



Case study
Sector: Print and Paper
Country: UK

Inspirational print management
= Charterhouse

Charterhouse is a leading independent print management company, delivering responsible print management programmes direct to global brands. Charterhouse was the first print management company to become CarbonNeutral® and is also the pioneer of CarbonNeutral® print production status, a unique programme that measures, reduces and offsets the CO₂ emissions associated with that of their clients.

Objectives

- To be an industry leader by becoming the first print management company to address climate change
- To allow clients to understand and reduce the carbon impact of their print production

Programme developed

- The CarbonNeutral Company measured the carbon footprint of Charterhouse's business operations
- The CarbonNeutral Company helped the business to set a reductions plan and build emissions reductions targets into ISO:14001 objectives
- The remaining unavoidable emissions were offset to net zero by purchasing carbon credits from emission reduction projects

CarbonNeutral print production

- The CarbonNeutral Company developed a bespoke calculator to instantly calculate the CO₂ emissions from marketing print production
- Offered clients the opportunity to make all the print production CarbonNeutral®

Communication

- Charterhouse held staff training seminars with The CarbonNeutral Company
- The CarbonNeutral Company held a launch event at London Zoo with Vince Cable, MP as Keynote speaker
- Developed an e-newsletter to existing clients and prospects

Results

- Charterhouse were able to measure positive response from staff and clients
- Raised the issue of growing CO₂ emissions in the print industry
- Generated positive PR coverage in print press



"As a leading European print management company, it is important that Charterhouse not only responds to the drive for environmentally sound specifications, but that we provide our clients with the tools to take positive action. CarbonNeutral® print production is an important and successful part of this policy"

Matthew Stevens, Board Director, Charterhouse

