



FOR IMMEDIATE RELEASE

Contact: Terry Wellman
206.275.9992
Terry@SustainCommWorld.com

THE CARBON FOOTPRINT OF PRODUCTS – AN IMPORTANT ELEMENT IS MISSING
Companies roll out the footprint of products & packaging but neglect to include marketing footprint

HIGHLIGHTS

1. Major brands like Coca Cola and Pepsi are releasing the carbon footprint of their various products, but only analyzing the manufacturing, distribution, use and end-of life footprint of the product & its packaging.
2. The missing element in the discussion is the billions spent on advertising and marketing campaigns that promote the sale of those products.
3. The Institute for Sustainable Communication calls for the inclusion of advertising & promotional media in carbon footprint calculations.
4. *The Green Media Conference* will address these concerns by delivering solutions and methods available now to track and calculate advertising, marketing communication & promotional efforts.
<http://www.greenmediaconference.com/>

MERCER ISLAND, WA– March 25, 2009 – Corporations spend in excess of \$3 Billion per year on advertising for beverages in the US. Some of the most popular brands are currently determining the carbon footprints of their products. This generally includes the product packaging, distribution and end of life (disposal or recycling).

But how much of a carbon footprint might be hiding in the long shadow of those billions of dollars spent on bottled beverage advertising each year? The carbon footprint of the advertising, in-store displays and promotion needs to be accounted for as well and is almost always missing in the calculation.

If the carbon footprint of a bottled beverage product, including its packaging, its distribution, its use and its end of life are worth knowing, why stop there?

DON CARLI, SENIOR RESEARCH FELLOW AT THE INSTITUTE FOR SUSTAINABLE COMMUNICATIONS

“ISC believes it is essential that brands include the advertising & promotional media impacts into their accounting for the carbon footprint of heavily advertised consumer products.

“With the Carbon Cap and Trade legislation called for by President Obama being debated in congress and in the media, there is little wonder that more and more marketers have begun to talk about the carbon footprint of their products, and the sustainability of their packaging. PepsiCo recently announced that a 64 oz container of Tropicana Orange Juice has a life-cycle carbon footprint of 1.7 kilograms of CO₂. Coca



Cola announced that a 330ml can of ‘Coca-Cola’ sold in Great Britain has a carbon footprint 170 grams of CO₂, and Sapporo Beer estimates that 350-milliliter cans of its mainstay Black Label beer represent 161 grams of carbon emission.

“These are important steps in the right direction, but bottled beverage brands that seek the consideration and loyalty of an increasingly climate aware population of conscious consumers should follow the lead of brands like Timberland and document the carbon footprint of their advertising as well. It’s one of the reasons ***The Green Media Conference*** was created – to help companies understand the lifecycle and supply chains that contribute to both digital and print media in all of its forms. There are many tools available now for them to consider in this process.”

Don Carli is Conference Chair of ***The Green Media Conferences*** and ***The Business of Green Media Conference***, the only events focused on the sustainability of media. SustainCommWorld produces these conferences and related workshops. Upcoming events include ***The Green Media Conference Road Trip***, two one-day conferences taking place June 9 in Washington, DC and June 23 in Chicago. For more details visit: <http://www.greenmediaconference.com/>

Mr. Carli is a leading expert on sustainable media with over 10 years experience in this area and 25 years in the graphic arts industry. To hear more of Mr. Carli’s thoughts:

1. View his interview of January 6 on the *Advertising Age* 3 Minute Video website.

http://adage.com/video/article?article_id=133577

2. His recent article “Which is More Sustainable: Print or Digital Media” in *Printing News*

<http://www.printingnews.com/publication/article.jsp?pubId=3&id=9101&pageNum=2>

3. He was recently interviewed this month in *MetaPrinter*

<http://www.metaprinter.com/2009/03/news-media-innovation-convergence-and-sustainability-interview-with-don-carli/>

###

ABOUT THE INSTITUTE FOR SUSTAINABLE COMMUNICATION

The Institute for Sustainable Communication (ISC) is an entrepreneurial 501(c)3 organization committed to educating and training the next generation of business leaders needed to grow innovative, sustainable enterprises that create jobs, foster environmental restoration and improve the quality of life in communities they touch. More information at: <http://www.sustainablecommunication.org/index.html>

ABOUT SUSTAINCOMMORLD

SustainCommWorld is focused on educating communication professionals from corporations, institutions and government agencies about developing sustainable green workflows and supply chains to lower their carbon footprint. SustainCommWorld produces two major events: ***The Business of Green Media Conference*** in cooperation with Cal Poly’s Graphic Communication Department and the Graphic Communication Institute, and ***The Green Media Conference***, currently scheduled for Washington, DC June 9 and Chicago, June 23. For more information go online to: <http://www.sustaincommworld.com/>