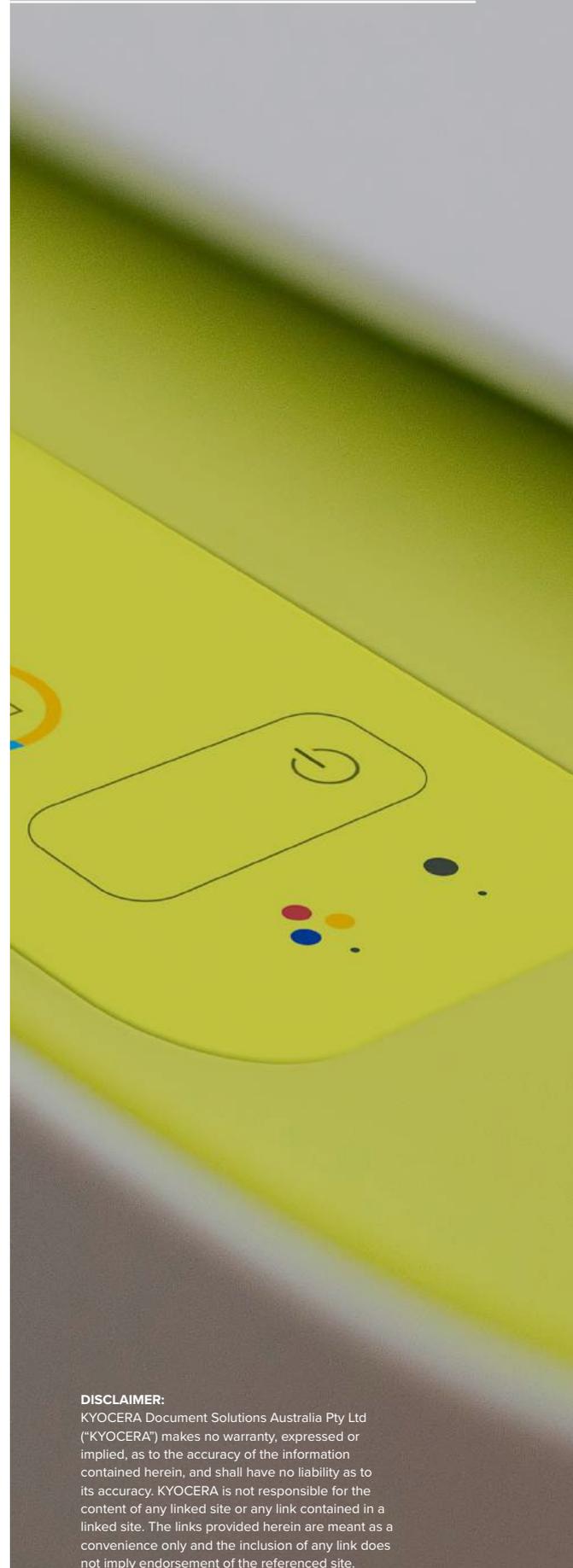




KYOCERA
GREEN
OFFICE GUIDE

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KYOCERA GREEN OFFICE GUIDE

Climate change is a defining issue of our generation, and one that affects every single person on the planet. We all have to do our part to try to make a positive environmental impact – and this includes making our businesses more sustainable.

But while playing a part in reducing climate change is important, taking steps towards a green office also has direct and tangible benefits for your business, and your bottom line.

BENEFITS OF A GREEN OFFICE

Benefit No.1:

A green office has lower costs

By reducing electricity use and consumption of materials, such as paper, you can save money on operational costs.

Benefit No.2:

A green office has more satisfied customers

Nowadays, consumers are highly conscious about their own environmental impact, and invest their money accordingly. According to the [2015 Cone Communications/Ebiquity Global CSR Study](#), 91% of global consumers expect companies to do more than just make a profit; they also expect them to operate responsibly to address social and environmental issues. Furthermore, 84% said they seek out responsible products whenever possible.

Adopting sustainable practices can significantly improve your business's reputation, and inspire trust and loyalty in your customers.

Benefit No.3:

A green office has more engaged and productive employees

Employees are increasingly looking to work for companies whose values align with their own. This is particularly true for millennials, who will soon make up half of the workforce.

According to [Nielsen's 2015 Global Reputation Study](#), which surveyed respondents from 15 countries who are close to graduating college or newly working professionals, 86% said it's important that the company they work for behaves in a socially responsible way. Another study by [Lightspeed](#) found that nearly 10% of millennials said they would quit their jobs if they found their current employer was not sustainable.

By demonstrating that your company values sustainability, you can attract and retain top-level employees to your workforce. They may even work harder – [a study led by UCLA](#) found that companies that adopt green practices have employees who are 16% more productive than the average.

QUICK AND EASY GREEN WINS

As Kermit the Frog says, 'It's not that easy being green.' Becoming a truly green office requires company-wide buy-in and cultural change, which takes concerted time and effort to cultivate.

There are, however, some steps that can be taken which require little effort and minimal change in behaviour and procedures, while still having measurable benefits on your sustainability KPIs. And once you start hitting those KPIs, getting people on board for other, more difficult measures later on will be a piece of cake.

Here are some great ways to get some quick sustainability wins, and take some broad steps towards becoming a green office.

To make this guide easier to navigate, we've broken down our tips into three categories: printers, photocopiers and other devices; paper and consumables; and office environment.

SET A BASELINE

Before you start, it is important to establish a baseline, so you can see precisely what impact your changes are having. So think about what things you'd like to reduce, and make sure you have all the latest figures. Consider things like:

ELECTRICITY USAGE
PAPER CONSUMPTION
BUSINESS MILEAGE

DO A PRINT AUDIT

When you install a print system, you check that every user has access to the print functionality that they need. However businesses change: employee numbers grow or shrink, people adopt new ways of working, and new applications change the way that people use their printers and copiers. If your printing network has been in place for more than a



year, it's a good idea to carry out a print audit to make sure you have the optimal set-up.

When doing an audit, it's important to ask yourself:

- **How old and energy-efficient are the devices?**

One simple way to check whether your devices are energy-efficient is to look for a blue [Energy Star](#) sticker, which indicates the device meets international standards for energy efficiency. If the device doesn't have this sticker, consider decommissioning the device or upgrading to one that is certified. It's also important to consider the age of device, as the specifications devices have to meet to get Energy Star certification change regularly. If your device is over 4 years old, it is almost certainly no longer compliant.

- **How much are the devices being used?**

Where devices are being underused, investigate the possibility of consolidating to a single device shared between more users.

- **How quickly is it using ink, toner, etc.?**

If your printer is burning through consumables like ink and toner, then this is bad both for the environment and your bottom line. Not only are you generating more waste, but your total cost of ownership (TCO) is probably through the roof. Consider upgrading to a more efficient device – while it may have a larger upfront cost, the costs over the device's lifetime will be much lower.

SET PRINTERS AND MONITORS TO SLEEP MODE

A printer or copier sitting in standby mode may not look as though it is consuming a lot of energy, but when you consider the fact that a printer in sleep mode only uses 2-5% of the power it uses in standby mode, the power savings do add up. In fact, most of KYOCERA's devices only consume 1 watt or less when in sleep mode.

It makes sense, therefore, to configure your printers and copiers to switch from standby mode to sleep mode after the shortest practical interval (usually 5 minutes). This is easily done via the printer's control panel.

When buying new printers and copiers, look for devices with fast warm-up times so you can make the most of sleep mode without compromising on usability.

Similarly, computer monitors can also draw significant amounts of power when left on. Again, it is easy to configure your computer's power or energy-saving settings to automatically turn your monitor off and put your computer to sleep after a certain time of inactivity. We recommend setting your monitors to sleep after 5 minutes of inactivity, and setting your computers to sleep after 20 minutes.

TURN DEVICES OFF AT NIGHT

As evenings (overnight) and weekends account for 75% of the week, you can incur a significant reduction in energy use simply by turning devices completely off at the wall at the end of the day. Even when switched off, most devices continue to draw a small amount of standby energy, sometimes called 'vampire power'.



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An idle computer and a desktop printer can draw as much energy as a 60-watt lightbulb – and you wouldn't leave the light on 24/7, would you?

While KYOCERA printers and multifunction devices can be set to turn themselves off after a certain period of inactivity, this unfortunately is not the case for other electronic devices, so putting this intention into practice can be harder than it sounds. People are prone to forgetting, and sometimes switches are so difficult to reach that turning devices off at the wall every day becomes impractical.

Consider investing in smart power strips, which are controlled by an appliance plugged into one of its outlets. When the controlling appliance, such as a computer, is switched off, the strip automatically switches off the power to other devices plugged into the strip, such as monitors and desktop printers, helping to eliminate vampire power.



USE TECHNOLOGY TO REDUCE PAPER CONSUMPTION

It takes ten times more energy to produce a sheet of paper than it does to print on it, so reducing paper consumption is an important step on your road to becoming a more sustainable office.

All Energy Star-rated printers and copiers are equipped with double-sided printing, which is usually set as the default option. You can go even further, however, by encouraging users to use “n-up” facilities, which simply means printing more than one page of a document on a side of A4 – perfect for printing PowerPoint slides or draft documents, for example.

Printer drivers also often come with settings that allow you to minimise unnecessary output and set up profiles to control who can print what, and when. For example, limits can be imposed on how many pages certain employees can print, or on their ability to print in colour. You can also set how certain documents are printed; for example, emails could always be printed in ‘draft mode’, which means they are printed in grey, rather than black, using half the amount of toner (thereby creating less waste). You can also ensure the most appropriate device is used for a print job by automatically routing large jobs to lower-cost, more energy-efficient departmental printers and copiers.



PRINT-RELEASE SOFTWARE, WHICH ALLOWS PRINT JOBS TO BE RELEASED AT THE DEVICE BY THE USER, CAN ALSO DRASTICALLY CUT DOWN PAPER CONSUMPTION, BY AS MUCH AS 30%.

With this software, you can simply release the job from any device that is not being used at the time, meaning you're not wasting time waiting for the device to get to your job in the queue. It also eliminates unnecessary printing – think about how much paper is wasted simply because people forgot they printed something earlier and made a duplicate copy. Software with a print-release feature makes wastage like this a thing of the past.

And if you're really serious about cutting down on paper consumption, consider employing a comprehensive document management solution that looks at all aspects of your document output process, including capturing, archiving, security and environmental impact.

PAPER AND OTHER CONSUMABLES

Check your products and suppliers

When purchasing paper and other consumables, such as toner, it's important to consider the complete supply chain when evaluating how sustainable they are.

A simple switch of products or suppliers may dramatically decrease your environmental impact, and also sends a powerful message to your employees and customers that you are serious about sustainability.

When evaluating your supplier and its products, ask yourself:

How was the product made?

How is it packaged?

How far did it have to travel?

Is my supplier certified?

HOW WAS THE PRODUCT MADE?

Just because a product says it is recyclable or made from recycled materials, doesn't automatically make it environmentally friendly. Consider whether the product contains any hazardous chemicals, such as inks. Use paper that is a blend of recycled paper and paper from an FSC-certified source, which means the wood has been grown sustainably. We recommend using a 50/50 blend to maintain the longevity of your device. If you wish to use 100% recycled paper, we strongly advise getting a technician in to test the paper on your device, as 100% recycled paper can sometimes damage your machine.

HOW IS IT PACKAGED?

Inappropriately sized packaging and packing materials such as plastic and polystyrene are some of the worst offenders when it comes to non-environmentally friendly packaging. Instead, consider products that are packaged more mindfully. KYOCERA packaging, for example, is made from 100% recycled, all-paper construction, and uses only biodegradable vegetable and soy dyes in the printing process. All supporting documentation is also printed on environmentally responsible paper.

HOW FAR DID IT HAVE TO TRAVEL?

In short, the farther the product has had to travel to reach you, the larger its carbon footprint will be. Is it possible to get the same product from a more local source?

IS MY SUPPLIER CERTIFIED?

Any good supplier will have an environmental policy, so ask your supplier about theirs. Even better, ask your supplier if they have an [ISO 14001 certification](#), so you can be confident they are acting on their policies.

Encourage reuse and recycling

You've probably got a paper recycling bin somewhere in the office – but just how accessible is it? Let's be honest, if there is only one recycling bin, and it's located on the other side of the office, you're probably going to feel less inclined to make the journey every time you need to recycle something.

Make it easy for your colleagues by ensuring there are recycling bins placed within easy access of every desk, and next to the printers and photocopiers.

Consider also dedicating a printer tray to paper that has only been printed on one side, as this can be useful for doing test prints or reviewing draft documents, and encourage people to put any pages containing errors or that are no longer required into this tray.

In a similar vein, set up a collection point that is easily accessible by staff – this could be as simple as a cupboard shelf or cabinet – where used, but reusable stationery can be deposited. This includes things like ring binders, pens, writing pads, clips, plastic sleeves – the list goes on! Not only do you save perfectly good items from going to the landfill, you also save yourself some extra coin by not buying stationery you don't actually need.

It is also crucial to recycle obsolete electronic devices, such as old computers or mobile phones, properly, because when they are disposed of improperly, they can release hazardous waste, such as heavy metals and carcinogens, into the atmosphere, landfill or waterways. E-waste is currently a huge environmental concern in Australia, growing at over 3 times the rate of general municipal waste.

Before you get rid of anything, ask your IT department to ensure the devices are completely wiped of data, so there is no

E-waste is currently a huge environmental concern in Australia, growing at over **3x** the rate of general municipal waste.

chance vital information can be recovered from them. Then employ a reputable collection service to make sure the goods are disposed of in a way that complies with electronic goods recycling standards.

In the end, it's all about being more resourceful and cutting down on waste.

OFFICE ENVIRONMENT

Use energy-efficient lighting

Some estimates say the lighting accounts for 10% of an office building's energy use, so making sure the lighting is as efficient as possible is a great way to make your office greener.

LED (light-emitting diode) light bulbs are far and away the most energy-efficient means of lighting, and the cost of purchasing them has come down markedly over the past several years. Compared to CFL (compact fluorescent) lightbulbs, LED light bulbs are 2½ times more efficient (and therefore 2½ times cheaper to operate), and compared to incandescent light bulbs, they are over 10 times more efficient! And with a typical lifespan of 50,000 hours, they are much more durable – in fact, you would have burned through 7 CFL lightbulbs in the same amount of time. So if you're replacing any light bulbs, LED is certainly the way to go.

It is also relatively easy and inexpensive to install motion sensors to operate the lights in areas that are not regularly in use, such as meeting rooms, storage areas or bathrooms. This can drastically cut down the amount of energy required to light these rooms, even by as much as 90%.

LED LIGHT BULBS ARE
2½ TIMES CHEAPER.
COMPARED TO
INCANDESCENT LIGHT
BULBS, THEY ARE OVER 10
TIMES MORE EFFICIENT!

Cut down by
90%

If your office gets a lot of natural light, you could also consider installing dimmers, and turning the lights down to low during the times when the sun is brightest. This may have benefits well beyond saving energy and money – there is some evidence to suggest that [buildings with more daylight promote better sleep and more productivity in its occupants.](#)

Decrease the load on your heating and cooling system

Be mindful about how you set the thermostat. Simply turning the thermostat up or down by one degree (depending on whether you're trying to cool or heat the climate) can make quite a big difference in energy savings over a year, and can potentially cut your electricity bills by 10%. It is recommended to set the thermostat to 18–20°C in winter and 25–27°C in summer.

Blinds can also make a big difference when it comes to climate control. After all, the sun is free, so why not try to make the most of its light and heat? Simply leaving the blinds open in the morning to allow the office to reach a comfortable temperature, then closing them during the day to prevent overheating can potentially decrease the load on your heating and cooling system by up to 20%.

If walking around your office opening and closing blinds sounds like too much work, then why not install an automatic blind control system? The system has sensors that can detect either the temperature inside, or the amount of daylight, and it adjusts itself accordingly. That's savings in the pocket without you having to think about it!



TOP TEN TIPS FOR A GREENER OFFICE

We've covered a bit of ground here, so, to sum, here are our top 10 tips for a greener office:

- ❑ Do a print audit, and consider upgrading or decommissioning inefficient devices
- ❑ Configure your printers, copiers and monitors to automatically switch to sleep mode after a short period of inactivity
- ❑ Invest in some smart power strips to ensure devices are switched off at night and over the weekend
- ❑ Change your printer driver's settings, install software or invest in a document management solution to encourage less paper consumption
- ❑ Check your products and suppliers to ensure they are environmentally friendly
- ❑ Set up a stationery collection point for used but reusable stationery
- ❑ Ensure toner and printer cartridges and obsolete electronic devices are properly recycled to prevent e-waste ending up in landfills
- ❑ Use energy-efficient light bulbs and motion sensors to cut down your lighting bill
- ❑ Set your thermostat mindfully
- ❑ Install an automatic blind control system to help take the energy load off your heating and cooling system

Why not tick off one or two today?



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