

ENVIRONMENTAL DEFENSE PAPER CALCULATOR

Environmental Defense has completed the redesign and update of its web-based Paper Calculator, which can be viewed at <http://www.papercalculator.org>. Already, the user response has been tremendous, with an average of 1,500 users per month (300 to 400 a week). With its improved user interface, advanced analytical features, and enhanced data outputs, the new Paper Calculator provides a wide range of paper purchasers with an easy-to-use tool to quantify the environmental benefits of better paper choices.

The Paper Calculator has generated interest from the media, including *Marketplace*, a program on national public radio that is carried by 332 stations. The story included an interview with Victoria Mills discussing Starbucks' new cup and illustrating its environmental benefits using the Paper Calculator. To hear the story, visit <http://marketplace.publicradio.org/shows/2006/03/29/PM200603297.html>. Paperboard Packaging News, a trade publication, is also featuring the Paper Calculator in an upcoming article on reducing the environmental impact of packaging materials. Articles on the Paper Calculator were also picked up by *American City & County*, *E-Wire*, *Packaging Online*, and *Paperloop*.

Examples of Paper Calculator Uses

The Paper Calculator is being used by companies across a range of industries. While it is impossible for us to find out about every use of the tool, here are some examples of how the Paper Calculator has been used in the past year:

- Yale University used the tool to determine what the impact would be if the entire Yale community switched to 30% and 100% postconsumer recycled content paper
- Pacific Gas & Electric (PG&E) used the Paper Calculator to determine the benefits of paperless billing
- Random House used the tool in a press release to announce the company's switch to postconsumer recycled content
- Dell used it to measure the impacts of switching to 100% recycled and 80% postconsumer waste paper for some of the company's U.S. and European catalogs, and the results were cited in Dell's 2005 Corporate Sustainability Report
- Starbucks announced it has begun using 10% postconsumer recycled content in their disposable cups, an industry first. Through the Paper Calculator, Starbucks was able to measure the environmental benefits of this switch.
- Co-op America has used the tool with various magazines that have made the switch to recycled content paper, including *Shape* and *explore* magazines.
- Staples used the Paper Calculator in its annual Corporate Responsibility report to measure the environmental impacts for every ton of virgin paper, as well as the benefits of switching to 30% recycled content paper
- HarperCollins, one of the leading English-language publishers, is currently printing a new book, *Ida B*, on 100% postconsumer recycled content at the request of the author. The environmental savings, citing the Paper Calculator, will be printed on each book.
- Office Depot contacted us to determine the environmental savings of switching the Green Book, a catalog of environmentally preferable products, to recycled content paper. The results will be cited in each of the catalogs.

- Wisdom Publications, a publisher of Buddhist works, used the tool to calculate the benefits of switching to postconsumer recycled office paper.
- PepsiCo determined the savings of switching to a web-based Sustainability Report.