

PrintWise

Changing the way the federal government prints.

Managed by U.S. General Services Administration, the federal PrintWise education and awareness campaign aims to improve printing practices across the U.S. government through changes to policy and individual behavior.

According to a 2009 survey of United States federal government employees administered by the U.S. Government Accountability Office, federal agencies spend an average of \$440.4 million a year on unnecessary printing. As budgets continue to decrease and demand for accountability from the public grows, the government acknowledges that a change in approach has to take place that dramatically affects the way the government prints.

In response, GSA developed a strategic sourcing program that could be implemented government-wide to better guide printing and copying practices and purchasing behaviors within agencies. The resulting acquisition vehicle, which became operational in September 2011, helps agencies lower their printing costs and supports the government's mission to be resource and environmentally sustainable.

The Federal Strategic Sourcing Print Management Program developed the PrintWise campaign as a behavior change component to support the federal print management effort. If implemented to its full potential, this voluntary behavior program is expected to save taxpayers over \$330 million by 2015 through the implementation of more efficient and sustainable printing practices. Intended to change the way government prints, the program will enable federal employees to make smarter personal print decisions and demonstrate the overall program benefits if these behavior changes are enacted by agencies. It will showcase successful print behaviors within the federal community and help participating agencies to be better informed about print cost expenditures and waste, therefore influencing decisions that can drive additional cost savings.

The campaign will inform federal policy-makers and employees about specific actions and approaches to achieve mindful print behavior, and guide agencies how to implement their respective programs within their own organization. PrintWise offers agencies a prescribed set of behaviors to be adopted by agency workforces, "Seven Steps to Lowering Print Costs Within 90 Days," which includes recommendations such as printing more frequently in draft quality and black-and-white, increasing the use of duplex printing and printer sleep mode settings, using toner-efficient fonts in document layouts, and removing personal printer devices from desktops.

The program is structured around a prescribed change management model, reflecting concepts featured in "Guiding Principles For Leading Change," authored by renowned change management expert, John Kotter. This holistic approach is intended to ease with the transition among participating agencies and suggest how to implement the change within their own organization.

PrintWise and mindful print management cuts across all federal agencies. It demonstrates large-scale collaboration, with all agencies working together on a shared mission to solve one government-wide issue.

Additional information about PrintWise can be found at www.strategicsourcing.gov/print-wise or call GSA toll-free at 1 (855) 714-1225.



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