

Addressing The Madness of Over-Consumption of Paper

Did You Know?

- 65% of all print-outs and photocopies are binned before the end of the day.
- Almost half (42%) of all industrially-logged trees end up as paper. Irresponsible production causes negative impacts on biodiversity and communities as well as human rights abuses in many pulp and paper producing regions.
- Globally, paper production and disposal releases three times as much climate change emissions as global aviation.
- Industrialised countries consume more resources than the world can supply while staying within its carrying capacity: if everyone on earth had the consumption habits of Europeans we would require more than two planets.
- Europeans and North Americans alone use over half of the world's paper. The use of printing and writing paper has quadrupled since 1960.

Please make a SHRINK pledge!

Help to stop wasteful paper use by making a pledge to use less paper.

By doing so, you will save trees, water, climate change emissions, pollution and waste, help to prevent human rights abuses and probably save yourself some money too.

We all use paper in some form or other every day. Much of it is unnecessary or unwanted. Today you can take action to reduce the impacts of all those leaflets, catalogues, tissues, photocopies and packaging. The shrink website will help you to reduce unnecessary and wasteful paper in your life.

Find out how to use less paper

Make a pledge now to reduce your personal paper footprint, and download a free SHRINK desktop image.

Your pledge will help us to persuade the big paper-guzzling corporations (like catalogue companies, magazine publishers, banks and supermarkets) to use less paper too.

Shrinkpaper.org is a web platform created and supported by NGOs around the world to reduce negative environmental and social impacts of paper production and use. [Click here](#) to access the common NGO Vision on Paper and to see the 50+ signatory NGOs.

Please forward this message on to your friends.