



Paper Consumption

Materiality Assessment Topic: Paper consumption

Issue Summary

Paper usage has associated negative environmental impacts, from sourcing issues to paper waste. Companies have an opportunity to reduce paper use at several points in operations including internal printing and customer billing.

Our Position

Minimizing paper use helps to reduce pollution, waste and unnecessary use of water, energy and land resources. When we must use paper, we have a comprehensive, companywide [Paper Procurement Policy](#) that guides our paper sourcing.

Data Highlights

2012 Key Performance Indicators

- Approximate total number of paperless-billed customers by year-end 2012: **18.7M**
- Weight of paper purchased for AT&T Mailing Solutions (pounds): **26.2M**
- Percent decrease in weight of paper purchased for AT&T Mailing Solutions from 2010 baseline: **34.8**

Our Action

PROGRESS TOWARD PAPER POLICY GOALS

In 2011, guided by our [Paper Procurement Policy](#), we set out to achieve goals on reducing, reusing and recycling paper products; increase our role in promoting responsible forest products; and encourage a market that conserves, protects and restores forests.

We have a goal of increasing Forest Stewardship Counsel (FSC) certified paper purchases of direct mail and office paper to **50 percent** and progress continues. Because of the amount of FSC certified fiber available for purchase in 2012, we fell below meeting this objective. In 2012, **38 percent** of our direct mail and paper purchases were FSC certified. Last year, we were a leader

in moving suppliers to convert to FSC certification for paper supply, and we expect to exceed the 50 percent objective in 2013 in both direct mail and office paper FSC certified purchases.

We are in line to achieve our 2015 target of reducing weight of paper purchased for consumer billing by 50 percent from the 2010 baseline year. In 2012, we achieved a 34.8 percent reduction of paper purchased in these areas from the 2010 baseline year. That equates to a reduction of over **14 million** pounds of paper.



PAPERLESS BILLING

Paperless billing reduces the pollution, resource use and waste associated with paper bills. Thus, it's more efficient for our customers and improves our bottom line. In 2012, we took a number of steps to educate new and existing customers on the many benefits of paperless billing.

We launched www.att.com/simplify as a one-stop resource for all things paperless and self-service, created a blog to highlight simple lifestyle advantages of going paperless, built awareness and engaged employees in the process to inform customers about paperless options and offered incentives to encourage existing customers to make the switch.

In 2012, approximately **1.3 million** additional customers opted to receive only an electronic bill, bringing the total number of customers going paperless to approximately **18.7 million** by the end of 2012. Our goal is to continue to grow the number of customers using this service.

We actively encourage our customers to sign up for paperless billing service at www.att.com/gopaperless.

TELEPHONE DIRECTORIES

Telephone directories provide important information to many consumers who either prefer paper directories or don't have access to electronic ones. At the same time, directories can have adverse environmental impacts. These impacts can be reduced through responsible paper sourcing, recycling and opt-out programs.

In May 2012, we announced that we sold the majority stake in YP Real Yellow Pages and Residential White Pages to Cerberus Capital Management. Cerberus reported it will continue

to maintain AT&T's programs to reduce the environmental impact of telephone directories including:

- Printing directories on paper made from residual sawdust and scraps from lumber production processes and, depending on market availability, post-consumer recycled paper
- Ensuring suppliers practice sustainable resource management in the sourcing of wood fiber used to make directory paper
- Encouraging consumers to recycle their directories, which can be turned into home insulation, bathroom tissue, cereal boxes, roofing shingles, animal bedding and of course, new phone books
- Allowing customers to opt out of directory delivery if they choose
- Maintaining electronic directory alternatives such as www.YP.com and www.RealPagesLive.com

PRINT360

In addition to helping our customers reduce paper they receive from AT&T, we are working to reduce our own paper use. Our Print360 team changes computers' print default settings from single-sided to double-sided. This simple change adds up to large paper savings. During February 2012, duplex print became the companywide standard for network printing. Double-sided printing helped us conserve **4,658 trees**, **38,892,265 pages** of paper and more than **\$283,840** in annual paper expenses in 2012. We anticipate these savings will continue in 2013.

Print360's continued effort to reduce printers and copiers further contributed to a reduction in enterprise printing and paper consumption. Office paper purchases for printers and copiers in 2012 were down by **15 percent**; this equates to **320,500** reams totaling **\$529,512** in spend



reduction over 2011.¹ The reduction in paper volume further contributes to AT&T's sustainability efforts with the following environmental impacts:

Wood Use Reduction (tons)	1,542
Number of trees saved	9,912
Net Energy Reduction (million BTU's)	13,446
Elimination of Greenhouse Gases (pounds CO ₂ equiv.)	2,313,309
Reduction in Water Consumption (gallons)	9,438,480

Print360 worked with AT&T Supply Chain and Guy Brown to test and implement recycled paper for use in office printers and copiers.

Effective February 1, 2013, we migrated to 30 percent recycled content paper as our preferred standard 20# white paper.²

We anticipate **40 percent** of office white copy paper totaling approximately **1,300 tons** will migrate to recycled paper with the following environmental impacts per year:

Wood Use Reduction (tons)	1,456
Number of trees saved	9,360
Net Energy Reduction (million BTU's)	4,205
Elimination of Greenhouse Gases (pounds CO ₂ equiv.)	806,709
Reduction in Water Consumption (gallons)	4,375,246

¹ Note: paper prices increased 3.5 percent in July 2012.

² Supply Chain negotiated the 30 percent recycled product at no additional cost to AT&T.