

Sustainability and environment – focus on printing sector



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Sustainability?

- Common sense says that meeting the present need through preferably renewable, non-polluting sources without compromising the need of future



Issue with printing sector

- Production of paper (from renewable sources but regeneration stressed)
- Consumption of paper
- Use of ink and solvents (adverse environmental impact)
- Water and energy consumption



Presentation coverage

- Summary of results of
 - Resource consumption and pollution based on LCA estimates from
 - News print publication
 - Web based news paper
- Based on worked done by KTH centre for sustainable communications in 2007

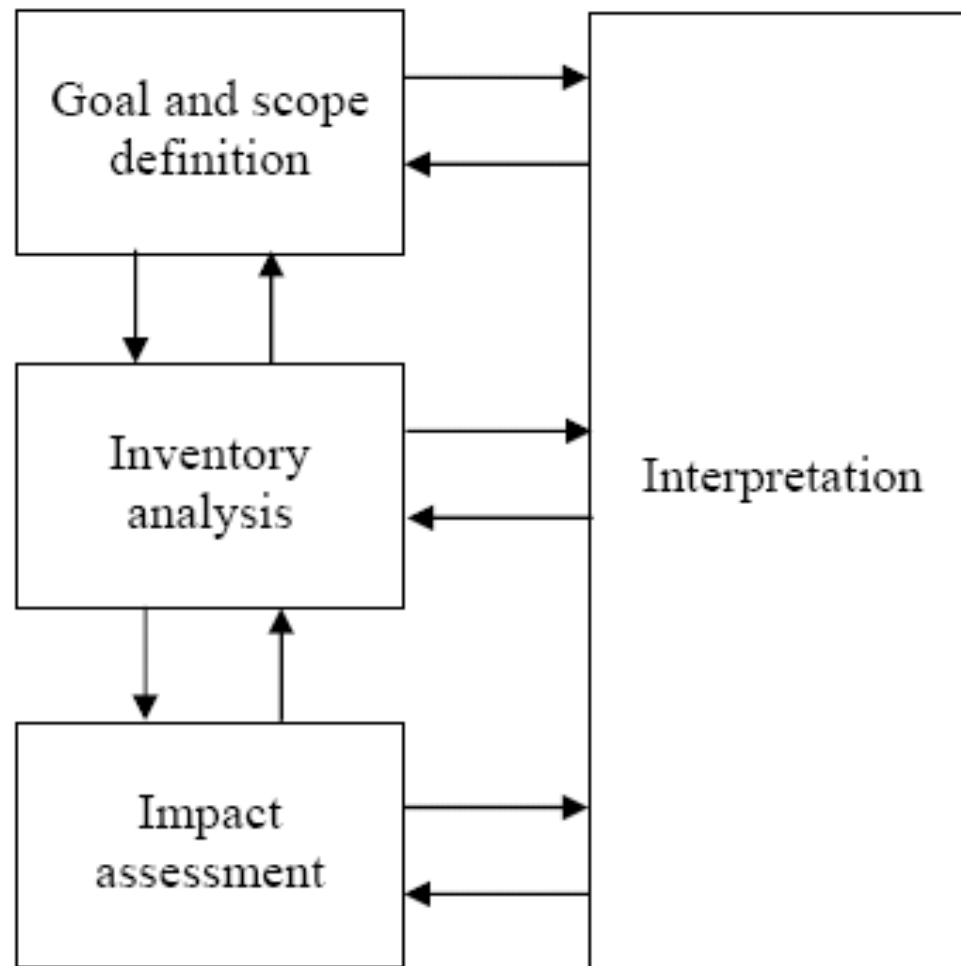


LCA as a tool

- Life cycle assessment (LCA) is a method to assess the potential environmental impacts and resources used throughout a product's life from raw material acquisition through production, use and disposal
- LCA can be successfully used in identifying environmental impacts over the product life cycle so that preventive measures can be taken if so desired

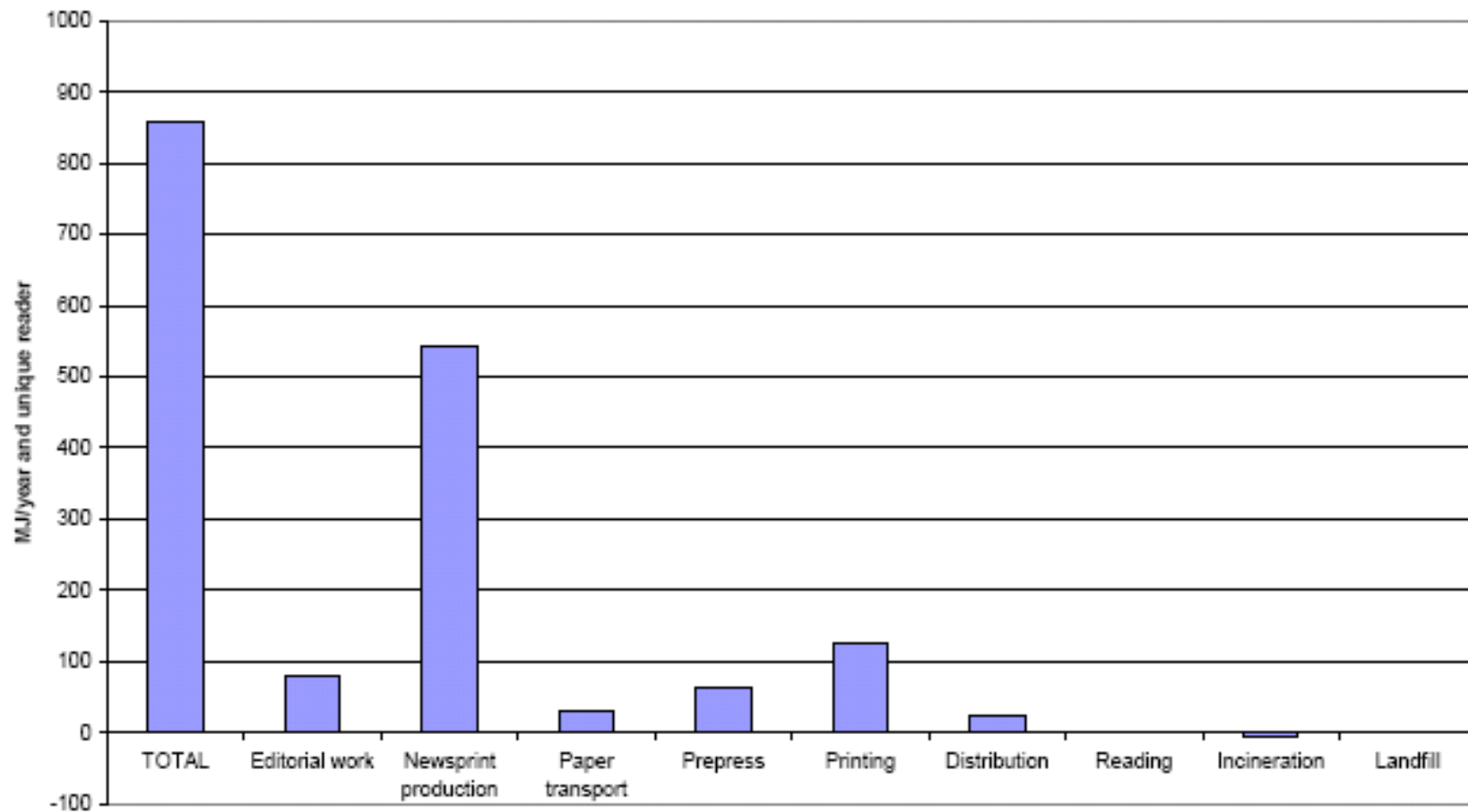


Consists of four phases



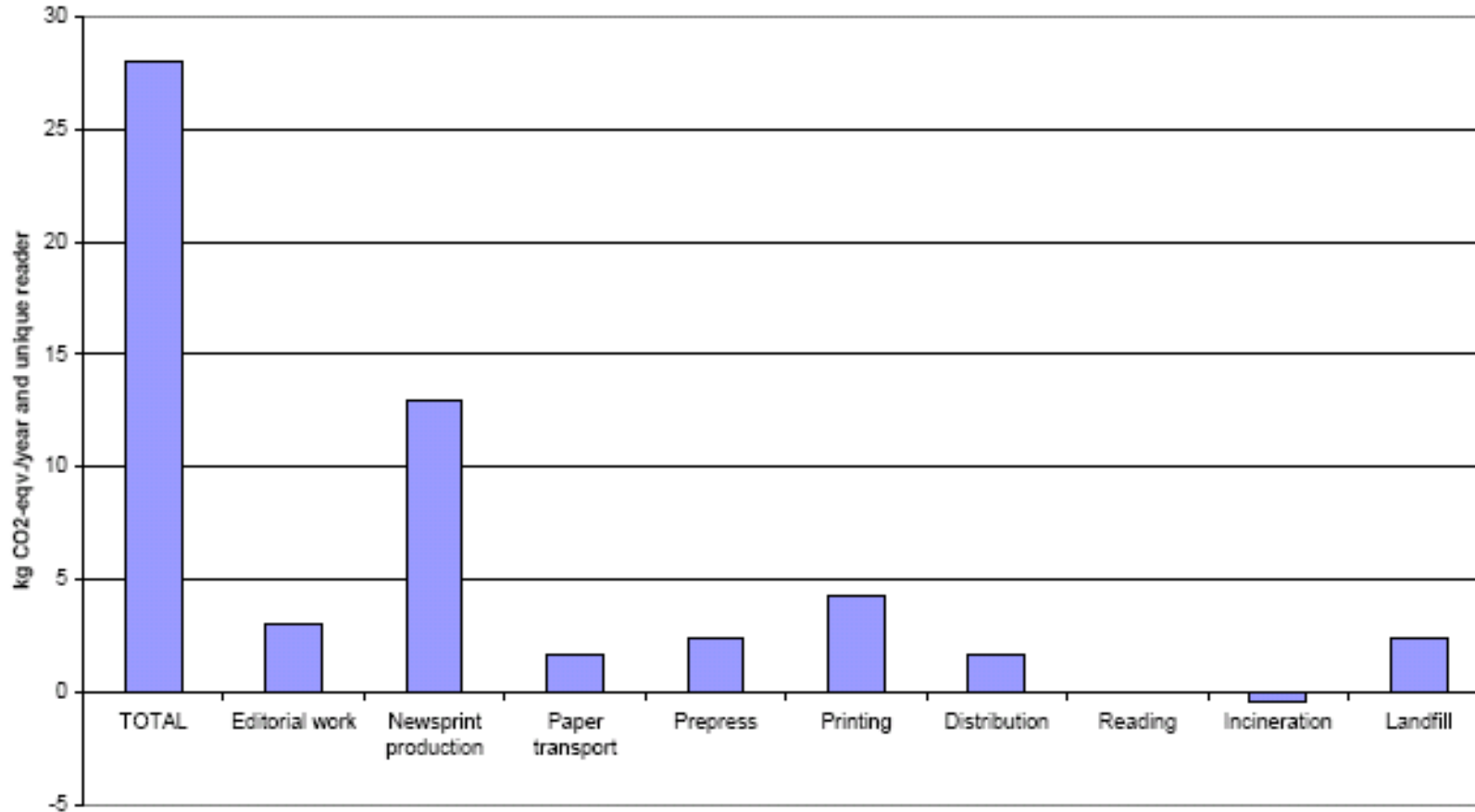
For instance – energy consumption in newsprint

Total energy resources, Printed newspaper, European average

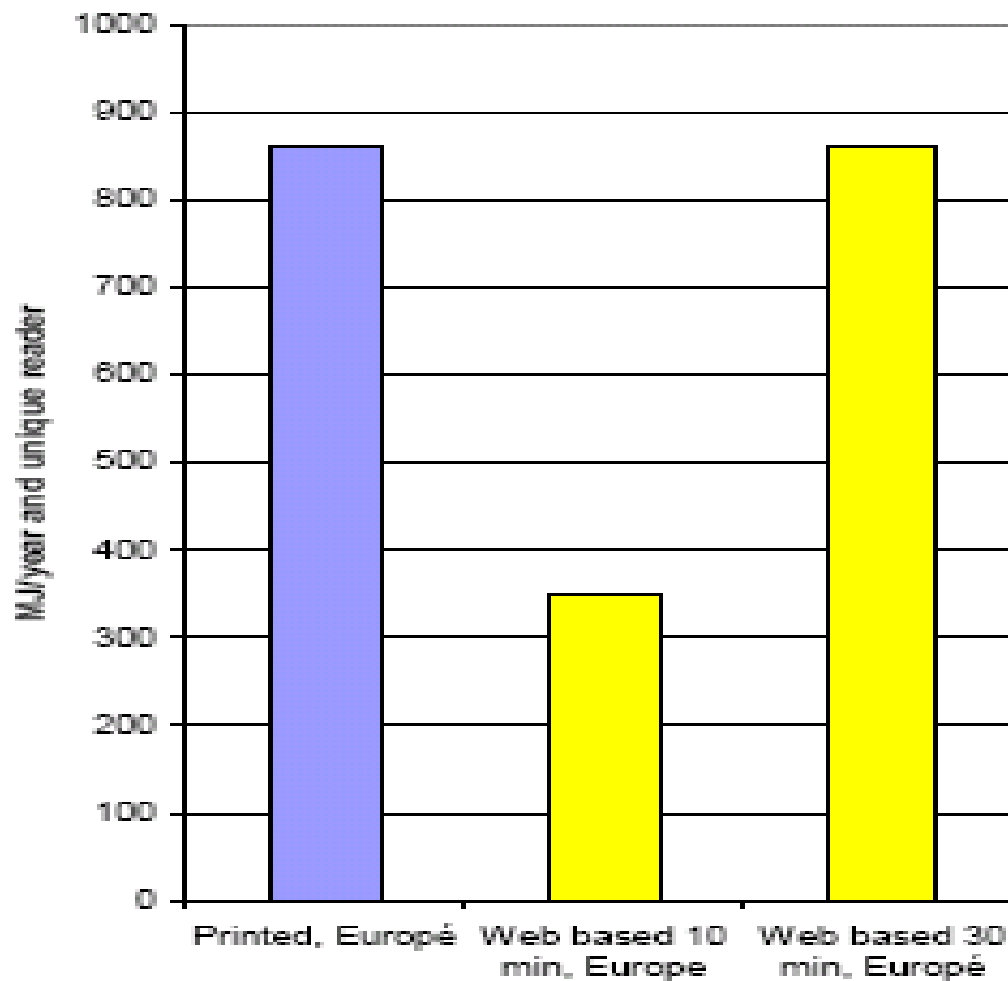


Global warming potential

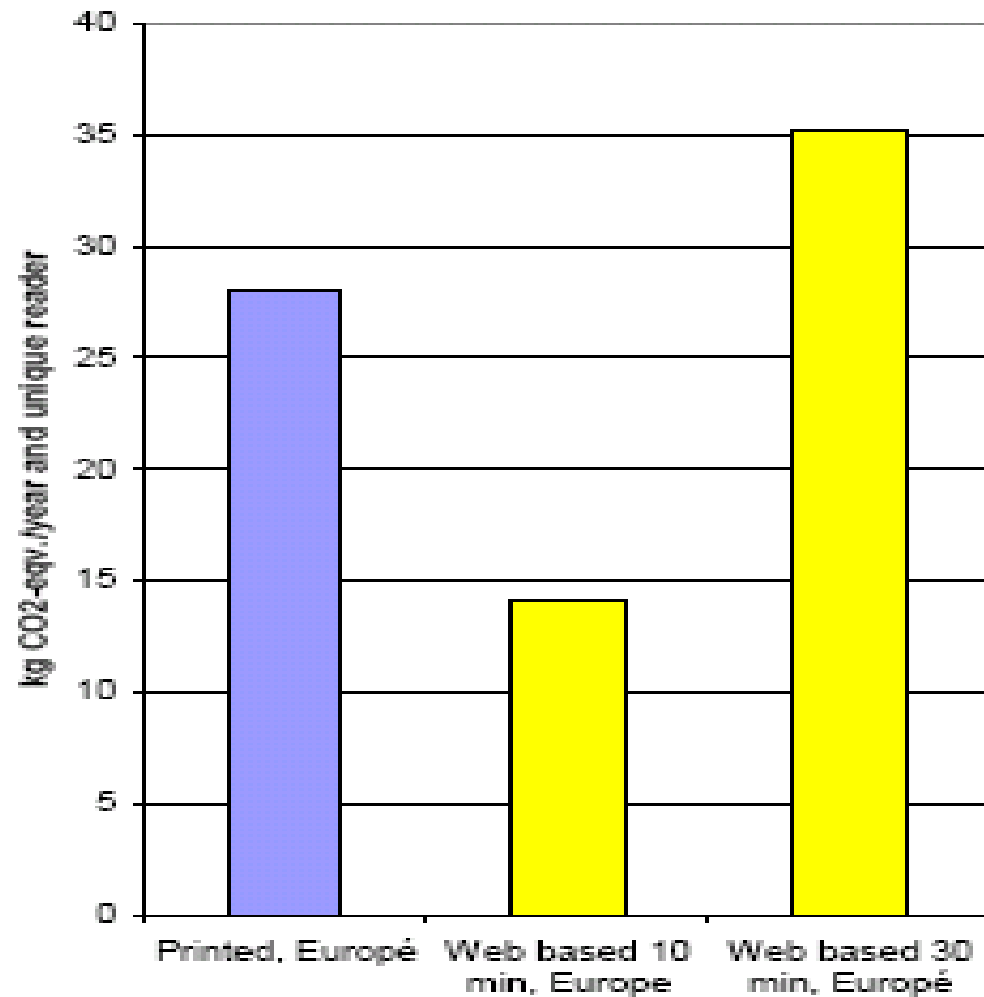
Global Warming Potential, Printed newspaper, European average



Compared to web based paper – energy use



Compared to web based paper – Global warming potential





Conclusions

- LCA as a tool is powerful instrument to assess different alternatives in terms of resource consumption especially for obvious alternatives
- Interventions can be more focused if proper LCA is carried out for different options