

## Key facts and figures

The following facts and figures highlight the importance of taking steps to reduce the environmental impact of your organisation's printed communications:

- Government offices are working towards targets of reducing carbon emissions by 12.5% on 1999/2000 levels by 2010/11. (Source: [www.parliament.uk](http://www.parliament.uk))
- During a speech on 16 October 2008, Ed Miliband committed the UK to cutting Greenhouse Gas emissions by 80% on 1990 levels by 2050 (Source: Department of Energy and Climate Change)
- The estimated direct costs of the print industry's key environmental impacts are nearly £80 million whilst indirect or supply chain environmental costs are in excess of £500 million. (Source: Williams Lea)
- The environment was listed as the fourth most commonly mentioned issue that people think the government should be dealing with, after crime, health and education. (Source: Defra 2007 Survey of Public Attitudes and Behaviours Toward the Environment)
- One tonne of recycled paper saves approximately six mature trees and 3.3 cubic yards of rapidly diminishing landfill space. (Source: Friends of the Earth)