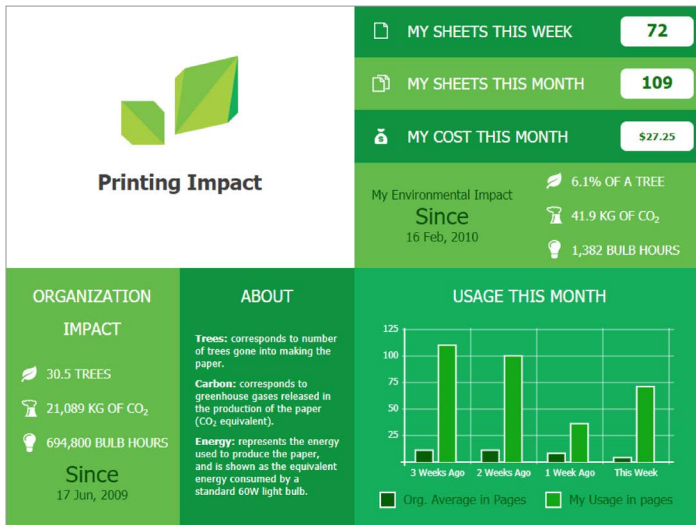# SAVE THE TREES

Our **environment, global warming,** and **waste management** are areas of interest to many. One of the most powerful features in PaperCut is not actually a feature at all – it's the culture change that it brings about in an organization. Encourage change by increasing the visibility of the impact printing has on your company and the environment.

Printing Impact

MY SHEETS THIS WEEK	72
MY SHEETS THIS MONTH	109
MY COST THIS MONTH	$27.25

My Environmental Impact
Since
16 Feb, 2010

- 6.1% OF A TREE
- 41.9 KG OF CO_2
- 1,382 BULB HOURS

ORGANIZATION IMPACT

- 30.5 TREES
- 21,089 KG OF CO_2
- 694,800 BULB HOURS

Since
17 Jun, 2009

ABOUT

Trees: corresponds to number of trees gone into making the paper.

Carbon: corresponds to greenhouse gases released in the production of the paper (CO_2 equivalent).

Energy: represents the energy used to produce the paper, and is shown as the equivalent energy consumed by a standard 60W light bulb.

USAGE THIS MONTH

	3 Weeks Ago	2 Weeks Ago	1 Week Ago	This Week

☐ Org. Average in Pages   ☐ My Usage in pages

Eco-Friendly Solution

The Environmental Dashboard and the Windows Live Tile are innovative ways to raise environmental awareness.

- See your environmental impact front and center
- Promote paper saving in a positive and creative way
- Cut waste and your carbon footprint
- Show how printing equates to trees, CO_2 emissions, and energy

Create Change

One of the primary aims of PaperCut is to reduce printing waste by changing a user's printing behavior. Implementing monitoring, quotas, and charging are good ways of drawing a user's attention to their habits. Highlighting the environmental aspects of their activities is another good way to modify a user's behavior.

Encourage responsible printing with PaperCut quotas and print policies, cutting paper and toner costs and power usage. At-a-glance reporting on CO_2 and carbon emissions – by CO_2 volume or by tree – shows the impact.

★ **Reward and promote good user behavior**
- Award users for printing less
- Encourage the use of duplex and grayscale

★ **Make printing's impact tangible and understandable**
- Convert sheets into an "energy equivalent"
- Emphasize forest conservation
- Highlight CO2 emissions

⚡ENERGY=

the amount of time required to run a 60W incandescent light bulb

The **Environmental Impact** area is displayed on the Summary page and provides users with feedback on the environmental footprint associated with their activities.

Environmental impact is expressed as three statistics:

Environmental Impact

🍃 **30.5 trees**

〜 **21,089 kg** of CO_2

⚡ **694,800 hours** running a 60W bulb

Since **Jun 17, 2009**

🌲 **Trees** The number of trees used to make the paper

〜 **Carbon** The CO_2 equivalent in greenhouse gases released during the paper production

🔌 **Energy** The energy used by the manufacturing process when producing the paper

Environmental impact counters are shown to users when logging into the user web interface. Administrators can also view the impact of users or printers via the details page in the admin interface.

78% of consumers worldwide claim to be changing their behavior to fight climate change, and they expect brands to do the same."
Source: Consumers are becoming more ethical — and that's good for business
khoros.com/ May 21, 2020

ACDI

PaperCut

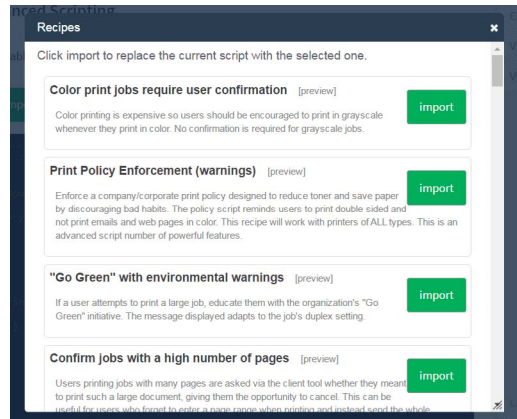# Social Responsibility Success

PaperCut worked with a large national retailer in the middle of a project to implement Secure Print Release. There was push-back from department heads who were worried that any barriers to printing were going to reduce productivity. The environmental impact statistics helped turn this reluctance around. In the end, the savings were so compelling that the project's success was promoted internally and externally as a strong corporate and social responsibility story. **Oh, and for once the IT guy was the hero!**

21% of respondents are looking to reduce their carbon footprint by 2025. Source: Quocirca's Print 2025 market insight study. 2019
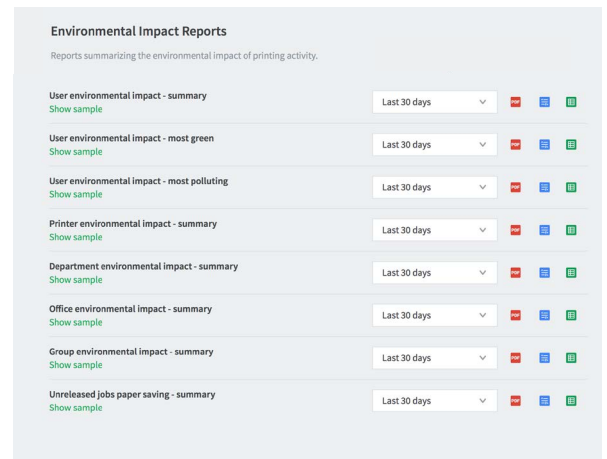
Advanced Scripting

Display environmental impact statistics about a user's print job such as the amount of carbon dioxide equivalent greenhouse gases produced.

76% of respondents expect sustainability to be a highly important credential for businesses by 2025

Source: Quocirca's Print 2025 market insight study. 2019.

Environmental Impact Reports
Summarize the environmental impact of printing.

The optional environmental impact desktop widget

PaperCut has teamed up with **Do Something**, the non-profit organization behind many environmental initiatives including Save Paper.

Contact your ACDI representative to find out how PaperCut can help your organization reduce its environmental impact by 30% or more.