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A Comprehensive Guide to Workplace Sustainability





Introduction

Today's businesses are embracing a push towards sustainability in all aspects of operations. By championing efforts to reduce their carbon footprint and ecological impact, organisations are enjoying increased brand loyalty and improved environmental, social and governance (ESG) metrics.

Organisations with high ESG ratings consistently outperform the market in both the medium and long term.¹ In addition to the revenue implications, the increased brand loyalty bestowed upon businesses committed to supporting sustainable initiatives has additional, long-term benefits.

By adopting the following tangible technologies, solutions and tools, your organisation can join a growing community of like-minded businesses committed to a greener tomorrow.



¹ McKinsey.com "Profits with purpose: How organizing for sustainability can benefit the bottom line." Retrieved from [Profits with Purpose.ashx \(mckinsey.com\)](https://www.mckinsey.com/industries/sustainable-business/articles/profits-with-purpose)

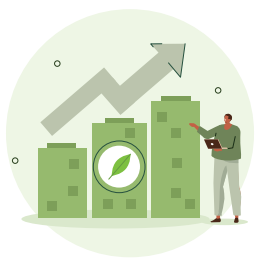
\ The Rise of the Circular Economy

A circular economy is defined as a model designed to minimise resource input, emission production and waste. This regenerative economic system embraces a shift towards renewable resources and the repurposing of materials at the end of their lifecycle. By rebuilding financial, social, natural and human capital, organisations involved in a circular economy are actively contributing to a sustainable future.

The need for a shift towards renewable infrastructure initiatives has never been greater. Increasingly, leaders are moving sustainability goals to the forefront of their businesses, sharing that:



Reducing environmental impact will be the top priority for businesses in 2025¹



An estimated 41% of organisations say sustainability is linked to business performance in 2022, but 68% agree it will be in 2025



Relating to a carbon footprint, 60% of IT decision-makers with net-zero targets are aiming to be net-zero by 2030



Looking ahead, supporting these green initiatives and effectively achieving sustainability targets will depend on digital transformation across multiple lines of business.

¹Quocirca, [“The Print Sustainability Imperative,”](#) March 31, 2022.



Beyond Paper: \ 4 Ways to Reduce Your Carbon Footprint

Businesses searching for ways to implement sustainable solutions can focus efforts on a number of efficiency-increasing initiatives. Reimagining the following everyday practices can have immediate and lasting positive effects on your ESG practices:

1 \ Digitisation and Document Management



Automating workflow accelerates support for waste reduction while increasing productivity and efficiency. The digitisation of old paper records and documents improves office space and increases cross-department communication via shared access to online platforms

2 \ Visitor Management



Fast and efficient, implementing a platform that streamlines visitor interactions can reduce labour costs and optimise consumable usage. QR codes can also authenticate entry and direct consumers throughout your work environment

3 \ Print Management



Enhance document security while restricting paper and ink consumption by ensuring only authorised personnel can print on your multi-function centres (MFCs)

4 \ Digital Collaboration



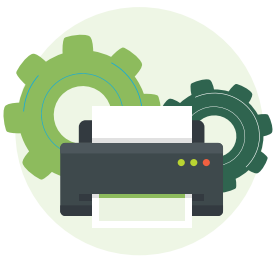
Reduce travel costs and cross-departmental spend by allowing remote access of necessary resources to a globally-distributed workforce

\ Digitising Document Workflows

Transitioning from paper-based document management systems to digital workflows enhances operational efficiency while reducing resource consumption.

Almost 71% of organisations are planning to cut paper use by 30% before 2025.¹

The first step in this journey is to digitise your existing workflows through streamlined data capture technologies. Today's critical print technologies enable the cost-reduction and productivity augmenting elements of digitisation, with solutions including:



Scanners and multi-function centres (MFCs) accelerate your paperless journey and empower you to take document storage to the cloud



Storing files in a **centralised cloud service** reduces your reliance on paper for reporting, compliance and collaboration



Introducing an effective, searchable **document management system** streamlines your workflow and grants instant access to necessary documents for all authorised employees. Enhanced security privileges ensure your critical data is protected from unwarranted access



¹Quocirca, "The Print Sustainability Imperative," March 31, 2022.



\ Climate-Friendly Visitor Management

Digitising visitor management procedures can have a net-positive environmental impact for your business. Fifty-eight per cent of businesses have already switched to digital signatures, recognising the increased efficiency of online platforms.

Real-time insight into visitor metrics and improved cross-departmental visibility bolsters the waste reduction benefits of online systems. Implementing the following protocols can help accelerate your business' processes:

- Digital visitor management systems streamline the intake process and protect visitor privacy
- Reduce unnecessary printing and minimise waste
- Visitor information is input directly into your visitor management system without the need to scan them by hand or input the data manually. This goes a long way toward reducing your carbon footprint



\ Controlling Waste with a Centralised Solution

Employing a centralised print management system helps today's leaders eliminate waste while monitoring their print environment with end-to-end visibility. Here are some of the platforms and strategies you can adopt to minimise waste:



Cloud-based solutions are helping employers keep track of workers' printing habits and encourage sustainable print policies



Duplex printing and scanning, as well as monochrome printing, reduces ink consumption and paper usage



Print analytics empower you to identify inefficiencies and eliminate waste they need



Print quotas promote healthier habits and encourage your workforce to only print what they need



Page gauge technology that helps you monitor your ink and toner usage to ensure you get the most out of your consumables



Printing in wider margins and smaller fonts can aid in reducing ink consumption levels



Draft mode provides the functionality to print in a lower resolution which uses less ink or toner



Today's critical print devices and technologies support energy-efficient functionality. A centralised print solution, coupled with environmentally-responsible business practices, can greatly enhance your contribution to a circular economy.



\ Best Practices for Going Green in Your Workplace

To achieve your sustainability goals, the following tips and tricks can support you in your efforts:



Choose your vendors wisely
Source your hardware from eco-conscious vendors that invest in sustainable features, such as Eco Mode or draft mode



Prioritise maintenance
Maintaining your equipment is key to prolonging their life span and reducing your carbon footprint



Outsource print management
With a Managed Print Services (MPS) provider, you can ensure you're deploying the optimal green technology and eliminating waste while staying focused on your day-to-day operations

Brother Supports Your Sustainable Business

Brother offers reliable business solutions, products and office printers for every workplace. Our commitment to assisting your push towards a greener tomorrow is highlighted by our energy-efficient solutions, including:

1 Document Management Solutions



Brother provides desktop and mobile scanning solutions designed to automate and enhance your workflow. Digitise your paper documents and enable cloud-based access with secure authorisation for your workforce – regardless of whether they're in-office or remote

2 Visitor Management Systems (VMS)



[Our comprehensive solution](#) offers professional service to your clients while bolstering your workplace security. Automate your sign-in process with a user-friendly app that notifies staff upon client arrival, reducing the waste consumption attributed to paper and pen sign-in methods

3 Optical Character Recognition (OCR)



The ability to digitise your critical data will reduce your paper documents, save the on-premises space once reserved for filing, and aid in your sustainability efforts. Scanners that support OCR software can instantly transfer text and photos into online documents

Learn how you can increase your commitment to sustainability by requesting a [complimentary print assessment](#) today.



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