

# 5<sup>th</sup> Annual ENVIRONMENTAL PRINTING AWARDS

## ENTRY GUIDELINES

### About the Entry Guidelines

This document contains all information needed to submit an entry into the Fifth Annual Environmental Printing Awards, to be celebrated on April 8, 2010. Inquiries are welcome at [enviroawards@printaction.com](mailto:enviroawards@printaction.com) or by calling (416) 665-7333 ext. 30/ext. 25.

There are no static entry forms to fill out, beyond the Company Information Sheet. Please carefully follow "Submission Instructions" to build a 3-page document, which can be supported with supplemental materials.

Your document is built by describing Environmental Indicators assigned to each category (detailed on pages 3-4). These Indicators are chosen based on current environmental trends and issues relevant to the Canadian printing industry.

### Best of Show Award

The inaugural presentation of the Best of Show Award will recognize the most environmentally progressive submission across all categories and entries.



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\* The Company Information Sheet is also available as a separate MS Word document download at: [www.printaction.com/environmental-printing-awards/](http://www.printaction.com/environmental-printing-awards/)

### Award Categories

#### Community focused

EPA-1: Environmental Innovator

EPA-2: Environmental Community Involvement

#### Technology focused

EPA-3: Most Environmentally Progressive Manufacturing Process or Service, Printer

EPA-4: Most Environmentally Progressive Manufacturing Process or Service, Supplier

EPA-5: Most Environmentally Progressive Printing Technology, Software



EPA-6: Most Environmentally Progressive Printing Technology, Hardware



EPA-7: Most Environmentally Progressive Printing Technology, Consumable



#### Printing & packaging focused

EPA-8: Most Environmentally Progressive Project Design (all printing/packaging)



EPA-9: Most Environmentally Progressive Printing Project, Toner or Inkjet (digital)

EPA-10: Most Environmentally Progressive Printing Project, Sheetfed Offset

EPA-11: Most Environmentally Progressive Printing Project, Web Offset

EPA-12: Most Environmentally Progressive Packaging Project

#### Company focused

EPA-13: Most Environmentally Progressive Packaging Company in Canada



EPA-14: Most Environmentally Progressive Technology Supplier in Canada

EPA-15: Most Environmentally Progressive Printing Company in Canada, 1-49 employees

EPA-16: Most Environmentally Progressive Printing Company in Canada, 50-100 employees

EPA-17: Most Environmentally Progressive Printing Company in Canada, 100+ employees

## Submission Instructions

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1. Excluding the Company Information Sheet and supplementals, your submission must not exceed three 8-1/2 x 11-inch pages, using at least 10-point type.
2. Within the 3-page document, describe your submission's environmental position in relation to each Environmental Indicator assigned to your category, as detailed in the section "Category Requirements" (page 3-4).
3. On the 3-page document, you are only required to label each description by the appropriate Environmental Indicator. Please include the name of the submission and category at the top of the first page.
4. Supplemental materials (described below, with examples) can be used to support claims/descriptions on the 3-page entry document.
5. You may submit equal descriptions for each Indicator or, alternatively, emphasis specific ones.
6. Some categories provide the option to replace a specific number of assigned Indicators with an equal amount of your choosing, from the Complete Environmental Indicators List (page 5).
7. Seven of the categories are not assigned Environmental Indicators. Instead, choose five indicators from the full list that are most applicable to your submission. These categories are EPA-1, -2, -8, -9, -10, -11, and -12.
8. Entries in the printing- and packaging-project categories must include two sample pieces, in addition to the 3-page entry document. These categories are EPA-8, -9, -10, -11, and -12.

## Submission of Supplemental Materials

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You are encouraged to submit supplemental materials to support descriptions/claims made within the Environmental Indicators. Please reference the direct location of any supporting material.

Typical supplemental material, from previous award years, includes sustainability reports, environmental reports, printing samples, pollution prevention plans, reference letters, company statistics, marketing materials, ROI calculations, third-party impact calculations, EH&S reports, or sample pages thereof.

# 5<sup>th</sup> Annual ENVIRONMENTAL PRINTING AWARDS

Thursday, April 8, 2010  
Eglinton Grand • Toronto

## Eligibility

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The awards program considers ongoing projects, because of its process-intensive nature.

Your submission, however, is to focus on new projects introduced between **January 2009 and January 2010**, or ongoing projects with measurable progress over the same period. This period of eligibility also applies to all printing- and packaging-project categories.

All entrants must conduct business in the Canadian market, if through headquarters, subsidiaries or distributors. The program encourages submissions emanating from international headquarters, as well as Canadian-owned operations in other countries.

The Environmental Innovator category applies to domestic leaders, as well as Canadians working in other countries.

## Entry Fees

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- Single entry – \$95
- Two entries – \$90 per entry (\$180 total)
- Three entries – \$85 per entry (\$255 total)
- Four entries – \$80 per entry (\$320 total)
- Five or more – \$75 per entry

Payment options are on the Company Information Sheet. All entry fees include applicable taxes.

## Award Levels

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Gold, Silver and Bronze Awards are available in each category except for Environmental Innovator, where only one person will be recognized. More than one Gold, Silver or Bronze Award may be presented per category. Conversely not all categories may yield an award at each level.

## Entry Deadline & Addresses

All entries and payment must be received or postmarked by 5:00 pm March 19, 2010. Completed entries can be emailed to [enviroawards@printaction.com](mailto:enviroawards@printaction.com). Please send materials that must be mailed to:

Environmental Printing Awards  
4580 Dufferin Street, #404  
North York, ON  
M3H 5Y2

# Category Requirements

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Within the 3-page entry document, describe your submission's environmental position in relation to each Environmental Indicator assigned to your category, as detailed in this section. See the full list of Indicators (with descriptions) in the following section.

## **EPA-1: Environmental Innovator**

Awarded to an individual instrumental in the promotion or development of an environmentally progressive printing technology, strategy or service.

Environmental Indicators to apply:  
Choose five Indicators from the full list that are most applicable to your submission.

## **EPA-2: Environmental Community Involvement**

Awarded to a company that has developed an environmental program benefiting the public or a defined community.

Environmental Indicators to apply:  
Choose five Indicators from the full list that are most applicable to your submission.

## **EPA-3: Most Environmentally Progressive Manufacturing Process or Service, Printer**

Awarded to a printing company based on the implementation of specific manufacturing technologies, processes or services to reduce its environmental impact.

Environmental Indicators to apply:  
1. EH&S Compliance, 2. Green Tech Implementation, 3. Energy Use Program, 4. Pollution Prevention Program, Air, and 5. Pollution Prevention Program, Effluent.

*Optional: Replace up to two assigned Indicators with an equal amount of Indicators, from the full list, which you deem as more suitable to your entry.*

## **EPA-4: Most Environmentally Progressive Manufacturing Process or Service, Supplier**

Awarded to a printing-industry supplier based on the implementation of specific manufacturing technologies, processes or services to reduce its environmental impact.

Environmental Indicators to apply:  
1. EH&S Compliance, 2. Green Tech Implementation, 3. Energy Use Program, 4. Pollution Prevention Program, Air, and 5. Pollution Prevention Program, Effluent.

*Optional: Replace up to two assigned Indicators with an equal amount of Indicators, from the full list, which you deem as more suitable to your entry.*

## **EPA-5: Most Environmentally Progressive Printing Technology, Software**

Awarded to a printing-industry supplier for the development, introduction, or growth of a software-based technology (ink optimization, list cleansing, automation, etc.) that reduces environmental impact.

Environmental Indicators to apply:  
1. Environmental Product Development, 2. Life Cycle Assessment, 3. Distribution Management, 4. EH&S Compliance (of product and/or company), and 5. Environmental Marketing.

*Optional: Replace up to two assigned Indicators with an equal amount of Indicators, from the full list, which you deem as more suitable to your entry.*

## **EPA-6: Most Environmentally Progressive Printing Technology, Hardware**

Awarded to a printing-industry supplier for the development, introduction, or growth of a hardware-based technology (presses, recycling equipment, processors, etc.) that reduces environmental impact.

Environmental Indicators to apply:  
1. Environmental Product Development, 2. Life Cycle Assessment, 3. Distribution Management, 4. EH&S Compliance (of product and/or company), and 5. Environmental Marketing.

*Optional: Replace up to two assigned Indicators with an equal amount of Indicators, from the full list, which you deem as more suitable to your entry.*

## **EPA-7: Most Environmentally Progressive Printing Technology, Consumable**

Awarded to a printing-industry supplier for the development, introduction, or growth of a consumable-based technology (papers, plates, plastics, inks, coatings, chemistries, etc.) that reduces environmental impact.

Environmental Indicators to apply:  
1. Environmental Product Development, 2. Life Cycle Assessment, 3. Distribution Management, 4. EH&S Compliance (of product and/or company), and 5. Environmental Marketing.

*Optional: Replace up to two assigned Indicators with an equal amount of Indicators, from the full list, which you deem as more suitable to your entry.*

## **EPA-8: Most Environmentally Progressive Project Design (all printing/packaging)**

Awarded to a creative firm for the environmentally progressive development and execution of a printing or packaging project, using any output process.

Environmental Indicators to apply:  
Choose five Indicators from the full list that are most applicable to your submission.

## **EPA-9: Most Environmentally Progressive Printing Project, Toner or Inkjet (digital)**

Awarded to a printing company for the environmentally progressive production of a toner- or inkjet-based printing project.

Environmental Indicators to apply:  
Choose five Indicators from the full list that are most applicable to your submission.

**Additional information required:** Title of project; client; number of pieces produced; substrates, inks or coatings used; and printing press/system. (Please include technology brands/models.)

## **EPA-10: Most Environmentally Progressive Printing Project, Sheetfed Offset**

Awarded to a printing company for the environmentally progressive production of a sheetfed offset-based printing project.

Environmental Indicators to apply:  
Choose five Indicators from the full list that are most applicable to your submission.

**Additional information required:** Title of project; client; number of pieces produced; substrates, inks or coatings used; and printing press/system. (Please include technology brands/models.)

## **EPA-11: Most Environmentally Progressive Printing Project, Web Offset**

Awarded to a printing company for the environmentally progressive production of a web offset-based printing project.

Environmental Indicators to apply:  
Choose five Indicators from the full list that are most applicable to your submission.

**Additional information required:** Title of project; client; number of pieces produced; substrates, inks or coatings used; and printing press/system. (Please include technology brands/models.)

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# Category Requirements (Continued)

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**Additional information required:** Title of project; client; number of pieces produced; materials; and a brief description of environmental objectives within creative process (Please include technology brands/models.)

**EPA-12: Most Environmentally Progressive Packaging Project**

Awarded to a printing and/or converting-oriented packaging company for the environmentally progressive production of any type of packaging.

Environmental Indicators to apply:  
Choose five Indicators from the full list that are most applicable to your submission.

**Additional information required:** Title of project; client; number of pieces produced; substrates, inks or coatings used; and printing press/packaging systems. (Please include technology brands/models.)

**EPA-13: Most Environmentally Progressive Packaging Company in Canada**

Awarded to a company primarily focused on packaging (for example, labels, flexible, rigid, converting, etc.) based on its holistic strategy to address environmental impact. Submissions can represent the entire company or a specific facility/plant.

Environmental Indicators to apply:  
1. EH&S Compliance, 2. Environmental Record, 3. Energy Use Program, 4. Pollution Prevention Program, Air, 5. Pollution Prevention Program, Effluent, 6. Green Tech Implementation, and 7. Environmental Marketing.

*Optional: Replace up to two assigned Indicators with an equal amount of Indicators, from the full list, which you deem as more suitable to your entry.*

**EPA-14: Most Environmentally Progressive Technology Supplier in Canada**

Awarded to a printing-industry supplier based on its holistic strategy to address environmental impact. Submissions can represent the entire company or a specific facility/plant.

Environmental Indicators to apply:  
1. EH&S Compliance, 2. Environmental Record, 3. Energy Use Program, 4. Pollution Prevention Program, Air, 5. Pollution Prevention Program, Effluent, 6. Green Tech Implementation, and 7. Environmental Marketing.

*Optional: Replace up to two assigned Indicators with an equal amount of Indicators, from*

*the full list, which you deem as more suitable to your entry.*

**EPA-15: Most Environmentally Progressive Printing Company in Canada (1-49 employees)**

Awarded to a printing company based on its holistic strategy to address environmental impact. Submissions can represent the entire company or a specific facility/plant.

Environmental Indicators to apply:  
1. EH&S Compliance, 2. Environmental Record, 3. Energy Use Program, 4. Pollution Prevention Program, Air, 5. Pollution Prevention Program, Effluent, 6. Green Tech Implementation, and 7. Environmental Marketing.

*Optional: Replace up to two assigned Indicators with an equal amount of Indicators, from the full list, which you deem as more suitable to your entry.*

**EPA-16: Most Environmentally Progressive Printing Company in Canada (50-100 employees)**

Awarded to a printing company based on its holistic strategy to address environmental impact. Submissions can represent the entire company or a specific facility/plant.

Environmental Indicators to apply:  
1. EH&S Compliance, 2. Environmental Record, 3. Energy Use Program, 4. Pollution Prevention Program, Air, 5. Pollution Prevention Program, Effluent, 6. Green Tech Implementation, and 7. Environmental Marketing.

*Optional: Replace up to two assigned Indicators with an equal amount of Indicators, from the full list, which you deem as more suitable to your entry.*

**EPA-17: Most Environmentally Progressive Printing Company in Canada (100+ employees)**

Awarded to a printing company based on its holistic strategy to address environmental impact. Submissions can represent the entire company or a specific facility/plant.

Environmental Indicators to apply:  
1. EH&S Compliance, 2. Environmental Record, 3. Energy Use Program, 4. Pollution Prevention Program, Air, 5. Pollution Prevention Program, Effluent, 6. Green Tech Implementation, and 7. Environmental Marketing.

*Optional: Replace up to two assigned Indicators with an equal amount of Indicators, from the full list, which you deem as more suitable to your entry.*

# Complete Environmental Indicators List

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Environmental Indicators applied in the Environmental Printing Awards are chosen based on current environmental trends and issues relevant to the Canadian printing industry. Beyond these general descriptions, interruption of the Indicators is to be applied through the environmental position of your company/entry.

## **Carbon Footprint**

Internal and/or third-party assessments to understand the total set of greenhouse gas emissions as the result of a facility's operation or a product's introduction.

## **Distribution Management**

Logistics employed to lessen the environmental impact of transporting products/services to clients.

## **Employee Awareness Program**

A defined methodology to inform employees of environmental targets, projects, objectives, etc.

## **Energy Use Program**

Energy-saving strategies or technologies applied directly within the facility. (For example, heat reclamation or alternative-energy sources.)

## **Environmental Certification, Consumables**

Certification in the use of printing inputs like inks, papers, plastics and plates. (For example, FSC, PEFC, SFI.)

## **Environmental Certification, Facility**

Recognized environmental accreditations for facilities/plants. (For example, Leadership in Energy and Environmental Design, Waterless, EcoLogo, ISO 14000 and Sustainable Green Printing Partnership.)

## **Environmental Committee**

A group of employees with a clear mandate, as well as appropriate reporting/implementation schedules, to enact environmental initiatives.

## **Environmental Community Programs**

Promoting environmental responsibility in public domain or within a defined community. (Example: Donating off-cuts or supporting/initiating environmental events.)

## **Environmental Health & Safety (EH&S) Compliance**

Company or product compliance with the environmental regulations required within a region or business sector. (For example, Certificate of Approval for air/noise and municipal sewer-use-bylaw compliance.)

## **Environmental Marketing**

A defined plan/approach to promote environmentally progressive strategies, services or products.

## **Environmental Policy**

Formal policy defining a company's principles, initiatives or objectives to reduce its environmental impact.

## **Environmental Product Development**

The development and/or introduction of a specific product or service that allows end users to lessen their environmental impact.

## **Environmental Record**

The environmental achievements of a company or individual prior to the current period of eligibility, January 2009 to January 2010.

## **Environmental Report**

The production of a regular, results-based report outlining a company's environmental progress.

## **Facility Engineering**

The implementation of specific operational features or functions to lessen a facility's impact on the environment.

## **Green Tech Implementation**

The installation of environmentally progressive technologies or services, including new or ongoing projects, with defined targets, objectives, etc.

## **Impact Calculations**

Third-party environmental calculator conversions to determine environmental savings. (For example, the number of trees saved based on the use of a paper grade.)

## **Life Cycle Assessment**

Evaluating the environmental impact of a specific product or service over the course of its complete life, including disposal.

## **Not-for-profit/Association Participation**

The efforts of a company or individual to develop or assist in the environmental mandate of a not-for-profit entity or association.

## **Pollution Prevention Program, Air**

Programs designed for addressing air pollution, through source reduction, source neutrality (recycling) and/or source control (third-party disposal).

## **Pollution Prevention Program, Effluent**

Programs designed for addressing effluent pollution (dirty water, chemicals, etc.) through source reduction, source neutrality (recycling) and/or source control (third-party disposal).

## **Supply Chain Programs**

The initiatives of a company or individual to influence their suppliers to adopt more progressive environmental practices.

# Company Information Sheet

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Each company need only provide one Company Information Sheet for all entries.

Category(s) entered:

Company Name:

Submitting division/plant/facility (if different from above):

Number of employees:

Plant/facility size in square metres/feet:

Principle market segment(s) served:

Year company founded:

Street address:

City/Postal Code:

Province (State):

Contact person:

Contact Job Title:

Telephone:

Email:

## **Payment Information**

Cheques or credit cards (VISA, MasterCard, American Express) are accepted. Please contact Kim Stevenson (kim@printaction.com or (416) 665-7333 ext. 0) with any payment-related questions. Cheques should be made out to Youngblood Publishing Limited.

Credit Card Number:

Name (as it appears on card):

Expiry Date: