

# SUSTAINABLE GREEN PRINT

A MULTI-LEVEL ENVIRONMENTAL  
MANAGEMENT CERTIFICATION SYSTEM  
FOR THE PRINTING INDUSTRY

***Your Pathway to Environmental Sustainability***

*A Printing Industries Association of Australia service helping put profitability back into business*



**Sustainable  
Green Print**



# Sustainable Green Print

Sustainable Green Print (SGP), which also incorporates Truly Green, is the Australian printing industry's own recognisable certification program designed to help printing companies meet their environmental responsibilities and go above and beyond compliance.

Based on an ISO 14001 framework, SGP is tailored to meet your business requirements, the demands of your customers and the changing trends in dealing with managing environmental responsibility.

This multi-level system gives you a choice of three linked achievement levels including Level 3 SGP, which prepares you for ISO 14001, allowing you to choose your participation and progress levels.

## Sustainable Green Print recognises that one size DOES NOT fit all

SGP is printing industry specific. It does much of the work for you through its industry specific resources which show you:

- Environmental laws with which you need to comply with;
- Environmental risks associated with the print production environment;
- Control measures needed to prevent noncompliance with pollution and other laws and;
- How to document actions, undertake internal audits and manage your environmental system.

All SGP certification is audit driven and comprises comprehensive Environmental Management System (EMS) documentation (worksheets, guides, and templates), and a support website..

Training courses covering all SGP levels are available in all states.

## Why Sustainable Green Print is a 'Must Do'

- Competitive advantage – it differentiates you from your competitors
- Saves money by helping you to better manage waste, recycling, energy and water use, energy and air emissions
- Demonstrates your commitment to environmental sustainability
- It's the first step to ISO 14001 certification
- Provides you with the means of meeting the environmental expectations of your customers
- Gives your business the means of managing changing trends in environmental responsibility
- Contributes to reducing insurance premiums by helping you to better manage the storage and handling of printing chemicals and incident response
- It's good for your business.

# Choose your participation level

## Level 1

Based on the successful Green Stamp program set up in Western Australia and now modified by *Printing Industries* as an introductory and certifiable standard, Level 1 is the first stepping stone.

It focuses on waste, storage and handling and recycling. It is ideal for the small company starting down the compliance path. SGP Level 1 covers record-keeping, compliance and cleaner production practices and waste management. It includes a simple EMS that is your pathway to environmental sustainability.



## Level 2

This level steps up the environmental performance of your business. It introduces additional levels of management and control including the tracking of waste streams and brings in a focus on your energy consumption and carbon footprint.

SGP Level 2 provides key performance indicators for printing businesses covering waste, recycling, energy, water, incident management, storage and handling of printing chemicals, energy and air emissions.



## Level 3

On completion of the SGP Level 3 audit, your company is prepared for ISO 14001 certification (if desired). SGP Level 3 provides you with all the necessary groundwork including documentation and Key Performance Indicators customised to your printing company's conditions. By having print-specific key performance indicators and guidelines, achieving your ISO 14001 certification is simplified and your compliance costs are significantly reduced.



*"Willprint Shepparton is a proud supporter of the Sustainable Green Print program. We are now into our third year of certification and have found many improvements in the way we now do business, both financially and environmentally."*

*"Our focus on improving our business environmentally has contributed to the elimination of any liquid waste. Electricity and water usage has also dropped significantly. We believe that printers can benefit significantly from participating in SGP."*

**MARSHALL HENDERSON, PRODUCTION MANAGER - WILLPRINT SHEPPARTON**  
(Winner of the 2011 & 2012 PICA Victoria Sustainable Green Print Environmental Awards)



## Costs and training

Training is provided at all levels to guide companies through their selected compliance level.

### Level 1 ✓ ✓ ✓

Entry level for small printers. Comprises a one-and a half-day workshop and certification documents. Desktop audit. Member cost \$3,200\*. Non member \$6,400\*.

### Level 2 ✓ ✓ ✓

Intermediate level suitable for SME companies. Comprises two full-day and one half-day workshop. On-site audit<sup>1</sup> and certification documents included. Member cost \$5,100\*. Non member \$10,200\*.

### Level 3 ✓ ✓ ✓

Prepares your organisation for ISO 14001 and includes all elements of Levels 1 and 2. Comprises four full-day workshops spread over a six-week period, SGP audit and preparation for external ISO 14001 audit. (ISO 14001 audit may attract a separate fee). Member cost \$8,600\*. Non member \$17,200\*.

*\*All fees include GST. <sup>1</sup> Audit must be taken within 12 months of the course being completed. Audit fees will apply outside of this period.*

*"We quickly realised our customers' expectations in the area of environmental management and addressed them early.*

*"SGP accreditation means everyone wins – the environment, our customers, our company and our staff who are elated in knowing they're doing their bit for the planet".*

**ANTHONY DE STEFANI, COMPANY DIRECTOR - ALL CLEAR PRINTING**



***Don't just talk about sustainability – become a sustainable business with Sustainable Green Print***

***SGP provides an easier entrance level to better environmental management and acknowledges outstanding environmental achievement by printers.***

# Sustainable Green Print - Frequently Asked Questions

## **Q: How do I become an SGP certified printer?**

**A:** Take the four steps to certification which are:

1. Contact your local *Printing Industries* office to discuss the option best suited for your business needs.
2. Attend the training course appropriate to your selected level.
3. Implement the required procedures within your company.
4. Successfully complete the audit assessment at the end of your implementation level.

## **Q: What does it cost?**

**A:** Level 1 - *Printing Industries*' member \$3,200\*. (Non-member \$6,400\*). Level 2 - \$5,100 (\$10,200). Level 3 (ISO 14001 audit may attract a separate fee) - \$8,600 (\$17,200). \*All fees include GST.

## **Q: Can I achieve ISO 14001 certification through SGP?**

**A:** Yes. It is specifically designed to prepare you for your ISO 14001 audit.

## **Q: Is the SGP program different to other similar programs?**

**A:** Yes, all three levels of SGP are ISO 14001 based and provide you with print specific key performance indicators and guidelines simplifying achievement of ISO 14001 requirements and significantly reducing your compliance cost. It is the only industry specific program able to deliver such outcomes. You have a choice of three industry-customised, audited and certified levels beginning from entry level (Level 1) and progressing through to Level 3 which prepares you for ISO 14001.

## **Q: I already have ISO 14001. Can I get the SGP Level three certification?**

**A:** Yes. On validation of the ISO 14001 certification and by meeting the KPIs attached to Level Three during your audit. For Members who already have current ISO 14001 certification, your fee is just \$100 per annum + GST. Non members \$2,000 + GST.

## **Q: How do I choose which level I need for my business?**

**A:** Talk to your local *Printing Industries* office for recommendations which will take into account your company size, environmental objectives, customer requirements, resources and other factors.

## **Q: Is there financial assistance available to help with the cost?**

**A:** Programs may be available in your State. Contact your local *Printing Industries* office for advice and assistance.

## **Q: If I begin at Level 1, can I still proceed through to ISO 14001, for example, in 12 months time?**

**A:** All levels are linked progressing to Level 3. If you start at Level 1 and want to complete Level 3 in 12 months time, your Level 3 training will include the Level 2 components required for you to achieve ISO 14001. There will also be a cost saving since the Level 2 audit will not be required.

**Q: What help do I receive to complete my chosen certification level?**

**A:** Every level is supported by manuals, workshops, other training materials and documentation.

**Level 1** comprises one-and-a-half days of workshops;

**Level 2** two full-day and one half-day workshops and on-site audit;

**Level 3** four full-day workshops spread over a six-week period. SGP audit in preparation for the external ISO 14001 audit (ISO 14001 audit may attract a separate fee).

External consultants are also available to assist companies with implementation at an additional cost.

**Q: How long do I have to complete my first company audit?**

**A:** Up to 12 months from the completion of training.

**Q: What acknowledgement do I receive on my company's successful completion?**

**A:** You will receive a certificate acknowledging your Level of SGP compliance, display sticker artwork, the right to use the Sustainable Green Print logo indicating your participation and chosen achievement level as a promotional aide in your correspondence and marketing materials and on your website; registration as a certified Sustainable Green Print company.

**Q: Is there a public register for successful participants?**

**A:** Yes. The register is on the *Printing Industries* website [www.printnet.com.au](http://www.printnet.com.au) and will be marketed to key industry stakeholders including government at all levels, advertising agencies and organisations seeking print industry companies with audited environmental credentials.

**Q: What are the ongoing costs?**

**A:** Annual audit and recertification is necessary at each level. The Level 1 cost is \$500\* for Members (non members \$2,200\*). Level 2 is \$1,000\* (non members \$3,960\*). Level 3 non ISO 14001 accredited is \$1500\* for Members (non members \$5500\*). Level 3 ISO 14001 accredited is \$110\* for Members (\$2750\* non member) \*GST inclusive.

**Q: If a company achieving SGP certification is a "trading as" entity, is the parent group entitled to claim or use the certification?**

**A:** No. Only the named entity that has successfully implemented and completed the required audit for its chosen level and is identified on the Audit Completion Certification can claim the achievement.

**Q: Where can I get more information?**

**A:** Contact your local *Printing Industries* office (see the back page of this booklet).

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**See more Frequently Asked Questions in the Sustainable Green Print section on [www.sustainablegreenprint.com.au](http://www.sustainablegreenprint.com.au)**

# Sustainable Green Print (SGP) Application Form

(Please complete this form and forward it to your local *Printing Industries* office – see details on Contact Page)

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Suburb: \_\_\_\_\_

Postcode: \_\_\_\_\_

Phone: \_\_\_\_\_

Contact person: \_\_\_\_\_

Position: \_\_\_\_\_

E-mail: \_\_\_\_\_

Please enrol my company for Level \_\_\_\_\_ SGP (please specify level): \_\_\_\_\_

Our preferred training period is: \_\_\_\_\_

*You can find a current schedule in the SGP information page in*  
**[www.sustainablegreenprint.com.au](http://www.sustainablegreenprint.com.au)**

Authorised by: (please print) \_\_\_\_\_

Signature: \_\_\_\_\_

**PAYMENT OPTION:**  Cheque or  Credit Card Accepted *(Please Tick)*

All cheques must be made payable to 'Printing Industries Association of Australia'

VISA     MasterCard     Amex

Card Number: \_\_\_\_\_

Expiry Date: \_\_\_\_\_

Payment Amount: \$ \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Signature: \_\_\_\_\_





## Sustainable Green Print

*"Achieving Printing Industries' SGP Level Two has given us real motivation to focus on continued environmental improvement for our business."*

*"The benefits have been numerous including better waste management through waste reduction and levels of disposal. Also, we are now focussed on environmentally friendly consumables and products. SGP is now an everyday part of what we do."*

**PETER OXWELL**  
**DIRECTOR, PK PRINT**



Get more information from any  
*Printing Industries* office across Australia

### **New South Wales & ACT**

25 South Parade, Auburn NSW 2144

**Telephone:** (02) 8789 7362 **Fax:** (02) 8789 7387

**Toll free:** 1800 227 425 **E-mail:** [sgpnsw@printnet.com.au](mailto:sgpnsw@printnet.com.au)

### **Victoria & Tasmania**

Unit 3, 5-7 Compark Circuit, Mulgrave VIC 3170

**Telephone:** (03) 8541 7333 **Fax:** (03) 9561 8780

**Toll free:** 1800 227 425 **E-mail:** [sgpvic@printnet.com.au](mailto:sgpvic@printnet.com.au)

### **South Australia & Northern Territory**

Unit 1, 4-8 Goodwood Road, Wayville SA 5034

**Telephone:** (08) 8373 0622 **Fax:** (08) 8373 0644

**Toll free:** 1800 227 425 **E-mail:** [sgpsant@printnet.com.au](mailto:sgpsant@printnet.com.au)

### **Queensland**

2/42 Finsbury Street, Newmarket, QLD 4051

**Telephone:** (07) 3356 0022 **Fax:** (07) 3356 0027

**Toll free:** 1800 227 425 **E-mail:** [sgpqld@printnet.com.au](mailto:sgpqld@printnet.com.au)

### **Western Australia**

111-113 Burswood Road, Burswood WA 6100

**Telephone:** (08) 9361 4625 **Fax:** (08) 9362 5085

**Toll free:** 1800 227 425 **E-mail:** [sgpwa@printnet.com.au](mailto:sgpwa@printnet.com.au)

**Website:** [www.sustainablegreenprint.com.au](http://www.sustainablegreenprint.com.au)