

Wipe off 5

Summary

Cost to implement	Minimal: purchasing fridge magnets and printing and laminating posters
Cost savings	Using 5 - 10% less paper, actual cost depends on size of firm and procurement.
Environmental impact/savings	<i>2.5 reams of paper per staff member per year (which does not just mean less trees, but also less water, electricity and emissions related to paper production)</i>
Implementation Issues	<i>Communication, staff engagement</i>
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Overview

The "Wipe off 5" programme is designed to encourage all staff to reduce their daily printing by 5 pages.

Programme details

To implement the programme, the Maddocks Environment Committee:

- Provided all staff with a fridge magnet which stated "**think before you print!**"
- Placed A3 laminated posters stating "**Wipe off 5**" in all print rooms. These had different pictures on each side, which were turned over regularly.
- Sent staff an email at the beginning of the programme with the following message:
***Can you Wipe Off 5?** Maddocks' #1 enviro-target for 2007 is to wipe off 5% from our total paper consumption by December. 5 pages per person per day - that's all it takes to make a HUGE difference to the environment. Can you wipe off 5? It's easy - some ideas are attached, so why not take up the challenge and wipe off 5.*
- Tips for reducing printing included "think before you print", using double sided printing (or double-double printing) and getting WP or administrative assistants to send a link to the document when they've finished typing, rather than printing, if you think you might make further amendments.

What were the results?

Maddocks' staff exceeded the initiative's expectations and reduced their paper consumption by 10 pages per day, which represents a saving of 885,896 pages per year for the firm.

As Maddocks uses recycled paper, it is difficult to calculate the exact benefits of this initiative, but if the firm used non-recycled paper, this saving is equivalent to 117 trees, or 1,770 reams of paper.

More information

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