Paper and Print Myths and Facts

Paper and Print have a great environmental story to tell

TWO SIDES

www.twosides.org.au

The paper and print industries must refine our message, speak with confidence and promote our strengths. **It is time to create our own conversations.**

THE MYTH:
PAPER IS BAD FOR THE ENVIRONMENT.

THE FACT:
PAPER IS ONE OF THE FEW TRULY RENEWABLE PRODUCTS.

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Value of Paper AND Print

THE MYTH:
MAKING PAPER DESTROYS FORESTS.

THE FACT:
PAPER PRODUCTION SUPPORTS SUSTAINABLE FOREST MANAGEMENT.

AUSTRALIA HAS TWO MILLION HECTARES OF WORKING FORESTS AND GROWING. THAT EQUATES TO OVER 1,000,000 MCG'S IN LAND AREA COVERED.

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Value of Paper AND Print

THE MYTH:
PLANTED FORESTS ARE BAD FOR THE ENVIRONMENT.

THE FACT:
PLANTED FORESTRY DELIVERS MULTIPLE BENEFITS TO AUSTRALIA.

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Value of Paper AND Print

THE MYTH:
PAPER IS ENERGY INTENSIVE AND HAS A HIGH CARBON FOOTPRINT.

THE FACT:
PAPER HAS ONE OF THE LOWEST CARBON FOOTPRINTS.

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Value of Paper AND Print

THE MYTH:
PAPER AND PRINT IS A WASTEFUL PRODUCT.

THE FACT:
PAPER IS ONE OF THE MOST RECYCLED PRODUCTS IN THE WORLD.

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Value of Paper AND Print

Cradle to Cradle – are we smart enough?

- Cradle to Cradle challenges the very concept of sustainability as 'settling'. Rather than designing products to have less of an impact, they argue we should design products to have no impact.

- Chemist, Prof. Dr. Michael Braungart and Architect and Designer, William McDonough

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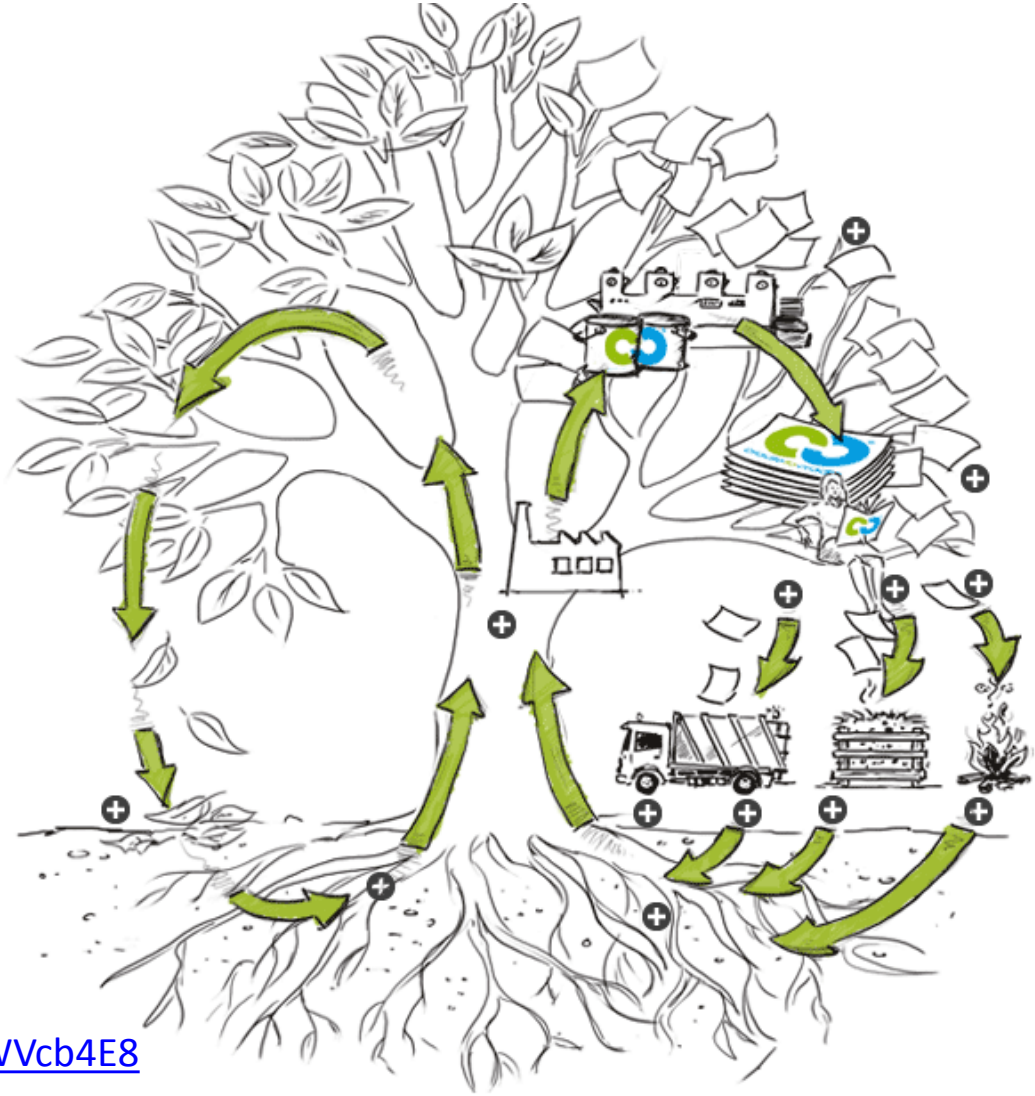
Value of Paper AND Print

Is SUSTAINABLE good enough?



https://www.youtube.com/watch?v=UIrvWVcb4E8

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Value of Paper AND Print

THE MYTH:
PEOPLE WANT TO SWITCH TO DIGITAL.

THE FACT:
MANY CONSUMERS VALUE PAPER BASED COMMUNICATIONS.

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Thank-you

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