

ENVIRONMENTAL AND SOCIETAL CRAZINESS

JUNK MAIL

THE TIME HAS COME TO END THE MADNESS

Questions???

- Does receiving junk mail delivered to your mailbox every day of your life seem wasteful?
- Have you been programmed to the task of taking junk mail directly from your mailbox to the trash or recycle bin?
- Does it seem silly that, in a digital and environmentally aware age, we still employ outdated, inefficient, and environmentally irresponsible methods of communication?

THE PROBLEM

If Bulk Mail, commonly referred to as Junk Mail, is societally and environmentally crazy - Then how and why is it so prevalent in our everyday lives?

Short answer: Because we are subsidizing its use through USPS policies that encourage, through low pricing, the use of bulk mailing for various groups to reach target audiences:

- Political causes
- Charitable causes
- Small business direct marketing
- Credit card solicitations
- Public awareness



*****USPS estimates over 77 billion pieces of bulk mail are mailed out each year...and incredibly and as crazy as it sounds, that number is growing*****

ENVIRONMENTAL COST

- 100 million trees are consumed annually
 - Plus the loss of 100 M trees carbon sequestration
- 11.4 million metric tons of annual CO2 emissions are emitted in the process
- Equivalent to 2.5 million passenger cars emissions

Eliminating, or at a minimum radically reducing, the use of Bulk Mail has societal and environmental benefits beyond the numbers

How can we be pretend to be serious without addressing this obvious concern??



CHALLENGES

- USPS reliance on revenue for viability
- Government mandated results in slow changes
- Small business reliance on cheap means of direct marketing
- Jobs created by Bulk mail process
- Access and equity especially to rural or underserved communities
- Official communications must have a proven replacement means
- Alternatives may not be as effective
- Cost cutting at USPS will be necessary to offset reduced revenue
- Digital means may not be available everywhere

GET INVOLVED

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