

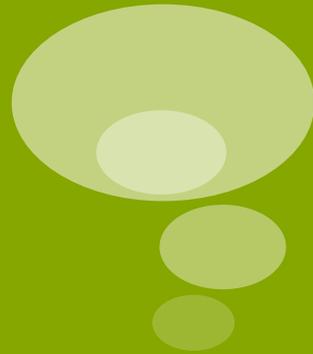


# Sustainable Marketing Practices

What does it mean  
to “Geaux Green”?



Procurement Auxiliary Services



What makes  
marketing green?

**More marketers believe sustainability has more to do with balancing financial, human and natural resources for long-term benefit than with environmental protection.**

*American Marketing Association and Fleishman-Hillard, Inc. Research Study, April 2009*

# Who cares about sustainability?



## Potential students

- **45%** of those intending to study education, social sciences, architecture, and building and planning say that a good track record on sustainable development was important or very important in choosing where to study.

## Potential faculty and staff

- Overall, **46%** said that environmental considerations are important or very important when deciding what organization to join. These figures go up to **52% and 50% for 20- and 21-year-old respondents**, respectively.

*(Forum for the Future & UCAS Survey, 2007, of higher education applicants aged 16-21)*



Where do we  
start?

our **desks**

our **buildings**

our **communications**

# Our desks



- **Avoid unnecessary printing**, or only produce double-sided copies and printing.
- **Reuse or recycle paper** whenever possible. Also, Mailing Services picks up used **toner cartridges** for recycling, at no charge.
- Use **task lighting** and turn off overhead lights
- Remove your name from mailing lists of **unwanted publications**.
- **Unplug** battery chargers (cell phones, calculators, and coffee pots). Otherwise, they still draw power, even when the battery is fully charged. A power strip is an easy way to shut off equipment not in use.
- **Sleep modes** uses less energy than screen savers. See LSU's computer and monitor power management policy, <http://grok.lsu.edu/Article.aspx?articleid=10601>. This can save \$70/year per user.
- Try the new **Tiger Trails** buses, which have cleaner burning engines, and will save you money on gas. Visit [tigertrails.lsu.edu](http://tigertrails.lsu.edu).

# Our buildings



- Check Property Management's **surplus inventory** before ordering new furniture or equipment (refer to Surplus Authorization Form.pdf). These items are **free**.
- Purchase office supplies from **University Stores**. This can reduce unneeded travel and time lost tracking orders. Also, bulk orders may result in deeper discounts.
- Try **video and telephone conferencing** to save transport costs, reduce greenhouse gas emissions, and maintain productivity.
- Call LSU Recycling Manager Andres Harris (578-5325) to order **recycling bins**.
- Use **compact fluorescent bulbs** – they use 75% less energy.
- Purchase **ENERGY STAR** labeled appliances per LSU policy, <http://www.fas.lsu.edu/purchasing/appliances.html>
- Request an **office energy audit** ([sustainability.lsu.edu](http://sustainability.lsu.edu)).
- Switch from regular **cleaning supplies** to Green-Seal Certified products.

# Our communications



- Integrate sustainability-related information into your **communications**. Refer to [sustainability.lsu.edu](http://sustainability.lsu.edu) for details.
- Printing Services offers **Variable Data Printing**, which allows you to target your audience with customized messaging and to print in smaller quantities.
- Order green-certified **promotional items** for your next event. Contact Ken Watson for details (578-2888, [kwatson@lsu.edu](mailto:kwatson@lsu.edu)).
- Whenever possible, request **PDF proofs** instead of paper proofs. Make your alterations with as few proofs as possible to save time, resources, and money.
- Send your mailing lists to Mailing Services for processing. This **decreases wasted paper and gasoline** for deliveries to incorrect addresses, and saves you money on wasted postage.
- Use and promote local services provided by **LSU auxiliaries**, such as LSU Dining and University Stores. Auxiliaries give **7%** of their annual revenue toward campus administrative fees and risk management funds. PAS is the third-highest contributor.
- Produce printed materials on **recycled paper**.



Pixels vs. paper:  
Which is more  
sustainable?



# Just the Facts



## **Electronic media consumes more energy than print.**

The U.S. Department of Energy stated that the carbon sequestered on **forested lands** during 2006 was greater than the carbon released from harvesting wood over the same period.

**Data center** consumption rates in the U.S. doubled from 2000-2006, and will double again by 2011.\*\*

## **Paper, more easily and frequently, is recycled and reused.**

According to the Environmental Protection Agency, 44 million tons of paper and paperboard were recovered in 2006—a **recycling rate of over 50 percent**.

Of the 2.25 million tons of electronic products ready for end-of-life management in 2007, 18% (414,000 tons) was collected for recycling and **82% (1.84 million tons) was disposed of**, primarily in landfills.\*

## **Without the demand for paper, there is less incentive to maintain healthy forests.**

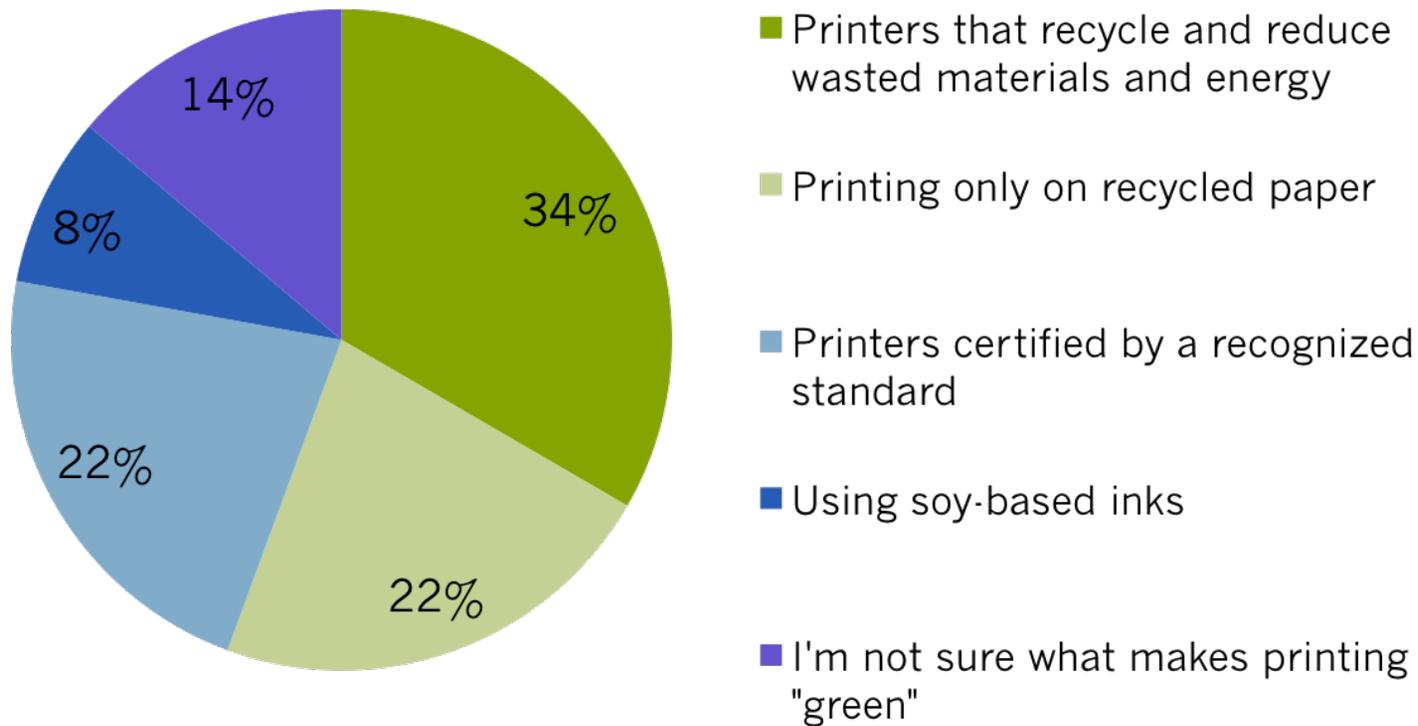
Today the U.S. is home to 750 million acres of forests, and has an **increased inventory by 49%** over the past fifty years.\*

\*USDA Forest Service, 2006 Forest Industry Analysis Program

\*\*International Energy Agency

◆ Environmental Protection Agency

# What do you most associate with **green printing**?\*



*\*LSU Printing Services Survey, July 2009*



Would you be willing  
to pay more for  
recycled paper?\*

**Yes**                    **47.7%**

**No**                      **47.7%**

**No response**        **4.6%**

*\*LSU Printing Services Survey, July 2009*

# Solutions?

We're off to a good start.



- Printing Services now offers a “**house green sheet**” at a cost that’s similar to widely-used, non-recycled papers.
- In lieu of using a certification’s symbol, include **environmental paper information** within your printed publications.
- Printing Services uses domestically-produced, **vegetable-based inks** purchased via state contract for overall savings.
- Printing Services annually recycles **128.9 tons** of paper, as well as **three tons** of aluminum press plates *(LSU Facility Services Office of Recycling)*
- Copier Management stocks all campus copiers with paper containing a minimum of **30% Post Consumer Waste** (PCW).
- University Stores stocks paper towels containing a minimum of **40% PCW**.

# Resources (see your flash drive)

## Energy Resources

Computer use at LSU.pdf  
LSU Energy Star policy.pdf

## PAS Sustainable Marketing Presentation.pdf

## Printing Resources

### Order Forms

PAS ENV\_OrderForm.pdf  
PAS LTR\_OrderForm.pdf  
PAS Memo\_OrderForm.pdf  
PAS Note\_OrderForm.pdf  
PS order form.pdf

### Paper Guides

Mac Papers-green info.pdf  
Sappi selection guide.pdf  
Tips on Picking Green Papers.pdf

## Property Management

EIAR.pdf  
Plug-In to eCycling.pdf  
Surplus Authorization Form.pdf  
Surplus-procedures.docx

## University Relations Resources

PA Style Guide.pdf  
VIP\_FINAL.pdf

