



Carbon Neutral Print Solution

It is the responsibility of businesses the world over to review their carbon footprints and address the impact that they are having on the environment through various initiatives. These interventions usually prove expensive and complex – causing companies to give up in frustration.

As a leading office automation solutions provider, ITEC is demonstrating its commitment to environmental sustainability by introducing a value-add carbon offset program, which offers our clients a simple and effective approach to meet their objective in reducing their impact on the environment.

ITEC has entered into an exclusive agreement with international environmental sustainability solutions provider, **impactChoice** (see www.impactchoice.com), to offer clients a program that will help them neutralise the environmental impact of their printers and copiers in a simple, auditable and sustainable manner.

ITEC is the first office automation solutions provider in SA to offer sustainability solutions as a value added service to clients.

What does this actually mean for our customers?

The switch to carbon neutral printing could not be simpler. Each month we monitor your printing volumes via our supplied printers or multifunctional devices. Using this data, we are able, through our partnership with impactChoice, to calculate the associated carbon emissions - based on paper and electricity usage - and offset this figure for **your** benefit.

This is done by issuing your company with a 100% guaranteed and verifiable impactChoice carbon offset certificate each month (see example). These certificates are linked by a traceable serial number to a macro Voluntary Emission Reduction (VER), Certified Emission Reduction (CER), or Renewable Energy Certificate (REC) provided by recognised providers of these offset certificates - to ensure that funds support current and verifiable offset projects (such as emissions reduction, renewable energy generation, reforestation and avoided deforestation, biomass increase, and soil carbon retention).



An example of a current offset project supported by impactChoice is the **Sofala Community Carbon Project**. This is a Plan Vivo/CCBS Gold Standard Agroforestry, Avoided Deforestation and Forest Conservation project in Mozambique with both environmental and social co-benefits (additional info available on request).

As well as being **Environmentally Responsible**, the **value this adds to your company** can include;

- **Improved brand equity** – promote that your company's office automation through ITEC is 'carbon neutral' and leverage this positioning by marketing your company as being committed to environmental sustainability.
- **Bolster tenders** - obtain new business from companies looking for green credentials in their supply chain.
- **King III** code on corporate governance effective 1 March 2010; use your certificates to support your company's reporting in terms of environmental sustainability.
- Certificates can be used in your **Carbon Footprint/Environmental Sustainability Report** towards a reduction in your company's overall carbon footprint inventory.
- **Free company listing** on www.impactChoice.com as part of a network of environmentally conscious companies.
- **Form strategic alliances**; collaborate with environmentally aware companies, including 74 of the JSE Top100 who voluntarily participated in the 2010 Carbon Disclosure Project and those listed on the JSE's Social Responsibility Index who are encouraged to assess their supply chain in terms of environmental criteria.
- **Brand awareness** and positioning; apply the impactChoice Stamp – “protecting our World” – to all your marketing collateral, including print and online.
- **Pass value onto your customers**; by promoting that all printing associated with individual customer transactions are carbon neutral.

The **cost** of this value-add is **R0.01 (one cent)** per page consumed – which is collected monthly and gets paid across (in its entirety) to impactChoice for the purchase and issue of the carbon offset certificates.

Should you have any questions or require additional information, please speak to your ITEC Account Executive, or contact impactChoice South Africa on 0861 000 461.

