

A Legislative Briefing: Mail and the Environment



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Mail and Jobs



- The \$1.2 trillion mail industry supports more than 8.3 million jobs, either directly or in related support areas.
- Washington State has over 158,500 jobs directly related to the mailing industry.
- In the 7th Congressional District in Washington State there are 32,526 jobs that are mailing industry related. This represents over 20 percent of the state's mailing industry jobs, just in the Seattle area.

Source: 2008 Economic Jobs Study, EMA Foundation's Institute for Postal Studies

Consumers Have Choice in Getting Mail



- Consumers already have several options to help them reduce the amount of advertising mail they receive:
 - DMA's Campaign for Consumer Choice Mail Preference Service (www.the-dma.org)
 - Consumers may stop credit card offers through www.optoutprescreen.com
- We support an industry solution to this challenge by educating consumers about their existing options.
- We strongly support balancing the needs of marketers and the needs of consumers, because if you cannot market through the mail it is the same as closing retail stores.

The Mail Industry Encourages More Trees



- Over 2.5 billion trees are planted in the U.S. each year, and we now have more acres under forest than we did in 1940.
- The forest community plants more than 1.5 billion of these trees each year – or 4 million every day – while millions more trees re-grow from seeds and sprout naturally.
- We plant much more than we harvest and follow strict sustainability and harvesting guidelines established by:
 - the global Forest Stewardship Council (www.fsc.org); or
 - the U.S. Sustainable Forestry Initiative (www.sfiprogram.org).

Source: Abundant Forests Alliance



Key Points:

1. All paper we use comes from sustainably managed forests either under SFI or FSC.
2. A great deal of our paper has up to 30% post-consumer recycled content.
3. We also offer 100% post-consumer recycled paper to customers.



Mail Is Recyclable & Reusable

- U.S. EPA says direct mail accounts for approx. 2.4% (in weight) of the total municipal solid waste generated annually, less than 0.3% of total landfill space.
- The paper industry has a goal to recover 60% of all paper produced by 2012 (up from 56% today).
- Industry groups, like EMA, promote Please Recycle campaigns to encourage people to recycle mail.

Mail and Energy Consumption



- **Mail has an efficient carbon footprint.**
 - According to our most recent Lifecycle Cost Analysis, the carbon footprint of the total quantity of mail an individual household receives in one year is equal to operating a coffeemaker, one hour per day for a year. Mail has a very small environmental footprint.
 - The USPS has a nationwide program to recycle all mail with special bins in Post Offices where consumers can drop off their read mail and we are working with recycling companies to also insure that residential trash that is mail can be separated and recycled.
 - The USPS and our industry is developing new packaging to promote community based recycling programs. We need mail volume to support these programs.
- **By replacing just two trips to the mall each year by shopping by catalogs or direct mail, Americans could:**
 - Save 30 miles per household – or 3,332,718,510 miles per year.
 - Save 158,700,881 gallons of gasoline or about \$634,803,524.
 - Avoid 28 tons of CO₂ emissions per household – or 3,094,667,179 tons per year.

Source: USPS Greenhouse Gas Emissions Studies

Consumers Value Their Mail



- 98% surveyed by the USPS picked up their mail daily.
- 90% appreciate it greatly and 87% keep mail they receive.
- 87% find it safe and personal.
- 70% believe mail is easier to use than other forms of communication and 67% think mail is more personal than the Internet.
- 75% prefer bills, financial statements via mail.
- Direct mail: More effective than unsolicited e-mail, Internet ads, telemarketing calls, text messages and door-to-door sales visits ... combined.

Sources: "EMAF Mail Preferences Survey," Harris Interactive, Sept. 28-Oct. 1, 2007

"Because It's Personal: A Study of Consumer Use and Preference for Envelopes," EMAF, 2005

Do Not Mail Hurts Our National Mail System



- **A national Do Not Mail list would impede the USPS' ability to operate because it would mean:**
 - New stresses on top of the high cost of fuel and labor.
 - Up to 30% less mail than we have today.
 - Significantly less revenue than it has today.
 - Fewer jobs for postal workers and others in the mail industry.
 - Fewer post offices, requiring some consumers to travel significant distances to pick up their mail and receive mail services.
- **Do Not Mail would not stop direct mail, it would only shift it to private couriers which would lead to:**
 - More delivery trucks on the road.
 - Bigger impact on the environment.
 - Greater carbon dioxide emissions.

What I Am Asking of You Today



- To understand that Do Not Mail would eliminate many jobs in Washington State and harm our community.
- To understand that industry is taking very positive steps to provide consumers with control over their mail because it doesn't help us to mail to consumers who don't want it.
- To understand that industry is taking very positive steps to address environmental concerns.
- To understand that the impact of a government-run Do Not Mail program would be significant and lasting on Washington and the rest of the country.
- Working together, we can come up with good solutions that don't cost the country or states any money.



Let's work together to –

1. Advise consumers how to use the mail preference service on all their mailings.
2. Recycle all of our incoming mail.
3. Tell your constituents that you support mail and jobs and a brighter future for all of us.



We Can Make A Difference!



www.powerofenvelopes.org
www.envelope.org