



IPOResearchOnline

From Black&Callow

IPO Research: isn't it time you moved online?

Assessing the environmental impact of printing and distributing an average IPO Research Report

Processes involved



Environmental impact



PAPER

260kg of paper – equivalent to **5.8 trees**



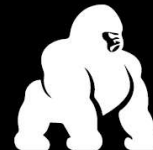
ENERGY

7m BTUs – the energy used in **2,940 spin classes**



WATER

6,660 gallons – equivalent to the **water in a 15ft swimming pool**



PULP WASTE

150kg pulp waste generated – equivalent to the **weight of a gorilla**



GREENHOUSE GASES

6 tons of CO2 – equivalent to the **annual use of 1.5 cars** or the **energy used by a house for 6 months**

Based on an average 84pp IPO Research Report printed on 120gsm./250gsm stock, distributed to 750 investors in London and other major financial centres via traditional courier methods. Environmental impact estimates were made using the Environmental Paper Network Paper Calculator Version 4.0. For more information visit www.papercalculator.org. Additional calculations were made using www.yousustain.com/footprint and www.calculator.carbonfootprint.com



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