

Country case: PrintWise in the United States

Description

A Federal Strategic Sourcing Initiative (FSSI) was begun in the United States to standardise purchasing and drive cost savings through consolidation. As a team of commodity experts was assembled, it quickly became clear that, while printers themselves are a relatively simple commodity, driving true cost savings with respect to government printing was a much more complicated issue. The United States Government Accountability Office reported that federal agencies spent an average of USD 440.4 million a year in unnecessary printing, with few agencies having established or enforced printing guidelines detailing when it was appropriate to print or refrain from printing. A focus on the devices themselves would ignore these cost drivers, as well as the lifecycle costs of toner, ink and maintenance.

Public Procurement

Principle: **Balance,
Efficiency**

Procurement Stage:
All phases

Audience: **Procuring Entity**

To address these issues, the FSSI Print Management initiative was the first strategic sourcing solution to include a behavioural component. In addition to providing a framework agreement for the purchase of printers and toners, this initiative, dubbed PrintWise, also included a detailed change management campaign to improve printing practices across the US government.

The PrintWise change management initiative is built around “Seven Steps to Lowering Print Costs Within 90 Days”:

1. Set your default to “duplex” (double-sided) printing.
2. Set your default to “black-and-white” or “grayscale” (rather than “colour”) printing.
3. Set your default to “draft” quality (rather than “high” quality) printing.
4. Use one of the three approved toner-efficient fonts (Times New Roman, Garamond, and Century Gothic).
5. Improve your use of sleep mode for your printers.
6. Encourage the removal of personal printers.
7. Freeze purchases of personal printers.

These steps were supported by a PrintWise Campaign Toolkit, containing a guide for how to implement PrintWise at the agency level, a series of guiding principles for leading change implementation, resources for communications officials and a “message map,” as well as graphical logos and posters, tent cards and stickers that could be used as visual elements in support of the change.

Source: OECD (2016), [The Korean Public Procurement Service: Innovating for Effectiveness](#), OECD Publishing, Paris.