

QUICK FACTS: TEN KEY FINDINGS FOR PAPER BASED COMMUNICATIONS

1. **Forests are not being destroyed to produce paper-mail.** On the contrary, the total forest area in Europe is now 30% larger than in 1950 - and growing. Including Russia, European forests cover 44% of the total land area and they are increasing by 805,000 ha per year. Excluding Russia, the figures are 38% of land area and increasing at 607,000 ha per year (1.5 million football pitches).

2. **The paper industry rarely cuts trees for the production of paper²⁷.** Trees are mostly harvested for the high-value clearwood used in other industries such as construction and furniture-making. The raw fibrous materials used for paper-making in Europe on average comprise²⁸:

- 50% of fibre from recovered paper.
- 50% new or virgin fibre, most of which is a by-product which may be potentially wasted:
 - 13% comes from wood chips, saw dust and the tops of the harvested trees which are generally unmarketable.
 - 20-25%²⁹ comes from thinnings which is a management practice required during the lifecycle of a forest to ensure that the forest remains healthy and is safe from risk of fire.

3. **The paper industry does not have a big carbon footprint.** Because of the carbon sequestration³⁰ in forests and the carbon fixed in paper products, the paper industry has a relatively positive (i.e. low) carbon footprint. The UN has said that the wood and paper industries could be part of the solution to mitigate climate change.

4. **The paper industry does not consume immense quantities of fossil fuels.** 54.5% of the energy used in European paper mills is green biomass, the highest percentage of all industrial sectors in the EU. The CO₂ emissions from this biomass are neutral.

5. **Mail represents 0.1% of the total household CO₂ emissions³¹.** It amounts to only 14 kg of CO₂ per year based on an average number of mail items for a household of 727 per year³². This is equivalent to³³:

- One 70 km car journey or
- Five Cheeseburgers or
- Nine litres of milk or
- 6.6 minutes of a transatlantic flight.

6. **Paper used in communications should not end up in landfill.** In 2007, more than 64% of the paper and board consumption was recycled in Europe. The industry recognises the importance of recovered material in the paper-making process and continues to work on projects to promote recycling in Europe.

27. In Finland and Portugal (and perhaps Austria), some trees are grown and managed to be specifically harvested for paper production. This remains only a small part of the total resource pool in Europe.

28. CEPI. For more information, see www.cepi.org

29. Weaker or smaller trees are felled early on to allow space for the stronger trees to grow larger

30. The process by which carbon sinks remove CO₂ from the atmosphere is known as carbon sequestration

31. Ave CO₂ emissions per European household is approx 20 tonnes per household per annum. This is based on figures from the International Energy Annual 2005 (7.93 tonnes of CO₂ per capita x a std conversion rate of 2.80 persons per household).

32. The CO₂ of mail per household is based on a European average number of mailpieces of 260 units per capita (approx average of UPU data for Europe) converted using the std factor of 2.80 persons per household (727 items per household). This is then converted to CO₂ equivalents using an European industry figure of 20gr of CO₂ emitted per mailpiece (estimated average for Europe based on postal company CSR reports – collected & summarised by Pitney Bowes: http://66.102.9.132/search?q=cache:OllQ_-lq73oJ:www.insight2foresight.co.uk/_attachments/3335871/Making%2520Mail%2520Relevant%2520v2.ppt+CO2+of+a+transatlantic+flight.+6

7. **Paper is recycled more than any other packaging material.** Paper accounts for two-thirds of all the packaging material recovered for recycling -- more than glass, metal, and plastic combined.

8. **There is no such thing as 'junk mail'.** Studies continue to reinforce the value of Direct Mail as a means of informing Europeans. After consumers have used the information, the material then becomes a recyclable product that can be used again and again if treated properly. This is no different from an empty can of coke which is discarded correctly so that it can be reused.

9. **The Postal network is guaranteed to reach 100% of registered European citizens.** The postal industry remains the only effective communication network that is guaranteed to reach 100% of Europe's citizens. This fact is enshrined in European law. The postal industry provides a strategically essential service that simply cannot be replaced.

10. **Electronic communications are not more environmentally friendly than paper based communications.** PC's account for more than two percent of annual household CO2 emissions³⁴. This cost is always underestimated by commentators. A Swedish study confirmed that reading a newspaper released 20% less carbon than reading a newspaper online for 30 minutes³⁵.

.....AND WE ARE ALL INVESTING TO MAKE FURTHER REDUCTIONS.....

⁶⁺minutes&hl=en&ct=clnk&cd=1&gl=be). Note that the figures do not include production of materials which Pitney Bowes estimates to cost 0.9-1.3gr CO2 per gr of paper (Pitney Bowes - The Environmental Impact of Mail: A Baseline, June 2008). Assuming a 20gr mail piece, this would, in practice, double the CO2 emissions (to 28 kg CO2 per household). However, this is still less than 0.2% of annual household emissions.

33. Pitney Bowes (Making Mail Relevant) http://66.102.9.132/search?q=cache:OllQ_-lq73oJ:www.insight2foresight.co.uk/_attachments/3335871/Making%2520Mail%2520Relevant%2520v2.ppt+CO2+of+a+transatlantic+flight.+6.6+minutes&hl=en&ct=clnk&cd=1&gl=be.

34. Study of a reference PC in the UK indicates that a PC operating at full capacity for eight hours per day and 5 days per week releases 6.8kg of CO2 per week or 352 kg of CO2 per annum. Given that a household PC is also used on weekends, the emissions can be estimated to be as high as 495kg of CO2 per annum. [http://www.zerocar-](http://www.zerocarbonfootprint.co.uk/green_computing.htm)

bonfootprint.co.uk/green_computing.htm.
35. <http://www.forest.fi/smyforest/foresteng.nsf/95f358fab7d84d8c2256f4b003725e1/5c5a49462ac05185c22574ba001ba997>. Note that the study assumed that the newspaper was only read once and by one person whereas the ENPA (www.ENPA.be) state that 140 million newspapers are distributed daily in Europe and are read by 280 million people. Further, the study does not consider the full cost of disposal of the PC and screen.