

Introduction

Individuals do not often think about the environment when printing their books, leaflets, and cards. Their priority is making them look good. But we can still make amazing designs without compromising the Earth. The answer is simple. Sustainable printing.

As printing is now happening everywhere; in schools, at offices, and even commercially, it is taking a big toll on the planet. However, there are ways to reduce that impact and make printing more eco-friendly.

Everyone can implement these tips and practices, including individuals like you, to make your office more sustainable.

Impact of printing

Firstly, I want to talk about the impact printing has on the environment. I will break it down into three things: resources, energy, and waste.

First of all, let's talk about the materials used in printing: it is generally paper/card and ink. To make the paper, trees need to be cut down. This is a huge global industry and so hectares of forest are cut down every day to supply the world with paper. The ink used is in many cases petroleum-based, a finite resource. They also contain VOCs (volatile organic compounds) which are toxic to the environment, wildlife, and us.

Printing also uses a lot of energy which is from fossil fuels most of the time. The emissions contribute to climate change and pollute cities.

Finally, printing creates waste. Think about how much you have printed and how much of it ended up in the bin. Unfortunately, most of the things we print go to the bin a day, a week, or a month later. While a lot of it gets recycled, people still throw away a lot of paper in normal bins. So, what is the solution to these problems?

Nudge

12 downloadable stickers as tips to eco-friendly printing

SUSTAINABLE PRINTING PAPER

Always use recycled paper instead of virgin premium paper when possible.

SDGilevel

SUSTAINABLE INK

Use plant-based ink to massively reduce your environmental impact.

SDGilevel

REDUCING WASTE

Double check what you want to print and preview it before pressing print.

SDGilevel

REDUCE ENERGY CONSUMPTION

The equipment should be as energy efficient as possible to reduce electricity consumption.

SDGilevel

RECYCLE EMPTY CATRIDGES

Use providers that allow return of empty ink cartridges back to them for free.

SDGilevel

GO PAPERLESS

Take advantage of technology and go digital. Eliminate paper as much as you can.

SDGilevel

TRACK YOUR PRINTING

When you track yourself, you think twice before clicking print.

SDGilevel

DOUBLE-SIDED

Print on both sides of the paper and you'll half the amount of paper you use instantly.

SDGilevel

MAXIMIZE SPACE

Use as much of the page as possible.
Fit more words on a page.

SDGilevel

PRINT QUALITY CONTENT

Print content that you will want to keep
for a long time. Dont make your content
single-use.

SDGilevel

INVEST IN A ECO PRINTER

Invest in a new and more efficient
printing equipment, you could greatly
reduce energy consumption.

SDGilevel

COMPOST/ RECYCLE

When printing a design or a flyer, make
sure that it can be recycled or
composted. Paper should not end up in
landfills.

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