ESSEC
BUSINESS SCHOOL

Sustainable Development and Social Responsibility (SD&SR)/PRME 2016
APPENDIX 15: New campus printing policy

Contact	Jean-Philippe Champagne, Manager of the Document Processing Centre (PRINT), Central Services and Student Life Department (DSG&VE)
Name of initiative	New campus printing policy
Area(s) of action	Environment, Awareness, Campus Action
Issues	- Saving paper - Awareness and accountability of stakeholders - Reduce financial costs
Objectives	- Upgrade the ESSEC fleet - Institute a concrete printing policy - Give the department handling paper flows the tools to control and manage them - Simplify upkeep and save time on equipment maintenance.
Timeline	2015-2016
Partner(s)	Dijiprint France/Kyocera Documents Solutions
Brief description	See below.
Budget	Internal financing - PRINT budget - DSG&VE
Tracking and assessment indicators	Consumption of paper used by the copy room and users on campus. 650,000 pages saved in 2015
Facilitating elements	Official mandate from General Management on implementing the new photocopy policy
Obstacles, problems, solutions	Obstacles: different equipment and work habits, badge requirements, getting up from your desk. Solution: joined union members and bodies (works council, occupational health and safety committee, staff representatives, etc.) in a call for tenders, demonstration showroom, trainings in new methods (400 people in 50 workshops)
Comments	Successful project, very little negative feedback
Regulatory references	No legal requirements, except a will to comply with the standards of our Imprim'vert label
Advantages	PRINT's expertise
SD&SR Guidelines	Chapter 4 - Environment/Action Plan

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ESSEC UPGRADES ENTIRE COPIER FLEET AND ITS PRINTING POLICY

Not only did the famous business and management school change its printer models, it also put in place new services and a card-based authentication system for students and employees.

At its three campuses in Cergy-Pontoise, Paris-La Défense and Singapore, ESSEC Business School has 4,800 students in academic programmes, 7,000 adults in continuing education, 680 administrative staff and teachers, and 2,500 temp workers. And they all use printers. ESSEC had used the same brand and model of printers throughout the campuses. The technology was outdated and the upkeep costs were too high for the services provided. ESSEC took advantage of the opportunity when upgrading its fleet to devise and institute a concrete printing policy, give the department handling paper flows the tools to control and manage them, and simplify upkeep and save time on equipment maintenance. Users who visit the different campuses have been provided mobile printing services.

Full transition in three months

A far-reaching plan constrained by a mere three months to implement, from the call for tenders to install the equipment and solutions to selecting a partner. The project was completed by a joint effort of Dijiprint France and Kyocera Documents Solutions. Both manufacturers had to install a showroom at the school and do a 15-day POC (Proof of Concept). End users got a chance to really test out the equipment for things like ease of use, design, features, functionalities, quality, and speed. In the meantime, customisations were made to meet requirements people reported.

The pair of vendors installed 50 multipurpose printers in offices, on the floors and in the copy room equipped with the universal PaperCut print management solution. Users have access to new services, like colour printing and functionalities such as "scan to me" and "scan to the network directory" Users can access documents stored on the server via an authentication system and begin printing from any device (computer, tablet, smartphone), then retrieve their printouts whenever they want at the site from the copier they designate. This is a vital service for a group with several sites and a large number of mobile users.

Secure printing

To make printing secure, enable re-invoicing for the service, and assign different permission levels by type of user, the chosen method of authentication was cards for students and staff. All the cards use MIFARE technology and are contactless smart cards. Students can purchase credits for their cards using a bank card or PayPal. Staff printouts are done by attributing them to the corresponding department. A card authentication system secures the printouts and enables traceability for every stream.

An awareness and accountability programme

According to the new printing policy, the default setting for printouts is black & white double-sided pages. Users have to specifically select colour and one-sided printouts. When doing large print jobs, a pop-up message encourages users to choose more efficient less costly equipment on the floors or the copy room to send their printouts.

"The project was a total success," beams Jean-Philippe Champagne, Manager of the Paper Document Flows and Internal Communications Division at ESSEC. *"Our users are getting a significantly better service that meets the needs of all the user groups. The machines are very sturdy. We obviously save time on maintenance. The tools used to implement the printing policy are highly effective and since they are agile, they adapt and meet our specific requirements."*