



Beyond paper:

Other ways to achieve your Corporate Social Responsibility targets

Paper is just one among thousands of products and services that are bought, sold and exchanged as part of everyday business life.

All of them, to one degree or another, have an environmental impact, whether it's in their manufacture, use or disposal.

The following checklist, developed by CSR Europe, the leading European business network for Corporate Social Responsibility, is a basic audit tool for assessing that impact and guiding you towards policies on how the 'Three Rs' of sustainable business practice – reduce, recycle and reuse – can best be put into practice.

Obviously, not every category it covers will be relevant to your business, but in those areas where it is, it can be a useful guide for future decisions on recycling and sustainability.

(source:)

As referenced in the sustainable marketing toolkit produced by CSR Europe.

Available online on the following link:

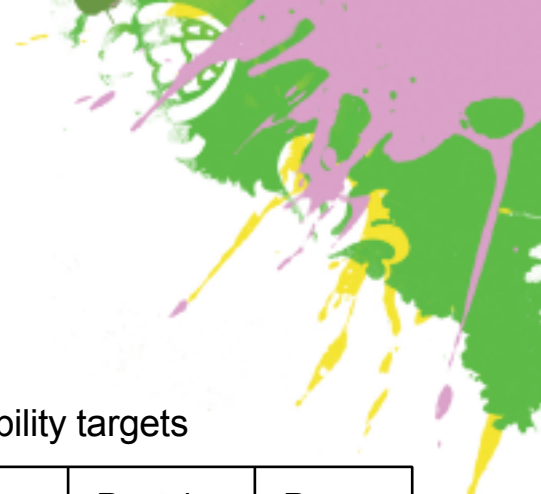
[http://www.Corporate social responsibilityeurope.org/data/files/sustainablemarketingguide.pdf](http://www.Corporate%20social%20responsibilityeurope.org/data/files/sustainablemarketingguide.pdf)

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Products or materials	Answer	Reduce	Recycle	Re-use
What's it made from?				
Who makes it?				
How is it packaged?				
Is the packaging re-useable/recyclable?				
What's the product lifespan?				
Can it be repaired/re-used?				
What happens once it's no longer useful?				
How will it be disposed of?				

Distribution	Answer	Reduce	Recycle	Re-use
Where is the product made?				
How is it transported?				
Is the transportation as efficient as possible?				
Is packaging for transportation re-useable or recyclable?				
Where/how is the product sold?				
How does the product reach the final customer?				



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Promotion	Answer	Reduce	Recycle	Re-use
Are the product attributes accurately and honestly communicated to the customer?				
Do distributors and re-sellers understand the sustainability credentials of the product and are they able to disseminate this to their own customers?				
What resources are being used to communicate the products attributes to customers?				
What does the product say about the values of the organisation?				
Is there an opportunity to use this product to enhance the reputation of the organisation?				
What aspirational hooks are being used in the advertising and promotion of the product?				

