

# SUSTAINABLE PUBLICATIONS

@Williams

(Please select “two-sided” printing if you must print out this document for reference.)

Williams is committed to the principles of environmental sustainability. It’s therefore important that we consider the use of resources as we conduct our daily business.

Printing and distributing publications consume natural resources and produce greenhouse-gas emissions. The volume and presentation of our publications communicate a lot—implicitly and explicitly, positively and negatively—about Williams’ commitment to the environment.

We understand that achieving the high standards outlined below will cost money. But by keeping the Provost’s Office, the Zilkha Center and other on-campus constituents apprised of the progress we’re making and the challenges we’re facing, we’ll be able to move forward in a coordinated way that will benefit the College in the long run.

We have adopted the following guidelines to ensure that we make every reasonable effort to minimize the environmental impact of our publications—and to communicate this goal clearly.

Where feasible we will:

1. Consider reducing the number and frequency of printed publications.
2. Choose more efficient ways to distribute them, including through electronic media.
3. Evaluate the effectiveness of all means of communication to inform future decisions.

We know that some print communications are necessary, particularly when we must reach our entire audience (and cannot do so electronically) or when audiences state in survey responses an overwhelming preference for printed matter (such as the Williams Calendar or *Williams Alumni Review*). When print is necessary, we’ll make every effort to make sustainable choices at every step of production, including:

1. Hiring designers with a demonstrated commitment to sustainable practices.
2. Avoiding projects that require specialty inks (UV or metallic, which have greater environmental impact) and materials that are not recyclable.
3. Selecting printers certified by an independent organization committed to sustainability: e.g. the Forest Stewardship Council, the Sustainable Forestry Initiative, Green Seal, and Windpower. (Many of these organizations offer a searchable database of vendors and products they’ve certified. For example, <http://www.aboutsfi.org/index.cfm> and [www.fscus.org](http://www.fscus.org).)
4. Selecting paper that meets the criteria for certification by at least one of these organizations.

Only a certified printer who is printing on certified paper can supply a logo indicating compliance with the requirements set forth by these independent organizations. These logos often appear on the back of a publication. (See example of the back cover of the *Williams Alumni Review*.)

When not able to work with a certified printer, we will still try to choose paper made from the highest possible percentage of recycled material, as well as paper that is processed without the use of chlorine or elemental chlorine. Printers and designers can help select the right paper for a project and determine the correct way to designate its environmental sensitivity somewhere on the publication. (See example of the *Report from Williams*.)

Questions? Contact the Zilkha Center for Environmental Initiatives  
zilkhacenter@williams.edu  
[www.williams.edu/resources/sustainability/](http://www.williams.edu/resources/sustainability/)

September 2008

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