



Spread the word about print. Post this prominently.

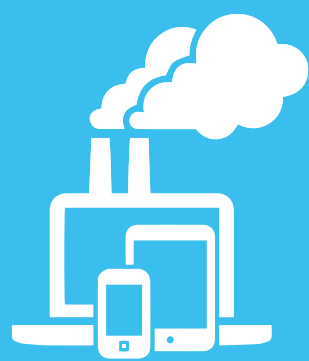
# Be prepared

**When clients say:**

**“Electronic communication is more eco-friendly than print.”**

**Tell them:**

**Actually, e-media has significant environmental impacts that you may not have considered...**



• **It takes a great deal of energy** to make the laptops, tablets and smart phones that consumers use to access digital communication.<sup>1</sup>

1.7%  
CO<sub>2</sub>

• **Information and communication technologies**, including computer and peripheral equipment, telecommunication equipment and networks, and data centers, account for 1.7% of global carbon dioxide emissions.<sup>3</sup>

70  
billion kWh

• **In 2014 U.S. data centers consumed** an estimated 70 billion kilowatt-hours of electricity, representing two percent of the country's total energy consumption.<sup>2</sup>

1.0%  
CO<sub>2</sub>

• **The global print and paper industry** accounts for only 1% of global carbon dioxide emissions.<sup>4</sup>

## And share these resources from the ChoosePrint.org website:

<sup>1</sup> *How and Why Paper is More Green than Digital* (article from Archives page)

<sup>2</sup> *Here's How Much Energy All US Data Centers Consume* (article from Archives page)

<sup>3</sup> *The Impact of Information Technology on Energy Consumption and Carbon Emissions* (article from Archives page)

<sup>4</sup> *Paper's carbon footprint isn't as high as you think* (fact sheet from Free Resources page)

