

## **Pyrrhic Press Aspirational Goals (Stretch Targets)**

### **1. Achieve 100% Recyclable or Biodegradable Materials for POD by 2025**

- **Goal:** Source all print-on-demand materials, including paper, ink, and packaging, from 100% recyclable or biodegradable resources.
- **Outcome:** Eliminate the use of non-recyclable materials in POD, making Pyrrhic Press's physical products fully circular and sustainable.

### **2. Reduce Electricity Usage by 10% Annually**

- **Goal:** Double the current annual reduction target by implementing advanced energy-saving practices and technology, such as energy-efficient servers, cloud computing optimization, and low-power lighting.
- **Outcome:** Achieve deeper cuts in energy use, supporting a near-zero energy footprint.

### **3. 100% Digital Resource Offering by 2026**

- **Goal:** Transition all new publications to digital formats, with physical copies available solely by request to minimize POD demand.
- **Outcome:** Reduce print requirements to the absolute minimum, focusing on digital distribution to reach a broader audience with less environmental impact.

### **4. Achieve Carbon Neutrality by 2028**

- **Goal:** Offset all emissions from electricity, operations, and printing through renewable energy investments and certified carbon offsets.
- **Outcome:** Attain a fully carbon-neutral status for Pyrrhic Press, positioning the company as a leader in sustainable publishing.

### **5. Implement a Circular Economy Program with Partners**

- **Goal:** Collaborate with suppliers and partners to create a "closed-loop" system, reusing materials and reducing waste throughout the supply chain.
- **Outcome:** Foster a circular supply chain, helping partners adopt sustainable practices that align with Pyrrhic Press's vision.

### **6. Launch a 'Zero Waste Publishing' Certification by 2026**

- **Goal:** Develop an in-house certification for publications that meet strict criteria on resource use, waste reduction, and recyclability.
- **Outcome:** Create an industry benchmark, encouraging authors and partners to adopt zero-waste practices.

### **7. Eliminate 90% of Office-Related Waste by 2025**

- **Goal:** Target waste generated from office supplies, e-waste, and consumables, aiming to repurpose, recycle, or eliminate non-essential waste.
- **Outcome:** Approach zero office-related waste, setting a strong example of resource efficiency in everyday operations.

#### **8. Publish an Annual ‘State of Sustainability’ Report to Engage Community**

- **Goal:** Release a public sustainability report each year to inform the community of progress and inspire industry-wide environmental initiatives.
- **Outcome:** Increase transparency, engage stakeholders, and position Pyrrhic Press as an advocate for responsible publishing.

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These aspirational goals set ambitious targets for Pyrrhic Press, moving beyond current objectives to drive innovation and leadership in sustainable publishing.