



Going Paperless, Going Green:

Recruiting Practices to Sustain
the Environment and
Your Competitive Advantage

Going Beyond Applicant Tracking



The Environmental Defense Fund offers a way for companies to calculate the amount of paper they use and its environmental impact, including how much wastewater and solid waste are created in the making of that paper. Use the Paper Calculator at <http://www.edf.org/papercalculator/>.

Save the Environment, Keep Your Competitive Advantage

As New Orleans continues its recovery from devastating hurricanes, the city is being rebuilt, in part, with sustainable and high-efficiency materials. Last year, the global warming film "An Inconvenient Truth" won the Academy Award for best documentary. Shoppers everywhere tote their groceries in cloth bags to cut down on paper and plastic use. ***Going green is all the rage, but it's more than a fad; it's a global necessity.*** The need to conserve resources reaches across all sectors of life, so it's natural that businesses would follow suit.

In a 2007 survey by accounting firm Grant Thornton LLP, 77% of executives said they anticipated spending more on green-minded programs. In addition to all the corporate social responsibility initiatives companies undertake, they can also take steps to streamline and even transform business processes to be environmentally friendly. Organizations can significantly reduce their carbon footprint by switching to paperless recruiting and hiring processes.

Though hopes have been high for a "paperless society" in recent decades, the personal computer and printer have led to greater paper use, not less. Something as basic, as simple, as foundational to communication as paper has a huge impact on the environment. Consider these statistics:

- The amount of energy required to make one sheet of paper could power a 60-watt light bulb for one hour.
- The two chemical pulping methods of making paper require large amounts of water. In addition, the liquid effluent and solid wastes resulting from the paper-making process can damage the ecosystem if not disposed of properly.

- The U.S. is the world's largest consumer of paper. Every year, each person uses the equivalent of one tree, 100 feet tall and 16 inches in diameter, to fulfill their wood and paper needs. That's about 665 pounds of paper per American.
- Some government agencies have found, in waste audits, that nearly 40 percent of all pages printed by workers are never used.
- Printer manufacturer Lexmark found that the average U.S. office worker throws out or wastes 1,500 sheets (three reams) of paper a year.
- A review of paper prices at three of the nation's top office products retailers yields an average price of \$4.29 per ream. That's less than one cent per sheet.
- Citigroup estimates each sheet of wasted printer paper costs 6 to 13 cents, depending on the amount of ink, toner and recycling effort.



- A “pallet” of copier paper (20-lb. sheet weight) contains 40 cartons and weighs 1 ton. Therefore,
- 1 carton (10 reams) of 100% virgin copier paper uses .6 trees
- 1 tree makes 16.67 reams of copy paper or 8,333.3 sheets
- 1 ream (500 sheets) uses 6% of a tree (and those add up quickly!)

Source: Conservatree.com



Now for some good news. *The technologies that have increased paper use — namely the Internet and electronic data storage — have at last contributed to its reduction.* Paperless recruiting, hiring and onboarding have arrived. It is possible now to conduct these activities with e-mails, text messages and electronically stored data files. In addition, it is now possible to use a digital signature process and e-employee handbooks for further paper savings.

Auto Parts Company Changes Its Ways and Saves Big

PepBoys, a leading auto parts retailer, added a digital signature capture pad that integrates with its applicant tracking software for a completely paperless process. Applicants' signatures are captured, then vaulted and stored on secure servers.



The company processes 40,000-60,000 applicants per month for all positions, both exempt and non-exempt, across all locations. At an average of 50,000 six-page applications per month, that's 3,600,000 pages saved per year — equivalent to 7,200 reams of paper or 720 cartons of paper, or 432 trees.

New hires used to get an inch-thick binder with all the necessary forms, depending on their position and state requirements. Now, their onboarding is done online, saving even more paper and money.

The Switch to Paperless: Direct Benefits to Your Company

The financial savings on paper are an obvious benefit of fully automating your recruiting and hiring processes. But the added value doesn't stop there. Caring for the environment holds additional pluses you may not have thought of. Going paperless:

- **Builds brand.** *Employees feel good about working for an organization that cares about conservation, which has been shown to increase retention and engagement and makes for positive word-of-mouth as well.* A green reputation tends to attract younger candidates, and it can stand as a differentiator when they are deciding on an offer.
- **Improves recruiting and hiring efficiency.** Another auto parts retailer, AutoZone, switched from a primarily manual to an automated system. The company has seen a 50-60% decrease in time spent on hourly candidates' applications and a 50% faster time-to-fill for corporate openings.
- **Saves administrative costs.** Fewer staff will be required for recruiting and hiring tasks. PepBoys reduced the amount of administrative work by store managers when it went paperless. Silicon Image, a semiconductor manufacturer, no longer needs the HR admin person who had to walk a physical piece of paper around to gather hiring authorization and other signatures.





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- **Reduces energy bills.** With a paperless system, you won't be using the copier, printer or fax as much. Since an automated, paperless process reduces the number of staff needed, you also won't have as many computers sucking energy or as many offices to keep lit and heated. This not only saves the company money; it contributes to conservation.
- **Saves on office supplies.** You'll reduce your trips to the office supply store for paper, manila folders to hold the paper, hanging files to hold the folders, and filing cabinets to hold the hanging files. You'll also save on printer ink and copier toner, since you won't be making endless copies of forms and other paperwork.



Going green entails more than just a paperless, automated ATS. There are many initiatives organizations can implement to conserve the planet's natural resources. However, as this white paper demonstrates, the over-use of paper costs companies, and the environment, plenty. ***A paperless recruiting and hiring system is one of the most effective ways a company can reduce costs, improve efficiency and reduce its carbon footprint.***

Find out how well nowHIRE's ATS can work with you and the environment. 800.724.8546

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nowHIRE: A COMPLETE ATS APPROACH



Since 1998, nowHIRE has provided industry-defining solutions that feature fully integrated, Web-based recruiting and applicant tracking software modules. Companies can configure the software to their specific recruiting needs — for hourly, salaried, internal or contingent employees, or any combination thereof. nowHIRE offers paperless recruiting, hiring and onboarding via SigCap, the first-of-its-kind digital signature pad that enables electronic signature capture and storage.

