

Organisations Friends of the Earth and Greenpeace

Agency Waltham Litho

Spend Not disclosed

Accessibility Not disclosed

Paper Print Environment was started in March by David Shorto, print and paper buyer for both Friends of the Earth and Greenpeace. He wanted to help print buyers reduce their environmental impact.

Development

Shorto wanted to provide accurate information about the environmental impact of print and paper. He sought the help of Friends of the Earth and Greenpeace, and the advice and information on the site is the result of their research.

The site is also backed by the industry lobby, the British Printing Industries Federation, which asked environmentally accredited printers to get in touch with Shorto if they wished to be featured on the site. Shorto has also been approached about producing a similar website for mainland Europe.

FLAGSHIP FEATURE: ECO-PUBLISHING

On the paper trail

Ethical paper production is becoming ever more important for books: a range of publishers is getting on board, with Egmont blazing the trail. *Caroline Horn* reports on Egmont's progress



Design and content

The no-frills layout makes the site easy to navigate. The homepage provides a succinct explanation of what the site is for and how it can be used by printers. A 'myths and misinformation' section addresses

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widely held misconceptions about recyclable and sustainable materials. The site's main feature is a list of environmentally accredited companies. It provides details about firms' environmental status and print and manufacturing practices.

Special features

The site has a search tool that enables users to find environmentally accredited printing companies by location, environmental status, maximum press size and printing process.

Paper Print Environment says:

"The site dispels myths and gives information about environmental issues. We try to persuade companies at every opportunity to use accredited printers."

Graham Willgoss