

## Green Procurement – Pipe Dream or Realistic Strategy?

### Paper Management Programmes

We are all very well aware of our need to reduce carbon emissions and protect our planet. In Corporate South Africa more and more organisations are asking a key question. How much paper are we consuming for our marketing efforts? Indeed, this is a very good question and is normally followed up by Procurement or Marketing asking how they must manage something that can't be measured. Very few organisations have an answer to this question, yet they have enormous cabinets full of Corporate and Social Responsibility briefings.

Planning to use green materials is a basic but significant first step. Look for suppliers who subscribe to the FSC (Forestry Stewardship Council), insist where possible on recycled paper and finally ask suppliers about elemental chlorine free materials. Recycled paper content can be up to 50% hence halving the environmental impact of the corporates marketing efforts.

Responsible Forestry really matters. South Africa has over 1.3 million hectares under FSC certification. The 3 key components of this are:-

**1 Environmentally appropriate** ensures that the harvest of timber and non-timber products maintains the forest's biodiversity, productivity, and ecological processes.

**2 Socially beneficial** helps both local people and society at large to enjoy long term benefits and also provides strong incentives to local people to sustain the forest resources and adhere to long-term management plans.

**3 Economically viable** forest operations are structured and managed so as to be sufficiently profitable, without generating financial profit at the expense of the forest resource, the ecosystem, or affected communities

Measurement is by far the hardest piece of the jigsaw to fit in place. Consider implementing a Paper Management Process. (PMP) Local print managers offering best in class practices can assist with this. Local companies such as POINT have embarked on this journey already. As Christian Bell commented recently "We are being asked more and more about green procurement and paper usage data, moreover the major corporate clients we work with are now insisting on this. We are developing management tools within our print management platform which will deliver accurate and up to the minute consumption data on demand."

In terms of process improvement the first step is to be able to measure the consumption. Once we achieve this we can start looking into POD, Print on Demand, and Stock Management strategies." How many times do you print a leaflet or brochure which becomes obsolescent very quickly? We are aware of companies with literally millions of such documents which must then be destroyed. This is bad not just for the environment but also for your procurement profile and your marketing budgets." Paper typically equates to 40% - 60% of the cost of a

printed item. Making saving on this element should be high on the radar. POINT are saving local companies upwards of 30% of their marketing print costs and POINTS' paper management programme will bolster this further.

If you have a green print strategy or to make any comments on this article please contact us at [Christian@pointsa.co.za](mailto:Christian@pointsa.co.za)

