



Brother UK's

# GREEN BUSINESS REPORT



What the I.T.  
industry *really*  
thinks about  
the environment



At your side.  
**brother**®

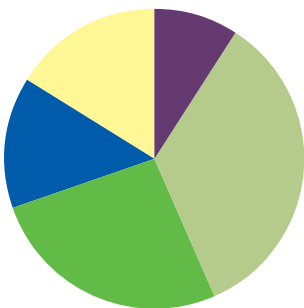
# HOW GREEN ARE WE?

With European environmental directives beginning to focus the collective mind of the UK's I.T. industry, Brother UK set out to learn exactly how green I.T. managers are.

The results of a recent survey, commissioned by Brother, have revealed a wide array of opinion, attitudes and policies, covering topics such as general understanding of the Waste Electrical and Electronic Equipment directive (WEEE) and its costs; the willingness to pay for products that can be recycled more easily; importance of environmental product functions and the relative "green" behaviour of I.T. managers at home and at work.

We hope that these facts will prove both interesting and help I.T. resellers to engage in the environmental debate with their customers and harness the potential of the "green pound".

WHEN BUYING I.T. HARDWARE DO YOU TRY TO SPECIFY ENVIRONMENTALLY FRIENDLY EQUIPMENT?



All of the time 9%  
Most of the time 34%  
Some of the time 26%  
Occasionally 14%  
Never 16%

## WHAT DO WEEE KNOW?...

***"More than one third of the UK's I.T. buyers have not heard of the WEEE Directive..."***

- 41% of I.T. buyers in companies with 500-900 employees have not heard of the WEEE legislation.
- 50% of all companies still have no idea about the directive's implications.
- Specifiers in the public sector and manufacturing are most aware of the WEEE directive, the retail sector is the least.

### ***In the regions...***

- I.T. buyers in the south (76%) are the country's most informed about WEEE, in Wales the least.
- Only 54% in city centre London are WEEE-aware.





## WHAT'S THE BOTTOM LINE?...

- About 10% of businesses aware of WEEE don't know how much it's going to cost.
- The majority (75%) believe that WEEE will cost them up to five per cent of their annual I.T. budget.

## GREEN FOR GREEN?...

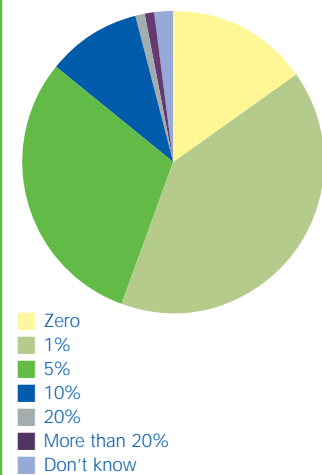
### *Who is willing to put their money where the environment is?*

- 70% of buyers would pay up to 5% extra for printers and fax machines that were more easily recycled; 10% would pay double that figure.
- More small businesses (70%) support paying a premium on recyclable products than large companies (58%).

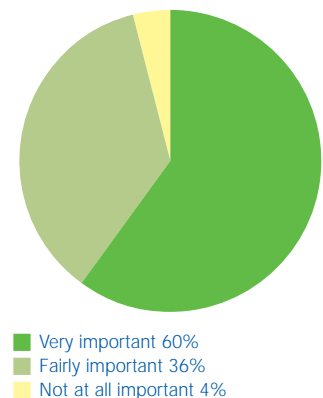
#### *In the regions...*

- South Western purchasers (25%) are most averse to paying extra for more easy to recycle products, while 93% in the South East are right behind it.

AS A PERCENTAGE, HOW MUCH MORE WOULD YOU PAY FOR I.T. EQUIPMENT THAT CAN BE RECYCLED MORE EASILY?



HOW IMPORTANT TO YOU ARE CONSUMABLES SAVING FUNCTIONS WHEN PURCHASING I.T. HARDWARE SUCH AS PRINTERS AND ALL-IN-ONES?



## FEEL-GOOD FUNCTIONS

### *"Print quality and networking are still king among customers, but environment-friendly functions are not going unnoticed..."*

- 96% say consumable-saving functions are key when specifying I.T. hardware. In retail, they're as important as quality and networkability.
- Energy-saving devices are valued by 88% of buyers, mostly in the public sector and manufacturing.
- A product's emission levels influence purchase for 85% of customers.

#### *In the regions...*

- Environmental concerns are felt most by Welsh I.T. buyers – up to 89%.

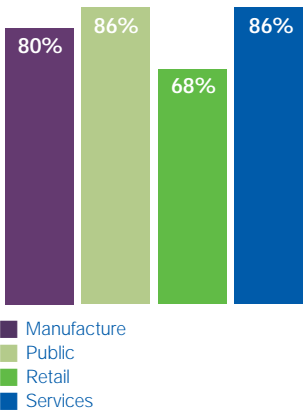


## SUPPLIER DEMANDS...

***"I.T. buyers are conscious of having suppliers with an environmental policy..."***

- 81% would sack a supplier they found to have environment-unfriendly practices.
- Almost 60% vet their suppliers' green credentials, especially in the public sector.

ORGANISATIONS THAT WOULD CONSIDER CHANGING A SUPPLIER THAT HAD A VERY UNETHICAL OR ENVIRONMENTALLY UNFRIENDLY BACKGROUND



## WORK AND HOME

***"I.T. purchasers are more conscious of recycling in the office than at home...but when it comes to saving on utilities, it's a different story."***

- Recycling I.T. or electronic equipment is a favourite in the office, with 61% of specifiers doing so against only 16% when at home.
- More I.T. buyers recycle paper at work (79%) than at home (61%).
- More than half (53%) recycle toner cartridges at work against less than a quarter (21%) at home.
- Saving energy by switching off lights in unused rooms is done all of the time by 53% at home, but only 44% at work.
- Eighteen per cent of buyers use water saving techniques when at home against 14% at work.

### ***In the regions...***

- Offices in the South West and the Midlands are the most conservation-conscious, making more use of techniques such as duplex printing, recycled paper and recycled toner cartridges. Their counterparts in the North and South East are the least.

