

# PRINT AND PAPER HAVE A GREAT ENVIRONMENTAL STORY TO TELL

16th September 2009

Mr Peter Tippem  
Priority Club  
IHG  
Broadwater Park  
Denham  
Buckinghamshire  
UB95HR

Dear Mr Tippem

I am writing concerning a recent initiative from your Priority Club which states that 'Less Paper = More Points = Better Planet'

Whilst the efficiency of electronic communication is clear and initiatives to reduce waste and cost 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.

In your publicity material you state that 'We lose about one plant species every half hour – so there's a pressing need for good scientific research to find the best ways to conserve our planet and minimize our impact'. I have no reason to question your research but did you know that the area of European forest, where over 80% of our paper comes from, has increased by 30% since 1950 and is increasing at a rate of 1.5 million football pitches every year. So the linkage between trees and species loss is completely misleading.

Paper is a renewable and recyclable product that, if responsibly produced and consumed, is an environmentally sustainable media. I would be grateful if IHG would reconsider the headline message you are using and ensure that, in promoting your own products and services, you do not accidentally damage the Print and Paper industry, and jeopardise the livelihood of the many thousands of people employed therein, with misleading statements.

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With thanks for your consideration and please visit our website, [www.twosides.info](http://www.twosides.info), for more information and facts about the Print and Paper industry

With kind regards



Martyn Eustace  
Director

cc. Ms Emma Corcoran  
Director, Global affairs