

**CONSUMER CHOICE**

*“A free, simple and convenient way that consumers can control the delivery of directories to their home.”*

- **Source reduction:** There is no economic incentive to deliver a phone book to someone who doesn't want one, which is why publishers created [www.YellowPagesOptOut.com](http://www.YellowPagesOptOut.com) to help consumers choose which print directories they want delivered. The site, funded by publishers, allows consumers to easily choose which directories they receive or stop delivery altogether. Publishers across the country print opt-out information on directory covers.
- **Privacy:** Contact information collected through this secure site is used for the sole purpose of updating publishers' distribution lists and is not used for marketing or sold to third parties.

**SUSTAINABLE PRODUCTION**

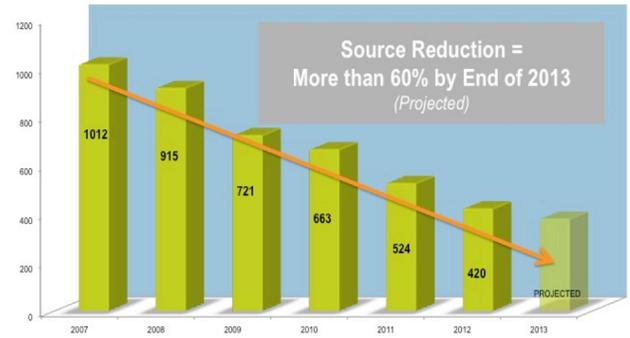
*“Directory paper contains fiber primarily derived from ‘residual chips,’ a by-product of sawmills using wood from sustainably managed forests.”*

- National Council for Air and Stream Improvement, Inc. (NCASCI), 2010

- **Lower impact:** Publishers use paper made largely from leftover woodchips and other byproducts of the lumber industry, and some also include recycled content from newspapers, old directories, and other paper-based products.
- **Green supply chain:** Yellow Pages directories are printed with soy-based ink and bound with vegetable-based adhesives that are environmentally safe.

**Directory Paper Source Reduction**

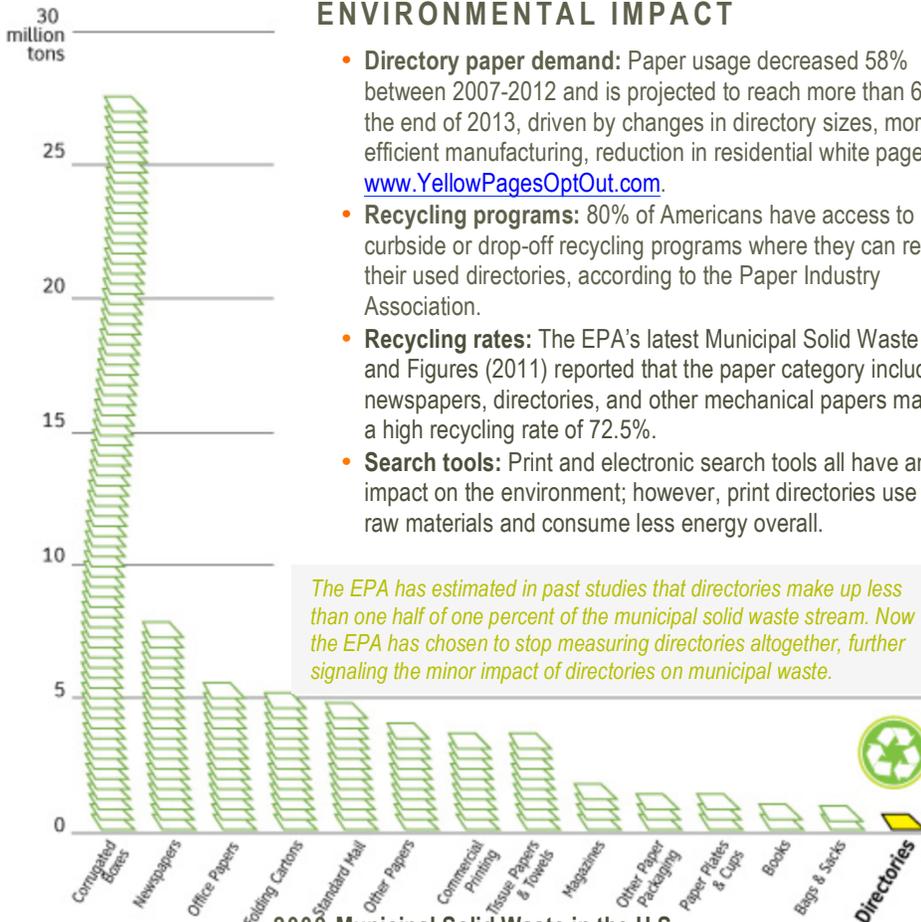
Total consumption of paper used in the production of directories in 000's of tonnes  
Source: Pulp and Paper Products Council



**ENVIRONMENTAL IMPACT**

- **Directory paper demand:** Paper usage decreased 58% between 2007-2012 and is projected to reach more than 60% by the end of 2013, driven by changes in directory sizes, more efficient manufacturing, reduction in residential white pages and [www.YellowPagesOptOut.com](http://www.YellowPagesOptOut.com).
- **Recycling programs:** 80% of Americans have access to curbside or drop-off recycling programs where they can recycle their used directories, according to the Paper Industry Association.
- **Recycling rates:** The EPA's latest Municipal Solid Waste Facts and Figures (2011) reported that the paper category including newspapers, directories, and other mechanical papers maintains a high recycling rate of 72.5%.
- **Search tools:** Print and electronic search tools all have an impact on the environment; however, print directories use fewer raw materials and consume less energy overall.

*The EPA has estimated in past studies that directories make up less than one half of one percent of the municipal solid waste stream. Now the EPA has chosen to stop measuring directories altogether, further signaling the minor impact of directories on municipal waste.*



2009 Municipal Solid Waste in the U.S.  
Source: Environmental Protection Agency

**INDUSTRY LEADERSHIP**

*“We understand that environment, local economy and communities are intrinsically linked.”*

- Neg Norton, President, Local Search Association

- **New standards for a new economy:** The Local Search Association has started aligning its environmental performance standards with the Global Reporting Initiative (GRI).
- **Product recovery:** Yellow Pages publishers include print recycling information on the front of directories and support local public and private recycling programs that redirect materials from municipal waste streams for reuse.
- **Upcycling:** Strategic partnerships in communities across the country enable directory materials to be reused for innovative products that help grow the local economy.
- **Supporting communities:** Sales facilitated by Yellow Pages not only help local economies, create jobs and sustain diverse local cultures but also reduce energy usage by encouraging consumers to buy closer to home.

The Local Search Association is the largest trade organization of print, digital, mobile and social media that help local businesses get found and selected by ready-to-buy consumers.

To view the Local Search Association 2012 Sustainability Report, visit: [www.LocalSearchAssociation.org](http://www.LocalSearchAssociation.org)

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