

PRINT AND PAPER HAVE A GREAT ENVIRONMENTAL STORY TO TELL

30th August 2009

Mr Andrew Marshall-Roberts
Head of Corporate Responsibility
Standard Life plc
Standard Life House
30 Lothian Road
Edinburgh
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Dear Mr Marshall-Roberts

I am writing concerning your encouragement to customers to 'Go Paperless'.

Whilst the efficiency of electronic communication is clear, and initiatives to reduce waste are to be encouraged, my organisation, Two Sides, which has members spanning the whole Graphic Communications Supply Chain, is concerned that incorrect and damaging impressions are being given if organisations such as Standard Life promote initiatives as 'green' or seek to gain credibility for a particular service or product, by purporting to aid sustainability at the expense of the paper industry.

It is increasingly clear that electronic communication and in particular the energy requirements of the increasing worldwide network of servers which are necessary to store all the information needed for immediate access, has a significant and increasing carbon footprint. Electronic document storage and communication must be recognised as delivering efficiency but not sustainability. In the UK it has been suggested that PC's and servers may consume up to 50% of the country's energy requirements in the next 10 years.

Standard Life states that paperless Billing is '*environmentally friendly - less paper, less shredding, less recycling*', but do you know the cost of requiring your customers to keep PC's on to receive your information? It is estimated that over 60% of home PC's are left on permanently and that, in order to distribute information, 2% of the UK's current energy requirement is demanded by data centres today. (Roughly the same as the airline industry). A significant number of recipients of e-information also print at home; with a higher environmental unit cost than a centrally produced and mailed document.

Paper is a renewable and recyclable product that, if responsibly produced and consumed, is an environmentally sustainable media. I would be grateful if Standard Life would consider the removal of references to the environment when promoting e-information. In promoting your own products and services, I am sure you do not wish to damage the Print and Paper industry, and jeopardise the livelihood of the many thousands of people employed therein, with misleading statements.

With thanks for your consideration and I attach other various information which you may find interesting.

With kind regards



Martyn Eustace
Director

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