

Sustainability checklist for print

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In today's environmentally conscious world, understanding the sustainability standards within the print industry is crucial for making responsible decisions that align with the values of your organisation and contribute positively to our planet's health. Various certifications and terms exist to guide and inform these choices, but their meanings and implications are not always clear.

This guide aims to demystify the most common accreditations and terms related to sustainability in print, providing clarity and insight to help you make the right choices for both your organisation and the environment.

For the business

ISO 14001

What it means: ISO 14001 is the international standard for Environmental Management Systems (EMS). It outlines the criteria for an organisation to establish, implement, maintain, and improve an EMS, ensuring that environmental impact is both measured and minimised.

Why it matters: By working with partners that are ISO 14001 certified, you are partnering with businesses that have a proven commitment to environmental management. This certification indicates that the printer continuously seeks to reduce waste, improve resource efficiency, and minimise their environmental footprint.

B Corp

What it means: B Corp (Benefit Corporation) is a certification awarded to companies that meet high standards of social and environmental performance, accountability, and transparency. B Corps are legally required to consider the impact of their decisions on all stakeholders, including workers, customers, suppliers, community, and the environment.

Why it matters: Choosing to work with B Corp-certified companies signifies a commitment to a higher standard of ethical and sustainable business practices. It ensures that the companies are not just focused on profit but also on creating a positive impact on society and the planet. This aligns with broader sustainability goals and supports businesses that prioritize long-term, systemic change.



EcoVadis

What it means: EcoVadis provides a sustainability rating service for companies, assessing them across a range of criteria, including environmental impact, labour practices, ethics, and sustainable procurement. The ratings are based on international sustainability standards and help companies manage risks and drive performance improvements.



Why it matters: Working with suppliers and partners that are highly rated by EcoVadis ensures that your supply chain is robust and aligned with global sustainability standards. It helps in identifying and mitigating risks associated with social and environmental issues, thereby enhancing the overall sustainability profile of your organisation.

SBTi (Science Based Targets initiative)

What it means: The Science Based Targets initiative (SBTi) provides companies with a clear path to reduce greenhouse gas (GHG) emissions through science-based target setting. Targets are considered “science-based” if they are in line with what the latest climate science says is necessary to meet the goals of the Paris Agreement—limiting global warming to well below 2°C above pre-industrial levels and pursuing efforts to limit warming to 1.5°C.

 SCIENCE
BASED
TARGETS
DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

Why it matters: Committing to SBTi targets demonstrates a company’s serious approach to climate action. It signifies that the company’s emissions reduction targets are ambitious, credible, and aligned with global efforts to tackle climate change. This commitment can enhance the company’s reputation, foster innovation, and ensure regulatory compliance.

1% For the Planet

What it means: 1% for the Planet is a global movement that encourages businesses and individuals to donate 1% of their annual sales or income to environmental not-for-profits. Members support approved not-for-profit partners, which are vetted to ensure they are effectively addressing critical environmental issues.

 1% FOR THE
PLANET

Why it matters: Supporting 1% for the Planet means contributing directly to environmental causes and initiatives. This commitment reflects a company’s dedication to environmental stewardship and corporate social responsibility. It also helps build trust and loyalty among consumers who prioritise sustainability in their purchasing decisions.

Carbon neutral

What it means: Achieving carbon neutrality means that any carbon emissions released into the atmosphere from a product or activity are calculated and offset by an equivalent amount of carbon being removed or offset.

Why it matters: Opting for carbon neutral printing services demonstrates a strong commitment to sustainability. It ensures that your printing activities are accounted for and offset, aligning with broader goals of combating climate change.

For print

FSC (Forest Stewardship Council)

What it means: The FSC certification is a testament to sustainable forest management. It ensures that forests are managed in a way that maintains their biodiversity, supports the lives of local communities and workers, and remains economically viable.

Why it matters: Choosing FSC-certified products guarantees that the paper you use comes from forests that are responsibly managed. It represents a commitment to environmental responsibility and supports the conservation of forest ecosystems.



PEFC (Programme for the Endorsement of Forest Certification)

What it means: PEFC is an international non-profit organisation that promotes sustainable forest management through independent third-party certification. It focuses on ensuring that forests are managed according to high ecological, social, and ethical standards.

Why it matters: Opting for PEFC-certified materials ensures your print materials are sourced from forests that meet strict sustainability criteria. This choice supports responsible forest management on a global scale, contributing to the overall health of the world's forests.



Carbon balanced

What it means: Carbon balancing involves measuring the carbon emissions produced by an activity (such as printing) and then offsetting these emissions through investment in environmental projects, such as renewable energy or reforestation.

Why it matters: Choosing carbon balanced print services helps to counterbalance the environmental impact of your print materials. It's a proactive step towards mitigating climate change and supports the transition to a more sustainable economy.

Love Paper

What it means: Launched in 2012, Love Paper is a global campaign aimed at raising awareness of the sustainability and appeal of print, paper, and paper-based packaging. It focuses on improving perceptions and educating consumers about the eco-friendliness of paper products.

Why it matters: Supporting the Love Paper campaign by choosing products that align with its values promotes the sustainable use of paper. It helps to spread the message that paper is a renewable, recyclable, and sustainable material, encouraging responsible consumption and production within the industry.

