

# Sustainability through Junk Mail Reduction





# Junk mail

unsolicited mail that is typically sent in bulk, especially mail of the commercial nature.

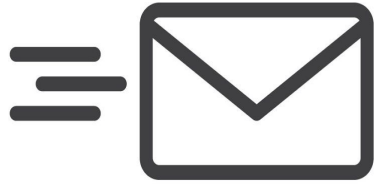
ex. advertising circulars, credit offers and catalogs

# Impacts of Junk Mail





## Massive paper waste



**77 269 000 000** pieces  
of unsolicited mail are sent to  
US households annually



**44%**  
of this unwanted mail is  
tossed out in the landfill  
unopened

# 169,000,000


trees are cut down at the expense of junk mail  
production

=

enough area to fill 37 000 baseball  
stadiums



# Carbon emission and water consumption in material production, disposal and delivery

- ◆ Mail manufacturing creates as much gas emission as **3.7 million cars** = 7 times the amount of cars in New Hampshire
  - ◆ Junk mail production consumes 28 million gallons of water
- 

**Junk mail disposal costs  
taxpayers \$320 million dollars  
annually**





## Companies won't take action

In the past 5 years, the amount of junk mail grew by 14%

Corporations gain nothing by ceasing to send junk mail, so targeting them is often a fruitless effort





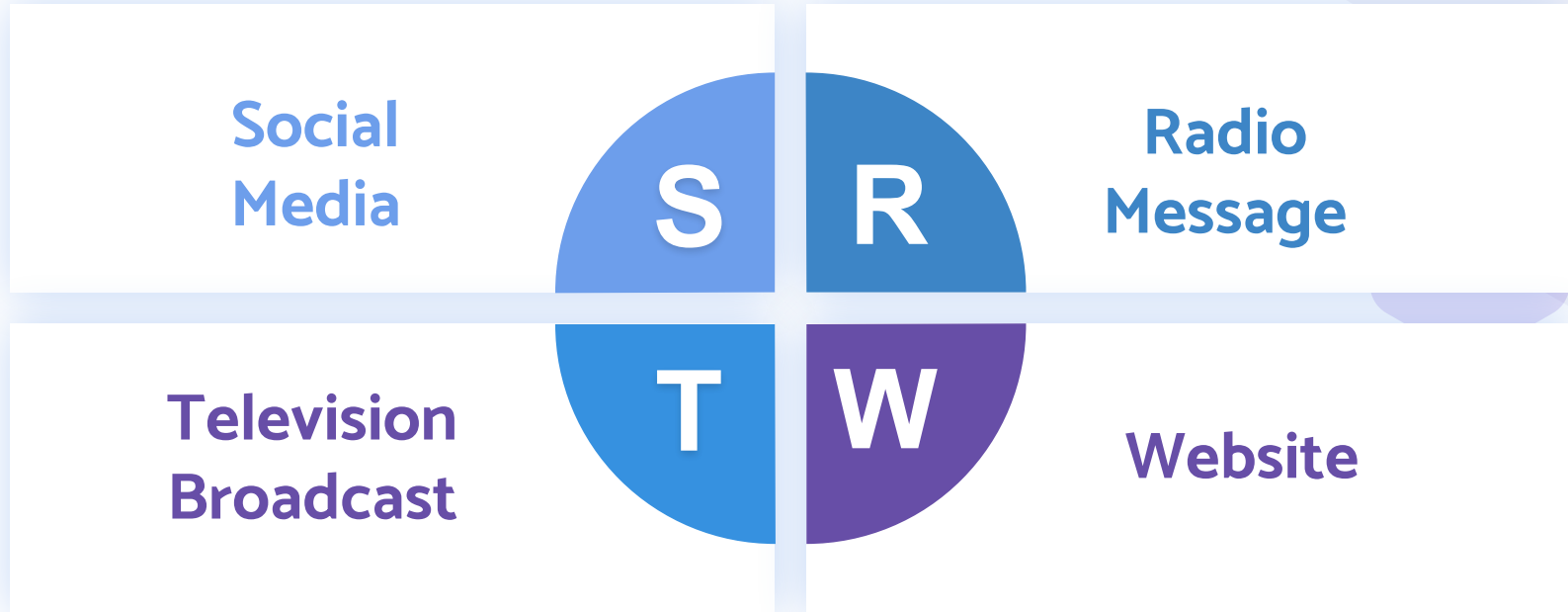
**Goal:** *spreading awareness on ways that people in Exeter to decrease the amount of junk mail they receive & encouraging future steps for junk mail reduction*



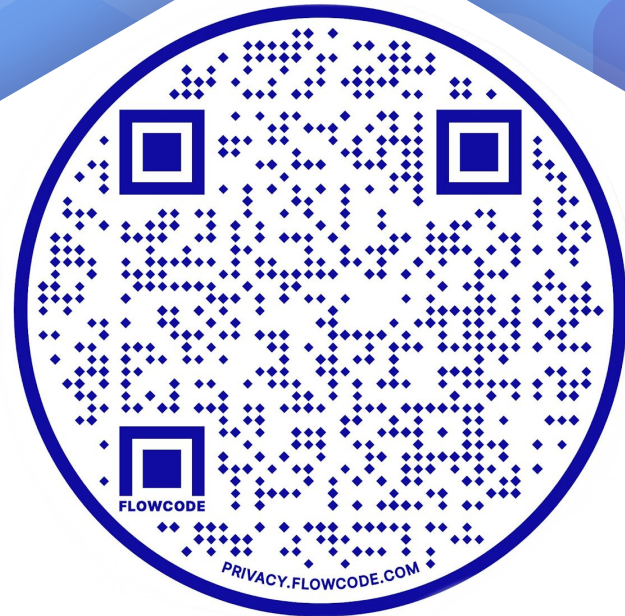
**Inform the people  
of Exeter!**














# Spreading Awareness



Please feel free to  
scan the QR code  
to access the  
document



# What can consumers do about junk mail? Opt Out!!!!

	Credit/Insurance	Catalogs	Marketing	Phonebook
PaperKarma				—
OptOutPrescreen		—	—	—
DirectMail	—			—
Valpak	—			—
Catalog Choice	—			—
Yellow Pages Opt-Out	—	—	—	



## Giving people the choice

- coupons, grocery store sales, etc can be important
- opting out should be an individual choice
- not harming companies/small businesses



**We are open to  
suggestions!**



# MOVING FORWARD





**THANK YOU FOR  
YOUR ATTENTION**