Rensselaer Mail Service
Sustainability Program

Sustainability

- Maintaining ecological balance, exploiting natural resources without destroying the ecological balance of an area.
Mail Services Sustainability Goal

- Educate the campus community how they can help reduce/recycle junk mail received by the Institute along with creating green mailings.

Paper Recycling Facts

- In 2007, the amount of paper recovered for recycling averaged 360 pounds for each man, woman, and child in the United States.
- Every ton of paper recycled saves more than 3.3 cubic yards of landfill space.
- By 2012, the paper industry’s goal is to recover 60 percent of all the paper Americans consume for recycling, which is approximately 60 million tons of paper.
- More than 36 percent of the fiber used to make new paper products in the United States comes from recycled sources.
- 87 percent (approximately 268 million) of Americans have access to curbside or drop-off paper recycling programs.
What Rensselaer can do

- Regularly update and improve your mailing lists to limit duplication and waste.
  
  Database mailing lists need to be updated every 3 months for address accuracy. If you purchase a mailing list insist the list has been updated.

- Use research to effectively target your customers. Allow customers to opt out of your mailings to ensure you’re not sending them unwanted mail.
  
  Unwanted solicitation is not the way to attract students or donors.

- Use recycled materials for the mailings you create.
  
  When sourcing paper, make sure that it comes from forests managed with practices certified by independent, third-party organizations such as the Sustainable Forest Initiative (www.sfiprogram.org) and the Forest Stewardship Council (www.fsc.org). Design your mailings to be recyclable, too, by printing with water-based inks, on uncoated paper stocks, and sending windowless envelopes. Print on both sides of the paper to save resources and reduce mailing costs. Encourage your customers to recycle the mailing once they’ve read it, and tell them how you made your mailing as green as possible.

Internal memo distribution

- Instead of printed memos use alternative means to notify campus such as Rennserv or have your message posted to RPIInfo.

- Utilize listserv on campus

- Send memos only to those who need to know or are interested in your message.

- Use recycled paper and ink cartridges when creating your memo.

- Use green vendors
Stop or Recycle Junk Mail

• Campus Mail Services recycles junk and unwanted mail everyday. Four tons of junk mail is recycled yearly by the Campus Mail Service.

• Junk mail (catalogs, magazines) can be stopped at the source. 
  https://www.catalogchoice.org/about is a free service that will stop unwanted catalogs at the source.

• Mailing lists of major national marketers register online. You may also sign up online at the Direct Marketing Association’s website for a $1 fee charged to your credit card at: 
  www.dmacomsumers.org/cgi/offmailinglist. DMA says this option is quicker than by postal mail.

• Other websites.
  http://www.proquo.com/junkmail

More web sites to visit

• optout@abacus-us.com

• http://www.privacyrights.org/fs/fs4-junk.htm

We can’t recycle everything
But, we need to make a difference

Campus Contacts

- http://www.rpi.edu/dept mailservices/index.html
- http://blogger.rpi.edu/sustainability/
- http://rpinfo.rpi.edu/
- http://www.rpi.edu/dept/ess/greening/