
the **TIME NOW** is **NOW**

environmental magazine from Seacourt Ltd



Summer 2023
 seacourt.net

 **Seacourt**
Planet Positive Printing®

27 Years

It's been 27 years since our moment of absolute clarity – the moment that everything changed for our business when we realised that we had to change, to consider the impact on society and the environment in every decision ever made.

That's an awfully long time.

The transformation from being the same as every other company in our industry to where we are today, an outlier in an industry that simply hasn't changed (worse as hasn't changed except now offering carbon neutral printing...to confuse and create the illusion of a sustainable sector) has been seismic.

During our journey, we have been lucky to have met lots of very interesting people and gained insight and knowledge which have been invaluable on our quest to create a better company.

At the start of this adventure our ambition was simply to do better, to use fewer resources, to become more efficient in all that we do. An easy metric for us being to reduce the carbon impact per Tonne of paper used year on year to show real meaningful progress.

Which we have achieved – miraculously year on year.

But as our knowledge and understanding have increased so have our ambitions. For us it became obvious that “doing less harm” than any other printing company was no longer enough, how could it be as that would mean we are still part of the problem, and not the solution?

So our ambition changed to how can we become Net positive as a business – how can we create a business which is truly regenerative and actually have a positive impact on the world around us.

For all of us in business, maintaining a successful business which is profitable and stable is our key priority – growth is nice, but first and foremost a lasting and balanced company for the benefit of all stakeholders is the prerequisite to happiness and accomplishment.

To then add the ambition of transformation above this fundamental requirement is not easy. It's especially not easy when you have global events which essentially rock the pillars of society to their core – Global pandemic, War in Europe, Cost of living crisis, x15 Consecutive interest rate rises....

But, it can be managed – as we are testament to. And what I thought might be useful in this edition of The Time is Now is to share some further insight and knowledge resources that you might find helpful as a signpost for further learning and understanding.

In this edition I have asked some friends to suggest a book recommendation that they have found particularly useful, inspiring or insightful – so that we can provide a library of options for books which can further support your own learning.

We also hear from Jake Backus our Head of Sustainability on social Market economy and also please take a few minutes if you can to scan the QR code and listen to Carl Sagan testifying before Congress in 1985 on climate change – it is absolutely fascinating and terrifying in equal measure that this is what scientists have been telling us for nearly 40 years....

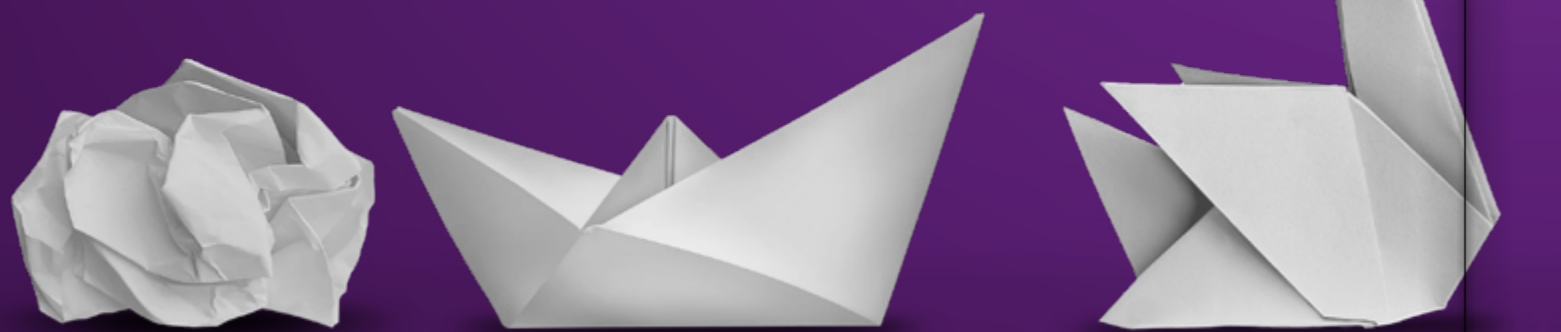
And finally in this knowledge edition we want to help in any way we can and so we also detail ways in which we support clients which may be useful to your own business and find helpful to engage and encourage colleagues to implement new thinking to push forward ideas which can have a further positive impact on your business.

As always lots to be done, am here if ever you want to reach out to me directly,

Best,

Gareth

Gareth Dinnage, Managing Director
garethdinnage@seacourt.net





Following the SCIENCE

For 30+ years we have not been listening to the scientists...the research and findings being presented have not been acted upon with anything near enough urgency or seriousness.

In signing the Paris climate agreement, governments committed to working to keep the global temperature rise to between 1.5 and 2.0 degrees – great soundbite and ambition, but what is the reality of the situation? How likely is our goal of achieving this and do our current actions align with this perceived safe threshold for communities around the world?

So where are we?

Science provides a good idea of the total amount of carbon we can put into the atmosphere if we are to give ourselves a 50% chance of not exceeding 1.5degrees.

This is around 400 billion tonnes – or if we are looking at staying below 2.0 degrees that becomes 800 billion tonnes.

Sounds a lot right? But based on today's emissions 400 btn equates to 10 years of current emissions or 20 years for 800btn. So either 2033 or 2043 until we break the perceived "Safe" point for our planet....

This is why it can no longer be business as usual.

This is why we must all make positive changes, to make a positive change where we can, in all that we do.

**The science is not wrong.
The changes that are needed are great.
But we still have time, just, to make a difference.**



We live in a society which is allowing us to bypass scientific fact and ignore the threat of our changing climate.

"Don't Look Up" is a hilarious, yet surprisingly dark satire that uses an existential climate crisis to expose the shortcomings and ignorance of modern-day society, specifically through the lens of the American people.

If you have not yet seen this please check this out on Netflix, it is a must watch for everyone...!



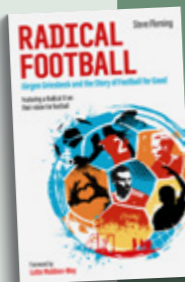
Well read... books that inspire

As a business we are very fortunate to have many accomplished friends in the field of sustainability who have supported and collaborated with us on our journey. We thought it would be interesting to ask some of them for their recommendations on books that they have read and which they recommend to anyone looking to better understand sustainability and business...

Sincerely hope that you find these of great interest!

Radical Football – Jurgen Griesbeck and the Story of Football for Good

Steve Fleming



Radical Football – Jurgen Griesbeck and the Story of Football for Good by Steve Fleming unleashes the hidden giant of sport that can beat our environmental crises. From Presidents to street orphans, billions are inspired by the compelling power of sport's psyche: performing at key moments, when to pass the ball, coming back from losing, training, effort, injury, respect, cheering, pride, legacy, defeat, victory – above all hearts and minds!



Ian Curtis,
The Environmental
Change Institute

Green Swans

John Elkington

The world is crying out for regenerative businesses – challenger businesses that fundamentally do things differently and are part of the solution – Green Swan businesses can inspire us all to be better, to be more ambitious, to aim higher – and can be the solution the world desperately needs.



Gareth Dinnage,
Seacourt MD

Ravenous

Henry Dimpleby

Goes to the heart of how unsustainable the global food sector is. How devilishly difficult it will be to transform. Yet manages to give hope that this momentous change is possible.



Mike Barry,
Strategic advisor, commentator,
speaker on Sustainable Business

Heat

George Monbiot

I've bought it three times and each time passed it on to someone so I'm thinking it has to be my choice. I remember the insight it gave me into the challenges of climate negotiations due to the competing priorities of each country and how this translated into different presentations by each party - total emissions, emissions per capita, historic emissions etc. It is a lesson that has informed how I inspire change by encouraging me to stop and think about it from the perspective of who I am talking to rather than climbing on to my soapbox with my own agenda; to effect change it has to be their agenda too.



Toby Robbins,
Sustainability leader

Wild Fell

Lee Schofield

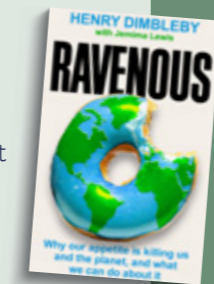
A brilliant telling of how the RSPB bravely took on farms in the Lake District and managed them for nature. Hugely informative and ultimately optimistic story which will make you want to more for nature immediately.



Ravenous

Henry Dimpleby

The food industry is the second most environmentally damaging sector and yet we don't ever really seem to tackle the damage it is doing. Henry Dimpleby wrote the government food strategy and subsequently stood down from advising government due to lack of progress. Read his views on what is wrong with the food system and it will change how you think about food.

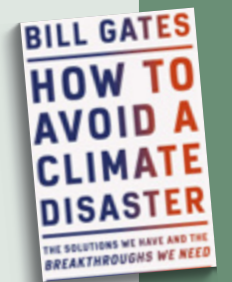


Harriet Waters,
Head of Environmental
Sustainability University of Oxford

How to avoid a climate disaster

Bill Gates

Gates is so phenomenally bright and unbeknownst to me been working on climate change solutions for years. He distils down the issue into layman's terms, only like someone with huge intellect is able, and then gives solutions on what he's doing and what others can get involved with.



Ministry for the future

Kim Stanley Robinson

Kim is an environmentalist but also a Sc-fi writer and this book portrays a very real future. It's a must read.



Everybody's Free to Wear Sunscreen

Baz Luhrmann

Every talk I give at a school ends with this. It's the best advice I can give anyone.



Mark Jankovich,
Founder and CEO of Delphis Eco Ltd

Reimagining Capitalism

Rebecca Henderson

My recommendation is Reimagining Capitalism by Rebecca Henderson, who teaches at Harvard Business School. It should be mandatory reading for anyone in business. Henderson is clear-eyed about what's gone wrong with contemporary capitalism but also hopeful about how business can play a role in fixing the system.



Richard Roberts,
Inquiry lead Volans

Net Positive: How Courageous Companies Thrive by Giving More Than They Take

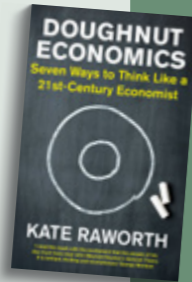
Paul Polman and Andrew Winston



This is a business leadership book with a huge amount of real-world evidence and the evidence has been that it is successful.

Doughnut Economics: Seven Ways to Think Like a 21st-Century Economist

Kate Raworth



Kate Raworth addresses key issues and puts forward a new model for human development and equity within planetary boundaries: Doughnut economics.



Jake Backus, Seacourt sustainability lead and visiting senior member Linacre college university of Oxford

Let My People Go Surfing

Yvon Chouinard



Patagonia is recognised throughout the world as being one of the original positive disruptors. They were one of the first companies in the world to become B Corp Certified. I'd been meaning for ages to read Yvon Chouinard's (Patagonia's founder) story. His announcement that he was going to sell the company to their only shareholder, the Earth, reminded me to buy the book.

Let My People Go Surfing gave me a great insight into what motivated this incredible leader to develop a business that did good and did well.

The book is a story of his life, as opposed to a business book, and offers so many valuable business and life lessons.

Yvon was outraged at the damage humans were causing to the natural environment and started making ethical pitons back in 1957, when ethical business wasn't even a 'thing'.

The education of a reluctant businessman is the subtitle of the book, and I can see why. Chouinard's love of nature shines through every chapter and underpins every aspect of his business and his life.

Patagonia has grown into a multi-national company but keeps things simple. And that's a lesson for us all. As Chouinard says:

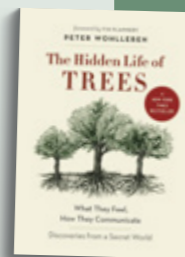
"The way toward mastery of any endeavour is to work toward simplicity, replace complex technology with knowledge. The more you know, the less you need."



Donna Okell, Founder UK for Good and B Corp leader

The Hidden Life of Trees

Peter Wohlleben



Although it might not be a traditional 'sustainability' book, Peter Wohlleben's remarkable work delves deep into the intricate web of nature, making it an indispensable read for individuals seeking a comprehensive understanding of sustainability and our ongoing quest to unravel the mysteries of the natural world.



Russ Avery, CEO Avery & Brown



How can we HELP?

What's the problem? Understanding

We offer dedicated business to business webinars where one of our experts go through the environmental impacts that the printing industry is responsible for, and therefore by extension the impacts that are affecting your supply chain.

If one of your strategic targets is working towards net Zero this presents a great step forward. By understanding what the likely impacts you are currently responsible for you are then better positioned to do something positive about them.

Count It

For every job we produce we can provide an environmental calculator which shows savings achieved by us producing this as Planet Positive Printed as against if we produced using conventional lithography.

These savings can then be directly set against your carbon savings targets in your scope 3 – thus making an immediate positive impact.

Measure your impact

We can carry out a business audit to help you assess what the likely impact your printed materials are currently having, and therefore the opportunity for you to take this impact out of your supply chain.

Our environmental calculator enables us to provide not only carbon impacts but also water and VOC impacts associated with your printed items.

Once audit complete we can share what savings you can make simply by switching to Planet Positive Printing.

Brand Reputation – Prove it

We want to add value in all that we do, therefore one of the most valuable benefits for our clients is being able to demonstrate that they are committed to sustainability in all that they do.

A key communication channel is their printed materials and this touch point with their clients offers the perfect opportunity of reinforcing their brand values and strategic sustainability objectives:

"We at xxx care deeply about the environment, society and the people within it. This brochure has been printed by Seacourt Limited using renewable energy, with no high VOC chemicals or water, using 100% recycled material and is 100% recyclable"

Better, stronger, *faster**

Jevons Paradox (1865) – The Jevons Paradox states that, in the long term, an increase in efficiency in resource use will generate an increase in resource consumption (rather than a decrease).

In a similar way, for example, The Coca-Cola Company set a target to cut the carbon of the drink in your hand by 25%, (but also had a target to double the size of the business between 2010 and 2020). Ultimately, there is something wrong here. This then leads on the thorny subject, not only of climate change and keeping the increase below 1.5 and 2 degrees C, but also living within planetary boundaries. When one of my grandfathers was born there were 1.6 billion people on the planet. When I was born 3.3bn, and now there are over 8bn. (N.B. much of the subject of population growth is because we are living longer, especially in poorer countries, which itself is a good thing.)

And the continued focus on GDP growth on a finite planet. Is this even possible?

The European Parliament has just hosted a conference titled Beyond Growth. (15th-18th May.)

President Ursula von der Leyen pointed out that the Club of Rome, 50 years ago, when MIT published the Limits to Growth report, could not imagine how things have changed since then.

She went on to say: “Our social market economy was never exclusively about economic growth. It was always about human development. It never had the sole goal of market efficiency and liberalisation. To the contrary: The social market economy functions in the interest of the worker and the community. It opens opportunities, also



to set very clear limits. It rewards performance but also guarantees protection for the big risks in life. Beyond growth, it focuses on public goods such as healthcare, education and skills, workers’ rights, personal security, civic engagement, and governance – good governance. Our social market economy, if you get it right, encourages everyone to excel, but it also takes care of our fragility as human beings.” So perhaps this can be a model going forwards, if we get it right.

Europe wants to be the first carbon neutral continent. However, she was very clear: “Growth based on fossil fuels is obsolete.”



So, going back to Mr Jevons, if we want to keep global warming between 1.5 and 2 degrees C, it’s not going to be achieved by doing what we currently do a bit better or by doing a little less harm. Things not only need to change radically, and with more urgency, but actually I am sure they will; and you don’t want to be left behind. As Solitaire Townsend recently pointed out, humans have typically not changed according to a linear graph model, but an exponential one. 71% of British people are already worried about climate change, (77% across 14 countries globally, so it’s not just us)**. It would be a mistake not to listen to customers or provide solutions to make them feel better. And when the government feels that they have a mandate from voters, things will happen fast. Are you ready for this? It pays to be ahead of the curve, and the evidence seems to demonstrate that those companies which are taking leadership; becoming purposeful, more responsible and cutting their carbon impacts, are more successful. Take Seacourt printers for example. Whilst paper prices have gone through the roof, and things have been extremely tricky, we have retained our good standing, whilst others have struggled or gone under.

It’s time now to ramp things up. The next big agenda is for more companies to set net zero targets. It is embedded in UK law, so it would be a mistake not to see this coming, as the longer we leave things the harder they get. After all, you might be astounded to hear Carl Sagan testify before Congress about Climate Change in 1985, and will wonder why we didn’t act then. It would have made things so much cheaper and easier.



*Jake Backus,
Head of Sustainability, Seacourt Ltd.
Managing Director of Empathy
Sustainability Ltd.*

* The Six Million Dollar man, if you remember that 😊

** Edelman Trust Barometer Special Report 2022

What is ☀️ LightTouch printing anyway?

We have always felt that if we could improve a process then we should – which is exactly what led us to developing our own printing process ☀️LightTouch.

The **PROBLEM** with offset lithography...

Offset lithography printing has been the dominant printing process since it replaced letterpress back in the 1970's.

The reason for this was it was a quicker and more cost effective process – it does however come with drawbacks...

Conventional offset printing requires water to make the process work and keep the non image printed part of a printed sheet from printing. Problem is water is not wet enough, an oxymoron but true and so it requires a wetting agent to increase the viscosity of the water.

It also requires an acid to control PH, gum to help desensitise the printing plate and fungicides to prevent growth of bacteria.



These wetting agents contain highly volatile compounds (VOC's) which are chemically created and highly toxic. Once mixed with the beautiful fresh water they enable the ink only to print where it is intended (ink and water do not mix) but in doing so once the now polluted water reaches the printing press these wetting agents evaporate and become airborne VOC's – which contribute towards air pollution and health issues in people. Smell any piece of print (except from us!) and you will smell chemicals – this is the VOC's that are used within the printing process.

The polluted water (both the water which has made it to the printing press and that which was polluted at reverse osmosis but didn't make it to the printing press) goes out through the effluent and returns to the water treatment plant to go through the 7 stages of water treatment – in readiness for the water to be cleaned and re-supplied to do all over again....

- Massive waste of resources
- Impact on soil erosion due to leakage in our Victorian water network
- Significant Carbon impact of energy taken to make this all happen

The Solution...

Waterless offset – does exactly what it suggests, printing without needing to use any beautiful clean water and therefore requires no high VOC chemicals as not having to use a wetting agent.

We identified this solution and installed our first waterless printing press back in 1997 – instantly reducing our VOC emissions by over 98%...

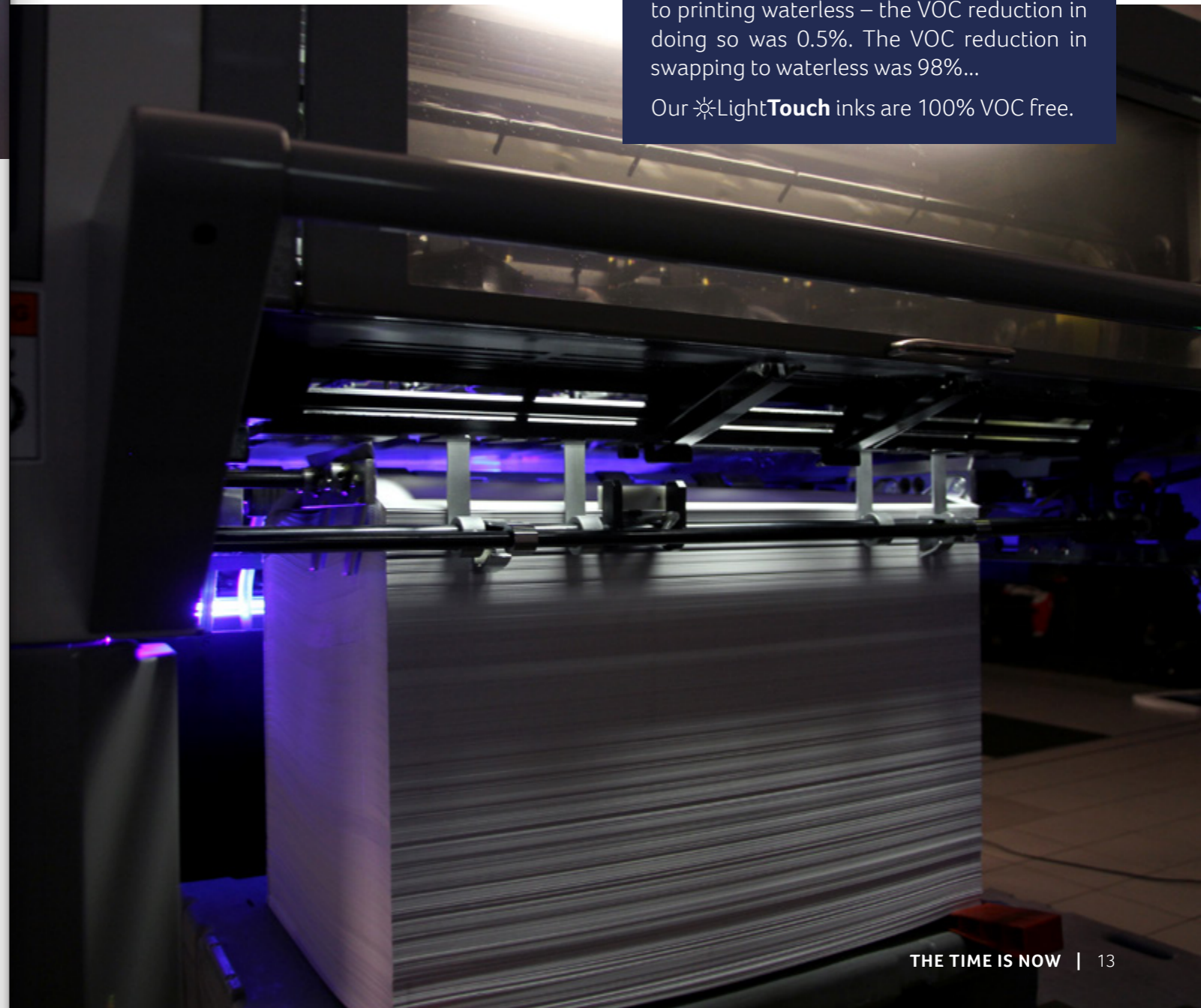
Fast forward a few years and we needed to replace our printing presses – so came up with the idea of having a waterless LED printing press – the benefits being that we would no longer need to use any sealers, varnishes or set off spray in our printing process – we would simply be using ink and paper – so ☀️LightTouch was born.

P.S What about ink...?

We hear so much about vegetable oil based inks – just for clarity, these inks are not purely derived from organic matter. They still have VOC's in them also, they just happen to have some vegetable oil elements within them....!

When we first swapped to vegetable oil based inks at the same time as moving across to printing waterless – the VOC reduction in doing so was 0.5%. The VOC reduction in swapping to waterless was 98%...

Our ☀️LightTouch inks are 100% VOC free.





Q & A



with Amy,
Seacourts lead creative

Q When and why did you join Seacourt?

A I joined Seacourt in November 2021, bringing over a decade of experience in digital printing and a passion for creative work. My partner Paul was already at Seacourt as the head of Seacourt XL. When an opportunity arose to support the Pre-press and artworking department, I eagerly joined the team. Seacourt's values resonated with me, making it an easy and exciting decision to focus on the creative side of the industry.

Q What's your role?

A I handle creative artworking and pre-press for large format printing. My main focus is bringing clients' ideas to life through beautifully printed items. I also ensure client-provided artwork is print-ready, which involves tasks like adding cutter guides, setting up white ink layers, and addressing image resolution concerns.

Q What's your favourite part of your job?

A I really enjoy problem-solving, especially when it comes to creating 3D display items. It's exciting to find creative solutions to help bring ideas to life. I also love photo editing and creating visuals that give clients a clear idea of how their finished items will look in real-life settings.

Q Your most memorable recent project?

A One of my memorable projects was creating an exhibition for the charity the Friends of Westonbirt Arboretum. We aimed to captivate visitors in The Great Oak Hall by showcasing the charity's work and volunteer efforts through innovative exhibits. This included movable wooden bases with Honeycomb 'towers' for hanging interchangeable panels. We also designed window graphics and a bespoke plywood A-Frame to draw visitors into the hall.



Q Favourite pastime outside of work?

A I absolutely adore spending time with my dog, and riding my motorcross bike.

Let me know if I can help you with:

- Design
- Artworking
- Picture editing
- Large format 3D design



 Email me!



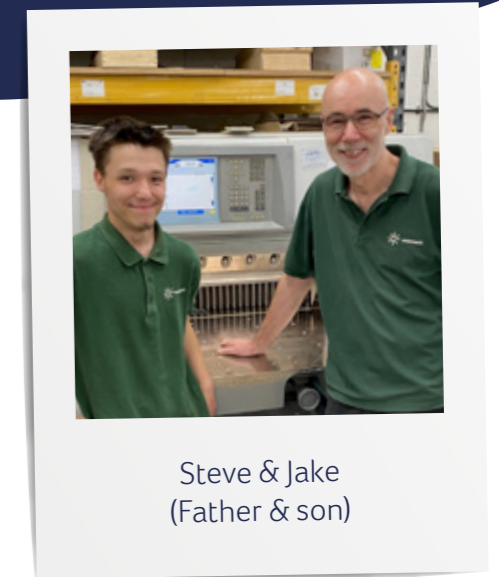
Behind the scenes:

A family firm

Some of you may well know that Seacourt has always been a family firm – after an MBO back in 2008 by myself and my brother it passed into our family. But it's not only the Dinnage's whose family are represented at Seacourt – we have other members of the team who work alongside their family members...



Gareth & Nick
(Brothers)



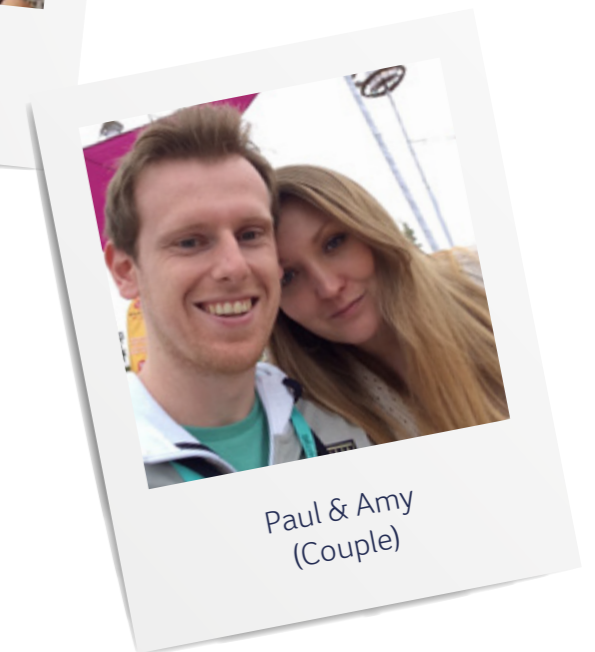
Steve & Jake
(Father & son)



Jola & Marlena
(Sisters)



Nick & Mike
(Uncle & nephew)



Paul & Amy
(Couple)

“Its no longer enough
to do **less bad**, we need
to do **more good**.”



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The UK's sustainable printer

Connect with us

Seacourt are committed to **reducing our impact on the environment**.

To protect the planet this magazine is produced using
processes that are:



**100% Waterless
LED Drying
printing**



**100%
Renewable
energy**



**0%
Waste to
landfill**



**100% Alcohol
and chemical
free**



**Carbon
neutral
factory**



**100%
VOC-free
inks**



**100%
recycled
paper/material**



**Net Positive
Business:** (we offset+
for our entire
supply chain)