

GOVERNMENT AFFAIRS WATCHDOG

WHAT IS A CARBON FOOTPRINT?

One of the most perplexing questions being asked of printers (and individuals) is about the carbon footprint of an operation (or individual).

A carbon footprint is the measure of the impact human activities have on the environment in terms of the amount of greenhouse gases produced, usually expressed in terms of carbon dioxide (CO₂).

The measure is meant to be a useful metric for organizations (and individuals) to conceptualize their organizations (or personal) impact in contributing to global warming. At this time, there is no standard approach, and there are many different protocols currently used.

The Lawrence Berkeley National Laboratory lists over thirty carbon calculators available on the Internet, including those of the California Air Resources Board and United States Environmental Protection Agency.

From our analysis, the best carbon footprint calculator on the web is the Berkeley Institute of the Environment (<http://coolclimate.berkeley.edu/>). The output from the Berkeley carbon footprint calculator offers a colorful presentation of how your footprint compares to others in similar households, the US average, and the World average, and is subdivided by each of their 5 categories (transportation, housing, food, goods, services).

PACKAGING TAXES

Four bills introduced this session purport to reduce the amount of material going to landfills. If passed,

TOP WORKPLACE INJURIES

Liberty Mutual Insurance has released its annual Workplace Safety Index that identifies the leading causes of the most disabling workplace injuries. Overall, the estimated direct U.S. workers' compensation costs for these top ten injuries totaled \$48.6 billion in 2006.

These 10 categories account for 87.9% of the cost burden of disabling workplace injuries.

Here's the breakdown on the top 10:

1. Overexertion (injuries caused by excessive lifting, pushing, pulling, holding or throwing): \$12.4B, 25.7%
2. Fall on the same level (such as slips and trips): \$6.4B, 13.3%
3. Fall to lower level: \$5.3B, 10.8%
4. Bodily reaction (injuries caused from slipping or tripping without falling): \$4.8B, 10.0%
5. Struck by object (such as a tool falling on a worker from above): \$4.3B, 8.9%
6. Struck against object (such as a worker walking into a door): \$2.5B, 5.1%
7. Highway incident: \$2.4B, 4.9%
8. Caught in/compressed by: \$2.1B, 4.4%
9. Repetitive motion (injuries due to repeated stress or strain): \$2.0B, 4.0%, and
10. Assaults/violent acts: \$0.4B, 0.9%.

Between 1998 and 2006, the costs of repetitive motion injuries declined the most: 35.3%. The costs of fall on the same level and fall to lower level each showed the largest increase: 17.9%.

they will result in cost increases for many products being sold in the States.

AB 68 (Julia Brownley, D-Santa Monica) prohibits retail stores as of July 1, 2011, from supplying a one-time-use plastic or paper bag without charging a fee of at least 25 cents at the point of sale. The funds would be used by the California Integrated Waste Management Board (CIWMB) for grants to cities and counties for programs related to single-use carryout bags and reusable bag giveaways and to reimburse the costs associated with collecting the tax and implementing the program. Assemblymember Mike Davis (D-Los Angeles) has a very similar bill, AB 87, which

would go into effect 6 months sooner.

Senator Mark DeSaulnier (D-Antioch) is carrying SB 531, which would place an advance disposal fee of 1/10 of 1 cent on each plastic or paper single-use carryout bag supplied to a store as of July 1, 2011.

SB 55 (Ellen Corbett, D-San Leandro) seeks to expand the number of products requiring the payment of a redemption fee. This bill would revise the term "beverage" to include vegetable, nut, grain, or soy drinks that contain any percentage of juice. The bill would also include beverages in flexible foil, plastic pouches or aseptic containers of 7 or less fluid ounces.



Affiliated Associations:

Printing Industries of California

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NEW SURVEY ON SUSTAINABILITY

The American Marketing Association conducted a survey to gauge perceptions about sustainability among corporate marketers and communicators. Here are some of the conclusions :

- 58% of marketers and communicators believe that their organizations will increase their involvement in environmental sustainability initiatives during the next two to three years.
- 50% believe that economic realities will actually encourage the adoption of sustainability practices.
- Over 50% believe that sustainability is an essential element of their company's reputation. Nearly three-quarters believe that corporate reputation, corporate culture and technological advancements will be the drivers for sustainability.
- 73% believe that corporate reputation fosters sustainability initiatives, fewer (60%) feel that marketing considerations encourage the adoption of sustainability practices.
- About 43% of those surveyed expect their companies to increase marketing of their sustainability programs during the next year. They say they will do so because it is the right thing to do; customers are asking for more information; it is supportive of the corporate culture; and because sustainability offers a distinct business advantage. Yet, more than half of the respondents do not expect to increase their marketing efforts in the category of sustainability.

A total of 270 respondents completed the survey. One fifth of the respondents come from marketing or communications businesses; the remainder of respondents represent a strong cross section of other economic sectors: 28% of the respondents come from companies with 1,000 or more employees, 41% come from companies with 20 to 999 employees, and 31% of the respondents come from companies with fewer than 20 employees.

Source: Fleishman-Hillard Inc., *Despite Economic Pressures, Majority of Companies Plan to Increase Emphasis on Sustainability*, April 8, 2009.

AB 32 FEES

In the fall of 2006, California signed into law the Global Warming Solutions Act of 2006 (AB32), requiring the state

SCAQMD ADOPTS UV SOLVENT PROVISION

On May 1, the SCAQMD Governing Board amended Rule 1171 for Cleanup Solvents by increasing the VOC limits for UV/EB cleanup solvents from less than 100 grams per liter to less than 650 grams per liter for hand-wipe and automatic operations until January 1, 2010.

The amendment is the culmination of a six month of intense negotiations between PIC and the SCAQMD, since once emissions have been lowered in a rule, the SCAQMD almost never reverses course because of legal hurdles to do so. For example, on

1. January 23—facilities using UV/EB inks can return to the higher limit for cleanup solvent without receiving a Notice of Violation. SCAQMD staff alerted the stationary source committee of its intent to institute Limited Enforcement Discretion (limited to the issue at hand) on UV/EB printing operations.

February 6—Staff submitted a letter alerting the Executive Board of the Limited Enforcement Discretion for UV/EB operations. The Limited Enforcement Discretion action allows printers to use the higher VOC products until Rule 1171 could be amended.

2. May 1, 2009—the Executive Board amended the rule legally allowing UV/EB printers to use the higher VOC solvents.

to reduce greenhouse gas emissions (GHG's) to 1990 levels by 2020.

In a February 2009 hearing, the proposal by the California Air Resources Board (CARB) proposed that it be allowed to recover \$57 million in fees for administering the AB 32 Implementation program for the past two years, and impose additional fees in the amount of some \$55 million a year, going forward, for the same purpose.

PIC opted to join forces with a coalition of groups, both as a member of the AB 32 Implementation Group and the California Small Business Alliance, in asking CARB to show how they arrived at these figures by disclosing appropriate documents that would support their claims.

The appropriate public records request form was filed under a cover letter jointly agreed to by more than half a dozen business organizations, including the PIC.

After months of repeated requests by the coalition, and an equal amount of stonewalling by CARB, the coalition felt it had no other choice but to file a lawsuit to resolve the impasse.

Yesterday, the complaint was filed. We support this action because we believe

that agencies, like CARB, must do more than just levy one fee on another to California's already overburdened businesses.

Stay tuned for more details.

SMALL BUSINESS BILL PASSES

SB 356 (Wright; D-Inglewood) won bipartisan approval from a Senate policy committee two weeks ago. The bill gives small businesses a greater voice in the regulatory development process by requiring regulatory agencies to more carefully assess the economic impact of new regulations on small businesses.

The bill creates more accountability in the regulatory process by requiring state agencies to involve small businesses early in the drafting process so that the small business perspective is carefully considered as regulations are developed. It also closes the loophole that currently allows state agencies to declare that a proposed regulation has no significant economic impact without providing an explanation for that finding.