SUSTAINABILITY OF PRINT

Canon

Facts about the present and future of print, plus Canon's commitment to eco-friendly innovation

"Go Paperless," "Go Green," and "Save Trees"

are common messages, as many organizations encourage their customers to switch to electronic transactions and communications. **But it is all too common for the impacts of digital to be forgotten.**

The Information & Communications Technology (ICT) industry accounts for **2.5–3%** of global greenhouse gas emissions (as much as all air traffic), predicted to increase to **14%** of global emissions by 2040.[1]

Comparatively, the combined pulp, paper, and print sectors account for **0.8%**.[1]

Digital Printing Helps[2]

- Enables print on demand.
- Helps reduce waste and obsolescence by printing only what is needed.
- Eliminates preprinted shells/forms.
- Aids recycling with deinkability scores in the highest category.[3]
- Is efficient for short runs.

Paper Is a Sustainable Resource[4]

Thanks to working forests that are harvested for resources and then replanted . . .

- Paper is one of the most recycled products in the world and epitomizes the circular economy model of make, use, recycle, and reuse.[5]
- Paper helps ensure healthy growing forests, with an indispensable role in climate and biodiversity protection.[6]
- Forestland is actually increasing in North America.[7]

Canon Prioritizes Sustainability

During Product Development[3]

- Designing durable, cutting-edge products for heavy duty, 24/7 operation.
- Using water-based inks—no SVHC substances (substances of very high concern) and free of mineral oil, aromatic hydrocarbon (MOAH) and saturated hydrocarbons (MOSH).
- Focusing on low energy consumption per printed page—to help meet Nordic Swan requirements.

During Manufacturing[3]

- Employing energy-efficient processes.
- Eliminating hazardous substances from our products and services wherever possible.
- Utilizing a greater amount of sustainable and/or recycled materials in our products and services.

CANON HAS PLANTED MORE THAN 2.5 MILLION TREES TO DATE
on behalf of production print customers[8]

THIS WILL HELP REMOVE 86,000 METRIC TONS OF CARBON DIOXIDE[9]

The Canon Eco Start Program

The Canon Eco Start Program is designed as a way to help our production print customers offset the carbon dioxide produced by printing on their Canon production equipment. This program allows customers to take part in helping to improve the livelihood of communities, while putting trees back into the environment. When a new production system is purchased, Canon engages Trees for the Future to plant trees in an effort to help counterbalance that machine's average expected CO_2 emissions during its first year in operation. Trees for the Future plants the donated trees in their unique Forest Garden system in poverty-stricken communities in sub-Saharan Africa. Since 2011, Canon has worked with Trees for the Future to plant over 2.5 million trees on behalf of our customers. This number of trees will help remove over 86,000 metric tons of carbon dioxide over the next 20 years.[10]

[1] https://www.twosides.info/electronic-communication/
[2] https://www.twosides.info/wp-content/uploads/2018/05/The_environmental_impact_of_digital_printing.pdf
[3] https://canon.a.bigcontent.io/v1/static/07_Br_Sustainability_EMEA_DIN_A4_V2
[4] https://twosides.info/documents/Myths_&_Facts_Booklet.pdf
[5] European Paper Recycling Council. "Monitoring Report 2020: European Declaration on Paper Recycling 2016–2020." (2017).
[6] https://www.wwf.org.uk/where-we-work/forests
[7] FAO. 2020. Global Forest Resources Assessment 2020: Main report. Rome. https://doi.org/10.4060/ca98
[8] https://trees.org/sponsor/canon/
[9] https://trees.org/wp-content/uploads/2022/07/Carbon-Brief-ExternalWEB.pdf
[10] https://csa.canon.com/internet/portal/us/csa/company/sustainability/eco-start-program25en

LEARN MORE ABOUT THE SUSTAINABILITY OF PRINT: PPS.CSA.CANON.COM/ECO