

HUMBER SUSTAINABILITY HIGHLIGHTS: Marketing Department

July 2014

Recently, the Marketing Department re-tendered the Humber Business cards. In that process, they opted for an environmentally-friendly paper stock that is:

- FSC Certified, ensuring all paper meets the mark of responsible forestry.
 - Green-e Certified, ensuring all paper is made with 100% renewable green electricity
 - Green Seal Certified, ensuring the paper is made with a minimum of 30% post consumer fiber and that mill processes, including packaging, are environmentally preferable
 - Carbon Neutral Plus, ensuring a reduction in carbon emissions plus a commitment to conserve the environment
- 2mIn BTUs of energy, which is enough energy to power the average household for 10 days
 - 217 lbs of solid waste, which would fill 47 garbage cans
 - 743 lbs of emissions, which is the amount of carbon consumed by 9 tree seedlings grown for 10 year

With this sustainable decision, Humber College will save the following resources over the next year (based on the number of business cards that were ordered in 2013):

- 2,451 lbs of wood, which is equivalent to 8 trees that supply enough oxygen for 4 people annually
- 3,579 gallons of water, which is enough water for 208 eight-minute showers

Sustainability is one of Humber's six values and we have committed to "embracing a comprehensive sustainability strategy that is embedded in the college's integrated planning and resource allocation model" in the 2013-2018 Strategic Plan. Through "Humber Sustainability Highlights" we will be sharing how the departments or groups around the college are embedding sustainability into their decisions. If you want to learn more about how to make more sustainable choices in purchasing or in other ways at the college, visit our website www.humber.ca/sustainability, be added to our mailing list or contact us directly: sustainability@humber.ca

For more information about Humber's paper purchasing guideline, visit our website here.

The World Wildlife Fund also has a great article on responsible paper purchasing here.