

Bringing Green Energy to Ideas

Green Marketing

Print vs. Electronic



Introduction

- Both print marketing and e-marketing produce environmental footprints
- Chose your marketing efforts wisely in order to have the greatest impact on your target audiences while considering your environmental impact
- Understand the lifecycle of your communications

Communications Lifecycles

- Email- 5 seconds
- Periodicals- 6 months
- Computer- 5 years
- Web site- 5 years
- PDFs- 16 years (so far)
- Book in the NYC library- 23 years
- Gutenberg Bible- 555 years (and counting)

Source: Unisource



Print Communications

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Print Advantages

- Paper is one of the most recycled products
 - 57% recovery rate
- Many paper manufacturing companies are carbon neutral/zero carbon footprint
 - Reduced energy and material use
 - CO2 contributes to global warming
- Printed materials are tangible and have a longer lifecycle

Print Disadvantages

- Paper uses the natural resource of trees
- The paper industry emits the fourth highest level of CO₂ among all manufacturers
- Can be expensive and time consuming



Printing Tips

- Use certified paper with environmental designations
- Use targeted mail lists when sending mailings
- Use PDFs (Portable Document Format) for proofing
- Consider your environmental impact with tools such as www.edf.org/papercalculator (Environmental Defense Fund)
- Smaller and simpler designs equate to less waste
 - avoid bleeds, embellishments and folds

Environmental Logos

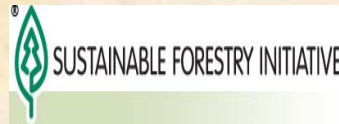
- Forest Stewardship Council (FSC)



- Recycling Symbol



- Sustainable Forestry Initiative (SFI)



- Green-e



- Program for the Endorsement of Forest Certification schemes (PEFC)



- Green Seal



- Chlorine Free



Chain of Custody

Chain-of-Custody tracks paper products throughout their life cycle beginning with proper forestry management all the way to consumption by the end-user.

Chain of Custody



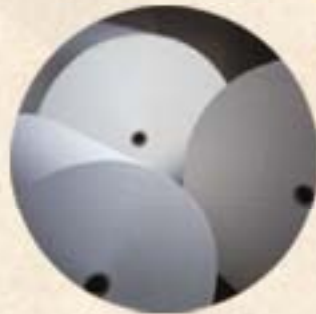
FOREST



PULP MILL



PAPER MILL



PAPER



DISTRIBUTION



PRINTER

Source: Unisource, Worldwide, Inc.

Beware of Green-washing

Green-wash (green'wash', -wôsh') – verb: the act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service.

Source: TerraChoice Environmental Marketing

7 Sins of Green-washing

- Sin of the Hidden Trade-off
- Sin of No Proof
- Sin of Vagueness
- Sin of Worshiping False Labels



- Sin of Irrelevance
- Sin of Lesser of Two Evils
- Sin of Fibbing

Source: TerraChoice Environmental Marketing

Green Paper Companies

- Domtar
- Mohawk
- Moonadock Paper Mills
- Neenah
- NewPage

Green Packaging



RECYCLE

- Use packaging materials that can be recycled in current recycling programs. i.e. paper and cardboard

REDUCE

- Make packaging smaller and avoid laminates, films, wax, adhesives, Styrofoam and plastic

REUSE

- Design packaging to last so it can be used again

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E-marketing Advantages

- Cost effective way to reach a geographically diverse audience – 1.8B users
- Saves the trees
- Can help to raise brand awareness/use of social media/drives traffic to your web site
- Easily measurable



E-marketing Disadvantages

- Results in 24% annual growth in U.S. energy consumption - (DOE) - 186M web sites
- Spam emails use energy

(McAfee, The Carbon Footprint of Email Spam report)

62 Trillions spam emails/year=2 Billions Gallons of Gas

- Impact of E-waste (lead, arsenic and mercury)
- US dumps 200-300 M electronic items/yr
- http://ewasteguide.info/hazardous_substances

Email Tips

- Test your newsletters before sending them out to your entire list
- Consider how emails will be viewed in various technological mediums
- Respect opt-out requests
- Use “call to action” phrases in your email subject line to encourage members of the audience to open them



Social Media

- Twitter



- Linked In



- Facebook




- YouTube





Maximizing Your Web Site

- Be strategic with your development
 - SEO (Search Engine Optimization)
 - Rich content development
- Drive traffic to your web site
 - Email signature
 - Social media
 - List on all communications
- Analytics
 - Measure ROI



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Thank You

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