Thursday 30 July 2009

NEW CAMPAIGN CALLS ON GOVERNMENT
AND BUSINESS TO SLASH PAPER USE

Despite the dream of the 'paperless' office, our offices have become a forest of filing cabinets. Research shows each government employee uses an average of 9,300 sheets of office paper every year. But it's not just the paper pushers who are creating a mountain of waste. Each year, Australians use 1.7 million tonnes of printing and writing paper – that's equivalent to millions of trees worth of paper.

Do Something is today launching a campaign to save Australia's businesses hundreds of millions of dollars. How? By getting them to move away from paper.

Business-related mail accounted for about 4.2 billion of the 5.6 billion mail items posted in 2007-08. In addition to using vast amounts of paper and trees, this also helped to generate significant greenhouse gases – in 2007-08 alone Australia Post generated 366,990 tonnes of CO_2 equivalent emissions.

Many of the bills and invoices that are currently posted can now be sent via email. Such a move could save businesses hundreds of millions of dollars.

"We're calling on businesses to make a bigger effort in switching their customers and suppliers to electronic billing," said Jon Dee, the Founder of Do Something. "Emailing bills and invoices instead of posting them is just one way businesses can save money as well as the environment."

Going electronic is common sense. "Searching for bills electronically is far quicker than searching for them in a lever arch file," said Dee. "Storing documents electronically is also much more effective and cheaper than storing them on paper in warehouses." The Australian National Audit Office (ANAO) estimates that by switching to digital storage it is currently saving $1.3 million per year.

"Getting customers to fill in electronic forms is also far more efficient and cost effective than getting them to fill in paper-based forms," said Dee.

To help businesses reduce their addiction to paper, Do Something has today launched the new 'Paper-Less Alliance' campaign and website. In addition to showing companies how to reduce their paper use, the website is giving businesses free software to monitor and log their printing. The site and campaign is backed by some of Australia's leading technology companies. www.paperlessalliance.com.au

"The process of turning trees into paper uses vast amounts of water and energy," says Dee. "Paper production from 'tree to tip' also generates millions of tonnes of greenhouse gases."

The campaign is aiming to show the real cost of paper to business. "The cost of paper is not just the paper itself. There's also the cost of printing, copying, packing, posting, storing, filing, finding and disposing of paper. Research shows that this can cost many times the cost of the paper itself".

Media inquiries:

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For further assistance, please call Annemarie Jonson on 0428 278 880

The Principal Sponsor of the Do Something 'Paper-Less Alliance' is Adobe. Founding Partners of the Alliance are Indigo Pacific, Toshiba, Redmap, PaperCut, Gruden and Sitecore.