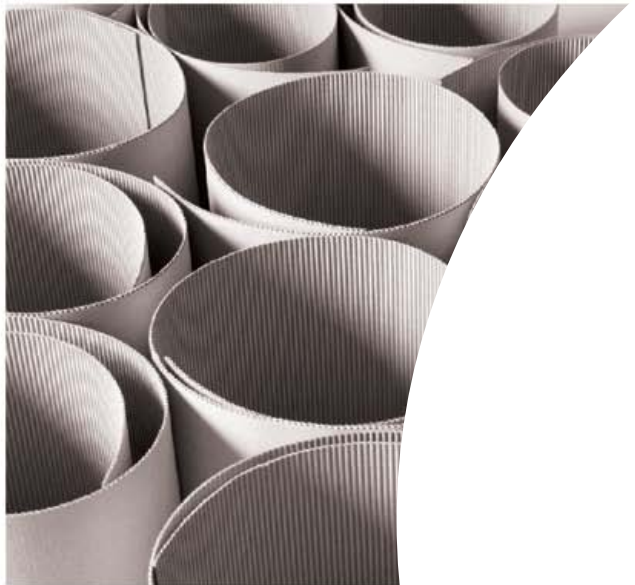




## **The Little Book of Commonsense**

**Paper - The Real Sustainable Choice**



# CONTENTS

<b>INTRODUCTION</b> .....	<b>05</b>
<b>PAPER FOREVER: VERSION 1.0 IS STILL GOING STRONG</b> .....	<b>07</b>
<b>PAPER FOR PRODUCTIVITY: AVOID THE FALSE ECONOMY</b> .....	<b>09</b>
<b>PAPER FOR PERFORMANCE: WORK SMARTER, NOT HARDER</b> .....	<b>11</b>
<b>PAPER FOR CREATIVITY: NEW THINKING FLOWS FASTER ON PAPER</b> .....	<b>13</b>
<b>PAPER FOR LEARNING: PAPER IS STILL THE BACKBONE OF EDUCATION</b> .....	<b>15</b>
<b>PAPER FOR SUSTAINABILITY: USE PAPER, GROW FORESTS</b> .....	<b>17</b>
<b>PAPER FOR EVERYONE: FAIR TRADE IN KNOWLEDGE</b> .....	<b>19</b>
<b>PAPER, AS RELEVANT TODAY AS EVER</b> .....	<b>21</b>



# INTRODUCTION

Even though we've all grown up with paper and have benefited a lot from it, we sometimes feel guilty about using it. This is probably because we are regularly confronted by concepts that actually aren't really true. Do these three statements sound familiar?

- A. The future is digital: a paperless office or classroom is an evolutionary step up from books and paper, and represents something we should all be striving towards.
- B. Paper is not sustainable: paper is at best an environmentally unfriendly luxury that contributes to the destruction of forests and at worst a non-renewable, unsustainable resource that will soon run out.
- C. Paper use should be minimised: in these days of austerity, the use of paper is a conspicuous and avoidable cost of doing business.

These beliefs are not just flawed; they're way off the mark. They are presented as commonsense but are not. Paper has undeniable benefits that we are all intuitively aware of. In the following seven chapters of real commonsense, we'll remind you of things that secretly you probably already know... But we may also surprise you with a few facts you hadn't considered before.





# PAPER FOREVER:

## VERSION 1.0 IS STILL GOING STRONG

After rocks and cave walls, papyrus and the Egyptians, paper was the original medium for written communication.

Alongside the evolution from feather to pen to printing press to ink-jet printer, paper is still with us. And as we progress through the IT revolution, paper is the one thing that doesn't require an instruction manual, a battery or an upgrade every six months.

There's something reassuringly tangible about paper. It remains the most effective way of communicating and assimilating ideas; according to recent research\*, people still find paper books quicker and more comfortable to read than a screen.

Paper was perfected a very, very long time ago. Despite multiple innovations in weights, colours and sizes, Version 1.0 is the original 'wireless communicator' and still going strong. In fact, paper is just as relevant today as it was a thousand years ago.



## PAPER CUTS? THE UNINTENDED CONSEQUENCES...

### ***WON'T GET TO IT!***

An email to a prospect gets hidden in their in-box and there's always the temptation of the delete button. That's why paper direct mail has twice the response rate of email\*.

### ***CAN'T READ IT!***

A presentation printed out six slides to a page is impossible to read - how does that make for better business decisions?

### ***DON'T UNDERSTAND IT!***

A colour-coded chart printed in black & white is confusing and potentially misleading.

### ***CAN'T REMEMBER IT!***

A slideshow without printed handouts means the presenter can't prepare adequately and the audience can't take proper notes - so both the delivery and retention of the presentation are impaired.

# PAPER FOR PRODUCTIVITY: CUTTING PAPER USE IS A FALSE ECONOMY

Remember the vision of the paperless office? By now we all know that vision and reality don't always join up. Paperless just isn't practical in many situations.

In these days of austerity there is constant pressure to make savings, cut costs and use resources wisely including paper. Nowhere is this more evident than in office stationery and printing.

Managers in many organisations have been tasked with cutting costs. As a result, you are discouraged from printing anything at all, and if you do, it's six slides to a page, double-sided, black and white. But often you end up going back and reprinting in full size because you can't work practically with the more condensed print-outs.

You'll probably recognise some of the unintended consequences of trying to reduce costs by unreasonably curtailing paper usage.

The answer is not to stop using paper; it is to use commonsense and print what you need, when you need it, in the way that helps you work best.

\*Average response rate to paper direct mail is twice as effective versus email, according to US Direct Mail Association, June 2010

**PAPER USAGE: REAL CUTS, BUT FALSE ECONOMY!**



Laura Hilton

You have  
**15 Unread Emails**

 **11** New York Times  
<http://www.nytimes.com/>

**factbook**

News Feed Events Requests Messages

 You have  
**5 New**  
Instant Messages

**tweeter**

**23 New Mentions**

**MY Tube** You have **9**  
New Video  
Comments  
for review...

# PAPER FOR PERFORMANCE:

## WORK SMARTER NOT HARDER

It's impossible to really focus these days; you turn on your laptop to study a document and before you know it you've received 15 emails with five demanding your immediate attention, nine sending you to a link on YouTube and just one that really matters!

Turn away from the screen and consider a printed document and you escape from the temptation and noise of the online world and can concentrate properly on the task in hand.

The average office worker is interrupted every three minutes - and it takes around ten minutes to re-focus on what you were doing in the first place\*. It's a wonder that anything gets done at all.

According to new research\*, it's estimated that continuous email interruptions add one or two hours to the average working day, whereas if you deal with them all in a single batch, you're done in half an hour.

While some may trumpet the virtues of multi-tasking, in reality we end up spending more time doing many things to a mediocre level – and it takes ages to get stuff finished.

Take online searching: it's a fabulous and accessible resource but, admit it, it's very easy to get drawn into a never-ending search for the 'right' answer or 'the' authoritative source, by which time another hour has passed.

Away from the temptation of Facebook and Google you can consider a question at your own pace and with real purpose; that's performance personified.

**WITH PAPER YOU DON'T JUST DO MORE; *YOU FINISH MORE***

\* 'The Art of Concentration' by Harriet Griffey, 2010





## THE JOY OF DOODLING

Incredible scientific advances like the answers to life started as a doodle in a margin. One of the greatest doodlers ever was Francis Crick. In 1953, Crick and his friend James Watson published their answer to one of the most fundamental questions of biology : how do living things reproduce themselves? In their article for the journal Nature, Watson and Crick described the structure of a chemical called deoxyribonucleic acid, or DNA.

Crick was a scientific genius and a prodigious doodler. He regularly used pen and paper for his early sketches and attributes the A-ha! discovery moment of the double helix to paper-based doodling. Many of his drawings can now be seen at the 'Wellcome Library' in London, showing the evolution of his thinking from rough concepts through to ideas. His doodling would win him the Nobel Prize for Medicine.

# PAPER FOR CREATIVITY:

## NEW THINKING FLOWS FASTER ON PAPER

In life, success relies on different people with different styles working together to achieve a common goal - whether you're working on a structured project or thinking freely about how to create growth or solve a particular challenge.

Have you ever noticed the variation in the way people interact and think in team sessions? Our thinking styles really are as diverse as our fingerprints.

Some people are logical and literal and rational. Other people are creative and appear to conjure-up inspired thoughts as if from nowhere. The thing we all have in common is that our brains aren't wired like computers; we don't do our best work when confronted with lists and vast quantities of data. We do our best work when we allow our brains to work naturally and intuitively, picking out patterns from data, using our experience to leapfrog to answers not immediately evident, finding creative solutions in the smallest detail.

And what's the best way to get so many different brains working together and achieving real synergy? Give everyone a piece of paper and a pencil.

Whether it's a blank sheet or a print of some frameworks and ideas to get you started, paper allows your brain to work in the way that works best for you - and it then allows you to contribute and compare with your colleagues.

Don't be hemmed in; expand your horizons and your thinking with paper. New thinking really does flow faster. But haven't we always known this?

**GIVE IT A GO, GET DOODLING!**



## 1. READING

Through reading, we learn to absorb, assimilate and comprehend information and ideas. And it happens better with paper. A recent survey of e-reading devices (such as the Apple iPad and Amazon Kindle) showed that readers took 10% longer to get through a text compared to paper books\*.

## 2. WRITING

Through writing, we learn our letters and how to write a story or compose an argument. With a pen and paper we also hone our fine motor skills – those micro-movements and eye-hand co-ordination that you won't learn on a keyboard and mouse. And the very act of writing something down helps to commit important information to memory (alphabet or multiplication tables, anyone?).

## 3. DRAWING

Through drawing, we have the ultimate platform for creative thinking. A blank sheet of paper is the ultimate opportunity to be original and expressive. What will be the first line or shape? Where will it go next? What will it represent?

# PAPER FOR LEARNING:

## PAPER IS STILL THE BACKBONE OF EDUCATION

How can you really learn letters and shapes or draw a new idea without a pen and paper?

How can you make sense of all the sources you'll need to address a complex essay question without spreading all the books and articles across your desk and grabbing a pencil and paper to start to sketch some shapes?

We all know that some of the first steps in a kid's education is in the form of experimenting with their own creativity with crayons, paint or collage on paper.

While new information technology brings a lot of exciting new possibilities, any experienced and well-informed teacher will tell you that a completely paperless classroom would be cheating our children.

Particularly in the early years, mastering the pen and paper is viewed as essential by education professionals for three reasons.

\* Nielsen Norman Research Group, July 2010

**PAPER IS STILL THE BACKBONE OF EDUCATION**

(as any well-informed teacher will tell you and as you well know yourself!)





# PAPER FOR SUSTAINABILITY:

## USE PAPER, GROW FORESTS

We all want to do our bit for the environment – reducing our carbon footprint, conserving resources, re-using and recycling more. Smart use of paper actually helps in this regard.

Paper is surprisingly sustainable. Indeed, using paper helps combat CO<sub>2</sub> emissions. Here's how:

1. Every year, more trees are planted than harvested. That's one of the reasons why there is over 30% more forest in the EU than there was 50 years ago\*.
2. Younger trees are much better at absorbing carbon - they lock it into their roots and branches until they are saturated, at which point they become carbon stores, not carbon absorbers.
3. All paper-based forest products trap carbon and store it until it is recycled.

So next time you see “think twice before printing this email”, don't think twice, think three times! First, think: ‘I can be proud to print because when paper is used a whole lot more trees are planted’. Second, think: ‘The paper I'm using comes from sustainably managed forests that are helping fight climate change’. And third, think: ‘How will I recycle it once I'm done to make sure it stays a virtuous circle’.

**USE PAPER, FIGHT CLIMATE CHANGE**

\*Source: European Environment Agency, State and Outlook 2005





# PAPER FOR EVERYONE:

## FAIR TRADE IN KNOWLEDGE

It might not feel like it in Western Europe, but the digital divide is alive and well. Internet penetration is nearly 80% in North America, but only around 8% in Africa. And across Africa and Asia, there are still hundreds of millions without access to electricity or regular running water.

So if you're in business, education or healthcare and you're looking to share information and ideas with a broad global audience, modern IT will only take you so far.

With newspapers, books and leaflets there aren't haves and have nots – it is the ultimate 'fair trade' system for sharing information and ideas.

It doesn't depend on local access to electricity, connectivity or software compatibility.

It doesn't depend on personal skills & capability or access to expensive hardware. It doesn't matter if you were born in the developed or developing world.

It doesn't even matter where you are; in the office or in the sunshine or anywhere in-between.

Whether differences between people are driven by location, capability or economic status - paper is the truly inclusive universal standard that doesn't discriminate.

## THE 7 LAWS OF COMMONSENSE

- Paper Forever: version 1.0 is still going strong*
- Paper for Productivity: avoid the false economy*
- Paper for Performance: work smarter, not harder*
- Paper for Creativity: new thinking flows faster on paper*
- Paper for Learning: paper is still the backbone of education*
- Paper for Sustainability: use paper, grow forests*
- Paper for Everyone: fair trade in knowledge*

## PAPER, AS RELEVANT TODAY AS EVER

Paper is the foundation for learning and creativity. Paper is critical to workplace productivity. Paper is the world's only means of communication that embraces the entire planet, and it's environmentally sustainable, indeed, an ally in fighting climate change. You should be raring to write, desperate to doodle and proud to print!

We hope you'll agree with the following three statements:

- A. The future is plural: paper and digital both have their place and should continue to co-exist peacefully alongside one another.
- B. Paper is more than sustainable: while it sounds counter-intuitive, the more paper we use, the more trees are grown and the more forest there'll be.
- C. Paper is worth it: paper contributes hugely to the productivity and effectiveness of our economy - we'd grind to a halt without it.

Smart use of paper makes commonsense. Feel good about it. Let paper take its rightful place in your life and don't feel guilty about it. Paper is quite simply as good, as relevant and as right today as ever.





If one of your colleagues is giving you a hard time about using paper, send them a copy of 'The Little Book of Commonsense'.

And, if you are interested in knowing more, you can always order a copy of

### **The Little Green Book**

It's all about how sustainable the paper and paper-based packaging industry is.

Order your copy today at [www.internationalpaper.com/emea](http://www.internationalpaper.com/emea)



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[www.twosides.info](http://www.twosides.info)  
[www.fefco.org](http://www.fefco.org)



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