



Small and Medium Business Attitudes on Printing and Environmental Initiatives

Overview

To investigate the impact of the environment on small and medium-sized businesses (SMBs) from a global perspective, HP commissioned ICR (International Communications Research) and BMRB Omnibus to conduct an independent environmental survey of SMBs in the United States and across Europe (France, Germany, Italy, Spain, Sweden and the United Kingdom), respectively. Both surveys examined the environmental factors that influence printer purchases and the awareness and impact of environmental initiatives in each region.

Effect of environmental issues on purchasing attitudes

U.S. survey findings:

- A majority (58 percent) of small businesses in the United States say that environmental factors are part of their top five criteria when purchasing printing devices.
- “Energy efficiency” and the “ability to recycle/reuse” topped the list of most important environmental areas of concern when purchasing printing devices.
- Nearly half (42 percent) of small businesses responded that more information on the environmental impacts of printers and printing products would help their organization conduct more environmental purchasing.

Europe survey findings:

- Three-quarters (75 percent) admitted that they take environmental factors into consideration when purchasing printing devices.
- At 11 percent, Spaniards were most likely to place environment as the top criteria when purchasing a printer, although overall, the vast majority placed it as the second or third most important factor (45 percent).
- Almost half (45 percent) of the people surveyed were influenced by a vendor’s recycling program.

Environmental programs in the office

U.S. survey findings:

- Eighty percent of small businesses participate in paper-related “green” programs with nearly six in 10 (59 percent) re-using or recycling paper and 36 percent implementing duplex printing.
- More than half (51 percent) of small businesses had some form of environmentally

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conscious purchasing policy in place though the majority had an informal versus a formal policy.

- Almost half (47 percent) of the respondents expect to be more active in purchasing more environmentally sound printing products in the next two years.

Europe survey findings:

- Forty-six percent of the respondents had some form of environmental policy in place, while almost 43 percent do not. Sweden led the pack with 57 percent having some sort of policy and France brought up the rear with only 35 percent of companies having one in place.
- Encouraging employees to use less paper was the most popular way to be greener across Europe at 53 percent, followed closely by paper re-use at 49 percent. Implementing a green purchasing program for paper was the least popular with only one in five saying they did so.
- Fifty-two percent said that their organizations would be more active when it came to green programs in two years' time, with Spain taking the lead at 62 percent. However, 2 percent of respondents thought that their company would be less active in two years' time.

Awareness of environmental initiatives

U.S. survey findings:

- ENERGY STAR[®], at 65 percent, was the most recognized product rating among small business owners in the United States. However, almost one-third (28 percent) of small businesses are unaware of any eco-ratings for products.
- Almost two-thirds (60 percent) of small businesses are influenced by vendor programs offering recycling for both print hardware and supplies when choosing a printer.
- One out of three small businesses recognized HP as the vendor with the strongest environmental credentials over other printer vendors.

Europe survey findings:

- ENERGY STAR[®] was the most recognized rating across Europe with 34 percent awareness. It was also the most well-known initiative in each country, except Sweden and Germany, however, 41 percent of respondents had never heard of any eco-labels.
- Despite more than 34 percent of the people surveyed being aware of ENERGY STAR, only 5 percent of respondents were always influenced by the ratings, with almost three times as many (13 percent) never being influenced. However, 41 percent said they were frequently or very frequently influenced by them.

HP and the environment

For decades HP has worked to manage its environmental impact by adopting environmentally responsible practices in product development, operations and supply chain. The company strives to be a global leader in reducing its carbon footprint, limiting waste and recycling responsibly. Through its efforts, HP was chosen as a corporate "Green Giant" by Fortune in April 2007. More information about the company's work in relation to the environment is available at www.hp.com/environment.

Additionally, more information about HP's social and environmental history and related announcements is available at www.hp.com/go/ecosolutions.

Methodology

The ICR survey was conducted in ICR's SmallBizEXCEL Omnibus, a national monthly telephone omnibus service. ICR completed 504 interviews with a broad sample of small business owners and managers over a two-week period.

The BRBM survey was conducted in BRBM's Omnibus Online of 1,200 decision makers and influencers in small and medium-sized companies carried out by across France, Germany, Italy, Spain, Sweden and the United Kingdom.

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