



# PAPER & THE ENVIRONMENT

Paper has been an essential communications medium for 2,000 years. Even in today's digital world, paper is preferred for readers of books, magazines and newspapers. Are you one of the 70% of Australian consumers who believe forests have been shrinking since the year 2000?!. Fact is, they've been growing! Love paper, nature will love you back.



## PAPER LOVES TREES

**80%** of terrestrial biodiversity

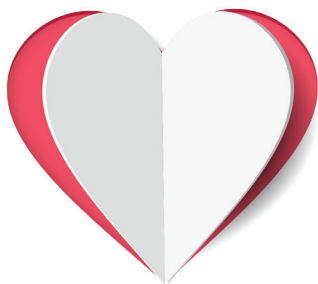
Forests provide natural carbon capture, storage and other ecosystem services, renewable energy and sustainable products. Trees, the main raw material, are grown and harvested in a carefully controlled and sustainable way to make paper. Australia has two million hectares of working tree farms. That equates to over 1,000,000 MCG's in land area covered.<sup>2</sup>



## PAPER DATA

**300** million tonnes of CO<sub>2</sub> generated by emails

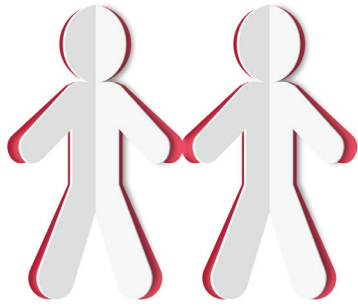
Worldwide, total emissions generated by emails is equivalent to the annual emissions of 63 million cars.<sup>3</sup> In 2016 alone, 44.7 million tonnes of e-waste was generated globally, of which 435 thousand tonnes was from mobile phones, representing more than the mass of the Empire State Building.<sup>4</sup>



## PAPER PREFERENCE

**51%** spend too much time on digital devices

From books, catalogues to magazines through to cyber security, print is the preferred medium for many Aussies. Consumers love reading print, giving them the chance to 'switch off', with 50% of Australians admitting the most enjoyable way to read is via printed books.<sup>5</sup>



## PAPER PEOPLE

**2.58K** people employed in regional and metro

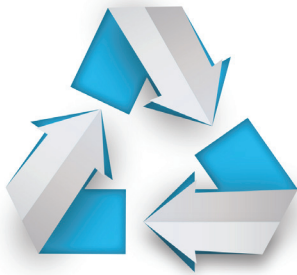
Paper and print is one of the largest manufacturing employers in Australia, employing everyone from print operators to marketers, letterbox distributors, sales representatives to transport workers. They deliver critical print such as health notices, forms, food packaging, community newspapers, educational manuals, in-home media and more.



## PAPER POWER

**693** million tonnes of CO<sub>2</sub> removed

Over the last three years, the industry here in Australia has been focused on reducing its impact of direct greenhouse gas emissions. Our only local catalogue paper mill in Tasmania, just outside Hobart, uses 100% renewable hydroelectric power and is a carbon positive facility.<sup>6</sup>



## PAPER REVOLUTION

**28%** increase in recycled paper

Paper recycling rates in Australia are amongst the highest in the world with over 87% of all paper and paperboard being recovered.<sup>7</sup> Paper can be recycled up to seven times in Australia, but not indefinitely. New virgin fibres from sustainably managed trees sometimes need to be incorporated to continue the cycle.

LOVE PAPER. NURTURE NATURE.

[www.lovepaper.org.au](http://www.lovepaper.org.au)

**Sources.** 1. Two Sides & Toluna research, 2021. 2. Two Sides Report, 2019. 3. Research by Two Sides North America based on statistics by Berners-Lee, M., 2010; Radicati Group, 2015; EPA, 2018 4. Two Sides Print & Paper, Myths & Facts booklet, 2019. Information available via [www.twosides.org.au](http://www.twosides.org.au) 5. Two Sides & Toluna research, 2021. 6. Norske Skog, 2020 7. CEPI, 2018.