

Sustainable Business Practices



Business & Climate Change...

Whose responsibility is it to do something?

I read and listen to arguments about why developed nations must take responsibility for the damage done to our planet done both now in centuries past. I hear the arguments why big business needs to accept responsibility for the damage they have caused and change their actions now, but why it is always someone else's problem, someone else that needs to do something? Yes, there is history, and yes, countries and big business have been wilfully slow to recognise the need to react, and react quickly, but it always reminds me of walking into the lounge and one of my children shouting, "it's his fault" before I know there is anything for anyone to be at fault for.



Most of the posts I publish online for MiD Solutions 4 Documents Limited are about our products, services, staff, or customers, but with the recent headlines about the fires in the US, Canada and Southern Europe, the increasing number of once in a century floods that now happen almost annually, the United Nations report on climate change and the imminence of COP26, which will take place in Glasgow this

autumn, my thoughts turn repeatedly to what we at MiD do to help companies take positive steps towards becoming more sustainable. Along that vain, I searched online for "climate change what can businesses do?" What follows are my reflections on what I read.

People have benefited greatly from the technological advances humanity has made from the industrial revolution onwards, but at the same time these have come with costs, not least in terms of the damage done to our environment and climate change. Human activities that are harming our planet simply cannot go on at current levels if we are to avoid the worst forecasts. The do-nothing approach adopted by many has and will continue to cause ever increasing damage to our

planet in the long term. We have to address environmental sustainability now and all businesses have an important part to play in this fight against climate change.



There is consumer demand for companies to adopt sustainable practices. Increasingly, our youth are unwilling to remain silent as their elders spoil their inheritance. For businesses, clients are looking for suppliers that chime with their own values and goals. According to Forbes, many millennials are even willing to take a pay cut if it is to work at an environmentally friendly company.

Today, even if it is perhaps a little mercenary thought from a

marketing manager, a genuine focus on sustainability has reputational benefits, but beware of the temptation to indulge in green-washing. The important word there is “genuine”.

Consumers and campaigners alike are no longer content to just tut, and they will not hold back if they detect hypocrisy. Rather, they will be merciless in their condemnation and companies that think a few works on their website are sufficient are quickly outed and reviled.

However, there are fiscal benefits too. Focusing on sustainability in both business models and corporate governance could provide businesses with a lasting competitive advantage. It could also lead to new opportunities, as a strong sustainability strategy can help drive companies into new markets. This isn't a zero-sum situation. It can be a win for the planet, as well as a win for your business.

<https://www.forbes.com/sites/forbesbusinesscouncil/2021/03/24/actions-businesses-can-take-to-fight-climate-change/>

Targets that drive change in business and staff

But what actions can your businesses take to fight climate change? A business's first step should be to develop a sustainability strategy for the company, but just having a strategy is not enough. The business's managers and/or directors need to set targets and regularly monitor progress towards



them. Sustainability goals are more likely to be met if a business sets targets and deadlines. Most business are used to monitoring KPIs and targets and sustainability should be taken just as seriously.

Every time I visit Marks & Spencer I see their environmental targets painted up the wall of the escalator, creating the opportunity for everyone to hold them accountable.

And for the staff at any business where sustainability is taken seriously, there is the knock-on effect could be that once they are used to operating sustainably at work, they may choose to take the message home and have a significant impact on their domestic energy use, recycling, and, well, the soil foundation offers a top 10 things we can do at home to reduce our carbon footprint:

1. Eating with the seasons
2. Carbon-clever travelling
3. Source Organic
4. Energy-saving in the house
5. Renewable Energy
6. Less but better meat
7. The 5 Rs – Reduce, Reuse, Recycle, Refuse, and Rot
8. Sustainable Fashion
9. Zero-Waste
10. Understand your personal footprint



And if they have children, they may well be hearing the same message from them at home too.

<https://www.soilassociation.org/take-action/protect-the-environment/cut-your-carbon-footprint>

Working toward carbon neutrality

Businesses should change their operating models as much as possible to reduce their carbon emissions. What consumables do you use? Are they purchased from sustainable sources? Have



you switched to renewable energy? Are the copier, printers, and other capital equipment made from recycled plastics and metals? Are all of these manufactured and delivered in such a way as to be carbon neutral? Do you recycle your paper and cardboard, your plastics, metals? Have you investigated creating a circular economy?

(Photo: Toshiba's Carbon Zero Scheme in action)

Toshiba, one of our suppliers, works with specialists CO2balance to support projects in Kenya, Uganda, and Brazil that allow them to offset the total footprint of a Toshiba device, from parts procurement, manufacture, and transportation, providing organisations with a completely carbon neutral device upon delivery.

With strong competition among suppliers in many sectors, businesses are in an ideal position to demand their supply chains become carbon neutral, and suppliers may choose to comply to be able to continue productive business relationships.



Here at MiD, we always remember our customers have a choice.

Apple's goal is for its entire supply chain to achieve carbon neutrality by 2030. For any business to become carbon neutral, it will require its suppliers to become so too, creating a ripple effect down the chain.

Innovation

The fight against climate change requires innovative solutions in all areas of our businesses. Private sector R&D is ideally placed to respond to the challenges and drive innovation. Many of the successful businesses of tomorrow will be those who were first to the table with imaginative solutions and products that address the sources of climate change. Forbes suggests the renewable energy market alone is set to reach \$2.15 trillion by 2025, so there is a huge market for businesses to move into when it comes to growth.

Some businesses, such as Google, encourage employees to come up with "moon-shot" ideas, even though after thought and assessment many of them aren't feasible. It is important, however, to allow such brainstorming to happen in a non-judgemental environment, or someone with the real deal may be unwilling to raise their head above the parapet.

Epson have developed multifunction printers that use heat free inkjet technology. There are many benefits to the user, including short waiting times for the first copy out, (no heating up means a

Shaping the future of printing with Heat-Free Technology

Save energy, time and money using Heat-Free Technology

PRECISIONCORE HEAT-FREE

Up to	Up to	Up to
83%	50%	96%
less energy than laser printers*. Less power consumption saves energy and money.	faster than laser printers*. Save time with consistent high-speed printing and less intervention for increased productivity.	fewer used consumables than laser printers*. Fewer replacement parts, lower environmental impact.

TURN DOWN THE HEAT

Epson and National Geographic have come together to raise awareness around how conserving heat is a great way to minimise our impact on the environment.

National Geographic Explorer Katey Walter Anthony features in a video to explain how 'heat destroys permafrost'. Conserving heat is one of the best ways to minimise our impact on the environment. Choosing Heat-Free technology to lower energy consumption, will reduce greenhouse gas emissions and help us slow permafrost thaw in the arctic.

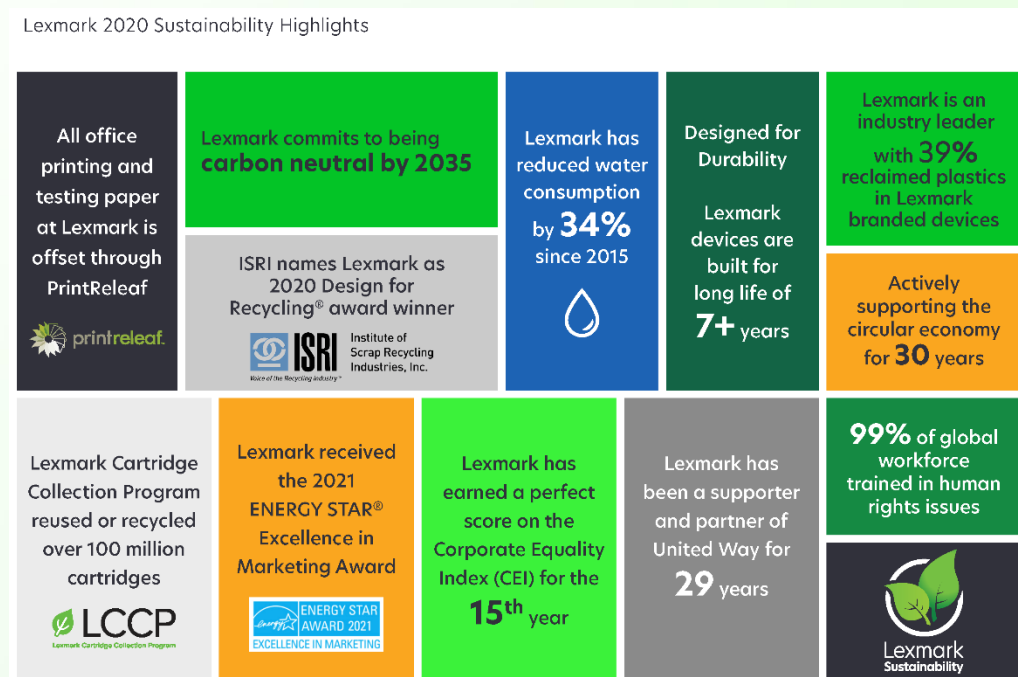
NATIONAL GEOGRAPHIC CREATIVE WORKS

*www.epson.eu/heat-free

EPSON EXCEED YOUR VISION

shorter wait), up to 83% less energy used compared to a laser copier, (no heating up means less energy is used), and less waste because there are fewer moving parts to go wrong or replace and large consumable capacity, so there is less packaging and intervention needed.

Another example is Lexmark. Founded over 3 decades ago, they began with a focus on sustainability and creating a circular economy through remanufacturing. Products are manufactured to be robust and last longer, reducing the need to replace parts, conserving resources, and saving both time and money for the end user.



Lexmark began reclaiming material through the Lexmark Cartridge Collection Program (LCCP) and have actively pursued using post-consumer recycled (PCR) plastic in their closed-loop process for over 10 years.

As a leading remanufacturer, Lexmark understands that the adoption of a circular economy promotes innovation and economic growth in a more environmentally sustainable manner.

Over 90 percent of the materials by weight used in Lexmark hardware products are recyclable. Today, 92 percent of their hardware models contain PCR content with almost 80 percent of the models containing over 30 percent PCR content. This continual reuse of recycled materials greatly reduces the amount of waste sent to landfill, and to further this, they are working with the University of Kentucky to develop efficient ways to recover the precious metals use in their devices, which is increasingly a major concern because of the damage done by mining and processing materials such as copper and gold.

I make no apology for using our own partners and suppliers as examples because the focus on sustainability ranks highly in our own values and we seek out partners who share those values. We also want to make it as easy as possible for our customers to participate and offer a free toner cartridge recycling programme. We encourage our customers to use it not only for cartridges from our devices, but from any others they may have in the office, or even in their homes or the



homes of their staff. It is true that every little helps and it amazes to me that so many businesses still don't take advantage of such schemes.

Personally, I believe that businesses large and small have the capacity to be leaders and impact how society addresses climate change and the progress we make towards protecting our environment.

Taking steps to introduce a sustainable business model is not as difficult as some believe, can actually save businesses money, and is certain to attract the ever-increasing number of customers who are looking for sustainable suppliers.

MiD works with market leading brands such as, Epson, HP, Lexmark, OKI, Toshiba, Sharp, and Papercut to provide sustainable business solutions and help businesses, public sector and not-for-profit organisations take their next steps along their own path towards sustainability.



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