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Graphic technology — Quantification and communication for calculating the carbon footprint of print media products

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National foreword

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The UK participation in its preparation was entrusted to Technical Committee PAI/43, Graphic technology.

A list of organizations represented on this committee can be obtained on request to its secretary.

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INTERNATIONAL STANDARD

ISO 16759

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Graphic technology — Quantification and communication for calculating the carbon footprint of print media products

Technologie graphique — Quantification et communication relatives au calcul de l'empreinte carbone des produits imprimés

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Contents

Page

Foreword ... **iv**

Introduction ... **v**

1 Scope ... **1**

2 Normative references ... **1**

3 Terms and definitions ... **1**
3.1 Terms relating to carbon footprint ... 1
3.2 Terms relating to greenhouse gases ... 2
3.3 Terms relating to life cycle assessment ... 3
3.4 Terms relating to organisations and consumers ... 4
3.5 Terms relating to printed media product and process — Prepress ... 4
3.6 Terms relating to printed media product and process — Press ... 5
3.7 Terms relating to printed media product and process — Postpress ... 6
3.8 Terms relating to data and data quality ... 7

4 Principles for carbon footprint quantification ... **8**
4.1 General requirements ... 8
4.2 Life cycle perspective ... 8
4.3 Relative approach and functional unit ... 8
4.4 Relevance ... 8
4.5 Completeness ... 8
4.6 Consistency ... 9
4.7 Accuracy ... 9
4.8 Transparency ... 9
4.9 Avoidance of double counting ... 9
4.10 Implementation criteria ... 9

5 Methodology ... **9**
5.1 General requirements ... 9
5.2 Goal and scope ... 10
5.3 System boundary definitions ... 11
5.4 Time boundary for data ... 12
5.5 Carbon footprint quantification of life-cycle stages ... 12

6 Reporting ... **17**
6.1 General ... 17
6.2 Documentation requirements ... 17
6.3 Interpretation of the carbon footprint of a product ... 18

7 Communication requirements ... **18**
7.1 General ... 18
7.2 Interpretation and comparison ... 19
7.3 Product definitions and product category rules (PCRs) ... 19

Annex A (informative) **General requirements and guidelines for CFP communication options — Greenhouse gases** ... **20**

Annex B (informative) **Inventory analysis of input criteria used to define the product profile** ... **23**

Annex C (informative) **Operations and materials in processes and data collection items within the system boundary** ... **26**

Annex D (informative) **Intergraf recommendations on CO_2 emissions calculation in the printing industry** ... **30**

Annex E (normative) **Guidelines for comparisons of the carbon footprints of print media** ... **34**

Annex F (informative) **Calculation samples by Europe, Germany and Thailand** ... **35**

Bibliography ... **41**

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Foreword

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The committee responsible for this document is ISO/TC 130, *Graphic technology*.

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Introduction

Reduction of worldwide greenhouse gas (GHGs) emissions is central to the mitigation of climate change (see Annex A), considered to be arising from natural and anthropogenic activities. Industry and governments are already aware of the importance of contributing to this reduction, both nationally and internationally. The printing and associated industries (prepress, finishing, postpress, paper making and related services) have substantially reduced their GHG emissions in recent years. Although this data reduction can be formally captured and measured, it is difficult to compare without a common reference methodology.

This International Standard has been developed to provide a consistent framework methodology for carbon footprint calculation. It is written for prepress, print service providers, printers, media companies, other print content publishers, related industry associations and providers of carbon footprinting tools. It offers a program-neutral method for calculating and communicating the life cycle GHG emissions of print media products, based on calculated CO_2e values, for the single impact category of climate change. This single criteria approach provides the foundation for future work addressing multicriteria impacts which assess all potential impacts that a print media product can have on the environment. This International Standard is based on work done for ISO/TS 14067 and PAS 2050 to provide a specific implementation for the graphic arts industry. Multicriteria calculations based on all four phases of Life Cycle Assessment (LCA), as outlined in ISO 14040, are not within the scope of this International Standard. Further information for conducting LCA are outlined in ISO 14044.

According to this International Standard, quantification of the carbon footprint of a print media product requires a defined goal and scope for the carbon footprinting study. This International Standard also requires a specification of the system boundaries and process inventory as the basis for calculations. It allows for calculations of the whole or part life cycle of print media products.

This International Standard provides consistency, transparency, flexibility and accountability for print media carbon footprint quantifications and their communication. It may provide the following benefits to companies, public bodies and consumers, industry and regulatory bodies:

— consistency in carbon footprint calculator design, to aid relevance and applicability for different print media product sectors and geographies;

— provide print buyers and consumers with a means of quantifying and communicating the carbon footprint of print media products using a common methodology and defined boundaries;

— provide the printing industry with a framework for quantifying and communicating the carbon footprint of print media products using a common methodology and defined boundaries;

— encourage media buyers and consumers of print media products to make informed media investment, purchase and usage decisions, using information validated with calculation, communication and reporting tools that are consistent with this International Standard;

— facilitate the continuous monitoring of the carbon footprint of print as part of its overall environmental impact, and encourage constant improvement within all print sectors;

— enhance the credibility of the printing industry's efforts to quantify, communicate and reduce the carbon footprints of print media products and their raw materials;

— be used as part of GHG emissions management; and

— facilitate performance tracking and progress in GHG emissions reduction for the printing industry.

This International Standard provides a framework methodology for calculating the life cycle GHG emissions of print media products. It aids the print customer's contribution to national and international CO_2e reduction targets, via government schemes or through industry associations. A common framework for calculation and parameter requirements minimizes ambiguity and enables the comparison of the carbon footprints of print media products, based on the goals and scopes of individual carbon footprinting studies (see Annex E). This framework allows contributors to print media supply chains to

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calculate partial carbon footprints for use in the supply chain. This International Standard can also be used to calculate carbon footprint values for use in carbon offsetting programs.

A print media product's carbon footprint calculated in compliance with this International Standard can be benchmarked against similar products. This, over time, may provide the following benefits:

— reduced environmental impact of print media products;

— assistance for print buyers making media purchase decisions;

— a framework for comparative estimates of average carbon footprints in different print media sectors, such as newspapers, magazines, books, signs and displays, etc.;

— greater appreciation of the differences in media carbon footprints, and more informed process and supply chain choice for print buyers, printers, service providers, customers and other interested parties;

— enhanced market awareness of print's sustainability and environmental impact;

— criteria for selecting a carbon footprinting tool to calculate the carbon footprint or partial carbon footprint of print media products; and

— comparable preliminary estimations of the carbon footprint of a print media product, based on a pre-existing study.

This International Standard includes examples of carbon footprinting studies and guidance for communicating and verifying carbon footprint information to printers, print buyers, consumers, industry and any other interested parties.

Use of this International Standard facilitates the comparison of the carbon footprint of cross media content and media products delivered digitally, for instance to websites, in emails, on DVDs, mobile devices and so on. However the carbon footprint of specific digital media is outside the scope of this International Standard.

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INTERNATIONAL STANDARD ISO 16759:2013(E)

Graphic technology — Quantification and communication for calculating the carbon footprint of print media products

1 Scope

This International Standard specifies the requirements for quantifying the carbon footprint of those processes, materials and technologies required to produce print media products using any form of printing technology and that are within the user's knowledge and control. It is based on a Life Cycle Assessment (LCA) approach, using defined system boundaries and a specified functional unit as the basis for complete or partial carbon footprinting studies. This data can be referenced throughout supply chains for individual print media products.

Together with ISO 14020 and other ISO standards, this International Standard defines standards of completeness to be followed when communicating the results of a carbon footprint study for print media products to business and consumers.

This International Standard provides a framework for carbon calculators that organisations can follow, and that can be used as the structure for market or sector-specific carbon footprinting tools. Studies and tools constructed within this framework methodology provide carbon footprint quantifications of print media products that can be validated and verified.

2 Normative references

The following documents, in whole or in part, are normatively referenced in this document and are indispensable for its application. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

ISO 14044, *Environmental management — Life cycle assessment — Requirements and guidelines*

ISO/TS 14067, *Carbon footprint of products — Requirements and guidelines for quantification and communication*

3 Terms and definitions

For the purposes of this document, the following terms and definitions apply.

3.1 Terms relating to carbon footprint

3.1.1
carbon footprint (CF)
net amount of GHG emissions and GHG removals, expressed in CO_2 equivalents

3.1.2
carbon footprint of a product
CFP
carbon footprint of a product system

3.1.3
carbon footprinting tool
means of calculating the carbon footprint of an object or process

3.1.4
carbon storage
carbon removed from the atmosphere and stored as carbon

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3.1.5
product system
collection of processes with elementary and product flows performing one or more defined functions and which models the life cycle of a product

3.1.6
product category rules
set of specific rules, requirements and guidelines for one or more product categories

3.2 Terms relating to greenhouse gases

3.2.1
carbon dioxide equivalent
CO_2e
CO_2 equivalent
unit for comparing the radiative forcing of a GHG to carbon dioxide

Note 1 to entry: The carbon dioxide equivalent is calculated using the mass of a given GHG multiplied by its global warming potential.

[SOURCE: ISO 14064-1:2006; 2.19, without Note 2]

3.2.2
global warming potential
GWP
factor describing the radiative forcing impact of one mass-based unit of a given GHG relative to an equivalent unit of carbon dioxide over a given period of time

Note 1 to entry: Annex A contains a list of GHGs and their global warming potentials published by the Intergovernmental Panel on Climate Change.

[SOURCE: ISO 14064-1:2006; 2.18, modified]

3.2.3
greenhouse gas
GHG
gaseous constituent of the atmosphere, both natural and anthropogenic, that absorbs and emits radiation at specific wavelengths within the spectrum of infrared radiation emitted by the earth's surface, the atmosphere, and clouds

Note 1 to entry: See Annex A for a list of GHGs and their CO_2e values, per Kyoto.

Note 2 to entry: Water vapour and ozone are also anthropogenic as well as natural GHGs but are not included as recognized GHGs due to difficulties in calculating their global warming potentials.

[SOURCE: ISO 14064-1:2006; 2.1, modified]

3.2.4
greenhouse gas emission
mass of a GHG released to the atmosphere

[SOURCE: SOURCE: ISO 14064-1:2006, 2.5, modified]

3.2.5
greenhouse gas emission factor
mass of a GHG emitted relative to an input or an output of a unit process or a combination of unit processes

3.2.6
greenhouse gas removal
mass of a GHG removed from the atmosphere

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3.2.7
greenhouse gas sink
process that removes a GHG from the atmosphere

3.2.8
greenhouse gas source
mechanical or natural process that releases a GHG into the atmosphere

EXAMPLE Electrical energy use where the electrical energy has been created from fossil fuel resources.

3.3 Terms relating to life cycle assessment

3.3.1
allocation method
method by which inputs and outputs are allocated to different print media products

3.3.2
cumulative method
method by which values for inputs and outputs for print media products are accumulated throughout the supply chain

3.3.3
end-of-life
stage which begins when the used product is ready for disposal, recycling, reuse, etc. and ends when the product is returned to nature (combustion, deterioration), or is recycled or reused

3.3.4
energy
sources of GHG emissions used for the provision and use of the product

3.3.5
functional unit
quantified and defined single iteration of a printed product, used as a reference unit in a carbon footprinting study

Note 1 to entry: to entry See Figure B.1.

EXAMPLE An A4 page, one square metre printed, a single iteration of a printed product or a complete print run.

[SOURCE: ISO 14040:2006; 3.20, modified to be specific to ISO 16759]

3.3.6
interpretation
process of explaining the results of a life cycle assessment such that it is relevant to the goal and scope of a CFP study

3.3.7
life cycle
consecutive and interlinked stages of a product system, from raw material acquisition or generation from natural resources to final disposal

[SOURCE: SOURCE: ISO 14044:2006; 3.1]

3.3.8
life cycle assessment
LCA
compilation and evaluation of the inputs, outputs and the potential environmental impacts of a product system throughout its life cycle

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3.3.9
life cycle impact assessment
LCIA
phase of life cycle assessment aimed at understanding and evaluating the magnitude and significance of the potential environmental impacts for a product system throughout the life cycle of the product

3.3.10
life cycle inventory
LCI
phase of life cycle assessment involving the compilation and qualification of inputs and outputs for a product throughout its life cycle

3.3.11
process
set of interrelated or interacting activities transforming inputs into outputs

[SOURCE: SOURCE: ISO 14044:2006; 3.11, modified to be specific to ISO 16759]

3.3.12
product group
collection of print media products that share common physical characteristics

3.4 Terms relating to organisations and consumers

3.4.1
consumer
individual purchasing products or services for personal or private use

3.4.2
organization
company, corporation, firm, business, authority or institution with its own administration and purpose

3.4.3
supply chain
linked and interdependent processes that result in the delivery of print media products to consumers

3.4.4
unit process
smallest element considered in the life cycle inventory analysis for which input and output data are quantified

[SOURCE: SOURCE: ISO 14040:2006, 3.34]

3.4.5
user
individual using print media products

3.5 Terms relating to printed media product and process — Prepress

3.5.1
prepress
preparation of data files in analogue or digital format for printing

EXAMPLE Separating RGB files into CMYK.

3.5.2
prepress consumables
materials used as part of the prepress process, including materials which can be recycled or otherwise reused

3.5.3
data
information known or assumed as fact

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3.5.4
data management
process of keeping track of all data and/or information related to the creation, production and distribution of a print media product, and associated processes

3.5.5
colour management
process of managing all data in a colour production workflow, such that the colours are accurate and consistent in appearance across substrates and imaging processes, including print and electronic rendering

3.5.6
file preparation
readying data files for subsequent production in the print media product supply chain

3.5.7
preflight checking
file inspection to determine that the digital data contained therein will process such that all data can be accurately imaged to a image carrier or substrate

3.5.8
file delivery
delivery of print media data files within the supply chain

3.5.9
proofing
process of evaluation of pre-production files used to check the accuracy of content and colour reproduction

3.5.10
imposition
arrangement of pages on the image carrier such that when cut, trimmed and finished the pages are in the correct reading sequence

3.5.11
raster image processing
conversion of content data into a bitmap file including screening, trapping, imposition and all other process data, relevant to the output constraints

3.5.12
screening
predominantly electronic process to create the printing and nonprinting elements of a page to mimic the halftone values of an original contone

3.5.13
trapping
process of how overprinted colours should be defined so that on press the positioning of separations disguises any misregistration

3.5.14
workflow management
process of managing all tasks in the print media supply chain

3.6 Terms relating to printed media product and process — Press

3.6.1
press consumables
materials used as part of the printing process, including materials which can be recycled or otherwise reused

3.6.2
image carrier
surface prepared such that some parts of it transfer printing ink whereas other parts do not

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3.6.3
ink
substance containing pigment(s) or dye(s), resin(s) and carrier fluid(s)

3.6.4
toner
solid material, which might or might not include colorant, capable of taking on an electrostatic charge, designed for deposition onto a substrate under the control of electrostatic forces in conjunction with a surface having a controlled distributed charge

3.6.5
plastic
synthetic or semi-synthetic organic material used to produce certain categories of print media products

3.6.6
substrate
material onto which inks, coatings and varnishes are printed or laid down

3.6.7
print
material onto the surface of which a mark or impression has been made

EXAMPLE Printed documents, sign and display material, magazines, newspapers.

3.6.8
printing
process of transferring text, line art and graphic content in one or more colours to a substrate

3.6.9
printing process
technology used to produce print, including analogue and digital methods

3.6.10
coating
process of applying an additional layer on top of printed inks

3.6.11
coatings and varnishes
substances applied to a substrate in addition to printed inks

3.6.12
drying
process of removing moisture, solvents or co-solvents from a substrate, localized environment or film formation by resins

3.6.13
laminating
process of applying a transparent layer to protect a printed substrate

3.6.14
oxidation
process resulting from the combination of a substance with oxygen

3.7 Terms relating to printed media product and process — Postpress

3.7.1
postpress consumables
materials consumed as part of the finishing process, including materials which can be recycled or otherwise reused

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3.7.2
binding
process of holding materials together by means of staples, adhesives, thread, wire or other means

3.7.3
stitching
process of securing printed, folded and gathered pages in their folds

3.7.4
finishing
process associated with manipulating printed materials into a final product

EXAMPLE Cutting, slitting, binding.

3.7.5
stacking
piling up printed media as it comes off the press

3.7.6
cleaning materials
materials used to clean machinery and equipment used to create, produce and distribute print media products

3.7.7
distribution
process of ensuring that print media products can be made available to consumers

3.7.8
print media product
product created using printing and/or finishing processes

3.7.9
colorant
substance added in order to change colour appearance

3.8 Terms relating to data and data quality

3.8.1
primary data
directly measured, calculated or obtained quantified value of a unit process or activity and related information within a product system or company, based on specific original source measurements

Note 1 to entry: Primary data can be emissions factors from recognized reference sources.

3.8.2
secondary data
indirectly measured, calculated or obtained quantified value of a unit process or activity and related information within a product system or company, not based on specific original source measurements

3.8.3
site-specific data
data obtained from a direct measurement or a calculation based on direct measurement at its original source within the product system

3.8.4
transparency
open, comprehensive, accessible, clear and understandable presentation of information

[SOURCE: SOURCE: ISO 14040:2006; 3.7, modified to be specific to ISO 16759]

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3.8.5
uncertainty
parameter associated with the result of quantification which characterises the variability of the values that could be reasonably attributed to the quantified amount

Note 1 to entry: Uncertainty information typically specifies quantitative estimates of the likely dispersion of values and a qualitative description of the likely causes of the dispersion.

[SOURCE: ISO 14064-1:2006[2]; 2.37, modified to be specific to ISO 16759]

4 Principles for carbon footprint quantification

4.1 General requirements

The following principles are the basis for and shall be used to guide the application of the requirements of this International Standard.

4.2 Life cycle perspective

In the assessment of the carbon footprint of a print media product and its communication, all stages defined in the goal and scope of the study shall be included. The goal and scope defines the parameters of the system boundary and is the basis for the study's inventory of calculations. This allows for partial carbon footprint calculations, relating to defined parts of a print media supply chain. A partial CFP shall as a minimum, represent the cradle-to-gate emissions and removals arising from all stages relating to print media product manufacture, up to the point where the product leaves the production site. The goal and scope may include everything from raw material acquisition to end of life including collection, sorting and recycling, or only those parts of the print media product's life cycle for which data are available.

NOTE This may include separate disclosure of GHG emissions and storage or removal in order to demonstrate and clarify GHG emissions values (see Annex D).

4.3 Relative approach and functional unit

The carbon footprint study shall be structured around a single defined functional unit of a print media product and the results calculated relative to it. The functional unit shall be defined as specifically as possible, including all criteria relating to its raw materials and components, as determined in the goal and scope of the study. A functional unit is a reference to which input and output data are normalized and represents the performance of a product system for use as a reference in a carbon footprinting study. As such it can refer to individual instances of print media products, or complete print runs. Comparisons of different carbon footprints can only be made if the functional units are the same, i.e. normalized to the same functional unit (see Annex E). Examples of functional units and their determinant criteria are available in Annex B.

4.4 Relevance

According to the goal and scope of the carbon footprinting study, GHG sources and sinks together with carbon storage, data and methods selected, shall be suitable for the assessment of the GHG emissions, storage and removals arising from print media products.

NOTE This may include separate disclosure of GHG emissions and storage or removal in order to demonstrate and clarify GHG emissions values (see Annex D).

4.5 Completeness

According to the goal and scope of the carbon footprinting study, all relevant GHG sources and sinks together with carbon storage that provide a direct and meaningful contribution to the assessment of GHG emissions, storage and removals arising from print media products, shall be included.

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