

Sustainability Quick Wins

Low-effort, low-cost actions any PASA member can start this quarter — no dedicated sustainability team or budget required.

1. Print & production

- **Print-run sizing** — cut waste and cost by right-sizing print runs against realistic demand rather than historical habit; use POD or short-run digital for reprints and low-volume titles
- **Paper sourcing** — ask your printer for FSC or PEFC certified stock as a default, not a special request; ask what recycled-content options they already stock
- **Digital proofing** — move author, editor, and typesetter proofing to on-screen/PDF markup as standard; keep hard-copy proofs for final sign-off only
- **Lighter stock** — choose the lightest paper stock that still meets durability needs — this cuts both material use and freight emissions

2. Office & travel

- **Meet before you fly** — default internal meetings to video call; reserve flights for client-facing, launch, or training events that genuinely need to be in person
- **Combine trips** — where a trip is unavoidable, combine multiple purposes (author visits, school activations, printer audits) into a single itinerary
- **Everyday swaps** — switch office consumables to refillable or bulk-buy options, and set printers to double-sided by default

3. Supplier engagement

- **Ask the question** — ask printers and paper merchants one sustainability question a year (certification status, energy source, waste handling) — consistent asking builds a supplier's own case for change
- **Consolidate freight** — where volumes allow, consolidate shipments with other PASA members or your distributor rather than sending part-loads

4. Digital & communications

- **Digital-first catalogues** — send digital review copies and marketing catalogues by default; keep print catalogues for events where they add real value
- **Clean up storage** — compress and archive old digital assets; large unused file libraries carry a real storage energy cost
- **Talk about it** — share one sustainability update in your internal newsletter or team meeting each quarter — visibility drives momentum more than a big launch does

5. Measure as you go

- **Three numbers to start with** — track print-run sizes, paper certification rate, and business-travel trips per quarter; these three numbers alone show direction of travel without a full carbon audit
- **Use what PASA already has** — use the Resource Hub to create your baseline reference, and flag gaps back to the sub-committee