

### 1. Company ID

Company Name:	<b>Triip Ltd.</b>
Activity Sector:	Printing
Core Business / Main Activities:	Printing and design
City/Country:	Tartu/Estonia
Year of Foundation:	1993
Number of Company Sites (2004):	1
Website (if available):	<a href="http://www.triip.ee">www.triip.ee</a> (in Estonian)
Number of Employees (2004):	Full Time 15 Part Time 0 Women 9 Men 6
Annual Turnover in 2004 (€):	900 000

### 2. Responsible Business Practices – Main Topics

Broad Area(s) of CSR Good Practices:	<input type="checkbox"/> Business Ethics <input type="checkbox"/> Workplace <input checked="" type="checkbox"/> Environment <input checked="" type="checkbox"/> Marketplace <input type="checkbox"/> Community
CSR Issue(s):	<input checked="" type="checkbox"/> Environmental management <input checked="" type="checkbox"/> Sustainable business practices and products <input checked="" type="checkbox"/> Environmental reporting and measurement <input checked="" type="checkbox"/> Community and employee engagement
Main Drivers to be Responsible:	<ul style="list-style-type: none"> <li>▪ Company managers' personal background, interests, world views and values</li> <li>▪ To differentiate the company from the competitors</li> <li>▪ Creating an environment, where they want to work every day</li> <li>▪ Care for employees: interest in long-term cooperation, and therefore don't want to burn them out, but make it possible for them to use their working time with maximum productivity in favourable environment and atmosphere</li> <li>▪ Contributing to the awareness raising about environmentally friendly life style, giving the employees and their families first hand experience</li> </ul>
Some Examples of CSR Initiatives in the Broad Area(s) Identified:	<ul style="list-style-type: none"> <li>▪ Usage of Green Energy in meeting its energy need</li> <li>▪ Company's house has been reconstructed using ecological building materials and construction principles</li> <li>▪ Maintaining 'own' forest that is planted by the employees and their families</li> <li>▪ Introducing Green Print to Estonian market</li> </ul>
Are the Good Practices integrated into a broader Business Strategy? Yes/No? How?	<p>Yes:</p> <ul style="list-style-type: none"> <li>▪ Attracting clients that value sustainable development and green production</li> <li>▪ Differentiating themselves from the competitors</li> </ul>
Business Benefits:	<ul style="list-style-type: none"> <li>▪ Market differentiation due to ecologically responsible product</li> <li>▪ Loyal clients</li> <li>▪ Increased employee motivation, very low employee turnover rates</li> <li>▪ Becoming attractive employer that people seek to work for</li> <li>▪ Good reputation and becoming known in Estonia through lots of attention from media (TV, newspaper articles)</li> </ul>
Stakeholders/Beneficiary Groups addressed by the CSR Good Practices:	<ul style="list-style-type: none"> <li>▪ Employees, incl. management</li> <li>▪ Clients</li> <li>▪ Suppliers</li> <li>▪ Society-at-large, environment</li> </ul>

Benefits for Society/Stakeholders:	<ul style="list-style-type: none"> <li>▪ Healthier, happier, more prestigious, productive and creative work place for employees</li> <li>▪ Increased environmental awareness, inflicting green view of life to anyone coming into contact with the company</li> <li>▪ Better environment - encouraging (paper) recycling, sustainable forestry, usage of renewable energy</li> </ul>
To Whom and How did the Company Communicate their Actions:	<p>To clients, partners and society-at-large through the following means:</p> <ul style="list-style-type: none"> <li>▪ Company's website and Green Print website</li> <li>▪ Media</li> <li>▪ Introductory materials to advertising agencies</li> <li>▪ Banners on web pages related to environment and environmentally friendly life style</li> </ul>
Awards / Certifications / Marks of Honour:	<ul style="list-style-type: none"> <li>▪ Green Energy certificate acquired in 2001</li> <li>▪ On the 2003 contest for the most environmentally friendly business enterprise conducted by the Environmental Department of the City Government of Tartu, Triip Ltd. was recognized for establishing environmentally sustainable manufacturing process</li> </ul>
Difficulties Found in the Good Practices Implementation:	<ul style="list-style-type: none"> <li>▪ The concept of Green Print is quite a novel one and it takes a lot of energy to make the society become aware of it</li> </ul>
Sources of Further Information:	<ul style="list-style-type: none"> <li>▪ Green Print   <a href="http://www.rohelinetrykis.ee/indexen.php">http://www.rohelinetrykis.ee/indexen.php</a> (in English)</li> <li>▪ Triip Ltd. Environmental Report 2002-2004 <a href="http://www.triip.ee/jalg.pdf">http://www.triip.ee/jalg.pdf</a> (in Estonian)</li> </ul>

### 3. Responsible Business Practices – Description

In **2001**, the print shop Triip Ltd. adopted several **environmentally friendly practices** in its operations.

In February 2001, the print shop began the **separate collection of waste paper and cardboard**. In August, the office and print shop were moved to **new building that has been reconstructed with ecological building materials**. In December, Triip received the **Green Energy certificate** (purchasing more than 6,000 kWh of power from renewable energy sources a year) and began **measuring its annual resource consumption** (Ecological Footprint concept) in absolute units (kg, kWh, m<sup>3</sup>, etc.). Other Green Energy users are entitled to 5% discount in all its products and services.

Since **2002**, Triip Ltd. has been publishing its environmental report, which is also easily accessible from company's website.

Early in **2003**, the company adopted its **environmental policy and ecological strategy**.

In manufacturing and office equipment, environmentally friendly technology is strived for. As part of its yearly practices, the company maintains its 'own' forest, which has been planted by its employees. In addition to that, other environment-related activities are initiated together.

Besides developing environmentally friendly practices internally, Triip Ltd. promotes green operation in other related industries – e.g. in forestry (against excessive logging and loss of forest habitats), paper manufacturing (buying timber from providers, which are certified by Forest Stewardship Council) – as well as advocates it among consumers by inviting people to protecting nature through recycling their waste.

Part of the mission of Triip Ltd. is **introducing Green Print to Estonian market**. The service is developed in close co-operation between Triip Ltd. and the Estonian Fund for Nature and is also separately introduced through a special web page maintained by the company (see sources for further information for the direct link).

By choosing the Green Print service, a printing client can substantially and easily reduce the impact of its actions on the environment, since

- In Green Print inks, natural oils and resins are used instead of petrochemicals.
- In Green Print only certified or recycled paper is used.
- Green Print is manufactured in the environmentally friendly print shop Triip Ltd.
- Part of the price of every Green Print sold will go to support the Estonian Fund for Nature.

Users of the Green Print service have the right to mark their publications with the Green Print logo and the following text at option "Printed on recycled/FSC certified paper. The printing ink is produced from natural oils and resins." This promotes the environmental awareness in the related areas also to wider audience wherever these products are distributed. Additionally, Green Print clients' list is advertised on the Green Print web site of Triip Ltd. (see sources for further information for the direct link).

In May 2005, Triip Ltd. ran a campaign introducing Green Print to encourage their clients to favour it over their regular orders. The promotion included Green Print prices' deduction to the level of regular printing prices and giving tree seeds and instructions on how to plant them to anyone interested. The latter has developed into the company's souvenir/gift for its clients and partners and contributes to raise awareness on the need of sustainable forest management in Estonia.

With all the previously mentioned aspects, Triip Ltd. positions itself as the most environmentally conscious printing company in Estonia.

In its employee relations, Triip Ltd. values highly its people and their families. There are several activities carried out together (e.g. the above mentioned tree-planting). Also, the office of the company has been designed for a nice and relaxing atmosphere, where the employees like to work and feel comfortable to do so.

Triip Ltd. Is also a sponsor to some larger-scale public events and undertakings in sports (Battle of the Est - international youth brake-dance competition, Simpel Session - youth extreme sport event, Estonian Windsurfing Association, 'Volle' Volley Ball Club of Tartu University) and culture (Estonian Drama Festival).

### 4. Training Exploitation

#### A). Additional Relevant Information concerning the Exploitation of this Study Case in Training Situations (relevance criteria: broad area(s) of CSR good practices)

##### What is Green Energy:

Eesti Energia in cooperation with Estonian Fund for Nature launched a project called Green Energy, based on principles of sustainable development.

Green Energy product is Eesti Energia's wish to promote the use of renewable energy sources in Estonia and advocate environmentally sustainable mindset. Using a 100 % renewable energy as an alternative to oil-shale energy is a substantial step towards a cleaner and healthier society. Green Energy is sold in the form of certificates of four categories. The certificates of categories I and II are designed for large customers of Eesti Energia, certificates of category III are for small companies and institutions in public law, certificates of category IV are for residential customers. The number of Green Energy certificates is limited.

Each Green Energy certificate sold supports the Estonian Fund for Nature for specific purposes. From the funds received from the sale of Green Energy, the Estonian Fund for Nature will support various projects related to nature conservation and environmental protection.

Green Energy is a reputable status product and emphasises that the purchaser of the product is environment-conscious and has sustainable attitudes.

This case can be used to illustrate the following broad areas of CSR good practices:

- Workplace
- Community

### **B) Pedagogical Suggestions concerning the Exploitation of this Study Case in Training Situations (relevance criteria: broad area(s) of CSR good practices)**

Some suggestions on how to use this case study for the training.

#### **ENVIRONMENT**

For understanding how an office could work in an environmentally friendly way in its day-to-day operations, please divide the participants into groups of 3-6. Please give them the following task:

It is often that most companies could operate in a lot more environmentally friendly ways, which would also help them to save costs, if they only thought about it more. Think of an average SME office with some 50 employees in your country. What could they do in their daily routines to be more environmentally sustainable and also reduce their expenditure? Take into account different processes that are necessary for an office.

Give the group some 20 minutes for brainstorming and let them write the solutions on flip-charts. Depending on the total number of participants, you may do the summary part in a few different ways. You may put the flip charts on the walls and let the other participants to go and see what other groups have come up with. The groups may allocate a person to stand by the flip chart to help others understand their ideas. After going around, you may ask a few people to express their ideas and experience from the task. Alternatively, you may ask a few groups (or all, depending on time availability and # of groups you have) to make their plans' presentations. For the conclusion, you may want to summarise the key points from the presentations.

#### **MARKETPLACE**

For understanding the reality and challenges that come with introducing a new product to the market, please divide the training participants into groups of 3-6. Give the groups the following information:

Introducing Green Print to Estonian market has by far not yet reached its potential – there is still lack of awareness, understanding, willingness and support to the product. You as the executive board of Triip have decided to do something about it. Taking half-an-hour, please come up with a draft of a concise and as specific as possible plan of the steps you would like to take in order to attract more new clients to choose Green Print (please keep in mind the resources you have as an SME and the profitability that you should maintain in the long term perspective).

After half an hour, you may ask a few groups (or all, depending on time availability and # of groups you have) to make their plans' presentations. Others may give comments and feedback. You may end the session with asking the audience to conclude key success factors for introducing a novel product to the clients.