

ForestEthics

Exposing junk mail's climate impacts

Greenhouse gases created each year by junk mail are the annual equivalent of:

- 9,372,000 average passenger cars.
- The average car travels 12,000 miles per year—as opposed to junk mail, which gets us nowhere.
- 11 coal-fired power plants.
- Of course, if power plants could run on deceptive claims about low interest rates, we'd be all set.
- The COMBINED emissions of the following states:
 - Mississippi, Connecticut, New Hampshire, Oregon and Idaho. Or, if you prefer: Maine, Vermont, Alaska, South Dakota, Hawaii, Montana and Rhode Island combined.

ForestEthics [released a report](#) identifying junk mail's contribution to climate change as the equivalent of more than nine million cars, seven US states combined, or the emissions generated by heating nearly 13 million homes for the winter. The report was released in conjunction with a statement by Dr. James Hansen, renowned NASA climate scientist and one of *Time Magazine's* 100 most influential people of 2006: "It is hard to imagine waste more unnecessary than the 100 billion pieces of junk mail Americans receive each year, and these new findings, revealing that the emissions of junk mail are equal to those of over nine million cars, underscore the prudent necessity of a Do Not Mail Registry." The report was covered by [Paul Harvey Jr. on ABC Radio](#) and [USAToday.com](#).

Save the Sierra campaign ramps up

As the back-to-school shopping season got underway, ForestEthics linked some of the world's largest pencil manufacturers to clearcutting in the forests of California's Sierra Nevada Mountains. Our "[report card](#)" graded six major manufacturers on a range of forest-related criteria and was covered by [Slate](#). Later in September, the *San Jose Mercury News* published an [editorial](#) written by our executive director, Todd Paglia, highlighting the importance of the Sierra's forests in the struggle against global warming. And in November, we delivered 900 [mock-USA Today front pages](#)—trumpeting a future in which Sierra Pacific Industries reforms its logging practices—to the hotel room doors of attendees at the annual North American Wholesale Lumber Association meeting in downtown Chicago.

Pencils that Make the Grade, and Pencils that Flunk the Test.

	COMPANY	GRADE
At the head of the class on forest protection	ForestChoice	A
	Greenline Paper Company	A
Show potential, but need to hit the books	Green Apple	C
	Paper Mate	C
Class Clowns	Dixon/Ticonderoga	F

Progress in protecting the Sacred Headwaters



Over the past year, ForestEthics has partnered with indigenous groups, municipalities, local governments, businesses, fishermen, hunters and other environmental groups to stop Royal Dutch Shell's destructive plan to build at least a thousand wells, roads, and pipelines in the pristine Sacred Headwaters of British Columbia. Royal Dutch Shell, who holds the tenure to drill for coalbed methane in the Sacred Headwaters, announced a formal 'pause' until the end of the year to talk with those who are opposing the project.

ForestEthics launches Endangered Species Act campaign in British Columbia

In partnership with three other leading environmental groups in British Columbia, ForestEthics launched a major campaign calling for provincial endangered species legislation. The campaign satirizes the province's promotional claim to be the "best place on earth," featuring a re-worked version of the government's official logo complete with unhappy endangered species. The campaign launch also included a report, "[The Last Place on Earth](#)" and a website, www.lastplaceonearth.ca, both of which detail BC's loss of biodiversity and make concrete recommendations for the development of endangered species legislation.

