

The opportunity of sustainability

With so much to consider when making IT choices, it can be easy to forget the positive impact that energy-efficient IT could be having on your business – from improving your green credentials, to cutting waste and saving money.

This infographic illustrates the position most businesses like yours are in – feeling as though you don't necessarily have the resources or expertise to embrace sustainability. But at Epson, we believe that big differences can come from small decisions, and it all starts with businesses like yours...

Perception versus reality

According to research commissioned by Epson, just 33% of SMEs currently view sustainability as a high priority

And of the SMEs surveyed, only

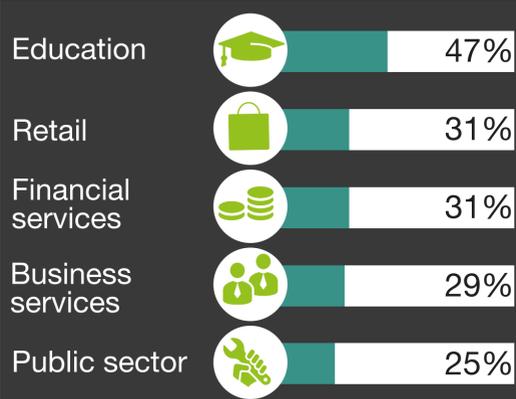
24% are willing to accept additional costs to improve eco-efficiency

15% have a full-time sustainability expert

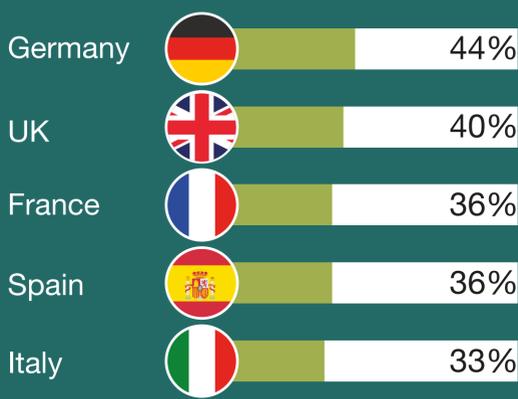
8% are using energy-efficient IT



Which sectors are the most dedicated to sustainability¹?



Which countries are the most environmentally aware²?



However, attitudes are changing in businesses like yours

58% of these same SMEs report that sustainability is growing in importance to them

Opportunity for change

European legislation for sustainability

From April 2016, all EU member states must adhere to public procurement legal framework as a national standard

The Paris COP21 introduced the first global climate deal

Europe is aiming for a low carbon economy by 2050



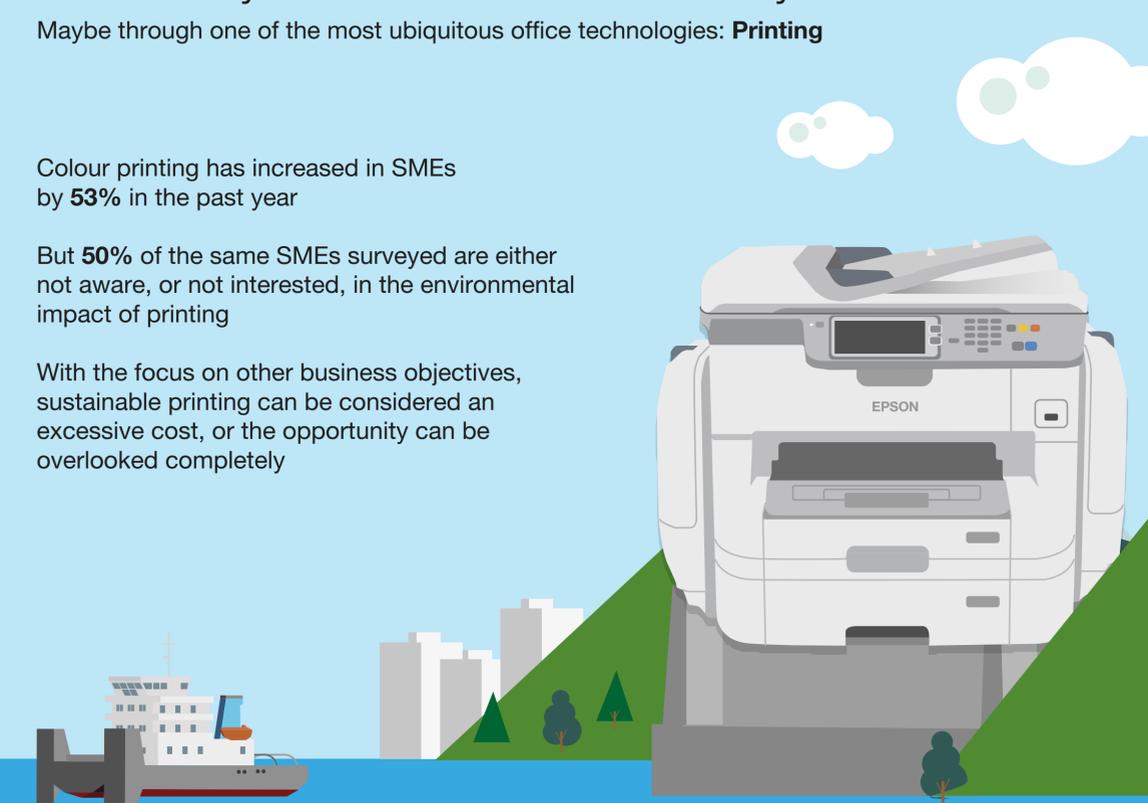
How can you embrace sustainability?

Maybe through one of the most ubiquitous office technologies: **Printing**

Colour printing has increased in SMEs by **53%** in the past year

But **50%** of the same SMEs surveyed are either not aware, or not interested, in the environmental impact of printing

With the focus on other business objectives, sustainable printing can be considered an excessive cost, or the opportunity can be overlooked completely



Why you should choose inkjet

The opportunities outweigh the costs



37% of the SMEs we spoke to realised inkjet printing has a lower environmental impact than laser



And **36%** know inkjets use energy more efficiently

By adopting inkjet through a managed print service, SMEs like yours could save up to:

96% in energy costs
92% in CO₂ emissions
95% in resource waste³

And the word is spreading

SMEs are more likely to have already started the transition to inkjet, with 33% indicating the shift is already in process

And inkjet adoption is increasing by 13% per year compared to laser, which is growing by only 2% per year



By introducing inkjet printers through a managed print service, like Epson Print365, SMEs can overcome the costs – and take advantage of the opportunity of sustainability.

www.epson.co.uk/inkjetsaving

¹ Answers of "Yes, someone dedicated to it" in response to the question "Is there someone in your organisation who has a focus on environmental issues/sustainability?"

² Answers of "Acutely aware" in response to the question "Are you aware of any EC or government guidelines with respect to environmental issues/sustainability for buying decisions?"

³ For more information visit www.epson.co.uk/inkjetsaving

Research from Quocirca Sustainability Study, conducted on behalf of Epson Europe.

Technology in harmony with ecology



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