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Allen Press

## **Publish** **Responsibly**

Practical solutions for environmentally  
conscious organizations

**Vision into Action**

# Drivers

- Pressure from members/subscribers
- Central to your mission
- Set an example
- Right thing to do
- Reduce costs
- Competition
- Public perception



***Positive proof of global warming.***



**18th  
Century**

**1900**

**1950**

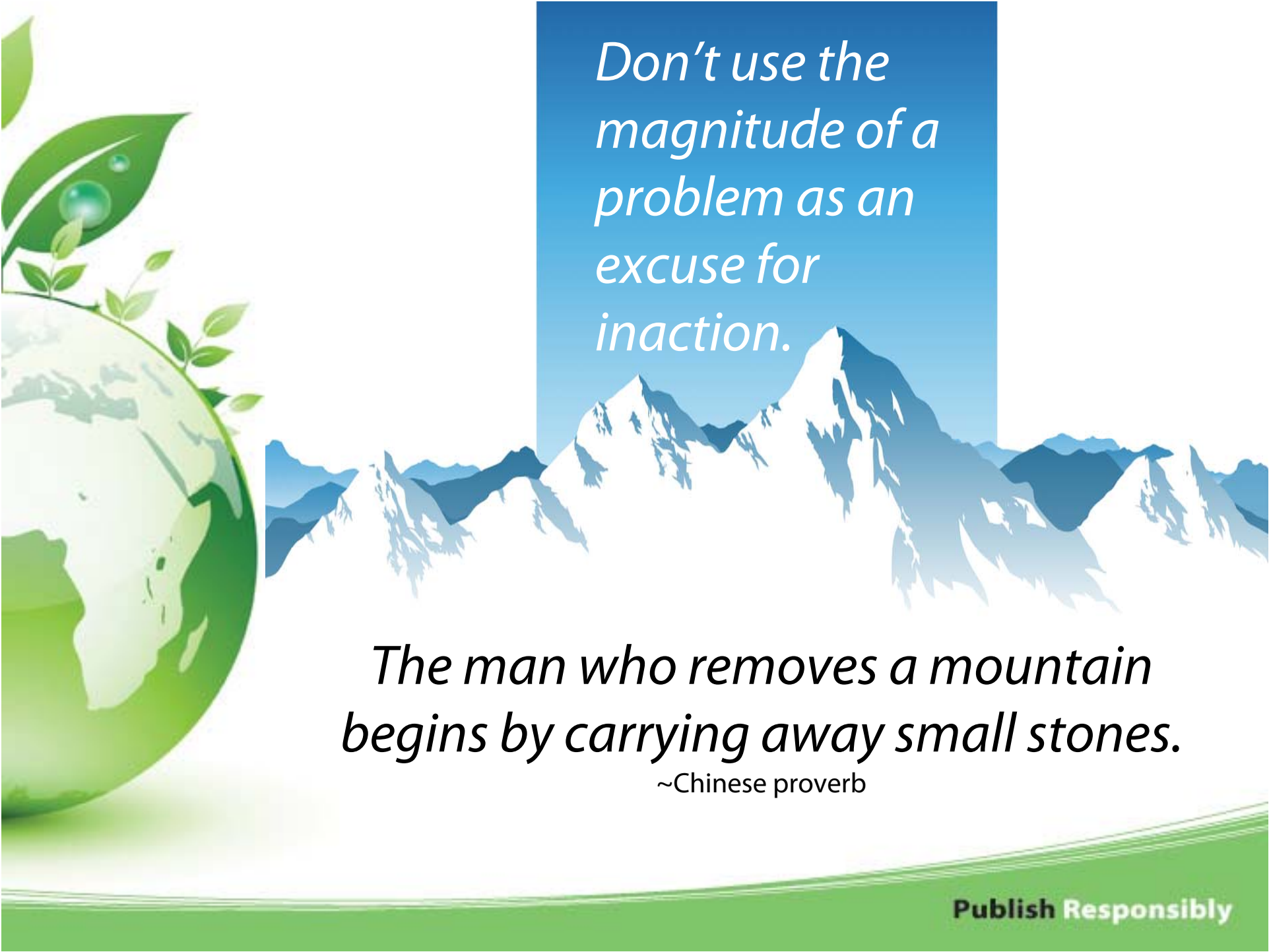
**1970**

**1980**

**1990**

**2006**

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*Don't use the  
magnitude of a  
problem as an  
excuse for  
inaction.*

*The man who removes a mountain  
begins by carrying away small stones.*

~Chinese proverb

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*Making it a reality*

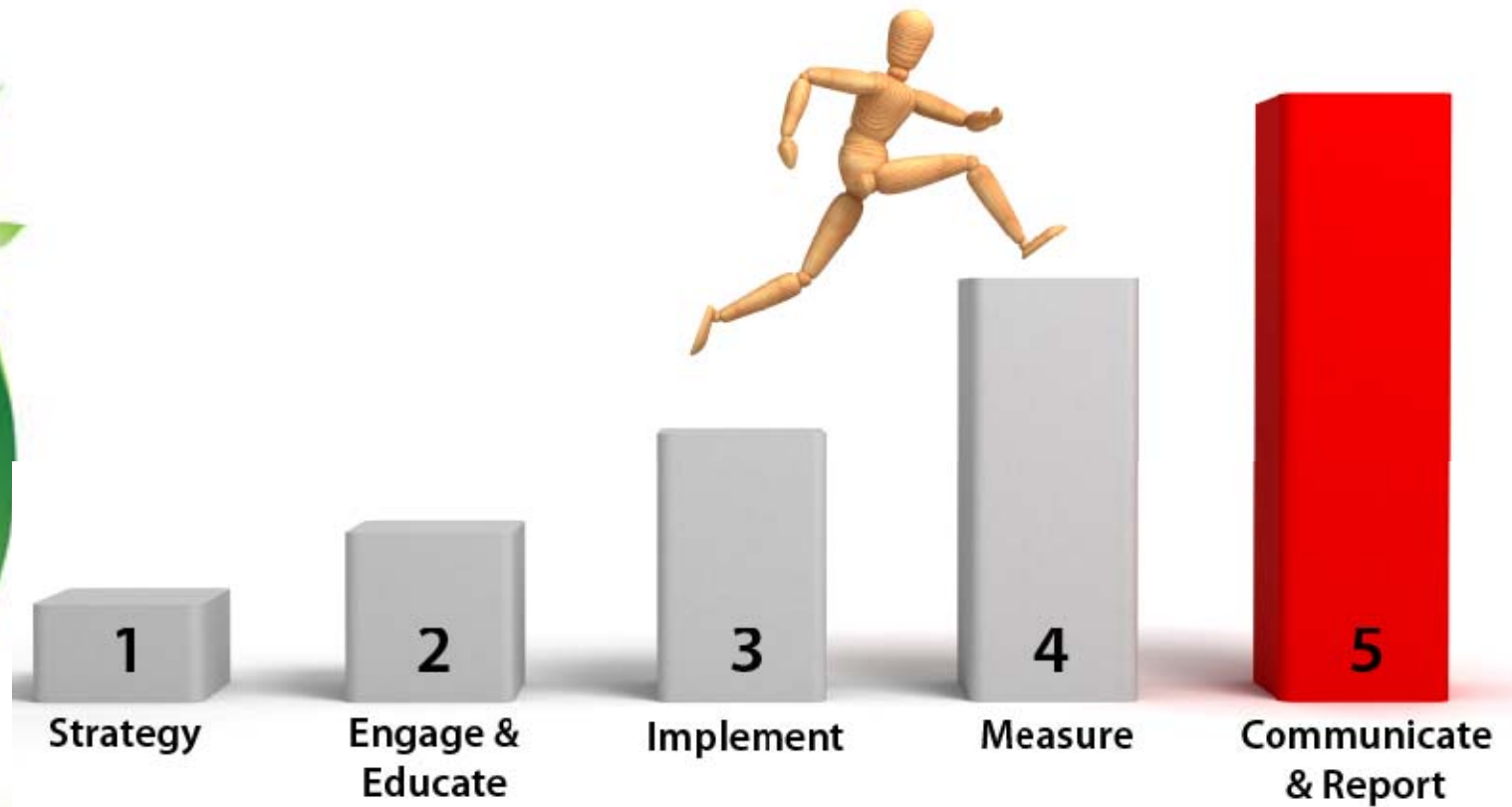
# **Commitment**



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*How it works*

# Steps to Sustainability



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*Getting started*

## **Step 1 | Strategy**

- Vision/Sustainably Statement
- Set objectives and guiding principles
- Implementation roadmap



*Step 1*

# **The Four R's**





*Step 1*

## **Areas to consider**

- Offices
- Suppliers
- Annual Meeting
- Employees
- Members





*Step 2*

## **Engage and Educate**

- Share your vision with members/subscribers & staff
- Promote your intentions and your efforts
- Educate about your motivation





Step 2

## Engage and Educate

*"80% of staff want to work for a responsible company"*

(The Economist Survey)

*100% of buyers think the environment will become a bigger industry issue in the coming years*

(2007 IMEX 4<sup>th</sup> Annual Survey of Buyers)

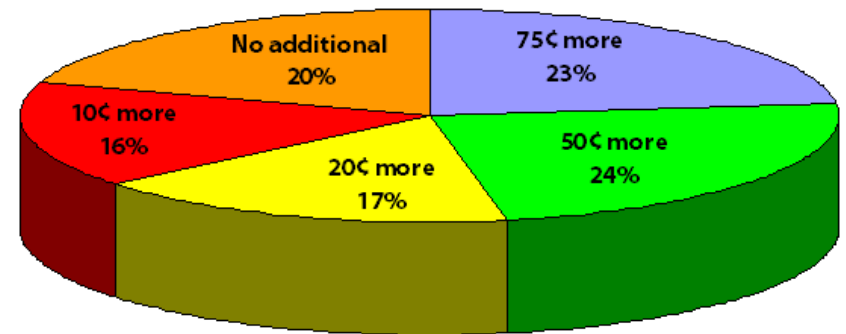


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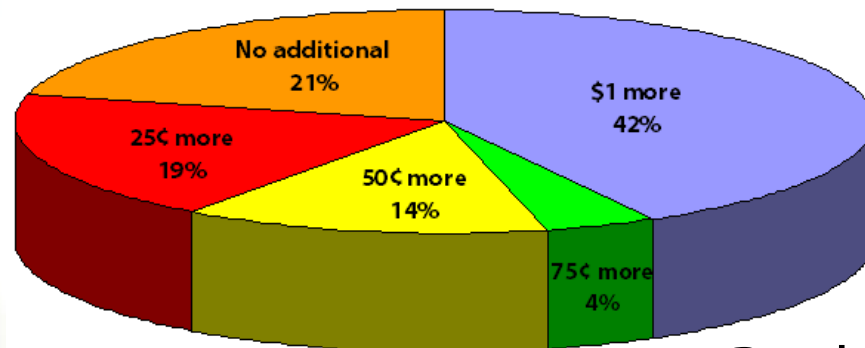
## Step 2

# Engage and Educate

Study shows consumers will pay more for books and magazines on recycled paper



Magazines



Books

Source - Opinion Research Corp., an independent survey company commissioned by [www.coopamerica.org](http://www.coopamerica.org)

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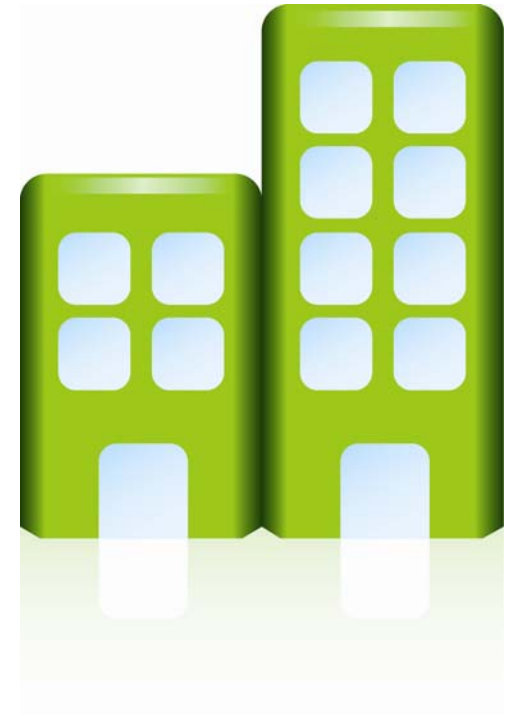


*Step 3*

## **Implementation**

### **Office**

- Facility conservation (reduce, reuse)
- Workflow reengineering
  - Soft proofing
  - Paperless
- Renewable energy
- Recycling
- Building materials





*Step 3*

## **Suppliers**

- Inquire about environmental efforts
- Make part of your purchasing requirements
- Let your suppliers help you be green





*Step 3: Case Study*

## **Allen Press Initiatives**

- FSC and recycled papers
- Renewable energy program
- Soy inks and testing no VOC inks
- Digital Workflows
- Good manufacturing process
- Grassroots recycling
- Facility conservation committee
- Customer Education





*Step 3*

## **Annual Meeting**

- Venue selection
- Paperless or paper-free
- Reusable conference bags
- Eliminate waste
- Future Vision: Personalized abstract book POD



*Step 3*

## **Employees**

- Encourage carpooling
- Provide subsidies for public transportation
- Consider telecommuting
- Encourage them to carry your vision home





*Step 4*

## **Measure**

- Use online carbon footprint calculators to develop a baseline and measure your efforts
- Measure your effectiveness against your own Sustainability Statement
- Survey members/subscribers



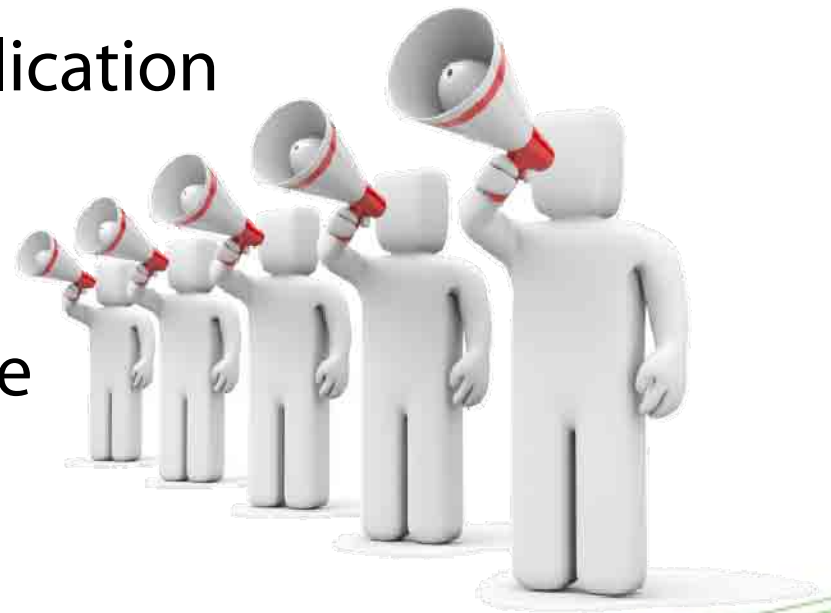


*Step 5*

## **Communicate and Report**

Let your members/subscribers know what you've done and the impact.

- Editorial in publication
- Display logos
- Sustainability page on website
- Press releases





*Step 5*

# Promotional Logos



Bonneville Environmental Foundation



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# Summary

- Strategy
- Engage and Educate
- Implementation
- Measure
- Communicate and Report





**Sunday, September 7 from 11am to 6pm**  
at 2nd and South Streets in  
Philadelphia. Over 200 exhibitors and  
20,000 visitors will fill the streets to learn  
and share how fun it is to be green!

[www.greenfestphilly.org](http://www.greenfestphilly.org)

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# Questions?

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