

relationships are built between an organization and its stakeholders including customers. “Many believe a certification program just encourages companies to do the bare minimum to satisfy the auditor rather than thinking about best practice,” he says. “With ISO 26000, the process for social responsibility will be so open and transparent that third-party certification will not be necessary.”

Developing nations are keen to meet a social responsibility standard that will help them grow in a

sustainable way, adds White. “It’s not a case of the West has had its turn and now they want theirs because they know they’ll pay a phenomenal price if they don’t embrace social responsibility.”

According to White, developing countries want a benchmark that provides a clear path to follow so that when it comes time to export their goods, they can meet global standards and expectations. He says, “a voluntary social responsibility standard is a win-win situation for everybody.” ■



Eco-printing *good for business*

For Warren’s Waterless Printing Inc., going green was a logical step for growing a business in a highly competitive market.

Warren’s became one of the first printers in Canada to achieve ISO 14001 certification, indicating compliance of their environmental management systems, in 1998. That same year, the company received the Environmental Choice Program’s Eco Logo, which helps consumers identify products and services that are friendly to the environment.

“We wanted to differentiate ourselves from everybody else,” says Glen Warren, the company’s manager. “At first it was purely a business decision but as time progressed, we realized what a difference waterless printing was making from an environmental standpoint. The more you learn about the environment, the more you want to make sure you’re doing the right thing.”

Warren estimates his company conserves 200,000 litres of water a year because of its waterless printing process. It has also virtually eliminated the company’s release into the atmosphere of certain volatile organic compounds that can contribute to smog and damage the ozone layer.

These actions have paid off. Warren believes they have made his company the first choice for clients that want an environmentally-friendly printing solution.

“Sixty per cent of our contracts are related to environmental awareness projects,” he says. “Ten years ago that figure was less than five per cent.”

The company’s commitment to social responsibility goes beyond its printing methods. Its factory is powered using clean, emission-free sources such as wind and low-impact water power instead of carbon-intensive sources. Warren’s also supports Doctors Without Borders, the World Wildlife Fund and the Nature Conservancy of Canada, as well as local grassroots organizations.

“Going green has definitely made a difference for us,” says Warren. “Consciously deciding to work in an environmentally sustaining way makes you look at how you can do so in your personal life too. It has been a very positive journey.” ■

