How sustainable is (*, , , , *)?

**Paper**

- By using 100% post-consumer waste recycled paper, Q7 saved:
  - 108 trees
  - 310 pounds water-borne waste
  - 45,674 gallons waste-water flow
  - 5,953 pounds solid waste
  - 9,950 pounds greenhouse gases
  - 22 megawatt hours energy

- But the manufacturing of the paper still consumed:
  - 0 trees
  - 182 pounds water-borne waste
  - 42,656 gallons waste-water flow
  - 5,188 pounds solid waste
  - 16,048 pounds greenhouse gases
  - 28 megawatt hours energy

**Ink**

- Q7 is printed with vegetable-based ink, derived from soy and linseed oil.

**Mailer**

- Starting with this issue, Q7 is shipped in a corrugated cardboard mailer that is fully recyclable and made with 70% post-consumer waste recycled fiber.

**Power Consumption**

- **10 megawatt hours**
  - Approximately amount of electricity used to print Q7

- **$20**
  - The cost of 10 Renewable Energy Certificates, to offset the carbon emissions created in printing Q7.

- **6 megawatt hours**
  - Approximate amount of electricity used to run Qn’s web server over the course of a six-month publishing cycle.

- **60 million megawatt hours**
  - Annual power consumption worldwide by the 27 million servers running in 2005

**Environmental Benefit of Paper?**

A consortium of printers argues that the use of paper creates an economic incentive for landowners to grow trees, rather than clearing it for development or other kinds of agriculture.

(Source: www.printgrowstrees.com)

**How Long Can We Go on Recycling?**

Paper fibers can be recycled four to nine times, depending on the grade of the paper produced. If no new wood pulp was introduced into the process, we would run out of printing-grade paper in two months.

(Source: “Paper Life Cycle Research,” Metafore.org)

**What if I Read Q7 on the iPad?**

Over its entire lifecycle, an iPad consumes as many resources as 40 to 50 books, and generates as much greenhouse gas as 100 books.


**Worldwide annual paper usage**

- 600 billion pounds
  - Of which 38% comes from recycled fiber

(Source: Ecology Global Network)

**Worldwide annual power consumption**

- 60 million megawatt hours
  - By the 27 million servers running in 2005


**Transportation**

- Of paper and other materials, as well as workers, to GHP

**The Delivery of Q7**

**The Light**

- Needed to read the magazine

**The Power**

- Used, and the waste created, in building the SOM server

**The Power**

- Used to cool the SOM server

**The Power**

- Used to run a reader’s computer

**The Energy**

- Used to manufacture and dispose of the reader’s computer

**11,200 pounds**

- Approximate amount of paper used to print Q7

**45,674 gallons**

- Waste-water flow

**5,953 pounds**

- Solid waste

**9,950 pounds**

- Greenhouse gases

**22 megawatt hours**

- Energy