

# MEDIA SUSTAINABILITY x DIRECT MAIL DATAGRAM



## A SCIENCE-BASED COMMITMENT

Canada Post's science-based target to reduce Scope 1 and 2 GHG emissions is **50%** by 2030. As part of that commitment, it is transforming **100%** of its fleet of vehicles to electric by 2040. (As of September 2021, Canada Post was the country's first Crown corporation and among only 20 Canadian firms to have an approved science-based target.)

Source: Canada Post, 2022



## LOW EMISSIONS

The pulp, print and paper industry accounts for **1%** of global greenhouse gas (GHG) emissions – **½ the amount** generated by data centres – which makes the sector one of the lowest industrial emitters.

Source: "Is digital really greener than print?," Pepper, 2020



## A SUSTAINABLE RESPONSE

Even simple personalization like adding someone's name to a direct mail piece can increase response rates by **135%**.

Source: "Sustainability smackdown: Digital messaging vs. direct mail," Heritage Printing, 2022



## CARBON OFFSETTING

With higher email volumes, **offsetting email with direct mail** improves environmentally sustainable marketing. Direct mail in Canada contributes only an estimated **0.0066%** of the total carbon emissions produced by the country.

Source: "Carbon neutral direct mail now!," Prime Data, 2022



## MEDIA FOOTPRINTS

All media has a carbon footprint because of the energy used in the supply chain. The internet generates **3.7%** of the world's global emissions — a number that will double by 2025.

Source: "Why your internet habits are not as clean as you think", March 5, BBC, 2020



## GREEN ADVERTISING

**77%** of people globally say they only want to be spending money with brands practising green and sustainable advertising within **5 years**.

Source: "The rise of sustainable media," Microsoft Advertising and Dentsu International, 2022



## PAPER IN, PAPER OUT

Paper (recycled more than any other material in North America) has a recycling recovery rate of **70%** in Canada and **66%** in the U.S.

Source: "Is going paperless really better for the environment?," Two Sides North America, 2020

For more information and valuable resources about how to make direct mail more sustainable, visit [www.sustainablemailgroup.ca](http://www.sustainablemailgroup.ca)

Go to [canadapost.ca/incite](http://canadapost.ca/incite) to get more datagrams, case studies and marketing insights

™ Smartmail Marketing and the Wing in Circle Design are trademarks of Canada Post Corporation.



Smartmail Marketing™