

# Print and Paper The Facts

## Misleading email footers














It has become common practice to see emails with misleading footers. Messages, such as 'Do you really need to print this email, it will harm the environment' or 'Think before you print' ignore the unique sustainability of print on paper and should be challenged.

Paper is made from wood; a renewable resource. It is one of the most recycled commodities in Europe and a large portion of the energy used to produce paper comes from renewable biomass. Print and Paper can often be the best way to communicate and, if responsibly recycled, is environmentally sustainable.

Misleading email footers fail to meet the most basic tests for acceptable environmental messaging as outlined by many Government and advertising authorities. They are not backed by competent and reliable scientific evidence and imply, without evidence, that electronic communication always has less effect on the environment than printed materials.

So, if you need a convenient and permanent copy of emails, don't feel guilty about printing but please ensure you recycle.

### We offer some footers of our own for you to consider:

-  Print and paper is renewable, sustainable and powerful.  
**If you print, please recycle.**
-  Printed emails create a permanent and sustainable record but please ensure all waste paper is recycled.  
**Responsibly Produced Print and Paper is Renewable, Recyclable, and Powerful. Visit [www.twosides.info](http://www.twosides.info) for more information.**
-  Responsibly produced paper has unique environmental features. It is highly recyclable and comes from a renewable resource.  
**If you print, please recycle.**
-  Print on paper is a practical, attractive, and sustainable communications medium.  
**If you print, please recycle.**
-  In Europe there is no shortage of trees. Responsibly produced paper is a renewable and recyclable product and can be an environmentally sustainable way to communicate.  
**If you print, please recycle.**
-  **If you print, please recycle.**  
Ensure you choose paper from companies that source fibre from well-managed, certified forests.
-  Yes, it's ok to print your emails – but please recycle waste paper.
-  Unlike many other products we use, responsibly produced paper comes from a renewable resource. European working forests are good for the environment, providing clean air, clean water, wildlife habitat, and carbon storage.
-  Responsibly produced paper is one of the most recycled products in the world. It is also made from trees – a natural and renewable resource.  
**If you print, please recycle.**
-  Paper production supports sustainable forest management.  
**If you print, please recycle.**
-  Paper production helps maintain working forests. Thanks to sustainable forest management, the number of trees growing in Europe has increased by 30% in the past 50 years.  
**If you print, please recycle.**
-  Responsibly produced paper is one of the most recyclable, renewable and natural forms of communication.  
**If you print, please recycle.**
-  Paper is a biodegradable, compostable, and renewable product made from trees. Sustainably managed forests are good for the environment, providing clean air, clean water, wildlife habitat, and carbon storage.

Print and Paper  
have a great  
environmental  
story to tell



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The information and sources below are useful for more in depth research...

- “The direct impact of information communication technology (ICT) products and services replacing paper is far from negligible, and the trade-off between the two “technologies” depends on conditions such as use frequency, source of energy, end-of-life management of the products, etc...”<sup>1</sup>
- People not only continue to prefer paper for a large number of both personal and work-related tasks, but our brains may actually be hard-wired to respond more effectively to information that is printed on paper.<sup>2</sup>
- A study commissioned by McAfee estimated spam emails waste 33 billion kilowatt-hours annually, with the same greenhouse gas emissions as 3.1 million passenger cars using 2 billion gallons of gasoline, or enough to drive a car around the globe 1.6 million times.<sup>3</sup>
- The instances of cybercrime resulting in lost data, disrupted services or other harm continues to rise. 85,000 new malicious IP addresses are launched every day to threaten the safety of our networks, financial information and other cherished data.<sup>4</sup> Conversely, end users view paper as a safe, effective way to review, transmit and archive information.<sup>5</sup>
- By 2025 the energy demand from network-enabled devices could soar to 1,140 terawatt per year—more than the current annual electricity consumption of Canada and Germany combined.<sup>6</sup>
- The pulp, paper and print industry accounts for only 1% of global carbon dioxide emissions.<sup>7</sup> It is estimated that the production and running of the information and communications technology (ICT) sector equates to 2% of global GHG emissions, similar to the airline industry, and this is expected to double by 2020.<sup>8</sup>
- Annual UK retail sales of electrical and electronic products constitute around 1.4 million tonnes of materials in 180 million products, including 65 tonnes of precious metals such as gold and silver. Each year, consumers discard a similar amount of products, only 7% of which are re-used and around a third go to landfill.<sup>9</sup>
- In Europe, 72% of paper is recycled.<sup>10</sup>



1. [Arnfolk, P, 2012](#)
2. [Paper Because, 2013](#)
3. [McAfee, 2009](#)
4. [Webroot, 2015](#)
5. [Two Sides, 2015](#)

6. [International Energy Agency \(IEA\), 2014](#)
7. [Ecofys, 2013](#)
8. [GeSI SMARTer2020: The Role of ICT in Driving a Sustainable Future \(2015 report\)](#)
9. [WRAP, 2014](#)
10. [European Recovered Paper Council \(ERPC\), 2014](#)

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