

Starbucks debuts recycled-content cups

Michael Newman/Photo Edit



Brewing a better cup

From Starbucks to the computer giant Dell, leading companies are cutting paper use and pollution, thanks to innovations introduced by Environmental Defense.

Our partnership with Starbucks paid a dividend recently when the company announced plans to become the first to use postconsumer recycled content in cups, saving five million pounds of virgin fiber annually. It serves 1.5 billion cups per year. "These efforts began with our

partnership with Environmental Defense in the late 1990s," said Ben Packard, Starbucks' director of environmental affairs.

Another success came when Dell announced a paper policy that includes recycled content in its business-to-business catalogs and computer boxes. Dell's policy was modeled after that of our partner Norm Thompson Outfitters, the first major cataloger to switch all its

catalogs to recycled paper.

And in the financial services industry, Goldman Sachs and Citigroup are leading the way by switching to recycled copy paper. Each of these efforts reduces energy use, cuts pollution and saves thousands of tons of wood every year. "By proving the business case for environmental changes, our partnerships are paying off through broad industry change," said our project manager Victoria Mills.

Beyond recycling: New paper policy goes directly to the source

Bank of America already considers itself “best in class” in paper reduction and recycling—and with good reason. From 2000 to 2004, the Charlotte-based financial services company increased its assets from \$670 billion to \$1 trillion while decreasing its internal paper use by 32%. But a new paper procurement policy the bank developed with Environmental Defense goes even further.

The new policy not only expands the bank’s decade-long reduction and recycling programs but also pushes into new territory. Bank of America suppliers must now guarantee that their providers of paper products manage forests using environmentally preferable practices. They must take steps to protect rare forests threatened by human or commercial activity, and may not convert natural

forests into tree plantations.

“These are more than sweeping statements,” says Robert Bonnie, our deputy program director for ecosystems. “We worked to make the policy realistic as well as pathbreaking.”



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Banking on sustainable forestry.

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