
VIDEO

GREEN ENTREPRENEURSHIP



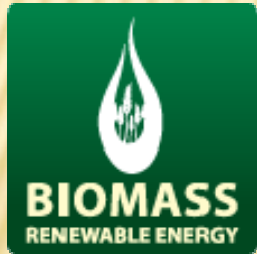
GREEN ENTREPRENEURSHIP

- × Defined by 2 of the components
 - + Green Product
 - + Green Processes



Go Green and \$ave Green

green BUSINESS



Green Prints International
www.greenprints.co



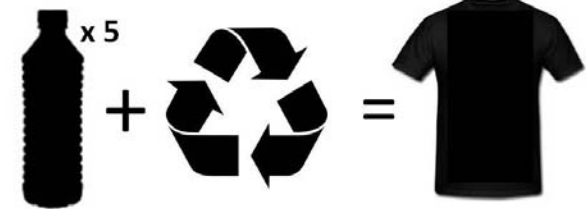
PRODUCTS & SERVICES



**GREEN
PAPER
PRODUCTS**



**GREEN PRINTING
SERVICES &
CONSULTANCY**



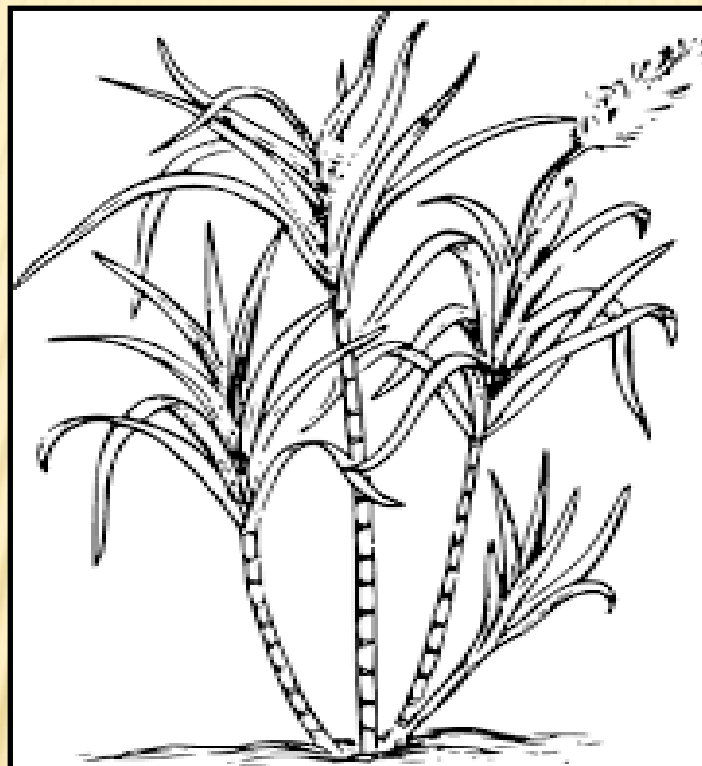
Made from 100% PET Bottles

Green Bottle

**100% RECYCLED
PLASTIC BOTTLE TEES**



SUGARCANE PAPER PRODUCTS



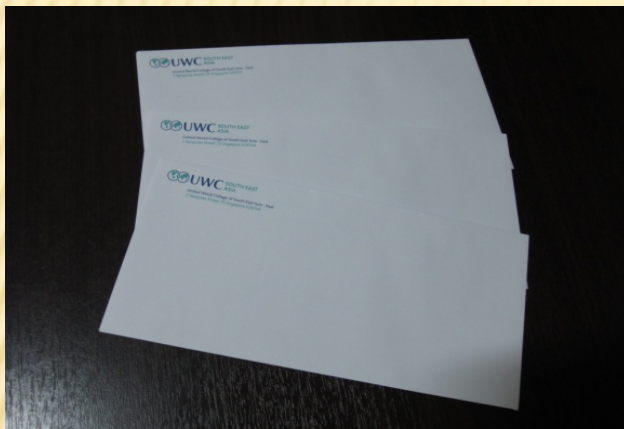
WHAT IS SUGARCANE-WASTE PAPER?

- ✘ Sugarcane-waste (Bagasse) is left over after extraction of Sugarcane juice/sugar.
- ✘ Bagasse is always burnt or dumped in rivers, resulting air & water pollution.
- ✘ Paper: 80% Bagasse, 20% FSC Wood
- ✘ Paper is whiter than normal paper
- ✘ 40% more ink absorbent
- ✘ More env-friendly than recycled paper

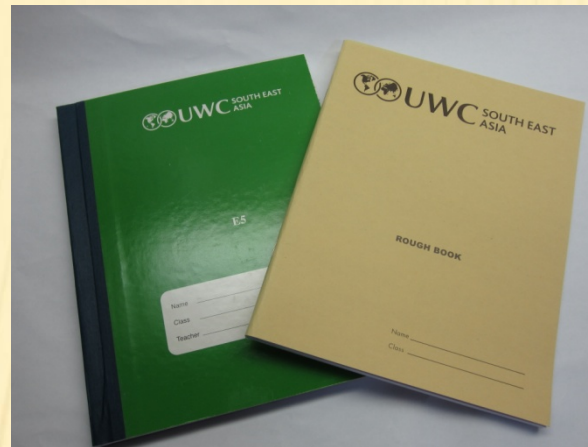




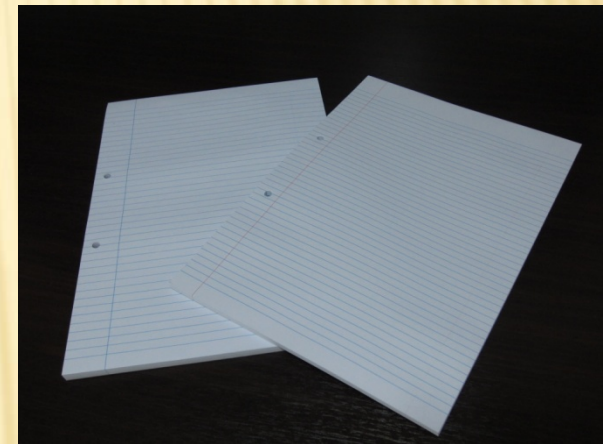
SUGARCANE PAPER PRODUCTS



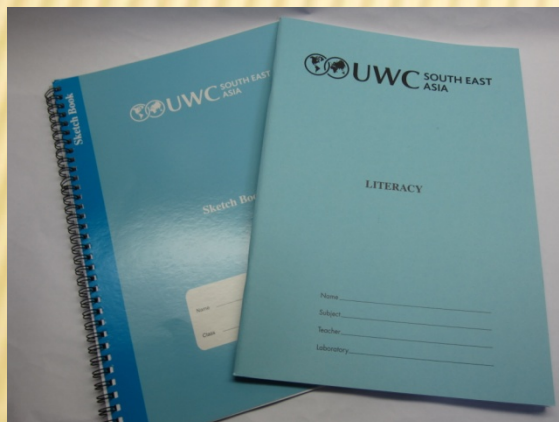
Envelops



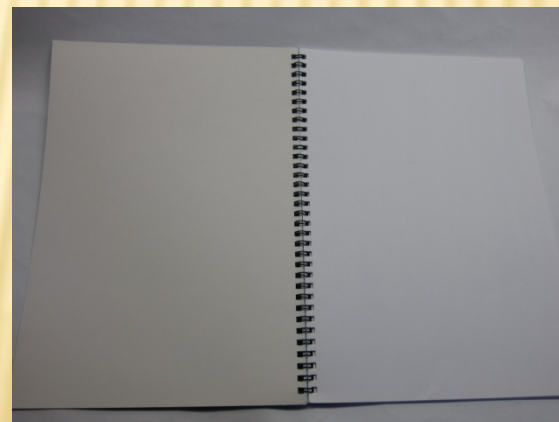
Hard-covered notebooks



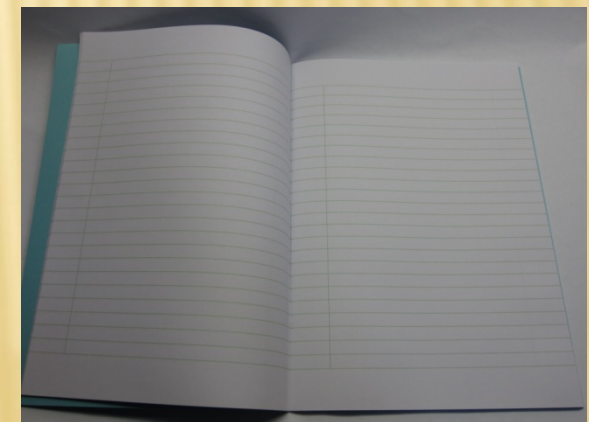
Writing Pad



Sketch books



Drawing books



Writing books

RED ALGAE PAPER (EXPERIMENT)



**GROWS
FASTER AND
READILY
AVAILABLE**

**CAN BE USED TO
SUBSTITUTE
COTTON**



ELEPHANT POO PAPER



**READILY
AVAILABLE
AND WASTE
MATERIAL**

**10 kg of dung could
be transformed in
to over 600 sheets
of A4 sized paper**



HEMP PAPER



**GROWS
FASTER AND
READILY
AVAILABLE**



RECYCLED PAPER WITH SEEDS



**RECYCLED
PAPER
EMBEDDED
WITH SEEDS**

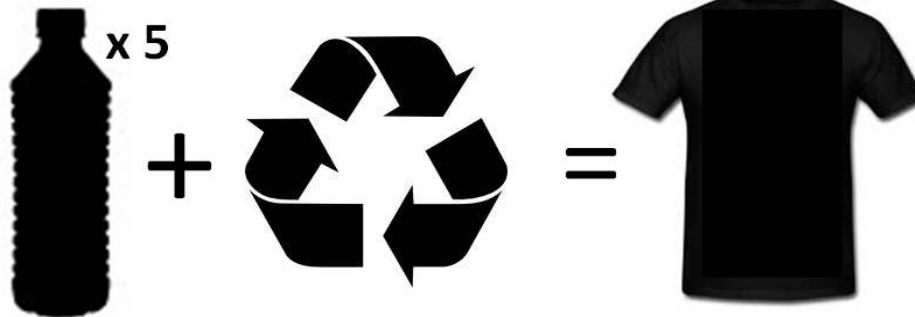


**GROW THE SEEDS
AFTER YOU USE THE
PAPER**

**USEFUL FOR
WEDDING CARDS,
INVITATIONAL
CARDS**



100% RECYCLED PLASTIC BOTTLE TEES



Made from 100% PET Bottles

Green Bottle

100% RECYCLED PLASTIC BOTTLE TEES

- ✘ Made from recycled PET Bottles
- ✘ GP allows for customization of designs
- ✘ Tailored-made to corporate or public events
- ✘ Current clients: Schools, Governments
- ✘ 24/7 Tee printers- a 1st in S'pore



GREEN PRINTING SERVICES & CONSULTANCY



GREEN PRINTING SERVICES

- ✘ Offers consumers to match their print buying needs with their corporate environmental commitments
- ✘ Only use suppliers that are environmentally responsible or with ISO 14001.
- ✘ Waste reduction production
- ✘ Energy Efficient production
- ✘ Natural Inks & dyes



GREEN PRINTING CONSULTANCY

- ✘ Advise clients on greening their printing and their printed stationeries and achieve their green organizational goals
- ✘ Making sure clients understand the economic value of going Green for their paper products
- ✘ Educate them on practical environmental knowledge relating to printing and office requirements
- ✘ Through our products, help them obtain green accreditations
- ✘ Info for Carbon/ LEED Credits contributions



GREEN PRINTS INNOVATIONS



GREEN PRINTS INNOVATIONS: **OVERALL**

- ✘ Allowing Green to be affordable, not premium
- ✘ Print-what-you-need basis, no minimum amount at mass production rates



GREEN PRINTS INNOVATIONS: OPERATION

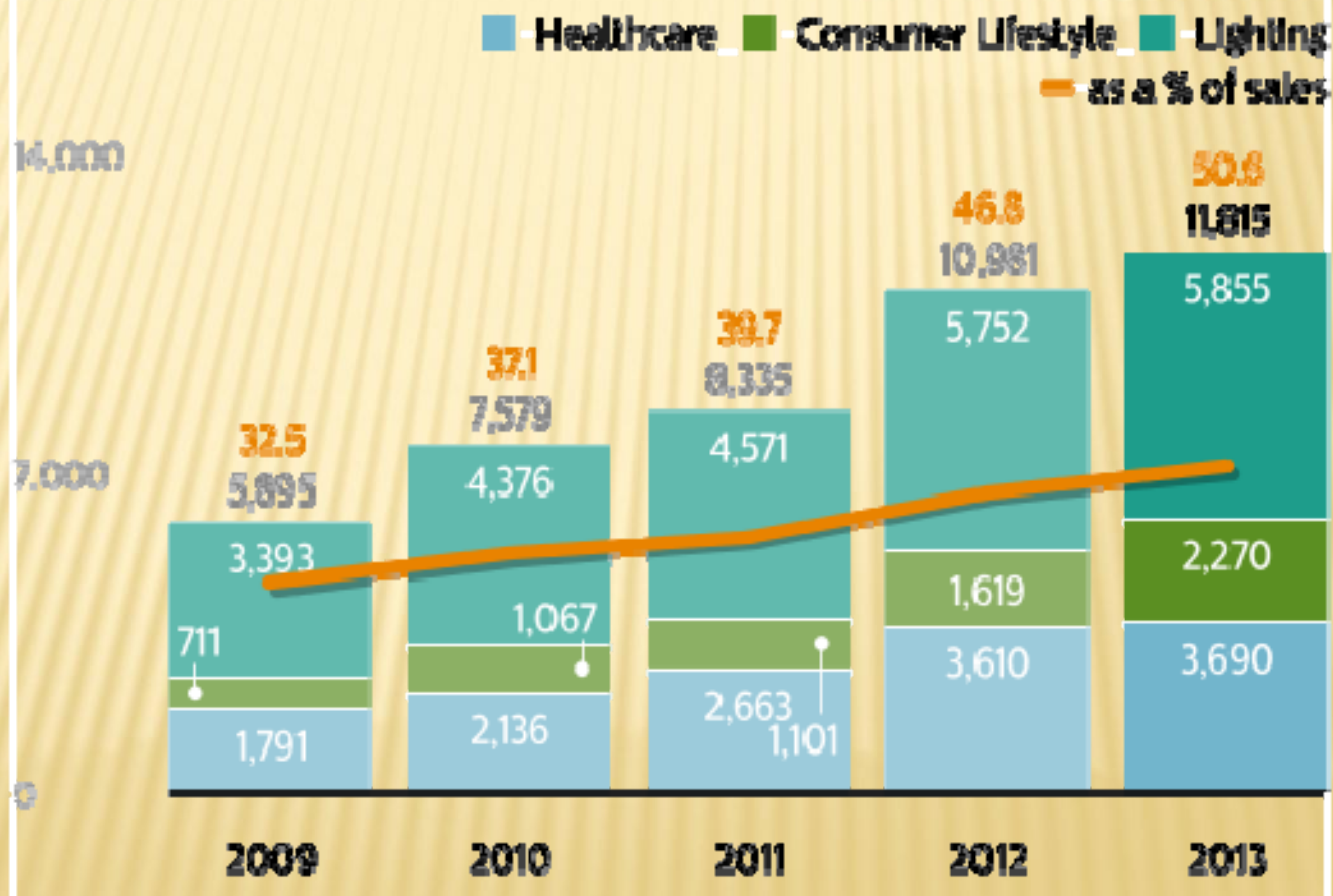
- ✘ Staff with in-depth environment and green printing innovation knowledge
- ✘ Leveraging on Green Innovative Technology
 - Ink from natural sources & VOCs-free
 - Lamination & binding using recycled plastics
 - Use of Chlorine-free & environmentally-friendly paper
 - Carbon credit generating
- ✘ Green Processes
 - Ensure production generates small carbon footprint
 - Waterless production
 - Provide calculation of print job's carbon footprint



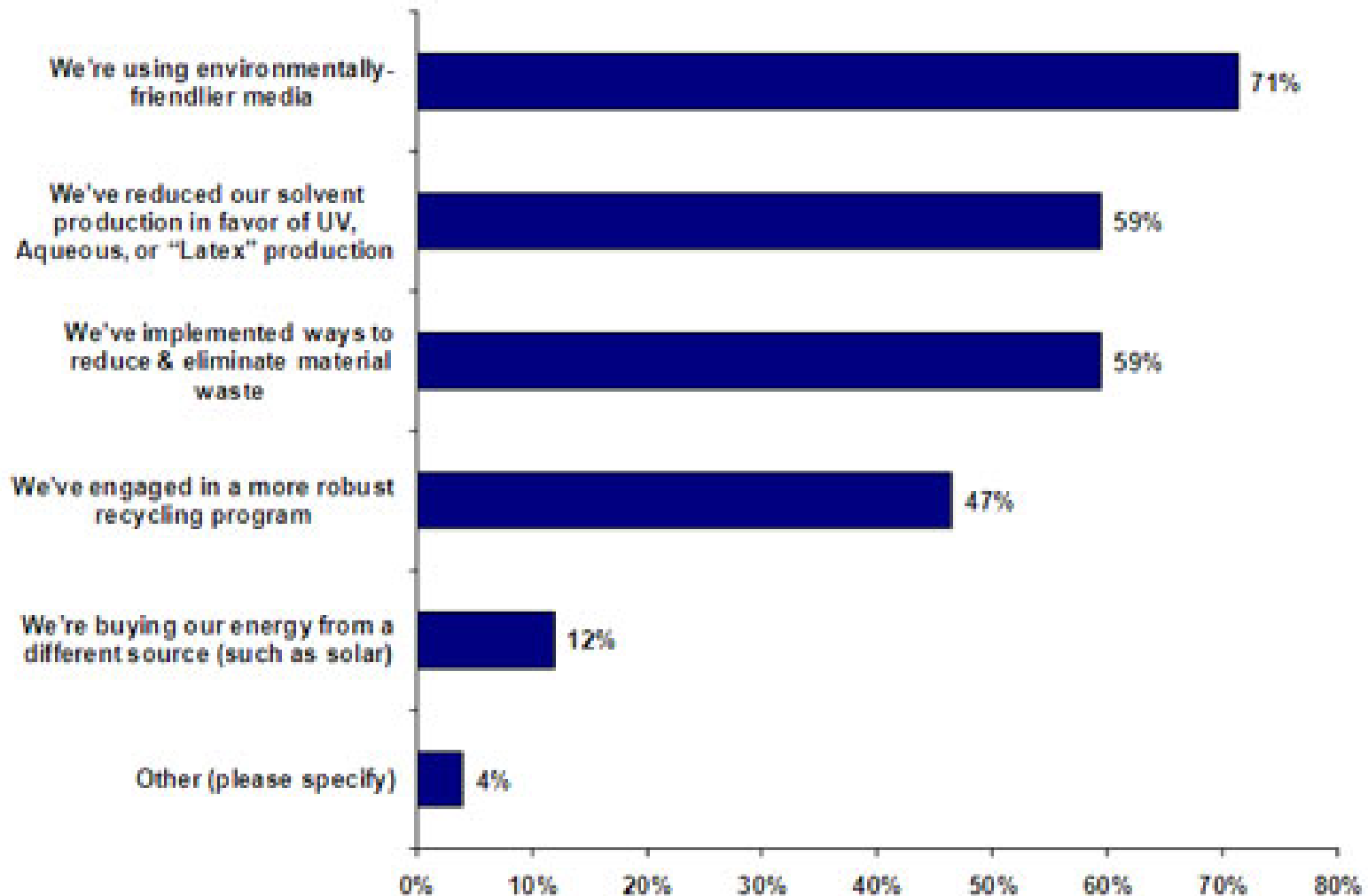
CHANGING MARKET TREND

CONSUMER INTENTION TO BUY MORE GREEN PRODUCTS

Green Product sales per sector
in millions of euros

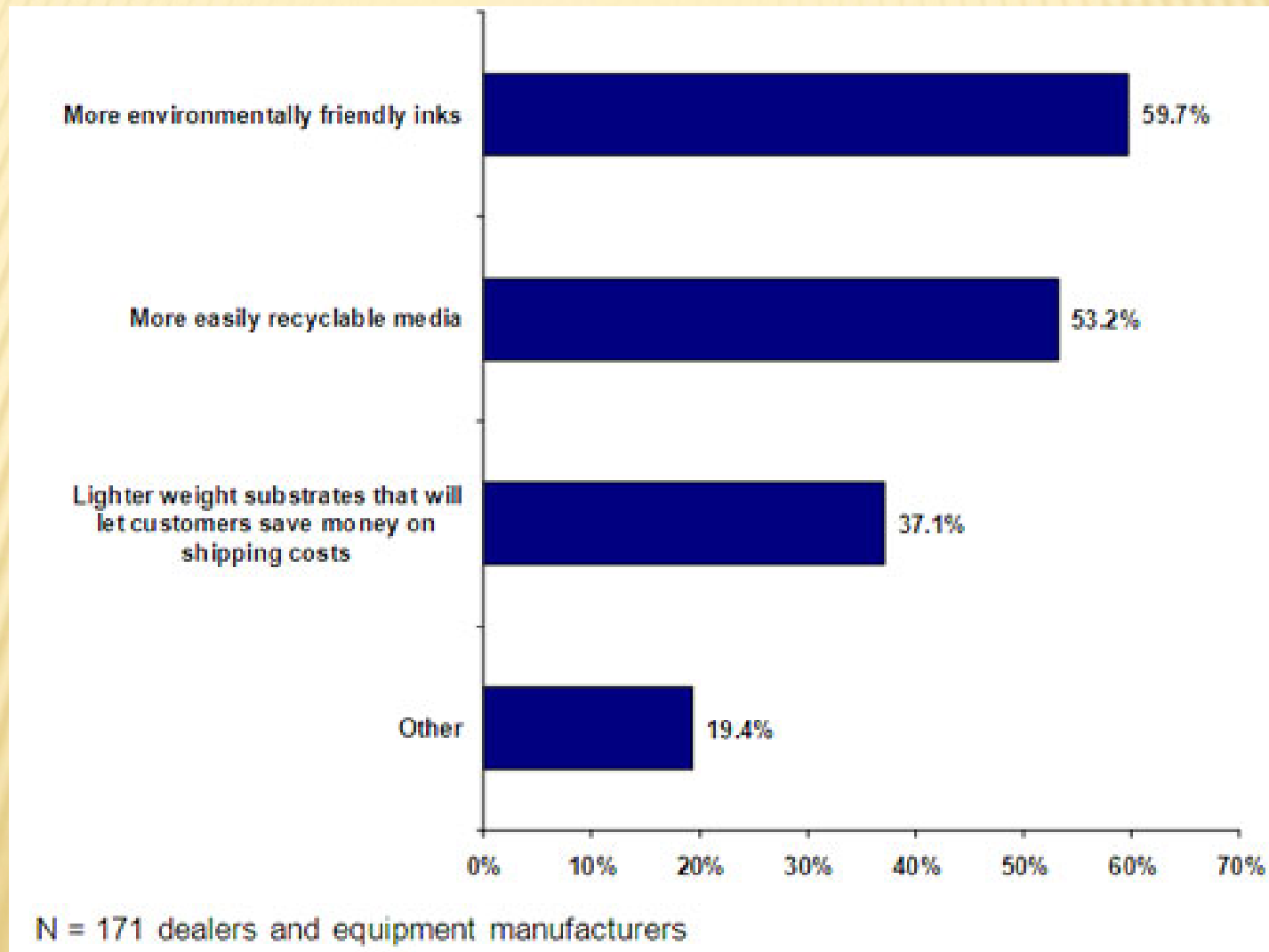


CONSUMER CONCERN ON GREEN PRINTING



N = 210 print service providers

WHAT TYPES OF PRODUCTS THAT GREEN PRINTING EQUIPMENT MANUFACTURERS ADDED TO THEIR NEW RANGE OF PRINTING REQUIREMENTS ?



SOME OF OUR CLIENTS

Radisson



TOYOTA

HSBC



The world's local bank



WWF



NATIONAL
GEOGRAPHIC



Coca-Cola



Friends of
the Earth

SONY
make.believe

Google

NESCAFÉ



UNITED WORLD
COLLEGES

Panasonic
ideas for life

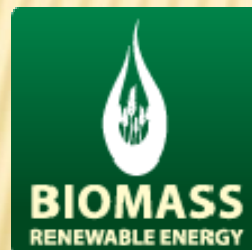
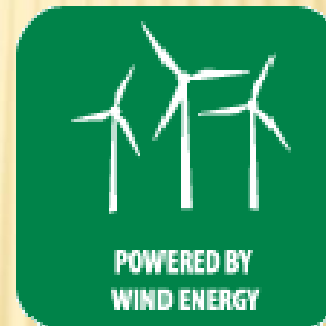
ZALORA

ASIA'S BIGGEST ONLINE FASHION STORE



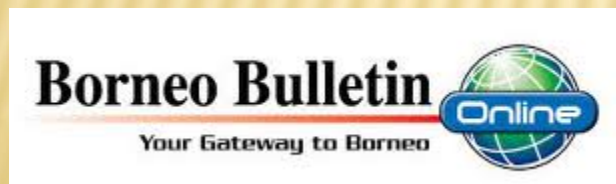
AWARDS

- ✘ Certified as an alternative fibre paper with ISO 9001 & ISO 14001
- ✘ Numerous accreditations



BRANDING & MARKETING

- ✘ Asia Pacific's first Green Printer
- ✘ Strong Press feature



MARKETING STRATEGY

- E-Shop (website)
- Discounted rate for NGOs, social enterprises and Charities
- Targeting corporate or institutions with Green projects or involved in Green CSR
- Leveraging on Social Press or free media for Social Enterprises
- Social Media Environmental Campaign
- Monthly Specials



50% OFF CHRISTMAS CARDS IN DEC 2011

A Christmas card featuring a globe covered in moss, hanging from a string. The globe is the central focus, with green moss growing on its surface. The card has a white background.

Green Christmas
Wishing you a joyous, eco-friendly festive season

The logo for Green Prints, featuring a green leaf inside a circle with the text "GREEN PRINTS" below it.

MONTHLY SPECIALS

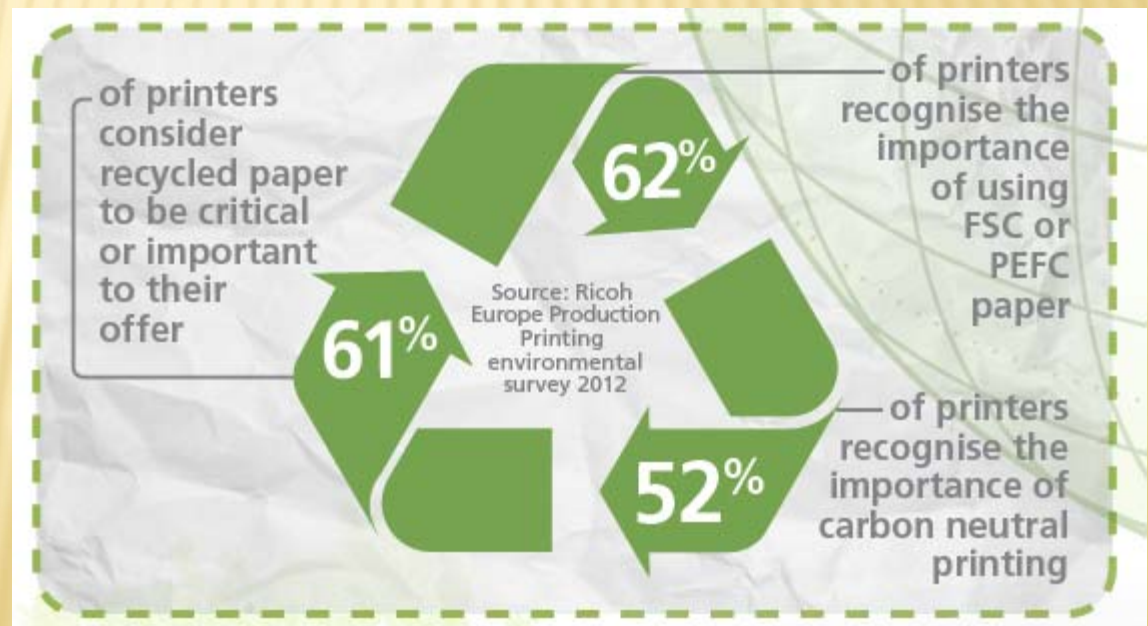
GREEN PRINTS E-SHOP



WWW.GREENPRINTS.SG

FUTURE PLANS

- ✘ Experiment with newer greener paper
- ✘ Expand products range
- ✘ Expand in more countries
- ✘ Public Listing



WORKING WITH US

- ✘ Franchise to your own country
- ✘ Buy our seed paper for Christmas cards, gifts
- ✘ Partners



WHY WORK WITH US?

- ✘ In 2011, 3 paper companies are in Fortune 500 lists
- ✘ Paper is a trillion-dollar industry
- ✘ Forest supplies left less than 30 years
- ✘ Bagasse is in abundance
- ✘ Social Business
- ✘ Sexy: Make money, while saving the environment



ABOUT GREEN PRINTS

Asia's leading green printer

Award-winning Environmental Social Enterprise

Aims to provide **Greenest & Cheapest** printing solutions

Asia's **ONLY** Green Printer

Open 24/7, 7 days a week

International clientele

Zero carbon output

Use of energy efficient technology

Taking Technology Green



CONTACT US



- ✘ Web: www.greenprints.sg
- ✘ Facebook Fanpage: **Green Prints**
- ✘ Email: ask@greenprints.sg







AVELIFE

- ✘ Started with 7 youths and PMETs in Nov 2009
- ✘ Today, worked on by a board by 30 volunteer mgmt team members and about 7000 volunteers locally and 200,000 in Asia from all walks of life.
- ✘ One of the biggest socio-environment movement
- ✘ Fully-volunteer run organization



AVELIFE INCENTIVIZE RECYCLING





GREEN EXCHANGE 物物大交换

Saturday 星期六, 29 January 2011
VENUE 地点: Tanglin Halt Community Plaza
Time 时间: 9am-12noon



10	➔	1
kg of recycled items 可再循环物 (公斤)		kg of rice* 米 (一公斤)
5	➔	1
kg of recycled items 可再循环物 (公斤)		packet of instant noodles 一包快熟面
2	➔	1
kg of recycled items 可再循环物 (公斤)		water bottle* 一个水瓶

Organised and Supported by



*subject to availability

Community Recycling

IMPROVING GREEN CONSUMERISM PROJECTS





CREATE



Green Flea

✦ That Green Man

Campaigning Green Consumerism

Web: thatgreenman.com



GREEN FLEA 2011
the simplest way to go green today.
event held in conjunction with Avella Sustainable Arts & Design Awards

(going green? follow me!)

where *SCAPE L1 street + market
when 12 & 13 march
10am - 10pm

refreshing eco merchandize
& trendy fashion wear up for grabs!

with organizers:

The poster for Green Flea 2011 features the event title in large green and orange letters. Below the title is the tagline "the simplest way to go green today." and a note that the event is held in conjunction with the Avella Sustainable Arts & Design Awards. A cartoon bee character is drawn in the center, with the text "(going green? follow me!)" written below it. The event details, including the location (*SCAPE L1 street + market) and dates (12 & 13 march, 10am - 10pm), are listed. A note mentions "refreshing eco merchandize & trendy fashion wear up for grabs!". At the bottom, it says "with organizers:" followed by logos for "lifelife" and "Avella".

ENVIRONMENT EDUCATION





Green Drama School for kids

SINGAPORE YOUTH CLIMATE ACTION



UNFCCC

International Platform
youthclimate.org





END

Join the Cause:

Info: info@avelife.org

Web: www.avelife.org

Facebook: [Avelife Foundation](https://www.facebook.com/AvelifeFoundation)

