



Environmental Impact Facts

Every individual can have a big impact: 1 year = Save a ¼ tree, Reduce landfill waste by 23 lbs, Conserve 250 gal of water. These estimates have not taken into consideration the cost of growing trees, harvesting, processing, shipping and disposing of them. It's a long and arduous process that ravages natural resources.

USA is the #1 user of paper: "The US, with less than 5% of the world's people uses 30% of the world's paper. Each person in the US uses about 335kg of paper each year--that's 7 times the world average, even twice the average for industrial countries. China has more than 20% of the world's population. It uses 11% of the world's paper, about 27 kg per person. India has 16% of the world's people, consumes just 1% of the world's paper, and uses less than 4 kg per person per year. The high level of forest consumption in the U.S. is unsustainable--it's even less sustainable if adopted by everyone else in the world. If everyone in the world used as much paper as the average American, the world would need 7x as much paper. It's pretty clear that this planet does not have enough ecological space for American consumption habits." (From Janet Abramovitz: Senior Researcher of World Watch Paper: Paper Cuts)

Corporations can have a big impact: 5000 employees = Annual savings of \$215,000 + 1250 trees + a reduction of 115,000 lbs of landfill waste and conservation of 1,250,000 gal water. PeopleTowels estimates that each person uses 2,400 paper towels at work alone, if they are making approximately 5 trips to a public restroom per day each week. That's equivalent to a case of C Fold paper towels each year, with a case costing an average of \$43. This doesn't include either the cost savings from waste disposal on the backend.

Corporate Sustainability Programs improve retention rates, public image, and employee morale: According to the Society for Human Resources Management's (SHRM) 2007 Green Workplace Survey, 61% of employees whose organization

participated in environmentally friendly practices reported that they are “very likely” or “likely” to stay with their current organization because of their organization’s environmentally responsible program. In addition, 36% reported improved employee morale and employees reported strong public image (67%) as the top positive outcome of environmentally responsible programs for organizations.

Paper waste fills our landfills: According to the US Environmental Protection Agency, paper made up the largest share – 34% – of municipal solid waste in 2006. While about half of paper waste is recovered for recycling or compost, the other half ends up in landfills, where it does not readily decompose. Recycling alone is also not a cure-all; the recycling process, as well as production from virgin pulp uses water, energy and chemicals.

Paper use effects virgin forests and accelerates global warming: The National Resources Defense Council states that Americans use an average of 741 pounds of paper, per person, each year. Most of the world's paper supply comes from timber logged in regions that have an ecologically valuable, biologically diverse habitat. The virgin timber-based pulp and paper industry is the third greatest industrial emitter of global warming pollution. Its carbon dioxide emissions are projected to double by 2020. Source: <http://www.nrdc.org/land/forests/tissue.asp>

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