

# WhatTheyThink?

GOING GREEN – A Resource for Today's Green Business



## PIA Offers the Green Guide for Graphic Communications

By Gail Nickel-Kailing on August 10th, 2009

Don't miss your opportunity to get a great resource from PIA. If you're a member it's free; if you're not a member, it's worth signing up for!

Here's what the PIA says about the **Green Guide for Graphic Communications**:

From certification to renewable energy, sustainability has become a hot topic in the printing, publishing, and packaging industries. But how do you make "going green" work for your printing operation?

The Green Guide for Graphic Communications provides a step-by-step approach to evaluating and marketing your sustainability profile.

Using the Sustainability Profile Self-Assessment Tool, you'll be able to see just how your operation stacks up in ten categories of green performance. And you have the choice of looking at your green business in layers: up-close, deep, and really, really deep. The Self-Assessment Tool is also a teaching tool; it helps you learn how various aspects of sustainability are relevant to today's printing operations and shows you where to look for additional information on topics of particular importance.

As a preview, here are the chapter headings; from "why" to "how!"

Chapter 1 – Why Green Printing? Why Now?

Chapter 2 – Opportunities for Greening Your Printing Company

Chapter 3 – Assessing your Environmental Profile

Chapter 4 – Positioning Your Green Business

Chapter 5 – Making Green Marketing Claims

Chapter 6 – Tips on Green Reporting

Chapter 7 – Certification and its Market Value

Chapter 8 – Communicating with Stakeholders

Chapter 9 – How to Write a Press Release...and Get it Printed

Chapter 10 – Mining the Green Opportunities in Your Community

**Check out the video** (<http://www.printing.org/greenguide>) where **Michael Makin, PIA President & CEO**, and **Gary Jones, Director of Environmental, Health & Safety**, describe the program.