

## PrintGreen launches to mobilise the sustainability of print channels

PrintGreen was founded to champion the sustainable credentials of the print industry. It will represent all print channels, but its initial focus will be on mail communications.

This new collaboration harnesses the collective strength of the print industry to reshape perceptions around its sustainability. It's backed by key sector organisations, which include MarketReach, DMA, The Strategic Mailing Partnership, Whistl, Nutshell Creative, Webmart and Paragon. PrintGreen is the latest initiative in a series of industry efforts designed to offer clear, practical guidance for brands and agencies, helping them align their strategies with meaningful sustainability goals.

By providing clear, accurate information, PrintGreen aims to empower all marketers and those involved in communications to make informed decisions about the environmental impact of print. They also provide the necessary best practice, guidance and tools to enable print communications to be produced sustainably.

Central to this offerings is a purpose-designed carbon calculator, developed in partnership with CarbonQuota. This free tool allows users to assess the carbon footprint of their print campaigns by inputting specifics such as paper type, weight, pagination, volume, and mailing details. The output will help users to make informed decisions, balancing effective marketing with environmental stewardship.

Find out more about PrintGreen at [PrintGreen.org](https://PrintGreen.org)

