



For Immediate Release
June 30, 2008

Contact: Mary Peters, mary@newdream.org
301-891-3683

Takoma Park, MD—What is one product that everyone from a kindergartner to a rocket scientist uses everyday that can help reduce climate change? Recycled copy paper fits the bill.

In 2007, the Responsible Purchasing Network (RPN), at the Center for a New American Dream, helped the U.S. House of Representatives switch to 100% post consumer waste (PCW) recycled copy paper in all congressional offices. Based on the success, RPN is publishing the **Responsible Purchasing Guide for Copy Paper as a tool to help institutional purchasers – such as governments, corporations, schools and universities, and business offices – reduce paper waste and switch to environmentally preferable copy papers.**

More than 30 million tons of printing and writing paper were consumed in 2007, with the average office worker going through roughly 10,000 sheets. Barely half this paper was recycled, causing a double whammy for climate change – carbon-sequestering forests are depleted as manufacturers gobble up energy to make virgin copy paper. By improving paper efficiency (i.e. wasting less paper) and switching to PCW recycled paper we can reduce the greenhouse gas emissions that contribute to the climate crisis, while greening our offices, classrooms and homes.

Impacts during the copy paper lifecycle include: high energy demands and greenhouse gas emissions, the release of toxic (and pungent) air pollutants, alteration of forest and aquatic ecosystems, and large amounts of solid waste. The paper industry is also the largest consumer of process water of all U.S. industrial sectors. Though industrial process water can be treated and reused responsibly, manufacturing just one ton of virgin copy paper produces a whopping 20,000 gallons of wastewater. Copy paper made from 100% PCW recycled content produces just half that amount.

The Responsible Purchasing Guide for Copy Paper provides a comprehensive resource for developing responsible paper purchasing policies, recommending: maximizing post-consumer waste recycled content (at least 35 percent PCW), chlorine-free processing and chain of custody certification for virgin content from sustainably managed forests; plus more cutting edge specifications such as: 100 percent certified PCW recycled content, recyclable wrappers, cartons, and boxes, and verification of vendors' use of green power.

RPN will publicly release the Responsible Purchasing Guide for Copy Paper during a **live webinar on July 22, from 2-3pm EDT**, featuring case studies from successful eco-paper

purchasers and tips from experts on environmentally preferable copy paper. Register online at www.ResponsiblePurchasing.org.

For more information, contact Mary Peters, Marketing and Communications Manager, Center for a New American Dream, 301-891-3683 or mary@newdream.org.

About The Responsible Purchasing Network

The Responsible Purchasing Network (RPN) is a national network of procurement-related professionals dedicated to socially responsible and environmentally sustainable purchasing. RPN is staffed and managed by the Center for a New American Dream, and advised by a Steering Committee of leading procurement stakeholders from government, industry, educational institutions, standards setting organizations, and related organizations. Learn more about RPN at www.ResponsiblePurchasing.org.

About the Center for a New American Dream

The Center for a New American Dream helps Americans consume responsibly to protect the environment, enhance quality of life, and promote social justice. We work with individuals, institutions, communities, and businesses to conserve natural resources, counter the commercialization of our culture, and promote positive changes in the way goods are produced and consumed. Visit us at www.newdream.org.

###