



# GASAA

GRAPHIC ARTS SERVICES ASSOCIATION of AUSTRALIA

## GASAA Environmental Program 2009/10

Program	GASAA Members	Non Members
<p><b>1001: Carbon Footprint Rating Scheme</b> <i>Knowing and reducing your carbon impact on the environment</i>            A Carbon Footprint Rating scheme based on a desktop analysis of tons of carbon produced by of your plant. The scheme provides a national benchmark across the print community and accounts for the size and nature of different operations.  <b>Your firm gets:</b> A confidential carbon output report with a single unit rating from our 5 star Carbon Usage rating system, comparative data in key areas (lighting, power, transport, etc) and recommendations on how your firm can reduce emission levels and earn more stars in the ratings matrix. <i>Subject to company energy data being made available.</i></p>	\$200	\$300
<p><b>1002: Environmental Impacts Report: EIR</b> <i>A detailed look at your firms' current environmental impact</i>            A detailed company "Environmental Impacts Report" that identifies areas of both good environmental practices and potential environmental risks (with suggestions on how to minimise or eliminate these risks). The Impacts Report starts the process of identifying the risks for the production of the Environmental Aspects (risks) database for the extended GASAA Environment Management Course leading to ISO 14001.  <b>Your firm gets:</b> Report based on site inspection</p>	\$750	\$1,100
<p><b>1003: FSC and PEFC Chain of Custody</b> <i>Guarantee your Green paper with GASAA AND FSC/PEFC!</i>            Your company will receive all the important documentation and training required to seek and gain FSC (Forestry Stewardship Council) and PEFC (Programme for the Endorsement of Forest Certification) Chain of Custody Certification.  <b>Your firm gets:</b> Documentation and key training plus a site verification check list  <i>*** FSC/PEFC Chain of Custody certification audit costs not included.</i></p>	\$950	\$1,100
<p><b>1004-1: Environmental Awareness Program: EAP</b>  <i>The First Step in gaining staff buy-in to environmental awareness</i>            This program gives your key staff a strong understanding of your firm's environmental responsibilities and opportunities through group training sessions. You'll receive an expert, on-site assessment of your firm's potential environmental risks and documentation required for ISO 14001 certification, if that is your ultimate business aim.  <b>Your firm gets:</b>            Comprehensive site inspection report, staff training sessions, documentation and GASAA Certification</p>	 \$2,000	\$3,000 All-inclusive PLUS GASAA 1 year subs
<p><b>1004-2: Environmental Improvement Program: EIP</b>  <i>The Next Step in paying for your environmental strategy</i>            Having completed the Environmental Awareness Program, take your company to the next level by learning how to implement continuous environmental improvement that will save you real \$\$\$ and set you up for ISO 14001.  <b>Your firm gets:</b> Implemented environmental improvements and measurements, GASAA Certification</p>	 \$1,500 In addition to EAP	\$2,500 In addition to EAP
<p><b>1004-3: Environmental Management Bridging Program: EMB</b>  <i>GASAA's Truly Green Printer Certification program, an industry mark of your green credentials.</i>            3 month bridging course to bring the firm up to the GASAA Truly Green standard and set you up fully to gain ISO 14001 certification. Fees includes essential Risk Database, LawGuides and Paradigm II, document tracking software.  <b>Your firm gets:</b> Balance of requirements for the GASAA Truly Green course 1005 as noted below</p>	 \$5,500**	\$6,500**
<p><b>1005: Environmental Management Program: EMP</b>  <i>GASAA's Truly Green Printer Certification program, an industry mark of your green credentials.</i>            Our comprehensive environmental management program provides you with all the tools required to gain GASAA Truly Green standing and ISO 14001; the ultimate green credentials. The most cost effective and proven EM program around. Included in the cost is GASAA Truly Green Certification and FSC Chain of Custody pre audit training.  <b>Your firm gets:</b> 5 x 1 day per month comprehensive group training sessions, 3 detailed site visits, Course documentation, Enviro Law Guides valued at over \$2,000, Online document tracking software valued at \$500, FSC Chain of Custody pre audit training, GASAA Truly Green Certification  <i>*** Standards Australia ISO 14001 certification audit cost not included.</i></p>	\$7,500** All-inclusive	\$8,500** All-inclusive PLUS GASAA 1 year subs

**Note:** All courses delivered by Paul Kohn, Principal AKP LEURA, a leading consulting firm in management and control systems in the area of safety, quality insurance and environmental certification. Paul is a member of the Standards Australia Committee on ISO 14001 and the Corporate Environmental Managers Group. He was the past President of the Australian Pulp and Paper Industry Technical Association) and recipient of its' Distinguished Service Award.

\*All prices GST inclusive, \*\* Instalment plans available, \*\*\* Course do not include external audit fee

**For more details contact GASAA on: support@gasaa.asn.au | www.gasaa.asn.au | 02 9386 1595 or 1300 131 787 (toll free)**



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## Frequently Asked Questions

**Q: Does GASAA have environmental options for my business?**

A: Most definitely! Whether you're looking for a convenient way of knowing (and reducing) your firm's carbon foot print, benchmarked against industry standards or want the ultimate Truly Green credentials OR anything in between, GASAA has a defined program ready to go NOW!

**Q: Are the courses designed with print and creative firms in mind?**

A: All our industry specific programs have been designed and are delivered by Paul Kohn, AKP Leura in direct consultation with Garry Knespal, Executive Officer of GASAA. Paul Kohn is an experienced ISO environmental, quality and safety consultant and has worked with many print and paper supply firms, both large and small. Providing industry and organisational input is Garry Knespal, GASAA chief officer of 20+ years.

**Q: How do you gain the GASAA Truly Green Certification?**

A: Your firm can achieve the GASAA Truly Green Certification either through our staged program or via our flagship Environmental Management Course. Either way your firm will be well on its way to obtaining ISO 14001 - the ultimate green credentials.

**Q: What is the first stage?**

A: To demonstrate to your staff and customers you are serious about your firm's green responsibilities you need to build an awareness of your corporate environmental impact. By completing our stage 1, Environmentally Responsible Certification Level 1 you are making a very public statement your staff know what is required to reduce your firm's impact on the environment.

**Q: What follows stage 1?**

A: Now that you know what your firm's environmental impacts are we help you make the necessary improvements that are not only part of the ISO 14001 process, but will also save you real dollars, effectively paying for your green initiatives.

**Q: How do I move from stage 2 to gain GASAA's Truly Green Certification?**

A: Our bridging course, runs one day a month for 3 months, and together with the tools and resources provided in the intensive program we will get your firm ready for ISO14001 auditing and Certification. Your firm would also have completed all of requirements of the GASAA flagship program and after a final site visit and appraisal by Paul Kohn be awarded the GASAA Truly Green Certification.

**Q: What are my cost options?**

A: GASAA offers several environmental programs to suit your business needs. The Truly Green program can be completed in an all inclusive package of \$7,500 (instalment plan available) or in three stages, allowing you to tailor the course to your needs (*ISO14001 audit fee not included*). GASAA also runs a Carbon Footprint Rating scheme for \$300, Environmental Impact Reports for \$750, and Forestry Stewardship Council (FSC) Chain of Custody Certification courses for \$1500 (*FSC Chain of Custody audit fee not included*). \*All fees include GST.

**Q: How does the GASAA approach stand out from other programs?**

A: GASAA's key requirements in helping firms advance their green credentials are also the reasons our approach is a standout. We have for the industry a series of courses that are: industry specific, affordable, achievable, integrated and deliver real savings. They have been developed and are delivered by an independent ISO expert with print and graphic arts experience. Paul Kohn, longstanding member of Standards Australia Committee on ISO 14001 and Garry Knespal, Executive Officer of GASAA of over 20 years, have worked to bring to the industry the most flexible, cost effective and meaningful environmental management program available today.

**Q: Can I achieve ISO14001 certification through GASAA's Environmental Programs?**

A: GASAA's Truly Green program is designed to prepare you for your ISO14001 audit. Whether you take a staged approach or do the full course in one go you're firm will be taking positive steps towards gaining ISO 14001 – the international standard for environmental management.

**Q: What acknowledgement will my business receive to show its completion?**

A: You will receive a GASAA industry recognised certificate of completion of each stage and associated marketing collateral. Your firm will also be prominently listed on the GASAA registrar of environmentally recognised members. GASAA's website consistently attract over 20,000 hits per week through our active database of over 13,000 industry contacts of both buyers and sellers of print.

**Q: What are the ongoing costs?**

A: GASAA will keep your annual maintenance costs to a minimum. Not all our program require ongoing costs and for those that do they will be nominal and are designed to cover the public promotion and marketing of your firm's accreditation. These fees will range from \$75 to \$250 pa.

Email or call us if you have any questions not covered above, so we can help you and others benefit from our industry program.

**For more details contact GASAA on: [support@gasaa.asn.au](mailto:support@gasaa.asn.au) | [www.gasaa.asn.au](http://www.gasaa.asn.au) | 02 9386 1595 or 1300 131 787 (toll free)**