



# Santa Clara University

## **Go Green: Sustainability Initiative**

**BUSN 179: Professor Deirdre Frontczak, Ph.D.**

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## **Executive Summary:**

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Many businesses today are striving to consider their environmental impacts of their business decisions, while being pressured to reduce operational cost to maximize profits. All businesses are trying to maximize their profits by capitalizing on opportunities that reduce cost. However, this is getting harder to do as our society becomes more and more “green.” Businesses are getting pressured to take into account ethical environmental perspectives, such as sustainability, that are transparent to the public. With that in mind, Santa Clara University’s Development Office has a chance to not only make a positive environmental impact but also reducing their operational cost by investing in a computer program called GreenPrint as well as implementing other “green” plans. GreenPrint is a software company that helps business reduce printing cost and waste through their three software programs. These programs have a multiple functions such as eliminating unnecessary, extra printing pages as well as reporting the exact amount of paper have been saved by using the programs. According to GreenPrint’s website, their business tools can reduce a company’s annual print volume by 17% - 25% and save an average of \$80 - \$120 per employee each year (GreenPrint Enterprise Products).

## **Footnote:**

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Santa Clara University Development Office is in charge of raising funds for the University. This job relies heavily on communication between the officers of the school and with the prospects to convey the vision of the school, what their gift is going to, and why it is so important to not only the school, but also the Santa Clara community. However, this proposal is going to be focused on the Student Callers who call alumni, families, and friends of the university. Last quarter alone, 33 student callers raised around 250,000 dollars! This money goes directly back to the university to help continue the amazing extra curricular programs that goes on outside of the classroom. When calling, the students uses pieces of paper for notes and statistic keeping as well as cups to quench their thirst on the job. This being said, this proposal will focus on the break room, where the cups are used, and the calling center, where the paper and printer ink is used.



# Santa Clara University

## Table of Contents

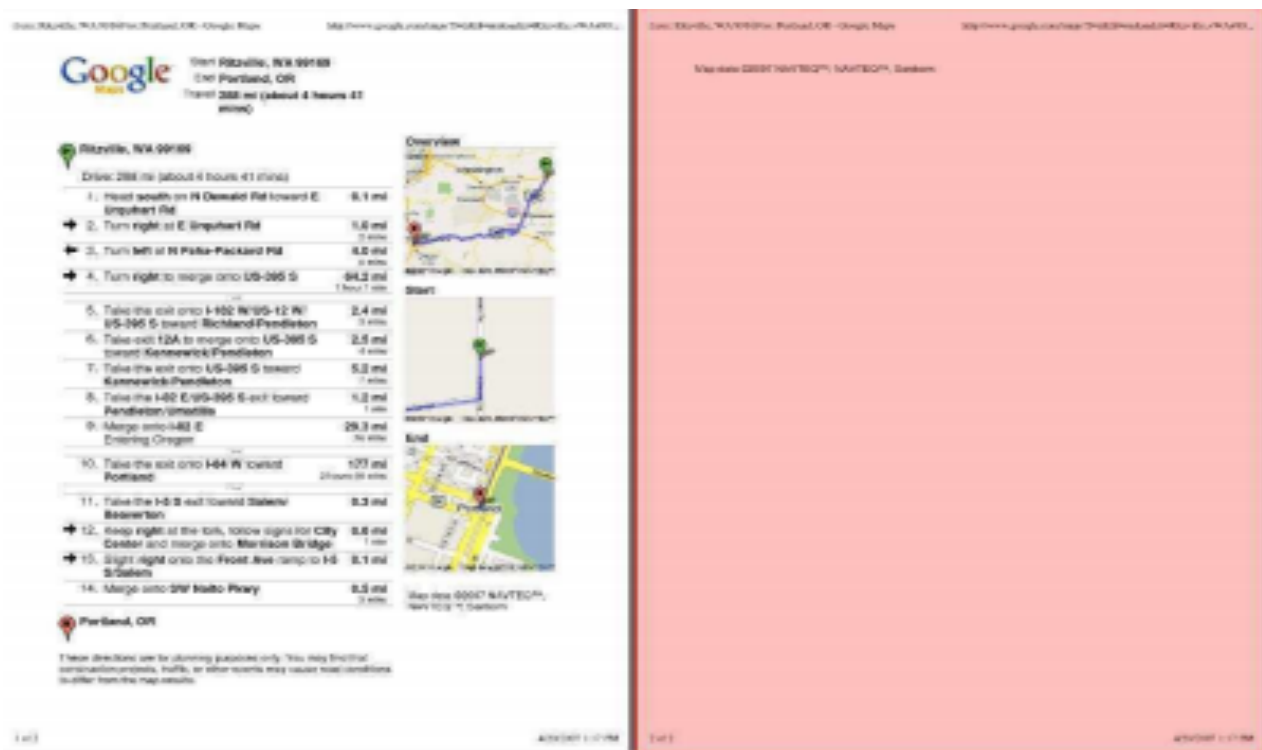
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- Executive Summary.....01
- Introduction.....03
- Solution.....04
- Assessment/Projection of Environmental Impacts.....06
- Cost Analysis.....07
- Made to Stick.....08
- Conclusion.....09
- Business Memo.....09
- Worked Cited.....10

# Introduction:

If someone asked you what was more expensive, a gallon of printer ink versus a gallon of gasoline what would you guess? Many people said a gallon of printer ink, but they are completely wrong: A typical gallon of printer ink is nearly 2,500 times more expensive than a gallon of gasoline (McCool 4). Even more surprisingly, the average employee goes through around 700 pounds of paper, which makes up for around a loss between 600 dollars and 1,300 dollars worth of paper each year (McCool3). With both these facts, it is essential that the Development Office understand the costs that are contributing to high printing costs.

1. Unwanted pages gets added to the end of the print jobs and waste computer paper (See Figure A below)



**Figure A:** This print preview screen shows how extra pages are often added (The red page is extra).

In addition to the waste of paper and printer ink that occurs, there is an excess amount of cups that are thrown away. It may not seem like a lot of money goes in the trash when one throw away a cup, but if one keep in mind that there are 33 employees that use on average 2 cups a night, and each employee works 3 shifts a week, its adds up: That's around 198 cups a week! That's 198 cups that are wasted each week! Those 198 cups add up to 560 dollars a school year that can be saved or put to better use.

Also, in addition to the costs associated with the waste, there are negative environmental influences with paper waste. One of the most notable types of negative impacts is the destruction of trees. All the employees at Santa Clara University care about the environment because it is in Santa Clara's core values: sustainability. Unfortunately, at the Development Office, it is to time-consuming and not efficient for them to reduce their printing waste. Hopefully, with GreenPrint's programs, the Development Office will effectively take care of these issues.

# Solutions:

For the cups, the solution is simple.

1. First incentivize employees to bring their own reusable cups in.
  - a. If students want to leave their glasses at the office, there is adequate space in the break room to do so.
2. Slowly reduce the number of cups that are bought for the Development Office, while decreasing or stop the incentives.
3. Finally, provide no cups at all, and thus eliminate all the waste.

In regards to the paper and the printer ink problem, the solution is a little more complex. GreenPrint's main goal is to help business eliminating paper waste, printing cost, and ultimately, promoting sustainability. GreenPrint offers a bundle package that would be advantageous to the Santa Clara University Development Office. In the bundle, there are two main software programs that will be used.

## ➤ PreView+:

- It is very difficult for employees to delete unnecessary information and pictures, which leads to unwanted pages when they print. In the Development office, when someone is presenting a topic about the next fundraising opportunity and they print out the PowerPoint slides for notes, the presenter has no easy way to eliminate certain slides from the printing process. This is where preView+ comes into play. It allows whoever is printing to print exactly what they want by enabling them to eliminate content and pages that they do not think is necessary (Figure B). PreView+ does this by acts as an arbitrator between printers and Microsoft Word, Excel, PowerPoint, etc.

**Figure B:** Shows the ease of the PreView+ and how to remove any extra pages. The page in the red would be removed, saving paper, ink, and money

Link to the image is in work cited



➤ **GreenPrint Analytics:**

- This tool allows the user to run reports that identifies the total number of pages printed for each printer, the total number of images removed from print jobs, the total number of pages saved, updates, and more. What may be the most useful aspect of GreenPrint Analytics is the fact that the toolbar on the top of the page shows what impact the employee is making (Figure C). This ranges from the financial aspect, by showing how much money that is saved, to the environmental aspect, by showing how much paper and trees are saved. GreenPrint Analytics makes the employees aware of the benefits that they gain. They can even see their impact on a day-to-day range, weekly range, quarterly range, and yearly range by looking at their Administration Report (Figure D).



**Figure C:** Here you see the toolbar, which shows both the financial and the environmental effects.

Link to the image is in work cited

**Figure D:** This picture shows an example of an Administration Report.

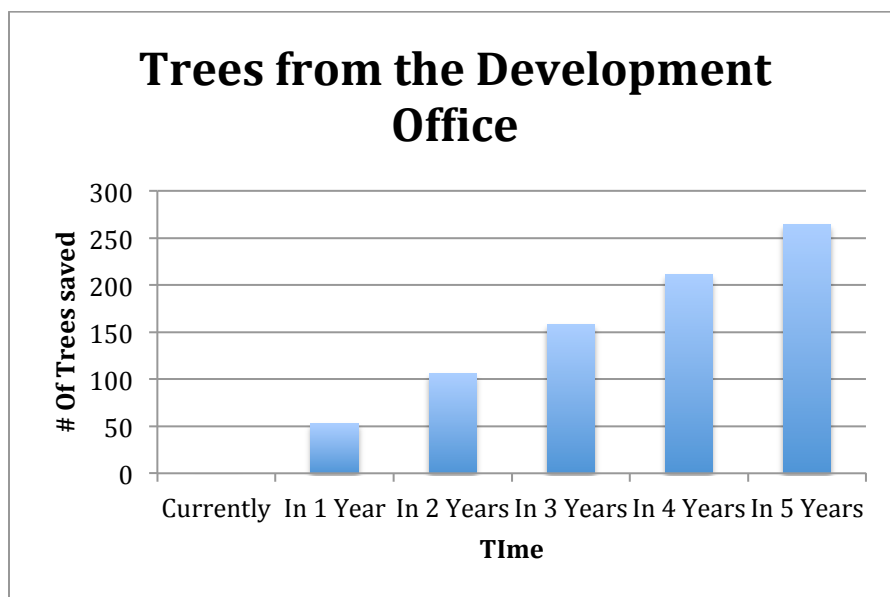
On it you can see the workload of the time range you selected as well as how much you saved. It is easy to understand as well as easy to interact with.

Link to the image is in work cited



# Assessment/Projection of Environmental Impact:

To ensure that GreenPrint would live up to its word, they first launched a couple of test runs. The largest test that they conducted was with Savills, a United Kingdom based real estate firm. The pilot was conducted with 500 employees in multiple offices over a 30 day time period. This being said, GreenPrint concluded that each employee could save an average of 1.6 trees (Figure E) as well as reducing the printer waste by 25%. This was great news for both Savills and GreenPrint. However, something to note is the ace that Savills had 500 employees, whereas the Development Office Student Callers only employs 33 people. This being said, if this test works out in the Student Caller portion, we can possible scale it up for the entire Development Office as well as the University as a whole!



**Figure E:** This Chart shows that by using GreenPrint, the 33 people employed in the Student Caller part of the Development will save 52.8 trees every year. And this number will increase every year by 52.8 years.

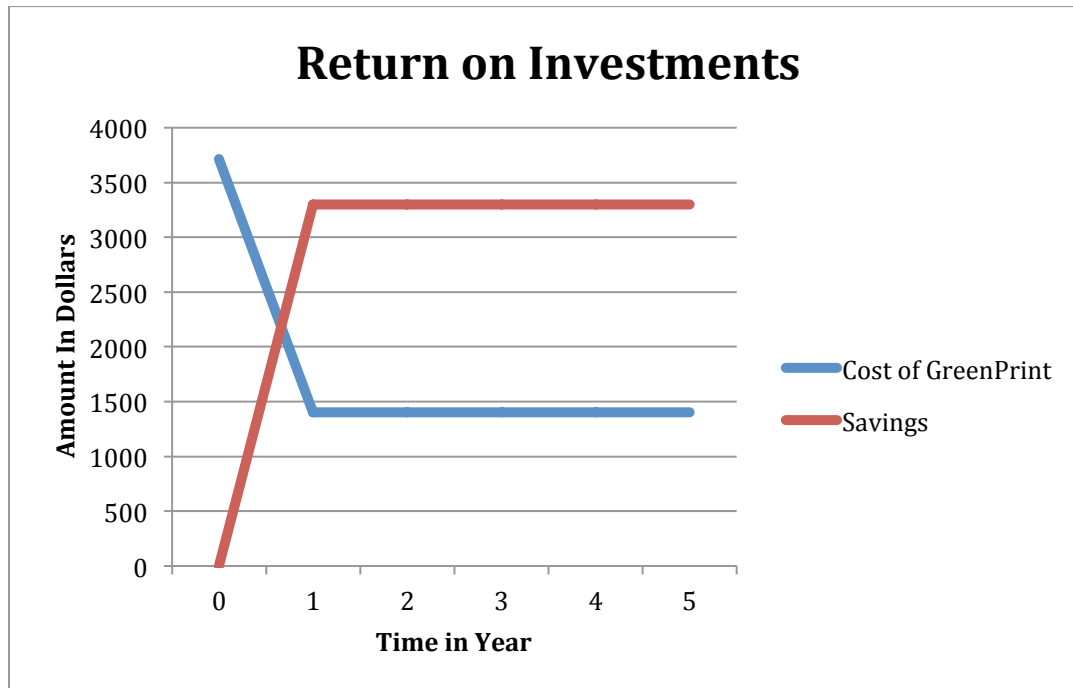
However, GreenPrint will not be used to monitor the mount of cups. However, with the implementation of a paper cup free work, the Development Office will save numerous amounts of cups as well money that can be invested to purchasing GreenPrint Software. (Look at the Chart Below)

	1 week	1 month	School year (7 months)
Number of Cups Wasted	198	792	5,544
Money Saved	\$20	\$80	\$560

*This is going off the assumption that the cups are bought in quantities of 50 for \$5 (including tax).*

# Cost Analysis:

GreenPrint bundles its software packages for a price of \$42.50 per employee each year as well as a one time licensing fee of \$70 per new user. However, GreenPrint assures their clients that their software will save anywhere from \$80-\$120 per person (GreenPrint Enterprise Products). For this proposal, I am going to assume that GreenPrint will save us \$100 per person, or the average of GreenPrint's range of saving. These numbers are also taking into account the 33 employees that the Development Office Student Callers have.



*As seen in this Chart, GreenPrint will allow the Development office to save a little under two thousand dollars.*

The initial fee of \$3712.50 to GreenPrint is quite high because of the one time \$70 licensing fee. However, to help alleviate that number, we must remember that we will be also saving \$560 a year due to our paper cup free policy. After the first year fee, we will be paying GreenPrint \$1402.50 but we will be saving \$3300. This means that we will be gaining \$1897.50! As, you can see, we have a positive return on our investment within the first couple of years! With these great savings, Santa Clara University can save money while promoting sustainability.



# Made to Stick By Chip & Dan Heath:

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In the book *Made to Stick*, authors Chip and Dan Heath argue that for an idea to survive and stick, it must encompass 6 things; the idea must be simple, unexpected, concrete, credible, emotional, and stories. The last two categories usually go together because people tell a story to try and create some sort of emotional appeal.

- **Simple:** In chapter one, both Chip and Dan Heath reiterate the fact that the key to making an idea simple is identifying the core message. One should not try to dumb down the idea just to make it simpler. With this being said, I want the people to know that using GreenPrint will reduce costs as well as make Santa Clara University more sustainable. This will allow Santa Clara to be more “green” which will help it become more competitive.
- **Unexpected:** In chapter two, the authors state that the most effective way to grab an audience’s attention is to incorporate statements and questions that surprise the readers. This can be seen in the Introduction section when comparing gas prices to ink prices. Also, there are facts scattered throughout the proposal. Hopefully, all these statistics and facts will open the eyes of Santa Clara University employees to the waste and cost that are associated with business.
- **Concrete:** In chapter three, the authors suggest ways to make things tangible so that the audience can easily read and understand. I tried to make it easier for employers to understand and relate to the problems by giving examples and numbers so they understand what is happening.
- **Credible:** In chapter four, the author reiterates the fact that in order for an idea to be credible it has to be concrete. This being said, Chip and Dan also go on to point that a way to sound credible is to use concrete details and statistics. This being said, I tried to provide accurate information and statistics about the waste that the Development Office creates as well as the details of GreenPrint’s solutions. However, I did not try to overload the reader with useless information and statistics. I wanted to do this so the readers are more inclined to believe the numbers as well as not get bored and lost in the statistics.
- **Emotional appeal through Stories:** In both chapters five and six, the main thing I want to incorporate is the Emotional Appeal aspect. This being said, I chose a topic everyone should be attracted to because of what it deals with: saving the place we live on. All of the employers care about protecting the environment but they have not been given the tools to take action. GreenPrint will hopefully do just that by providing an easy display of information that shows the total number of trees and amount of papers that are saved.



# Conclusion:

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In today's modern world, the average employee uses around anywhere from \$600 to \$1,300 worth of computer paper which equates itself to around 750 pounds of paper (McCool 3). To counter these costs, Santa Clara University Development Office has an opportunity to not only cut down on costs, but also to promote sustainability by using the GreenPrint software. GreenPrint's software will allow the Development Office to reduce unnecessary waste, which will in fact help us save money. The Development Office will save \$1897.50 a year from GreenPrint systems and an additional \$560 a year from our paper cup free initiative. Not only will it save us money, but it will also promote something that is close to Santa Clara University's heart: promoting sustainability. We promote it by reducing our paper waste and adding trees to our planet. In just 5 years, the Development Office will save 264 trees and that number will only go up.

I know that a big portion of the employees who work at Santa Clara University work here because of the sustainability aspect of it. They will promote it everywhere they go, but it is hard for them to implement any lasting changes. GreenPrint and the paper cup free initiative will do just that! It will give some employees a chance to make a change to our University and the Earth. Hopefully, if this is successful in the Development office, we can implement it as a school wide initiative. With the help of GreenPrint, the Development office will increase their business by reducing costs as well as bettering the planet by becoming more sustainable.

# Business Memo:

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TO: Casey Lerner and other Development Office Executives  
FROM: Andrew Chait  
DATE: February 19, 2015  
SUBJECT: Sustainability Initiative: Going Green

Due to the number of recent hires as well as the amount of paper and cups used at the Development Office, wasting paper and cups are beginning to become crucial financial losses that we cannot incur. This being said, buying a software program named GreenPrint will fix our paper waste problem. A simple incentive program will eliminate the unnecessary cup waste.

GreenPrint is software company that tracks the environmental impact of each computer as well as eliminating unnecessary printing costs. On GreenPrint's website it says that it can save an average of \$80 to \$120 per employee each year! This being said, it will take no time at all before it starts paying for itself. This software program will not only save us money, but will also save countless number of trees. In total, GreenPrint will allow us to create a more sustainable work environment - one of Santa Clara University core values- as well as reducing costs. I have attached a proposal that provides the details about implementing these programs.

If you have any questions, comments, or concerns, please do not hesitate to contact me at either my email, [achait@scu.edu](mailto:achait@scu.edu), or by phone, (310) 741-1520)

# Work Cited:

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McCool, Caitlin. *How to Reduce Printing Costs by 17%*: (2008): 16. Sept. 2008. Print 11. February 17, 2015.

<http://www.printgreener.com/pdfs/GreenPrint%20White%20Paper%20September%2008.pdf>

# Image Links:

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Figure A: McCool, Caitlin. *How to Reduce Printing Costs by 17%*: (2008): 16. Sept. 2008. Print 11. February 17, 2015.

<http://www.printgreener.com/pdfs/GreenPrint%20White%20Paper%20September%2008.pdf>

Figure B: <http://www.printgreener.com/1/sites/default/files/greenprint-preview.png>

Figure C: McCool, Caitlin. *How to Reduce Printing Costs by 17%*: (2008): 16. Sept. 2008. Print 13. February 17, 2015.

<http://www.printgreener.com/pdfs/GreenPrint%20White%20Paper%20September%2008.pdf>

Figure D: McCool, Caitlin. *How to Reduce Printing Costs by 17%*: (2008): 16. Sept. 2008. Print 13. February 17, 2015.

<http://www.printgreener.com/pdfs/GreenPrint%20White%20Paper%20September%2008.pdf>