

PPA - EDGE Carbon footprinting initiative acclaimed as Environment Initiative of the Year

A project undertaken by Edge, INNVENTIA's UK consulting business, has fought off competition to win the Environment Initiative of the Year Award at this year's Trade Association Forum Excellence awards.

The aim of project, undertaken for the PPA (the UK magazine publishing trade association), was to build a comprehensive yet accessible tool for calculating the carbon footprint of magazines.

The project was described by judges as "demonstrating an outstanding environmental initiative that benefits their members' sector and the wider world." Working closely with the PPA's Carbon Footprint Working Group, Edge has developed the Carbon Calculator in compliance with emerging national and international carbon footprinting protocols and using the best available data and techniques. The Carbon Calculator means that all types and sizes of publishers within the PPA's membership can calculate their environmental impact without employing major resources.

The Carbon Calculator builds on previous collaborations between PPA and Edge. Over the past two years, Edge has been working closely with the PPA to help build a better understanding of the environmental impacts of magazine publishing, printing, distribution and disposal in the UK. This work included building a profile of the total material flows and quantifying the total carbon footprint of the entire UK magazine supply chain. The subsequent Carbon Calculator is an important first step on the carbon journey for magazine publishers. Once the carbon footprint has been quantified and understood, publishers can begin to make informed decisions about how to reduce this footprint in the future and engage with supply chain partners to achieve their future environmental aims.

PPA's environmental manager, Rose Benjamin said: "The PPA Carbon Calculator is another example of how a trade association can help members to work together for the good of the entire industry. We are now working on phase three to refine the print and paper data and enhance the functionality of the calculator." The calculator, which was launched at the FIPP World Magazine Congress in May, is free to all PPA members and allows publishers to calculate the carbon footprint of a title and to understand the impact of each part of the magazine production process. So far, over 300 PPA members have taken advantage of the tool.

The collaboration between Edge and the PPA will continue, as the calculator will be continually developed to respond to user requirements and sector-wide developments. The possibility of developing the calculator for the magazine supply chains in other European countries is also being investigated.

Michael Sturges, the Edge project manager, says, “It is great news that this initiative has won this award. I have been providing support on environmental and sustainability issues to the PPA for a number of years and during this time they have always taken the sector’s environmental responsibilities seriously and have never been afraid to take a position of leadership. Developing the calculator has been a real challenge. There have been difficulties with data and methodology to overcome, but the end result has been extremely well-received in the industry. “

For more information about Edge’s carbon footprinting and other environmental services, please contact Michael Sturges on +44 (0)7787 531141, or email michael.sturges@innventia.com

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About INNVENTIA and Edge

INNVENTIA AB is a world leader in research and development relating to pulp, paper, graphic media, packaging and biorefining. Our unique ability to translate research into innovative products and processes generates enhanced value for our industry partners. We call our approach boosting business with science.

In April 2009 we changed our name from STFI-Packforsk to INNVENTIA.

Innventia posted revenues of SEK 330 million last year and employs 270 people, based in Stockholm, Trondheim and London.

Edge is a UK-based consultancy company, wholly owned by INNVENTIA AB. Edge specializes in providing environmental, strategic and technology consultancy services to the packaging, paper and printed media supply chains. Our clients are drawn from throughout the supply chains of these industry sectors. Current projects include carbon footprinting, life cycle assessment studies, sustainability reporting, and technology scouting.

For more information please visit www.innventia.com and www.innventia.com/edge or call Michael Sturges on +44 (0)7787 531141

About PPA

PPA is one of the UK's largest and most effective trade associations, and is one of the leading magazine trade bodies worldwide. Our job is to promote the interests of the UK magazine and business media industry in every way possible. We are at the heart of a network of national and international alliances across the creative industries, protecting our members from damaging restrictions on press freedom and on the freedom to advertise; safeguarding our members' intellectual property; fighting for a cost-effective postal distribution system; defending our members against unnecessary regulation, and promoting the editorial and financial health of our industry. We have a strong interest in training and development, and (as well as our own training and qualifications) we accredit twelve university courses in the UK. We are part of the European and worldwide magazine organisations, and we are part of the funding bodies for the [Press Complaints Commission](#) and the [Advertising Standards Authority](#). We are also one of the issuers of [press cards](#) to journalists.

PPA has nearly 300 [publishing company members](#), who together publish more than 3,000 consumer, business and customer magazines. Nearly all magazine brands publish online; many of them use audio and video content on their websites. Blogs, Twitter, webinars and virtual fairs are all part of the magazine world. Publication to smart phones is beginning; digital paper and e-inks are being developed. [PPA member companies](#) also produce a range of directories, and organise conferences, exhibitions and awards. A number of the larger companies also have TV and radio brands linked to their publishing interests. Magazine brands are now multimedia, cross-platform brands, investing in and living the digital revolution.

For more information about the PPA and the Carbon Calculator, please contact Rose Benjamin, Environment Manager, on 0207 4007565 or email rose.benjamin@ppa.co.uk

To see the PPA's press release please visit:

<http://www.ppa.co.uk/cgi-bin/go.pl/news/article.html?uid=13350>

About the Trade Association Forum

Since its formation in 1997, the Trade Association Forum has been encouraging the development and sharing of best practice among UK trade associations and promoting the role of effective trade associations to government, industry and the wider public.

Through the [Directory](#) the Forum provides comprehensive links to information on UK trade associations and the business sectors they represent.

The Forum provides its members with a range of services and activities designed to assist them in the strategic development and day to day running of their organisations but is not a policy setting body.

Funded by its members, with support from the CBI and the DTI, the Forum is an unincorporated body operating with guidance from a Steering Group of trade association representatives. The Forum is based within the offices of the [Confederation of British Industry](#) at Centre Point in London with its administration provided by the CBI

To contact the Forum Team, please call 020 7395 8283.



Members of the PPA Carbon Footprint working group receive the award for Environmental Initiative Award from host John Sergeant and the category sponsors, Croner