

PrintWise

Guide to Agency Communications

The following document was created to guide agency public affairs and internal communications representatives about the PrintWise communications objectives and messaging to aid with the development of each agency's own PrintWise campaign.

What is PrintWise?

A component of the Federal Strategic Sourcing Print Management Program, GSA's PrintWise is a government-wide awareness campaign designed to change federal printing practices through new policy and modified individual behavior. It will help participating agencies implement improved printing behaviors and showcase successful print behaviors within the federal community. Pre-determined behavioral guidelines called “The Seven Steps to Lowering Print Costs within 90 Days” are the core of the PrintWise program.

The atmosphere at the federal government is ripe for this sort of initiative, that impacts spending and reduces resource usage and waste. Sustainability also is a hot topic around government—which the print behavior changes will encourage—and many agencies have developed their own sustainability plans in response to EO 13514, “Federal Leadership in Environmental, Energy, and Economic Performance.” The federal government also is working to support its human capital. This, in addition to the trend towards transparency and open government, has bolstered the availability and support of internal and external government communications vehicles, which will be heavily relied on to facilitate discussion and advance messaging. Therefore, a comprehensive communications plan was developed at the out-set of the national campaign that identified its communications strategy, tactics, audiences and messaging. (A copy of this plan, “Federal Strategic Sourcing Print Management Awareness & Behavior Change Campaign Strategic Communications Plan” can be obtained by contacting the PrintWise campaign office at GSA.PrintWise@gsa.gov)

Potential issues and challenges

The PrintWise communications planning process identified several broad potential issues and challenges agencies may encounter when implementing their agency's PrintWise campaign:

- Lack of agency buy-in and unwillingness to change policy
- Competing agency priorities or momentum fatigue
- Pushback and resistance to change
- Agency commitment to spend baseline, tracking and reporting
- Fear/resistance because of scope and duration of program
- Lack of intra-agency coordination
- Loss of personal connection at employee-level
- Message dilution

Tactical approach recommendations for agencies

GSA wants to encourage centralized ownership within agencies by suggesting the development of implementation teams that cross functional areas and involve leadership that can affect related agency policy. Agency communications officials will be tasked with developing their own campaign as it relates to the agency due to their familiarity with agency culture, communications vehicles and protocol.

From the on-set, agencies should encourage leadership buy-in. This is crucial: their decisions and acceptance will influence the direction of supporting policy. Agency leadership and those involved in the agency PrintWise management team (Agency Champions, CIOs, CFOs, SPEs, data manager) will have to be continually involved with decision-making related to the program, especially during the initial stages of the educational campaign roll-out. This intimacy with the program will garner buy-in through understanding and will quell fears about the perceived impossibility of implementing a campaign across a large and complex federal agency. Agency communications officials will have to continually revisit with agency leadership and PrintWise coordinators to combat momentum fatigue once the agency campaign is underway.

You may encounter challenges maintaining an accurate and consolidated message and brand, especially as these communication aspects move further down the chain of command within your agency. There is a potential issue of losing the personal connection at the employee-level or with employee or second-line manager pushback. When it comes to changing printer defaults and removing personal desktop printers, agency personnel may initially be upset with the lack of perceived control and will want to regress to what they see as status-quo. GSA recommends you work with your Agency Champion to develop innovative and novel tactics to help ward off some of this possible resistance (see the Implementation Guide located in the PrintWise campaign toolkit at www.strategicsourcing.gov/print-wise).

The external environment also poses its own set of unique obstacles that must be overcome. The American taxpayer has a mostly overall negative opinion of the federal government and its

programs, and assumes any innovation is promoted just to pay it lip service—that no tangible change is actually made. Therefore, there is expected negative coverage that may have to be addressed. There is also no shortage of stories related to the federal government and your agency must compete to have the print management story heard above competing media noise.

National PrintWise resources

To support the strategy to make the PrintWise campaign processable and easy to implement for Agency Champions/agency integration teams, a packaged toolkit is available that contains all the core collateral and messaging that can support an agency with delivering communications print behavior messaging to their employees. Sample items may include a “How to implement PrintWise within your agency” guide; email templates; a standard video from the campaign’s TBD spokesperson; FAQ slip-sheets; and PDFs of toner-friendly collateral that can be printed through agency publishing offices. The **PrintWise Campaign Toolkit** can be accessed at www.strategicsourcing.gov/print-wise.

The GSA Print Management Program Office is managing a number of **communications vehicles** dedicated to PrintWise. You may direct employees to these outlets through your internal messaging. Also, GSA wants to work with agencies to get the word out about your agency successes. Contact us at GSA.PrintWise@gsa.gov and tell us your agency’s stories so we can profile your efforts.

- Quarterly **e-newsletter**: will keep readers apprised about the latest development and information regarding the government-wide program; promote successes and results; and reiterate the campaign’s message points through articles and features.
- A dedicated **Twitter** account ([@GSAPrintWise](https://twitter.com/GSAPrintWise)): another platform for disseminating the latest program developments. We are using tags [#gsaprintwise](https://twitter.com/hashtag/gsaprintwise) or [#fedprint](https://twitter.com/hashtag/fedprint).
- **Interact.gsa.gov**: a collaboration site hosting topical blogs, discussion boards and podcasts. These will feature contributed entries from government leadership and will be one of the methods for promoting agency-success profiles.

Media relations approach: A variety of federal external channels and editors from mainstream, trade and beltway publications will be targeted. A special emphasis will be placed on media relations during the “Generating Wins” phase of the change management life-cycle, as agency success stories and program savings will begin to become apparent. GSA would like to coordinate these media outreach effort with your agency.

To drive active agency participation with changing their print behaviors, GSA will be establishing an agency-targeted call-for-submissions on **Challenge.gov**. This challenge will be released in Quarter 2 of FY2013 and will ask agencies to submit ideas or alternatives to reduce printing outside of the recommended Seven Steps.

Tentatively scheduled for September 2013, GSA will host a virtual **National Print Less Day** event designed to call attention to the government's efforts to changing the way it prints and create awareness about the effect print management has had on federal government operations. The event will be supported by a branded campaign and video message that can be shared within agencies as well. In addition, an annual PrintWise Award for agency achievement will be presented by OMB.

To contact the GSA PrintWise campaign office, send an email to GSA.PrintWise@gsa.gov.

Reference

Brand expression

The PrintWise mark was developed by the GSA Office of Communications & Marketing, in coordination with the Print Management Program Office and GSA Customer Accounts & Research, in attempt to visually classify all official communications collateral issued for the PrintWise awareness campaign.

Tagline expression

With competing priorities and noise, quickly communicating PrintWise's message point is important to convey the program's key benefits and actions:

Changing the Way Government Prints.

Changing behavior is an essential element to realize cost and resource savings when printing and copying within the federal government.

*See attached PrintWise Visual Identity Guide and Message Map for additional support information

The PrintWise Visual Identity Guide was developed to define the visual elements of the PrintWise change management awareness campaign to maintain a recognizable appearance that is consistent with the campaign brand.

THE PrintWise MARK

The PrintWise mark was developed by the GSA Office of Communications & Marketing, in coordination with the Print Management Program Office and GSA Customer Accounts & Research, in attempt to visually classify all official communications collateral issued for the PrintWise awareness campaign. The duotone mark uses one of the approved toner-efficient fonts, Garamond. The tittle above the second “i” has been replaced with a leaf to symbolize one of the program’s key messages, sustainability, and uses spot-color PANTONE® 364. A greyscale version has been created for single-color applications. All logo files can be downloaded in a variety of formats at www.strategicsourcing.gov/pcmfd.



* PrintWise leaf 4-color spot-color: PANTONE® 364
Process: C65 Y0 M100 K42 RGB: R56 G124 B43 Hex#: 3A7728



* PrintWise leaf greyscale spot-color: PANTONE® 431
Process: C0 Y0 M0 K64 RGB: R106 G115 B123 Hex#:6A737B



THE PrintWise SIGNATURE

The primary PrintWise tagline is “Changing the Way Government Prints.” It reemphasizes that changing behavior is the most essential element to realize cost and resource savings when printing and copying within the federal government. The tagline should be included at all times when using the mark, except when the tag’s resolution or viewability is compromised. The signature uses the approved sans-serif font, Century Gothic, and spot-color PANTONE® 431 (64% black).

CLEARSPACE & USAGE

The PrintWise mark should always be surrounded white space of at least 1/2 the height of the mark. The mark should always be on background field of white--no other color. Examples of improper use:



PRINT MANAGEMENT APPROVED TYPES

Although the PrintWise mark uses Garamond, the Print Management Program Office has determined the three most toner-efficient fonts available in standard Microsoft® applications.

Garamond

Century Gothic

Times New Roman



GSA PrintWise Education & Awareness Campaign Message Map

Issued June 2012

PrintWise Objective:

The PrintWise messaging goal is to have all publics embrace and understand what constitutes mindful print behavior (awareness).
The messaging will also have an effect on driving the publics to take action or adopt behaviors (change behavior).

Message Theme One: Participate in mindful print behavior.

Desired action: Change direct federal behavior by educating agency special-interest groups/ agency-specific leadership about the specific actions and approaches that can be taken to have an effect on increased participation and acceptance among agency personnel when implementing PrintWise within their own agency

Primary Message: Change the way your agency print.

Secondary Message	Secondary Message(s)	Secondary Message	Secondary Message	Secondary Message
Formally commit and make this a priority for your agency. This IS achievable.	<p>Champion mindful print behavior and work together in your agency.</p> <p>Set policy that supports print behavior change and adopt better printing and copying practices within your agency (chiefly, print less, print more efficiently and reduce the size of your printer fleet).</p>	Use the "Seven Steps to Lowering Print Costs Within 90 Days" to drive your program.	<p>Communicate your plan and celebrate your successes</p> <p><i>Tertiary:</i> Profile individuals that have made a noteworthy or unique contribution to changing agency behavior</p>	<p>Measure your performance.</p> <p><i>Tertiary:</i> Establishing an initial baseline will give you a "before picture" when calculating your agency's performance results.</p> <p><i>Tertiary:</i> Measuring print usage and spending performance will give you increased insight into the true costs of printing and lead to improved decision making by being able to identify cost savings opportunities.</p>

Targeted audience(s): Agency leadership and Agency Champions

Response tactic(s): Counter skepticism since actions could increase expenses but not bring in revenue for agencies. Counter those in agencies that will not approach this in a consolidated and planned way. Counter those that do not see the value in data management.

Message Theme One: Participate in mindful print behavior.

Desired action: Change direct federal behavior by promoting mindful print behavior within participating U.S. federal agencies to directly affect action related to purchasing, printing and copying taken by agency personnel

Primary Message: Change the way you print.

Secondary Message	Secondary Message	Secondary Message	Secondary Message	Secondary Message	Secondary Message
Print on both sides.	Print black and white.	Print in draft.	Print with earth-friendly fonts: Times New Roman, Garamond or Century Gothic.	Power-down your printer at night and on weekends.	Turn in your desktop printer.

Targeted audience(s): All levels of participating agencies

Response tactic(s): Combat agency workforce attitudes favoring status-quo



GSA PrintWise Education & Awareness Campaign Message Map

Issued June 2012

Message Theme Two: : Understanding the positive benefits of mindful print behavior.

Desired action: Create awareness about how proper print management, the use of the acquisition solution and print behavioral changes can lower total-cost-of-ownership for agencies

Primary Message: Print management can save federal agencies millions of dollars every year.

Secondary Message	Secondary Message	Secondary Message	Secondary Message	Secondary Message(s)
As budgets continue to tighten, a change has to be made. Agencies must look for ways to reduce their spending to avoid detrimental cuts in essential categories, such as personnel and benefits.	Aggregately, these savings add up, especially when combined with cuts from other GSA strategic sourcing offerings. It is being accountable to the taxpayer.	Changing print behavior will ultimately lead to reduced spending on print commodities such as paper, toner, utilities and maintenance, and a slimmer bottom-line. It is the responsible thing to do.	GSA estimates that by using a consolidated print commodity approach, your agency can reduce its current print costs by as much as 30%.	<p>By printing 80% of documents duplex, the government can save approximately \$61 million a year in paper costs.</p> <p>Printing in black-and-white can be up to 10 times less expensive than printing in color.</p> <p>Printing documents in draft quality can reduce your toner costs by up to 20%.</p> <p>Using toner-efficient fonts (Times New Roman, Garamond or Century Gothic) over other commonly-used fonts, such as Arial, can reduce your toner costs by up to 30%.</p>

Targeted audience(s): Agency at all levels; government-wide stakeholders

Response tactic(s): With an average federal budget of \$3.8 trillion, many will argue that this amount is relatively small. Messaging counters this skepticism.

Message Theme Two: : Understanding the positive benefits of mindful print behavior.

Desired action: Create awareness and a positive perception that the U.S. federal government is efficient, accountable and improving performance through a combination of prudent print device/service purchasing and spending, and mindful print behavior.

Primary Message: Print management can save federal agencies millions of dollars every year.

Secondary Message

Mindful print behavior is cost-effective and can save the government over \$330 million by 2015 through the implementation of more efficient and sustainable printing practices.

Targeted audience(s): External

Response tactic(s): Disprove the federal government is not accountable and recklessly spends taxpayer money



GSA PrintWise Education & Awareness Campaign Message Map

Issued June 2012

Message Theme Two: : Understanding the positive benefits of mindful print behavior.

Desired action: Create awareness and a positive perception that the U.S. federal government is efficient, accountable and improving performance through a combination of prudent print device/service purchasing and spending, and mindful print behavior.

Primary Message: Print management supports sustainability.

Secondary Message	Secondary Message	Secondary Message
The U.S. federal government can reduce its environmental impact through better print practices.	Smarter print behavior can potentially save up to 550,000 trees a year and reduce carbon footprints to the equivalent of taking 50,000 vehicles off the road.	Agencies can help meet the goals in Executive Order 13514 by using the print management acquisition solution. All devices offered under the Print Management Program acquisition vehicle are Energy Star compliant, track energy usage, accept 100% recycled- and 50% post-consumer content paper, and come with factory-installed default duplex printing to minimize paper usage.

Targeted audience(s): External; agency leadership and government-wide stakeholders

Response tactic(s): Disprove the federal government is recklessly consumes resources (external) Counter those that do not see the value in participation (internal)

Message Theme Two: : Understanding the positive benefits of mindful print behavior.

Desired action: Create awareness and a positive perception that the U.S. federal government is efficient, accountable and improving performance through a combination of prudent print device/service purchasing and spending, and mindful print behavior.

Primary Message: Print management supports small business.

Secondary Message
Part of changing print behavior is improving federal purchasing of print commodities. Agencies who choose to use the Federal Strategic Sourcing Print Management acquisition vehicle to aid in this purchasing will be supporting small business as five of the eleven vendors GSA awarded a Blanket Purchase Agreement to are designated as small businesses.

Targeted audience(s): External

Response tactic(s): Counter arguments that strategic sourcing does not support small business (e.g. stopfssi.org)