Print it Green, Print it With Renewable Energy:
An Introduction to the Green-e Marketplace re:print Program

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Outline

1. Introduction to Green-e Marketplace
2. Overview of Green-e Marketplace re:print
3. Why Green-e Marketplace re:print?
4. Q&A
Certification Program for Renewable Energy Purchasers

- Customers must purchase or generate a minimum amount of renewable energy
- Logo can be used on consumer goods manufactured with 100% renewable energy
- Helps demonstrate environmental commitment and use of renewable energy
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What is re:print?

a renewable energy supply chain certification for the printing and paper industry
Current Printing and Paper Certification Programs

SFI™
FSC®
PEFC™
ANCIENT FOREST FRIENDLY™
Paper & Printing Industries

Paper
- 11% of domestic manufacturing’s energy use
- 3rd most energy intensive behind oil/coal manufacturing and chemicals manufacturing

Printing
- $112 billion industry
- Nearly 1 million employed
- 45 trillion pages printed annually
How it Works

Paper manufactured using 100% certified renewable electricity

Paper printed using 100% certified renewable electricity

ANNUAL REPORT

Paper Manufactured and Printed Using 100% Certified Renewable Electricity
TN #19-3033-1042
How it Works

Eligible Paper Line

Eligible Printer

J.S. McCarthy Printers

Paper Manufactured and Printed Using 100% Certified Renewable Electricity

TN #: 10-5002-1004
Eligible Usage Types

What Types of Printed Collateral are Eligible?

- Annual reports
- Newsletters
- Company brochures
- Magazines
- Books
- Sustainability reports
- Company mailers
Ineligible Usage Types

Products
Product labels
Packaging
Consumer facing goods
Tracking the Claim

Paper Manufactured and Printed Using 100% Certified Renewable Electricity
TN #: 10-5002-1004

Year

Assigned Printer #

Assigned Paper #

<table>
<thead>
<tr>
<th>Year</th>
<th>Assigned Printer #</th>
<th>Assigned Paper #</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>EnviroPrint USA 5001</td>
<td>Grays Harbor ‘A’ 1001</td>
</tr>
<tr>
<td></td>
<td>J.S. McCarthy 5002</td>
<td>Grays Harbor ‘B’ 1002</td>
</tr>
<tr>
<td></td>
<td>Nicholas Earth 5003</td>
<td>Sappi ‘C’ 1003</td>
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<tr>
<td></td>
<td>Original Impressions 5006</td>
<td>Mohawk ‘X’ 1004</td>
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<tr>
<td></td>
<td></td>
<td>Neenah ‘Y’ 1005</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Monadnock ‘Z’ 1006</td>
</tr>
</tbody>
</table>
Required Documents

Customer Agreement

Example
# Fees

**Annual Fee for Printer Organizations:**

<table>
<thead>
<tr>
<th>Gross Annual Revenues</th>
<th>Annual Fee*</th>
<th>1st Year Fee for Sign-up by October 31st, 2010</th>
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<tbody>
<tr>
<td>Above $100 million</td>
<td>$15,000</td>
<td>$10,500</td>
</tr>
<tr>
<td>$50 million to $100 million</td>
<td>$10,000</td>
<td>$7,000</td>
</tr>
<tr>
<td>$5 million to $50 million</td>
<td>$5,000</td>
<td>$3,500</td>
</tr>
<tr>
<td>$1 million to $5 million</td>
<td>$2,500</td>
<td>$1,750</td>
</tr>
<tr>
<td>$250,000 - $1 million</td>
<td>$1,500</td>
<td>$1,050</td>
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<tr>
<td>$0 – $250,000</td>
<td>$750</td>
<td>$525</td>
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</table>

* For printer participants joining before October 31st, 2010, there is a 30% reduction in annual fees for the first year.
Process for Customer

How do I incorporate the Green-e logo into my organization’s printed materials?

1. **Find** a Green-e Marketplace Certified Printer (www.green-e.org/reprint)
2. **Request** that the printer use a Green-e Marketplace Certified Paper Line (www.green-e.org/reprint)
3. **Sign** a Customer Agreement (provided by printer)
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Consumer Driven Demand

50% want companies to be more environmentally friendly
54% prefer to buy from environmentally friendly companies
55% want companies to use renewable energy
80% care about the use of renewable energy
21%
**Green-e Recognition**

**BBMG Study:**  Green-e Recognition at 21% Nationally in 2009

**CERTIFICATION SEALS: FAMILIARITY**
Now you are going to see some seals or labels that could appear on the packaging of products you buy. Please indicate if you have seen that label or seal before. *Note: Respondents are only shown visual representations of certification seals. (% Responding “yes, have seen”)*

<table>
<thead>
<tr>
<th>Certification Seal</th>
<th>All</th>
<th>Certification Seal</th>
<th>All</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Recyclable)</td>
<td>89%</td>
<td>(Rainforest Alliance Certified)</td>
<td>17%</td>
</tr>
<tr>
<td>(Energy Star)</td>
<td>87%</td>
<td>(Certified Humane Raised and Handled)</td>
<td>14%</td>
</tr>
<tr>
<td>(USDA Organic)</td>
<td>62%</td>
<td>(LEED or Green Building Certified)</td>
<td>12%</td>
</tr>
<tr>
<td>(Smart Choice)</td>
<td>45%</td>
<td>(Cruelty Free/Leaping Bunny Certified)</td>
<td>11%</td>
</tr>
<tr>
<td>(Green-e)</td>
<td>21%</td>
<td>(Marine Stewardship Council Certified)</td>
<td>11%</td>
</tr>
<tr>
<td>(Whole Trade Guarantee)</td>
<td>19%</td>
<td>(Forest Stewardship Council Certified)</td>
<td>6%</td>
</tr>
<tr>
<td>(Fair Trade Certified)</td>
<td>18%</td>
<td></td>
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Benefits

What are the benefits of using re:print?

- Reduce Printing Footprint
- Demonstrate commitment to renewable energy
- Association with well known 3rd party certification
- New business opportunities
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