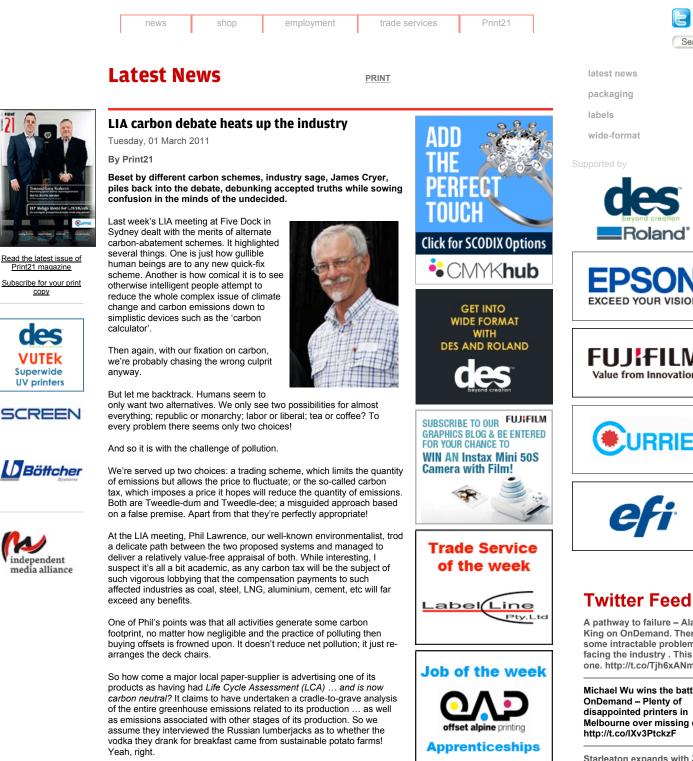
## GET INTO WIDE FORMAT WITH DES AND ROLAND "YOU TRUST US WITH YOUR COLOUR NOW TRUST US WITH YOUR SIGN & DISPLAY SOLUTION"

Printing news and information for Australia & New Zealand





This example illustrates how easy it is to dial up the assessment program that gives you the outcome you're hoping for. With at least six to pick from you've got plenty of choices!

## Getting into the carbon calculations

The other speaker was Chris Sewell of Gaia Partnership, who made the point that it is possible to reduce

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everything to numbers. Much like alchemists believe they can transmute lead to gold, or psychologists believe they can deconstruct personality-types into neat little boxes, so we're lead to believe we can actually measure the carbon atoms produced by any print job.

But how reliable is such a carbon calculator? With at least six different carbon-emission accreditation systems, it appears you can take your pick as to which one makes you look good! Accepting for a moment the sincerity of the concept, it begs at least four questions that remained un-answered during the presentation.

First: who can test the accuracy of this calculator when gaseous emissions, are by their very nature, hard to quantify? We can't even get financial auditors to agree – and they're counting something you can see – money!

Second: I suggest the difference in pollution emissions between the best and the worst printers is miniscule. After all, we all use the same ink, paper and presses. It's not like one printer is twice as bad as another.

Third; how far do you go in bringing to account various activities in, say, the manufacture of paper? Already we have the three Scope levels, which create an administrative nightmare. Scope 1 are impacts directly related to your own print or paper production; Scope 2 deals with your suppliers and your admin/sales activities (do your reps drive Prius' – or not?); Scope 3 refers to third-parties such as the suppliers to your suppliers and what they had for breakfast – see Russian lumberjacks, above. The whole world's going mad!

Fourth – this is the killer-punch. Let's assume our carbon-calculator has, by some miracle, been able to accurately to take all those factors into account and come up with a number. All it has done is recognise the upstream activities. It hasn't and can't anticipate how environmentally friendly the purpose of the printed material was. Say, for example, it scored highly in terms of its eco-friendly production process but was actually junk mail that clogged up peoples' letterboxes? Or telephone books, which were never read.

Needless to say, our calculator would not be able to take into account all these variables. Such calculators are indicative of our desire to reduce even the most complex issues down to a set of numbers, like the attempts to measure schools' performance.

Forget trying to measure emissions. The real solution lies in us recognizing the real culprits – pollution, not carbon – and correctly pricing the cost of petrol, water and coal-fired electricity. That way individuals and companies would find ways of reducing pollution tomorrow, without the massive bureaucracy the touted schemes involve.

The LIA meeting was very thought provoking, which raised some interesting issues and questions, most of which remained unanswered due to the inherently vague nature of the whole issue. Ironically, the big polluters may be the ultimate beneficiaries, as they line up to club any proposed scheme to death.

James Cryer, JDA Print Recruitment. March, 2011

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The industry can't afford to lose talent such as Joan Grace .http://t.co/DuGDpXtwbC

Colin Longbottom heads towards the exit Good man Colin, hope your saddlebags are well loaded for the sunset ride.http://t.co/d5oamorf2X