

Sustainability Report

To	Katie Mclean; Project Manager – Mayoral Combined Preparations
Subject:	2021 WYCA Mayoral Booklet Production
Date:	10 December 2020

Background

Print Image Network Limited (PIN) has been contracted by Leeds City Council (LCC) by way of an existing contract variation, to produce the Mayoral Candidate Booklet for the West Yorkshire Mayoral Election taking place on Thursday 6 May 2021. At a project meeting on 1 December 2020, it was requested that information relating to sustainability and environmental considerations that have been applied to the production and fulfilment of the booklet be explained for the benefit of all stakeholders.

UK Printing – facts and figures

- The UK is the world's fifth largest producer of printed products.
- It has 112,000 employees in 8,000 companies.
- It has a £14 billion turnover and contributes £3.3 billion in wages to the UK workforce.
- The Yorkshire & the Humber region is home to 691 print companies, with 13,536 employees and a turnover of £1,670 million¹.

Print is largely produced using sustainable materials. It is an industry which is predominantly paper-based of which 80% is sourced from European forests – which are growing by over 1,500 football pitches every day. Printing companies are at the forefront of improvements in environmental performance in manufacturing with high levels of take-up for both the ISO 14001 environmental management standard and for the FSC (Forest Stewardship Council) and PEFC (Programme for the Endorsement of Forest Certification) chain of custody accreditations. Print is an advanced manufacturing sector utilising innovative information and production technologies.

Print is sustainable ²

When it comes to the sustainability of print and paper, it is important to separate the facts from the myths. The European paper industry is a world-leader when it comes to sustainably sourced raw materials, renewable energy and recycling rates. There are still misconceptions around paper and an abundance of misleading information about paper and its impact on the environment:

¹ Source: BPIF Research analysis of ONS data for 2018.

² Source: Busting the Myths 2019, Two Sides, www.twosides.info

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59% believe European forests are shrinking:

- European forests have been growing by over 1,500 football pitches every day.
- These forests supply over 90% of the wood used by the European paper industry.

63% believe only recycled paper should be used:

- Because fibre degrades over time, virgin fibre is essential to European paper production.
- 53% of the fibre used by the European paper industry comes from paper for recycling.

53% believe electronic communication is better for the environment:

- The Information Communication and Technology (ICT) industry accounts for around 2.5–3% of global Greenhouse Gas emissions and this is predicted to rise to 14% by 2040.
- Phones accounted for 435,000 tonnes of e-waste in 2016.

53% believe paper production uses an excessive amount of water:

- Most paper production takes place in locations with low water stress.
- 93% of water is returned to the environment after treatment.

33% believe paper is a wasteful product:

- 72.3% of paper is recycled in Europe – close to the practical maximum of 78%.
- In Europe, paper fibres are re-used 3.6 times on average.

Accreditations

Paper is of course the largest consumable by volume in the printing industry and its manufacture can have an impact on environmental, social and economic aspects. In 1993, the Forest Stewardship Council (FSC) was established to promote responsible forestry in connection with all wood-based consumable products.

What is FSC?

FSC stands for 'Forest Stewardship Council'. It is an international non-profit organisation dedicated to promoting responsible forestry. FSC certifies forests all over the world to ensure they meet the highest environmental and social standards. Products made with wood and paper from FSC forests are marked with our 'tick tree' logo. When you see this logo, you can be confident that buying it won't mean harming the world's forests.

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How does the FSC system work?

Forests are inspected and certified against strict standards based on FSC's 10 Principles of Forest Stewardship. These inspections are undertaken by independent organisations, such as the Soil Association, that are accredited by the FSC. In order to be given FSC certification a forest must be managed in an environmentally appropriate, socially beneficial and economically viable manner. This is what makes the FSC system unique and ensures that a forest is well-managed from the protection of indigenous people's rights to the methods of felling trees. Forests that meet these strict standards are given FSC certification and the timber allowed to carry the FSC label. FSC runs a global forest certification system with two key components:

- Forest Management
- Chain of Custody
- FSC also licenses retailers and other end users to promote FSC labelled products, without holding FSC certification.

The FSC system allows businesses and consumers to identify, purchase and use wood, paper and other forest products made with materials from well-managed forests and/or recycled sources.



FSC's "tick tree" logo is used to indicate that products are certified under the FSC system. When you see the FSC logo on a label, you can buy forest products with confidence that you are helping to ensure our forests are alive for generations to come.

The 10 FSC principles

Ten Rules for Responsible Forest Management:

1. Comply with all applicable laws, regulations and nationally ratified international treaties, conventions and agreements.
2. Maintain or enhance the social and economic wellbeing of workers.
3. Identify and uphold Indigenous Peoples' legal and customary rights of ownership, use and management of land, territories and resources affected by management activities.
4. Contribute to maintaining or enhancing the social and economic wellbeing of local communities.
5. Efficiently manage the range of multiple products and services of the Management Unit to maintain or enhance long term economic viability and the range of environmental and social benefits.
6. Maintain, conserve and/or restore ecosystem services and environmental values of the Management Unit, and shall avoid, repair or mitigate negative environmental impacts.

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7. Have a management plan consistent with its policies and objectives and proportionate to scale, intensity and risks of its management activities. The management plan shall be implemented and kept up to date based on monitoring information in order to promote adaptive management. The associated planning and procedural documentation shall be sufficient to guide staff, inform affected stakeholders and interested stakeholders and to justify management decisions.
8. Demonstrate that, progress towards achieving the management objectives, the impacts of management activities and the condition of the Management Unit, are monitored and evaluated proportionate to the scale, intensity and risk of management activities, in order to implement adaptive management.
9. Maintain and/or enhance the High Conservation Values in the Management Unit through applying the precautionary approach.
10. Management activities conducted by or for the organisation for the management unit shall be selected and implemented consistent with the organisation's economic, environmental and social policies and objectives and in compliance with the Principles and Criteria collectively.

The next most significant aspect of the printing process is of course ink. Different printing systems use different inks and there has been a tremendous advance in technology over the last few years. Now, vegetable, soy and water-based inks can print just as well as petroleum and solvent based materials thus reducing the amount of volatile organic compounds that are released into the environment.

Production processes to be employed

The production process will commence once finished artwork has been provided to PIN. Thereafter the following processes will be:

Site 1 - Northampton:

- A. Printing of 24 page, A5 Mayoral candidate booklet on a heatset web press.
- B. Finishing - collation, trimming, folding and stitching of the Mayoral candidate booklet.

Site 2 – Leeds:

- C. Printing of booklet outer mailing cover (not an envelope – see note below on paper wrap process).
- D. Data sortation for mailing discount, data programming, laser personalisation of booklet outer mailing cover (addressed to each elector), enclosing of booklet within mailing cover and secure sealing.
- E. Preparation, packing, sortation maintenance and labelling for despatch into postal stream.

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For all instances A to E above, the following criteria and environmental considerations have been applied:

Paper supply:

FSC Chain-of-Custody under certificate number SGSCH-COC-002612.

The brand of paper to be used has not yet been identified as it is subject to final negotiation and delivery schedule however, any paper purchased and used in the production of the booklet and paper wrap is guaranteed to be FSC accredited under the above certification.

Heatset Printing Inks:

The supplier, Flint Group, based in Germany, will be supplying a sustainable Heatset printing ink for this project under the PremECO BE Ink series. The characteristics of the ink supply have been confirmed as:

- Fulfilling the requirements of the *EU=Ecolabel*, the *German Ecolabel UZ 195 Blue Angel Printed Matter*, the *Nordic Swan Ecolabel* as well as the *Austrian Ecolabel UZ24 Printing inks*
- The mineral oils used in the formulations meet the criteria of *German Ecolabel UZ195 Blue Angel Printed Matter*
- The binders are based on renewable raw materials e.g., gum, resin, vegetable oils and their derivatives.
- The raw materials are neither foodstuffs themselves nor are they in competition with foodstuffs.
- The formulations are done in compliance with the *EuPIA Exclusion Policy*
- *Substances of very high concern* (SVHCs according to the REACH regulation) are not used as constitutional parts of the formulations.
- All inks supplied show good de-inking performance (essential for subsequent recycling of printed matter).
- Ink supplier Flint Group is certified under ISO 9001 quality management system.
- The Flint Group production site in Frankfurt is certified for the energy management system ISO 50001 as part of a long-term plan.
- On the basis of all of the above, the PremEco BE Ink series and their production processes are classified as sustainable and environmentally friendly.

Enveloping process:

Traditionally, large volume booklets and magazines which are posted out to recipients, have been Polywrapped. This is essentially a polythene bag which is sealed around the contents. Whilst it is very economical process for large volume mailings, it is of course now considered to be unethical in terms of environmental sustainability and cannot be recycled.

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An alternative to a polywrap, is of course a traditional envelope however, this option is not as economical as polywrap and if a window envelope is used, recycling can be an issue. Whilst paper envelopes can in the main be recycled, the glassine window from a window envelope is considered a contaminate in the recycling process and has to be extracted first using a heat cycle to melt the adhesive.

The process chosen for the West Yorkshire Mayoral candidate booklet is new eco-friendly technology which only uses paper, is therefore fully recyclable and precludes the use of a traditional envelope. The process involves personalising a reel of paper with the name and address data which is then “wrapped” around the printed booklet and glued on the edges thereby creating a personalised wrap which functions in the same way as an envelope, but without the need for a glassine or plastic window.

The paper supply chain for the outer paper wrap also falls under the FSC accreditation process.

Location

We are pleased to advise that the final stage of the production process being data preparation, mail sortation, personalisation, fulfilment and paper wrapping and despatch takes place in West Yorkshire at our partner site in Leeds. This brings a key element of the production of this project in line with our Corporate Social Responsibility Policy as significant talent, expertise and a local workforce will be engaged in meeting the needs of and delivering the project to the expected high standard.

Summary

Whilst the material volumes and resources to be used in the production of 1,700,000 West Yorkshire Mayoral booklets is considerable, this report shows that the printing industry has and continues to be an innovator in the production of printed communications which are sympathetic to environmental, social, economic and human considerations and is sustainable in all aspects.

Additional documents supplied:

- Print Image Network Environmental Policy.
- Print Image Network Corporate Social Responsibility Policy.