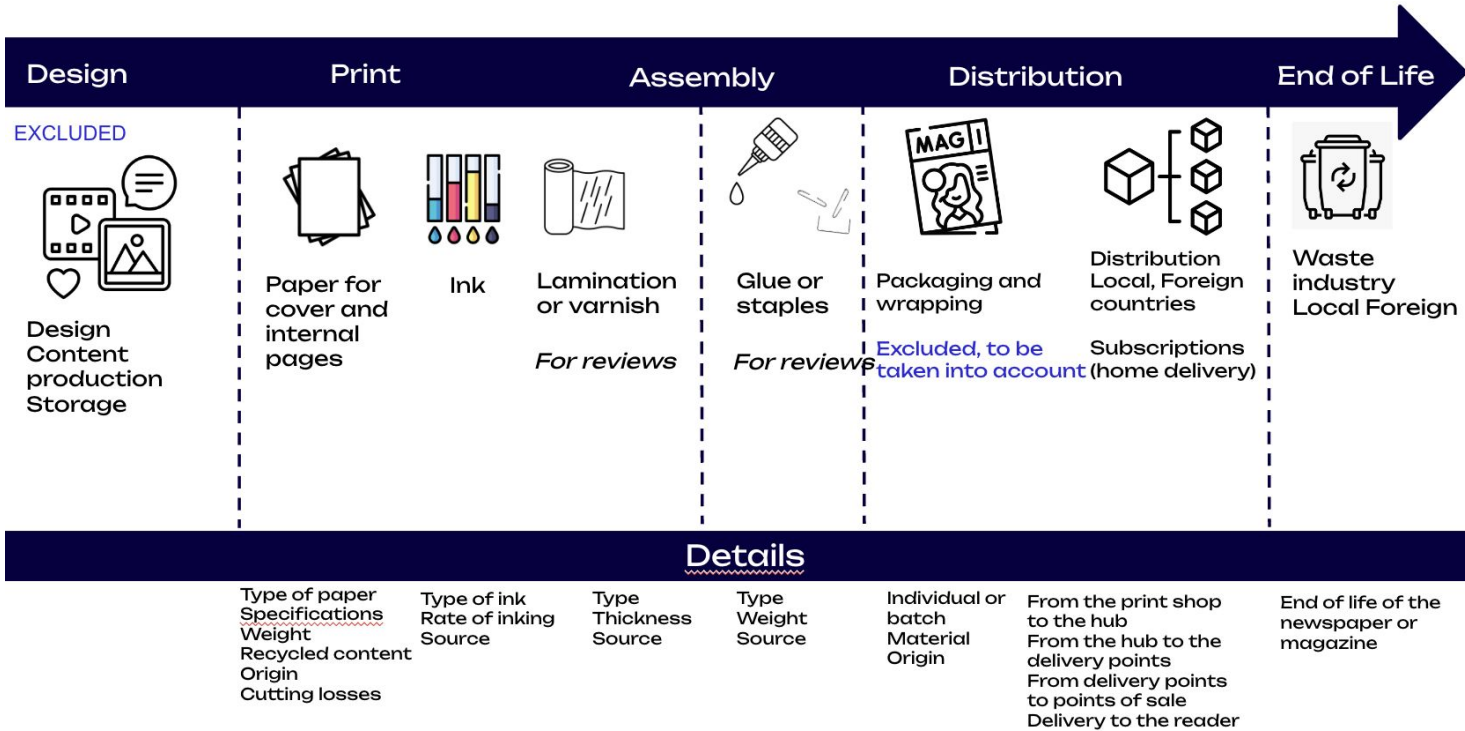


METHODOLOGY

Evaluating the carbon footprint of Print Advertising

Newspapers and magazines

Scope taken into account



How is a CO2 equivalent calculated?

We take into account the following items:

- Production of raw materials
- Transport of raw materials to printing works, of finished products to distribution hubs, transport from hubs to points of sale and possible delivery
- End-of-life products (landfill, transport, incineration, recycling)

The calculation is as follows

$$\text{CO2 emissions} = \text{Quantity used} \times \text{Emissions factor}$$



Example of the emissions factor used, that of the impact of transport via a 26T Diesel lorry = 0.1346 kgCO2e/t.km

If a print ad campaign requires 500 kg of paper to be transported during 200 km from the paper manufacturer to the printer:

$$\text{Impact generated} = 0.5 \text{ (tonne)} \times 200 \text{ (km)} \times 0.1346 \text{ (kgCO2e/t.km)} = 13.46 \text{ kgCO2e}$$

This impact can be reduced to a single copy by calculating its weight.