

Introducing the Mail Carbon Footprint Calculator

PRINT GREEN

CARBON QUOTA

**JIC
MAIL**

Mail Media Metrics

The Mail Carbon Calculator is a new component in the Mail Campaign Calculator

MAIL BUSINESS CASE

Menu

Campaign Calculator

Sector or Content

BY SECTOR

Mail Type

☒ Addressed Mail

☐ Door Drop

☐ Business Mail

☐ Partially Addressed

Please note: minimum sample size of 30+ displayed. Filter new Q3 2023 variables on Q3 2023 date filter onwards.

Category

Retailer (In-store or online)

Select Commercial Objective

None

Select Demographic

Adults 17+

x

Quarter

Q3 2025

x

What is the **predicted reach** of your mail campaign?

Addressed Mail in Retailer (In-store or online):

1.14

Item Reach

4.4

Frequency

8.79 days

Lifespan

Input number of Mail items

5000

5,713

Campaign Reach

25,254

Campaign Impacts

Carbon Footprint Calculator

Print Settings

118.19 kg CO2e

Campaign Carbon Footprint

23.64 g CO2e

Carbon Footprint Per Item

4.68 g CO2e

Carbon Footprint Per Impression

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Click **Print Settings** to choose your campaign spec

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Detailed production specs can be specified across Direct Mail, Door Drops and Catalogues

Addressed Mail in Retailer (In-store or online):

1.14

Item Reach

Input number of Mail items

5000

Commercial actions:

1,818

Items Driving Commercial Actions

Carbon Footprint Calculator

118.19 kg CO₂e

Campaign Carbon Footprint

9 days

254

%

8 g CO₂e

Print Settings

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CANCEL

SAVE

Presets

Direct Mail Pack

Envelope Size

DL

Fits paper folded to 99 x 210 mm

Envelope Type

White

✓ FIRST ITEM

✗ SECOND ITEM

The first item to include in your direct mail pack

Personalised Letter

Digitally printed variable data

Paper Size

A4 - Flat

Flat sheet size 210 x 297 mm

Paper Weight

80gsm

Paper Type

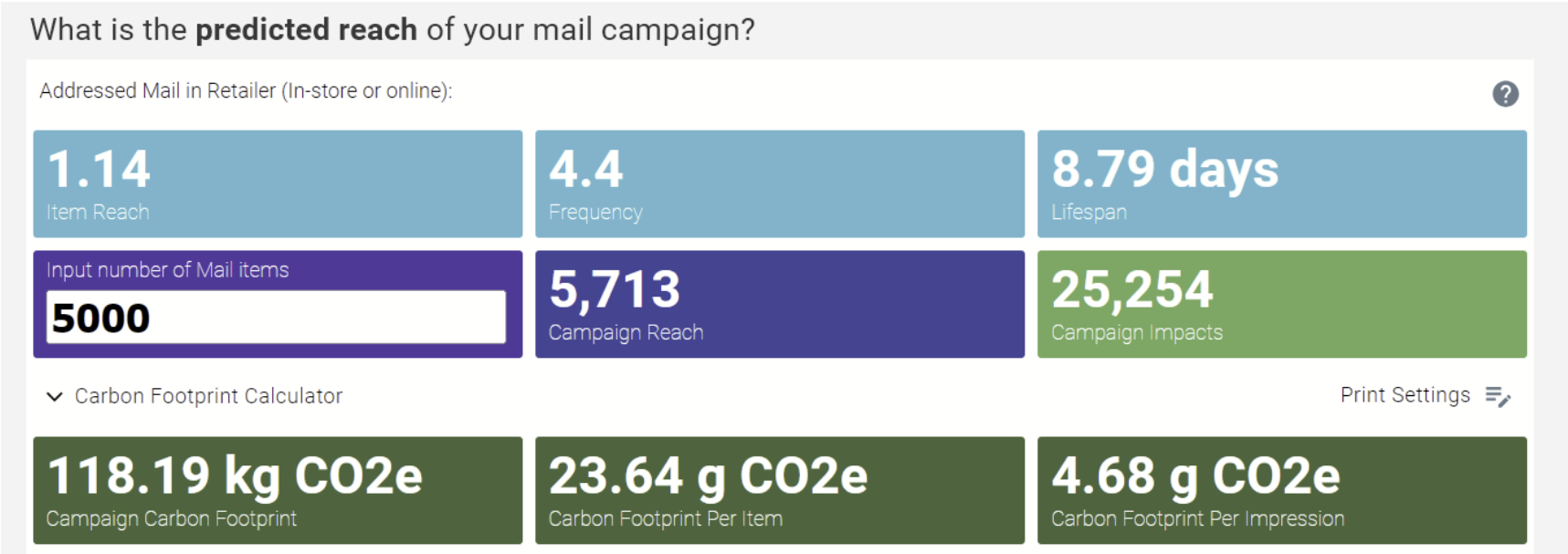
Silk / Matt

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Key Carbon Emissions Metrics

Choose your campaign volume →



Total Carbon Footprint
This is the total amount of carbon emitted for the whole campaign

Carbon Footprint per Item
This is the total amount of carbon emitted for each item

Carbon Footprint per Impression
This is the total amount of carbon emitted, divided by the total campaign impacts

What's included in the carbon calculations?

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Raw materials
including paper
and envelopes



**Manufacturing
and processing**
such as the
machinery and
energy used in
factories



Distribution
all the way to the
letterbox



Disposal
including kerbside
collection



Mail Media Metrics

For more information on CarbonQuota's methodology, please click here:

www.carbonquota.co.uk/methodology/JiCMail

Carbon Footprint Calculator: what to use it for

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1.

Target Setting

Quantifying how mail contributes to the overall emissions goals set by your business, as a precursor to an organisation-specific measurement exercise.

2.

Benchmarking

Assessing how mail carbon emissions look for one set of print specifications vs another.

3.

Measuring

Providing transparent carbon calculations for comparisons with data provided by other media channels.

4.

Optimising

Providing the tools to make decisions around how to improve mail's carbon footprint per ad impression.



Mail Media Metrics

How to optimise your carbon output per impression

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1.

Alter Print Specs

2.

Increase Mail
Frequency of
Interaction

Super Touchpoint
planning

Test & Learn

Target receptive
audiences

Include engaging
content