



# Glossary of Terms

## **Cap and trade**

Program to establish an open market to buy or sell sets of emissions. The ultimate goal of a cap and trade program is to effectively reduce overall emissions. This often occurs by capping the maximum allowable emissions at or below the current permitted emission level. Offset emissions can be purchased to allow expansion of operations. Companies that reduce emissions can “bank” emission credits to sell as offsets or to hold for future expansion. Trading organizations, in conjunction with regulators, limit the amount of emissions that can be traded, resulting in a net reduction of emissions to the environment.

## **Carbon footprint**

A measure of the carbon dioxide emitted across a product’s life cycle, from material procurement to final disposal.

## **Forest Stewardship Council (FSC)**

The Forest Stewardship Council was formed in 1993 following the Rio Earth Summit to change the dialogue about and the practice of responsible forestry worldwide. The FSC-US was established in 1995 to coordinate the development of forest management standards, provide public information about FSC, and to work with organizations to promote FSC certification.

## **Institute for Sustainable Communication (ISC)**

A non-profit organization with a mission to raise awareness and promote the widespread adoption of economically, socially, and environmentally sound development practices in the use of communication media. ISC acts as a catalyst between businesses, non-governmental organizations, and academic institutions to disseminate information, educate, train, and build partnerships among stakeholders.

## **Intergovernmental Panel on Climate Change (IPCC)**

An international scientific body established by the World Meteorological Organization (WMO) and the United Nations Environment Programme (UNEP) to assess scientific, technical, and socio-economic information relevant for the understanding of climate change, its potential impacts, and options for adaptation and mitigation.

## **ISO 14001 Certification**

To be ISO 14001 certified, a company needs to establish an environmental management system that establishes an environmental policy; identifies its environmental aspects, legal, and other requirements; sets objectives and targets; establishes clear roles

and responsibilities; communicates the policy, procedures, and mechanisms for receiving communications from external parties; has a strong document control program, develops operational controls and emergency preparedness; and establishes a mechanism for checking (audits) and controls, including management review.

## **Kyoto Protocol**

The first binding international agreement that sets targets to reduce greenhouse gas emissions that cause climate change. The Kyoto Protocol mandates that carbon offsets must be “real, verifiable, and additional to what otherwise would have occurred.” Government programs that support the Kyoto Protocol can include initiatives such as mandatory emission reductions for manufacturing plants; requiring automotive manufacturers to improve automobile fuel efficiency; funding to purchase carbon credit offsets and emission reduction credits; or investing in infrastructure projects that would decrease greenhouse gas emissions. The US is not a signatory to the Kyoto Protocol.

## Lifecycle Assessment Model (LCA)

An evaluation of environmental impact across the life cycle of a product. Considerations include energy usage, water usage, and pollution prevention. The actual environmental impact of many printed products can be estimated before even being produced. Choices can then be made for each life cycle stage to conserve resources and minimize impact on the environment. Considerations include materials, design, manufacturing, distribution, use, and end of life.

## RoHS regulations

Restriction on the use of certain hazardous substances in electrical and electronic equipment. The primary focus is to reduce or eliminate the use of heavy metals including lead, mercury, cadmium, and hexavalent chromium, as well as polybrominated biphenyls and polybrominated diphenyl ethers.

## Sustainable Forestry Initiative (SFI)

A non-profit organization providing rigorous environmental standards and performance measures that integrate the protection of the environment with the perpetual growing and harvesting of trees.

## Waste from Electrical and Electronic Equipment (WEEE)

This directive requires producers of electrical equipment to be responsible for their products at the end of their useful lives. There are limited exemptions related to medical devices and large-scale equipment.

## Volatile organic compounds (VOCs)

Volatile organic carbon compounds are gases emitted from certain solids or liquids. These compounds can react photo-chemically in the atmosphere to form ozone, a contributor to ground level air pollution.

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