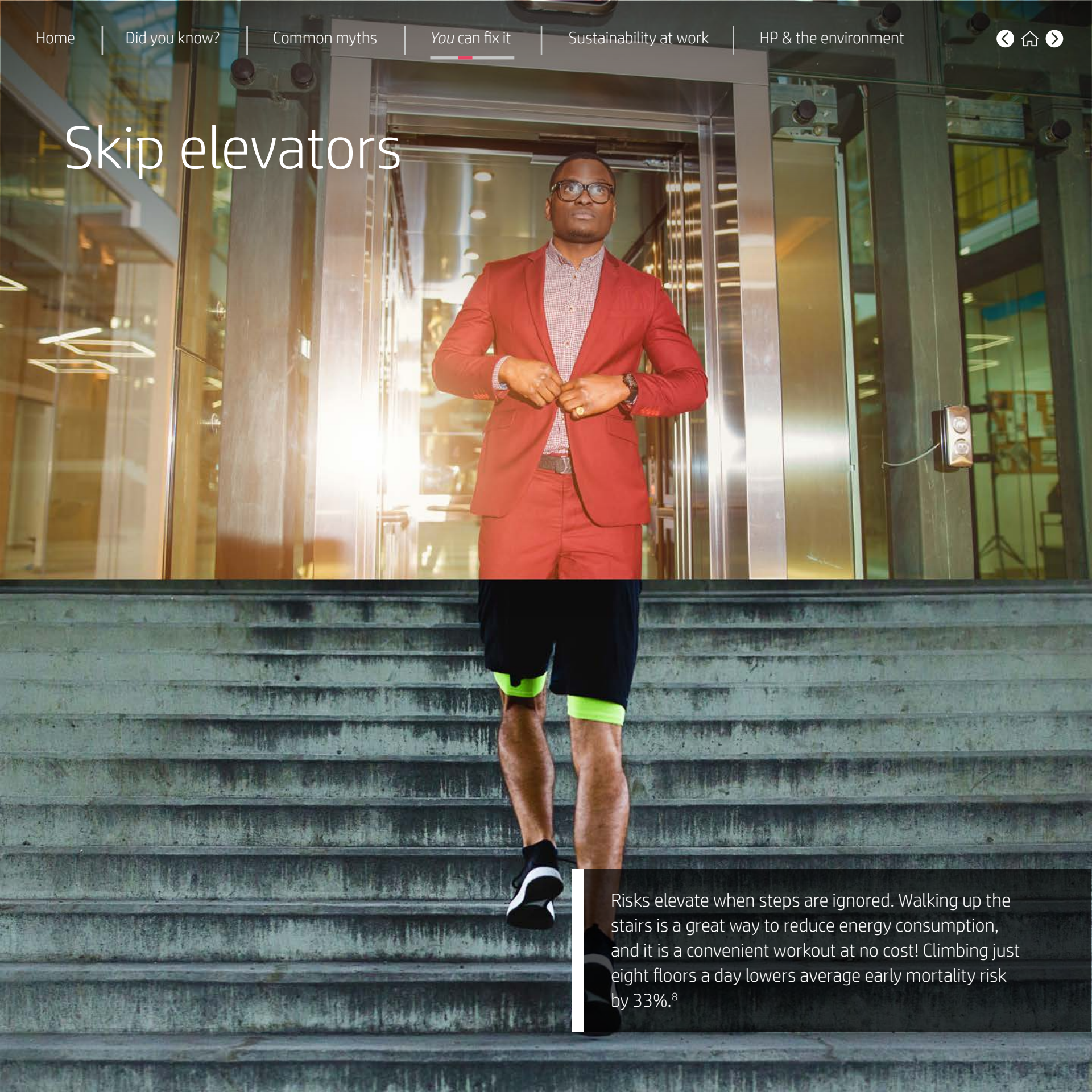
Open a window



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

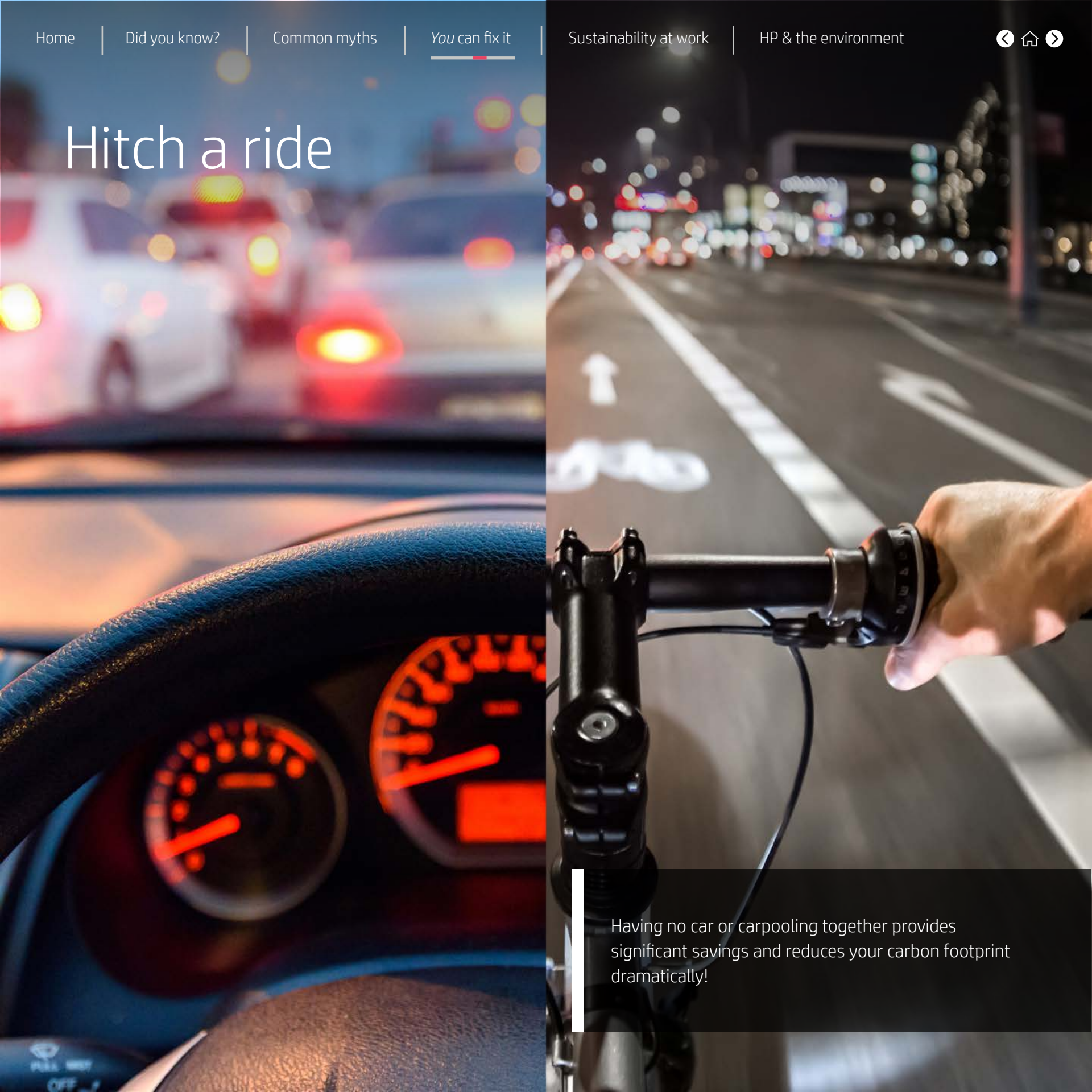
When possible, open a window and save exponentially.

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!

Watch what you eat



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

Sustainability at work



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.

HP & the environment



Sustainable printing

Sustainable printing is becoming a must in a complex and changing landscape. This trend goes beyond environmental impacts, considering also people and society. Governments are increasing focus on regulations, but also brands and consumers want to be environmentally responsible. Not being green is not a choice and has negative consequences. Green claims need to be environmentally responsible. Trust and transparency are key.



Sustainable Impact at HP

Sustainable Impact is fundamental to HP's reinvention journey – fueling our innovation and growth, and strengthening our business for the long term.

At HP, we strive to help reduce the climate impact of our supply chain, operations, and products and solutions. We have sourced more than 550,000 pounds⁹ of likely ocean-bound plastic bottles for use in manufacturing new Original HP ink cartridges.



HP Latex printing & the environment



A commitment to more sustainable signage.

Whether you're concerned about regulations, your customers are becoming more environmentally responsible, or you care about your operators, you may be interested in the environmental advantages of HP Latex. As part of one of the most sustainable companies in the world, HP Latex continues to lead the change in sustainable signage printing.

Backed by the environmental and health certifications that matter most,¹⁰ HP Latex technology uses water-based inks. This innovation is not only a better approach for the environment, it empowers you to become more sustainable as well.

- Water-based HP Latex Inks offer an attractive environmental and health profile to both print service providers and their customers.
- With credentials helping to address indoor air quality concerns,¹¹ HP Latex Inks produce odorless prints¹² that can be used for indoor signage and décor, such as homes, restaurants, retail, or even hospitals.

Sources

1. See footprintnetwork.org.
2. See thewaterweeat.com/.
3. See phys.org/news/2006-01-hybrid-cars-pros-cons.html.
4. See epa.gov/greenvehicles/greenhouse-gas-emissions-typical-passenger-vehicle.
5. See theguardian.com/environment/2010/jun/08/carbon-footprint-cycling.
6. See greenbiz.com/blog/2009/11/23/8-myths-about-sustainability-business.
7. See bizfluent.com/list-6656162-environmental-trends-business.html.
8. See stepjockey.com/health-benefits-of-stair-climbing.
9. See press.ext.hp.com/us/en/blogs/2018/hp-sources-more-than-550-000-pounds-of-ocean-bound-plastic-for-n.html.
10. Based on a comparison of HP Latex Ink technology to competitors with leading market share as of December, 2013 and analysis of published MSDS/SDSs and/or internal evaluation. Performance of specific attributes may vary by competitor and ink technology/formulation. Print shops/print service providers must seek certifications and eco-labels directly with certifying bodies. HP does not imply or grant certification or ecolabels to print shops/PSPs nor does it support individual customer processing of such certifications.
11. GREENGUARD GOLD Certification is applicable to HP Latex Inks. UL GREENGUARD GOLD Certification to UL 2818 demonstrates that products are certified to UL's GREENGUARD standards for low chemical emissions into indoor air during product usage. For more information, visit ul.com/gg or greenguard.org.
12. There is a broad set of media with very different odor profiles. Some of the media can affect the odor performance of the final print.

Presented by



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