

Dear INFORMers,

In this issue, read our Profiles in Paper, watch our video, get Cleaning for Health updates, increase your eco-vocabulary, find out how to recycle your coins for a good cause, and more!

### Help us win a \$10,000 grant!



INFORM was selected as the non-profit organization that will represent New York City as the finalist in Coinstar's **Change for our Earth** City-to-City competition. During the next phase of the competition, cities around the country will compete by cashing in change at their local Coinstar locations. If New York wins, INFORM will receive a \$10,000 grant. [Find out how you can help!](#)

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Coinstar estimates that there is \$10 billion in idle change in the U.S. and this competition aims to get it back into circulation. If Americans put back into circulation just 10% of the \$10 billion in change sitting idle in homes that would equal approximately 15 billion coins. Reducing the number of new coins that need to be produced lowers environmental impacts and preserves natural resources. By reusing your change, either via a Coinstar Center or daily use, you are helping to ensure that we get the most out of the change that has already been produced.

So here's how you can help. Cash-in at a local Coinstar Center **from September 15 through October 15, 2008**. The city with the highest percentage volume increase per machine compared to the same time period a year ago will be named 'Coinstar's Greenest City' and the organization affiliated with the selected project will receive a \$10,000 grant. The winning city and project will be announced and presented with the grant on or about October 21, 2008.

When you are cashing-in be sure to take advantage of Coinstar's free coin counting when you convert your change into a gift card or e-certificate. To find your nearest Coinstar machine visit <http://locator.coinstar.com/>.

Please help us win this \$10,000 grant and make a difference in our

### INFORM Recommends

**Chris Jordan**  
[Chris Jordan's talk on TED: rather shocking numbers...](#)

**Signing petitions**  
[Sign Women's Voices of the Earth Safe Cleaning Products Petition now!](#)

**Recycling/Reusing**  
[Free'N Exchange: aiding in the redistribution of used and no longer wanted goods to others who do.](#)

### DONATE NOW!

[Help Us grow](#)



community. For more details see [www.ChangeforourEarth.com](http://www.ChangeforourEarth.com).

## Hot off the press – INFORM’s Cell phone Survey

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INFORM’s [new survey on cell phone recycling](#) was recently praised by NY State Assemblymember William Colton: “This report provides the DEC with a basis for targeted inspections, which will send a message to all wireless service providers that compliance is a requirement, not an option. It is clear that DEC and wireless service providers need to do a much better job of informing the public about the availability of this program.”

Find out who is following New York’s Cell Phone Take Back law and who isn’t. And the next time you walk into your wireless service provider’s store, don’t forget to ask, “*Do you recycle cell phones?*”

## The Secret life of Paper

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Watch [The Secret Life of Paper](#), the second video in **The Secret Life Series!** Take our [pledge](#) to reduce your paper consumption, and learn about how to minimize your impact on climate change by [buying recycled paper products](#). Look for INFORM’s companion research in October, identifying responsible purchasers in State Governments.

## INFORM on TV – October 8<sup>th</sup> on Planet Green

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INFORM’s senior fellow Betty Fishbein and Lloyd Hicks will be featured on “The G Word” on Planet Green at 7pm. Planet Green reaches approximately 2 million households and hopefully many of them will be tuned in to learn more about cell phone recycling in this excerpt from INFORM’s [Secret Life of Cell Phones](#) video.

**Recycle your Old Cell Phone!**

**It’s easy as 1-2-3**



**Watch our videos**

**[The Secret Life of Cell Phones](#)**

**[The Secret Life of Paper](#)**

## PROFILES in Paper: Papergeist and The Wheat Sheet

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### Papergeist – A Ghost of Paper’s Past

In the last few weeks, millions of students all over the country have gone back to school and stocked up on supplies. Unfortunately buying school supplies, like notebooks and folders, means cutting down trees. In Tampa, FL, two creative individuals have found a unique way to make one-of-a-kind notebooks from vintage record sleeves, thrift store buys and reclaimed office paper, each with their own interwoven papergeist. [Read profile below.](#)



### The Wheat Sheet

As demand for paper continues to grow, our forests face severe pressures from industrial pulp and paper operations, negatively affecting biodiversity and climate change. But the technology exists to create a significant amount of paper from alternative fibers. [Find out about who’s doing it.](#) [Read profile below.](#)



## UPDATE Cleaning for Health

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Protecting children’s health has always been a priority of INFORM’s Cleaning for Health Program. Read about our collaboration with **The National Collaborative on Green Cleaning and Chemical Policy and Practice in Schools** and check out the [Cleaning for Healthy Schools Toolkit](#) we just released.

Are you a public health professional, nurse, environmental advocate, or municipal leader, or are you simply interested in reducing the amount of toxic products in your life? Sign up for the [Greenable Cleanable Conference](#) at the Mohegan Sun Convention Center on October 24th. INFORM’s Carol Westinghouse will be conducting a workshop on green cleaning in schools. Registration deadline is October 10.

### Welcome

Please join us in welcoming Julia Mair, INFORM’s new Executive Producer and Director of Foundation and Corporate Relations. [Read bio below.](#)

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## Past PROFILES

[Terracycle](#)

[Larry Zirkle,  
Total Reclaim](#)

## Download

[The Cleaning for  
Healthy Schools  
Tool Kit](#)

[INFORM  
factsheets](#)



Julia Mair comes to INFORM with a broad background in fundraising, television, media and conservation. As Executive Producer and Director of Foundation and Corporate Relations, Julia is responsible for the planning and execution of fundraising efforts for INFORM Media, and for directing the development of new media for the organization.

Julia Mair has spent twenty years breaking new ground in the development and production of high-quality nonfiction and entertainment programming for network, cable and international broadcast. As Vice President, Director and Executive Producer for New Programming for National Geographic Television & Film (NGTV), Julia was the creative executive instrumental in helping NGTV to grow from only 4 Specials a year on PBS to a multi-national, multimedia giant, including hundreds of hours of television, IMAX, feature documentary, dramatic and children's programming each year.

As Vice President and Executive Producer for the Wildlife Conservation Society, Julia helped to create new business models for not-for-profit partnerships with major media companies and corporate partners, helping to raise millions of dollars for both media and real world conservation action.

Julia also maintains her own production company, JMA Entertainment LLC. The company specializes in non-fiction, strategic planning, product invention and production for television and related media.

## How eco-knowledgeable are you? Find out right now!

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Test your environmental knowledge with our new eco-dictionary.

**Precycling.** The concept of eliminating waste before it's produced or purchased. It focuses on reducing and reusing before resorting to recycling. Easy ways to precycle:

- Look for products with minimal or no packaging. If it has to be packaged make sure it's recycled and recyclable.
- Buy in bulk.
- Bring your own water bottle and refill when necessary.
- Find new and creative uses for used items. Use jam jars as glasses or organizational storage, make vegetable and fruit waste into rich compost, cut up old clothes into rags for cleaning instead of using paper towels.
- Don't buy disposable products; instead invest in a few key items that will prevent waste, like electric toothbrushes with replaceable heads, reusable razors, canvas bags, travel mugs and insulated lunch boxes.

### Quick Links

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[The Secret Life](#)

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- For the extra ambitious consider creating a precycling kit including silverware, a bottle or cup, a cloth napkin, a Tupperware type container all in a canvas bag which can double as a shopping bag.

**Freecycle** – On Freecycle, one person’s trash is another person’s treasure. Freecycle operates as an online exchange place for people who are looking to get rid of “stuff” and people who are looking to get their hands on free goods. Everything that changes hands on freecycle is, as the name suggests, free. The Freecycle network has four million members worldwide. Find a group near you at [freecycle.org](http://freecycle.org)

**VermiComposting** – Composting is a great way to minimize waste and your plants will love it! But composting just isn’t an option for people without a yard for their pile. Vermi-composting, or composting with earthworms, is a great alternative for city dwellers with no garden. All you need are small plastic bins and some worms. [Read more.](#)

**Carbon Footprint** - A measure of the amount of carbon dioxide emitted through the combustion of fossil fuels. A carbon footprint is often measured and expressed as tons of carbon dioxide or tons of carbon emitted, usually per year. [Calculate your carbon footprint](#) and learn how to reduce or eliminate your carbon additions to the earth!

## Help Us Grow

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Donate to INFORM -- Help support environmental education and advocacy, and improved safety and air quality for our children. You can donate through our [website](#) at any time, or by clicking on the donate button now. **A gift of any amount makes a difference!**



**DONATE**



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INFORM, Inc. is dedicated to educating the public about the effects of human activity on the environment and public health. Our goal is to empower citizens, business and government to adopt practices and policies that will sustain our planet for future generations.

Get involved and help us [PRESERVE](#) the environment, [PROTECT](#) human health and [INFORM](#) the public.

## Profiles in Paper 1: Papergeist Profile

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The average U.S. consumer uses 663 pounds of paper per year! That's the equivalent of approximately four entire trees per person. But it doesn't have to be that way.



At Papergeist for example, half printed office paper is turned into brand new notebooks. “We’re like eco-MacGyver,” says Susan Janvrin who runs the small company with Matt Normand. The used office paper comes from several workplace sources and can include anything from engineering drawings, calculations, pool designs, graphic design assignments, middle school worksheets and junk mail. Susan and Matt, the epitome of today’s professional re-users, started making the notebooks in 2006 as Christmas presents for friends. The books were so well received that they started selling them in local Tampa boutiques and set up a website. The notebooks run \$22 a pop and are 120 pages each.

Each notebook is a distinctive piece of recycled art made by hand. The covers are made from vintage record sleeves that come mainly from thrift stores, making each book one of a kind. Covers are cropped and hand cut to center the perfect image. The pages are folded, hole punched and bound with a plastic spiral binding. Although each page is folded over to hide the printed side, remnants of the former life of the paper is visible, hence the name “Papergeist.” The website, [papergeist.com](http://papergeist.com), works in real time and currently features about 100 unique cover designs. When an order is placed, the selected notebook disappears from the online store.

Papergeist is truly closing the loop on paper production and consumption. After use, every part of the notebook can either be recycled (including the cover) or reused. Even the plastic binding can be removed and sent back to Papergeist for \$5 off future notebook purchases. According to Susan’s calculations, Papergeist has saved 24,500 sheets of office paper which adds up to 400 notebooks and three trees. She also plans to plant one oak tree for each tree she and Matt “save” in their Tampa neighborhood.

In addition to running Papergeist, Susan and Matt have a graphic design company called Em En Space. Matt is an assistant professor of graphic design at University of South Florida St. Pete and Susan is an artist and swimming pool designer. For more on their work and notebook collection, visit [Papergeist.com](http://Papergeist.com)

You can also view INFORM’s [The Secret Life of Paper](#) video and learn about other ways to cut down your paper consumption.

## Profiles in Paper 2: The Wheat Sheet

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In North America, as in most other parts of the world, paper is predominantly made from wood-based fiber. Only 9% is produced from alternative fibers such as agricultural residues, and most of this production takes place in China and India.<sup>1</sup>



The technology for manufacturing paper from agricultural residues was successfully demonstrated and test-marketed in the late 1990s by [Arbokem](#), a Canadian company which manufactured office printing paper made from 50 percent wheat straw and 50 percent post-consumer recycled fiber. *Arbokem* also worked on an agri-pulp based newsprint and is currently in the planning stages of a project to produce agri-pulp pizza boxes in Mexico.

The [Environmental Paper Network](#) estimates that 262 million metric tons of non-wood plant fibers are theoretically available for papermaking in North America, including nearly 93 million metric tons of straw. [Canadian Geographic](#), a leading geography publication in Canada, is tapping into this potential by launching the first ever magazine made from wheat straw. The June 2008 “Wheat Sheet” edition of this magazine is setting an example for all North American paper and pulp industries by demonstrating the technology that uses agricultural waste instead of trees.

The majority of Canada’s paper is currently made from Boreal forests and Temperate rainforests. According to the senior editor of *Canadian Geographic*, about 70 percent of the paper the magazine normally uses is made from virgin pulp and the remainder from recycled paper, also originally made from virgin pulp.

The Wheat Sheet edition of the magazine is made from 20 percent wheat straw, 40 percent post-consumer recycled fiber and 40 percent totally chlorine free virgin wood fiber. Although it uses 60 percent less trees, it looks and feels “just like any other issue of *Canadian Geographic*.” The magazine’s [Editor’s Notebook](#) points out that wheat straw provides a good alternative source for paper as it consumes less energy, water, and is less chemical-intensive.

*Canadian Geographic* partnered with technical experts from the [Alberta Research Council](#) (ARC), an environmental group— [Markets Initiative](#), [NewPage](#) paper producer and [Dollco](#) publications’ printer to make paper out of wheat waste. The partners of the Wheat Sheet project believe that the production and use of Wheat Sheet allows for a win-win situation for the North American paper industry, farming communities, and the environment. In addition to potentially saving 100 million trees each year, this sustainable technology is “sparking a

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<sup>1</sup> Environmental Paper Network (2007). State of the Paper Industry, pp. 43-44 at <http://www.environmentalpaper.org/stateofthepaperindustry/>.

brand new resource industry” that produces paper through a mix of fibers and agricultural residue while providing a new source of income for farmers “willing to bale and sell wheat straw to pulp-and-paper companies.” The [Wheat Sheet Backgrounder](#) adds that using straw-based pulps in paper manufacture can also “improve print quality, increase strength and reduce weight for a given paper thickness.”

Wheat Sheet promises to remove the current dependency on forests as Canada’s wheat harvest produces a vast amount of underutilized wheat straw, an estimated 21 million tons that could be used to produce 8 millions tons of pulp— **equivalent to the paper volume used by the North American newspaper industry every year**. Unlike oats and barley, two of the major cereal grains grown on the Canadian Prairies and the American mid-west, wheat straw is not used for animal feed.

Ironically, this new venture had to source wheat pulp from China since there is no straw-pulping facility in Canada. The biggest challenge, as Robert Wellwood, ARC’s manager of forest products puts it, is “changing the mindset of pulp-mill owners in Canada.” He adds that Canadian papermakers have to understand that the process for producing wheat pulp in itself is neither complicated nor extremely expensive. What remains a challenge, however, is convincing the pulp and paper industry to retrofit their existing mills or build new ones, a capital investment which can cost from \$50 million up to \$2 billion.

*Markets Initiative* is currently working on encouraging existing Canadian mills located near agricultural lands to start producing non-wood pulps to be used for paper. Nicole Rycroft, Executive Director of Canada-based *Markets Initiative*, adds that pressuring the federal government to fund retrofitting of Canadian paper and pulp mills is equally important as lobbying other stakeholders, including book publishers for their support in choosing environment-friendly alternatives to wood-pulp based paper.

Today, 71 of Canada’s leading publishing houses and 41 U.S. publishing companies have committed to eliminate the use of ancient forest papers from their books.