



Ficha n° W05

PLAN DE ACCION RSE

Optimization of printed communications media

Description

Due to its unavoidable status as the publisher of a significant quantity of printed communications media (catalogues, documentation, posters, etc.), SDMO has adopted an eco-printing approach based on a number of strategic areas:

- Quantity optimisation, based on improved forecasting accuracy of the number of copies to be printed;
- Enhanced decision-making upstream of the communications vehicle, paper or digital;
- Use of PEFC-certified (European certification) or FSC-certified (global certification) paper. These standards are recognized worldwide;
- Preferential selection of quality paper for catalogues and documentation, manufactured in France and partially recycled;
- Selection of a local printer, situated within 20km of the storage location and committed to a proactive and industry-recognised CSR approach (Imprim'vert, PEFC/FSC Chain of Custody certification, member of the Global Compact, etc.).

Results

Through its actions, SDMO has achieved the following results:

- 32% fewer print orders between 2012 and 2013;
- 80% of orders on certified paper and 90% of total number of printed copies;
- 9% fewer copies printed, some 174,222 in 2013

En 2013, esta actuación ha permitido a SDMO disminuir en **3.95 toneladas** el peso total de sus impresiones, con una reducción de más de **35%** con respecto a 2012. Este resultado comporta además la reducción de los costes de almacenamiento y de envío.

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