Environmental impact of hybrid mail

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ENVIRONMENTAL CHANGES
THROUGH HYBRID MAIL
SUMMARY

- Introduction
- Why sustainability?
- Facts and figures on CO²
- Hybrid Mail
  + Introduction
  + Carbon Emission solutions
- Summary
Global borderless challenge

- Transnational agencies cannot act
  - UN initiatives vs. State sovereignty
- Businesses can close governance gap
  - Business benefits: social responsibility, image, savings

Sustainability accomplished on
- Economic
- Social
- Environmental
SUSTAINABILITY
An integrated approach to Environmental, Social & Economic impact issues (both internal and external) leads to long term, sustainable profit growth.

ENVIRONMENTAL
- Permit & License Compliance
- Bio-diversity Management
- Emissions to Air
- Water/Chemical Usage and Discharges

SOCIAL
- Respect for the Individual
- Equality Opportunity
- Diversity
- Outreach Programmes
- Human Rights

ECONOMIC
- Consistent, Profitable Growth
- Risk Management
- Total Shareholder Return

ECO-ECONOMY
- Resource Efficiency
- Energy Efficiency
- Global Energy Issues

SOCIO-ECONOMIC
- Employment
- Training & Development
- Local Economies & Enterprise
- Social & Community
- Sponsorships

Source: www.verifysustainability.com
EXAMPLE: NORWAY POST

Summary by 2008

**Carbon emission**

- **Own cars**: 18%
- **Contracted cars**: 57%
- **Contracted retail**: 1%
- **Contracted aircraft**: 11%
- **Contracted boats**: 8%
- **Electrical heating**: 4%
- **Business travelling**: 0%

Source: ipostes
EXAMPLE NORWAY POST

Baseline Ambition level

Reduction through suppliers 14%
Modal shift 3.6%
Alternative fuel 3.10%
Route optimising 1.50%
Alternative vehicles 1.20%
Eco-efficient driving 0.70%
Others 5.80%

Source: ipostes
LOCAL EXAMPLE: CTT CORREIOS

- CTT.consigno – see it at www.cttconsigo.com
- New Eco-portfolio
  - Correio Verde (Green Mail or Easy Mail)
  - Direct Mail products
  - CTT Green Merit symbol
  - Digital delivery
- High recognition of efforts
- Positive economic benefits
Main contributors:

FACTS AND FIGURES ON CO²
Let’s face it:
Postal carbon emission is limited

Compared to driving, heating, etc. mail to a household creates far less $\text{CO}_2$ than the fridge

In the postal scale, it still becomes important
CARBON FOOTPRINT

• Letters generate about 20 g of CO² for postal handling and delivery*

• Hybrid Mail may provide savings in:
  ✓ Transport
  ✓ Delivery time
  ✓ Return mail
  ✓ Resources

✗ all contribute to reduction of the Carbon Footprint per letter

*: Source: PB report, June 2008 and USPS, 2005
**Creating Trust**

- Posts unique position in HBM
  - Universal delivery obligation
  - Management of addressing and databases

- Position in physical delivery network
The upstream process is responsible for the same amount (0.9-1.3 g of CO² per gram of paper*)

By using hybrid mail the CO² generated by the postal process may be reduced by 40 to 70%, reducing the impact with up to 14 g per letter!

*: Source: PB report, June 2008 and USPS, 2005
CARBON FOOTPRINT

- Hybrid Mail can prove its benefits: 
  *Using Hybrid Mail is good for the environment*

- Improvements are visible

  ❌ Challenge: electronic end-to-end is perhaps better *(for CO₂)*
Good environmental option: HYBRID MAIL
HYBRID MAIL STATUS

- Hybrid Mail is widely adopted and integrated into major developed posts
- Developing countries are using it to leapfrog the development. Both enjoy:
  + Speed of delivery / meet service obligations
  + Quality of service / mgmt of return mail
  + Preparation to be involved in e-postal delivery
- Seen in a global perspective however...
According to a UPU survey some 81 posts have Hybrid Mail in some form or another*

* source: UPU, 2008
WHY POSTS ENJOY IT

- Hybrid Mail is the logical answer to many of the challenges in posts
- Improvement of the quality of postal services in four major areas:
  - Speed
  - Security
  - Mail quality
  - Cost Savings
- Combines the efficiency of digital age with the reach of universal physical mail delivery
WHY SENDERS ENJOY IT

- Hybrid Mail is the logical answer to many of the challenges on companies
  - Reduction of costs
  - Automation of the flow of letters
  - Manageable Archiving of all sent document
  - The option for electronic delivery
  - Flexibility and choices for all clients
  - New functionalities within messaging
  - The exploitation of marketing in all communication channels
THANK YOU FOR YOUR ATTENTION

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