

# PRINT AND PAPER HAVE A GREAT ENVIRONMENTAL STORY TO TELL

27th October 2009

Mr Ian Livingston  
Chief Executive  
BT  
81, Newgate Street  
London  
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Dear Mr Livingston

I am writing concerning the encouragement from BT to customers to *'Do your bit for the environment' and 'Go paper-free'*.

Whilst the efficiency of electronic communication is clear and initiatives to reduce waste are to be encouraged my organisation, Two Sides, which has members spanning the whole Graphic Communications Supply Chain, is concerned that incorrect and damaging impressions are being given if initiatives such as yours are promoted as 'green' or seek to gain credibility by purporting to aid sustainability at the expense of the paper industry.

It is increasingly clear that electronic communication and in particular the energy requirements of the increasing worldwide network of servers which are necessary to store all the information needed for immediate access, has a significant and increasing carbon footprint. Electronic document storage must be recognised as delivering efficiency but not sustainability. In the UK it has been suggested that PC's and servers may consume up to 50% of the country's energy requirements in the next 10 years. BT itself will be a significant part of this growing energy requirement.

We are asking all those who do encourage customers to switch to e-billing, largely to reduce costs, to re-examine their messages as it is certainly not proven that e-billing has a lower carbon footprint. In fact, with all the environmental costs of electronic communication and with many customers printing out their bills at home for reference, at a higher environmental cost than a centrally produced and distributed bill, print and paper may well be the environmentally sustainable way to communicate.

The linkage made by BT between reducing the use of paper and helping the environment creates a false impression about the sustainability of print and paper and has created concern amongst the many companies that Two Sides represents.

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Paper is a renewable and recyclable product that, if responsibly produced and consumed, is an environmentally sustainable media. It is often surprising to learn that in Europe, where 93% of our paper comes from, the area of forest has grown by 30% since 1950 and is increasing at a rate of 1.5 million football pitches every year.

I would be grateful if BT would reconsider the message, that e-billing is more environmentally friendly than the traditional paper bill, and ensure that, in promoting your own products and services, you do not damage the Print and Paper industry, and jeopardise the livelihood of the many thousands of people employed therein with possibly misleading statements.

With thanks for your consideration.

With kind regards

A handwritten signature in black ink, appearing to read 'Martyn Eustace', is centered on a light yellow rectangular background.

Martyn Eustace  
Director

