



Pitney Bowes **ecowise**SM

Environmentally friendly mailstream optimization

Accelerates mailstream efficiency, reduces costs, improves environmental sustainability



Environmental stewardship has become a top priority for policy-makers, business leaders, environmentally conscious companies and citizens. As the sustainability movement gains momentum, more consumers and businesses are demanding evidence of sustainable practices from the entities with which they do business. The mailstream is no exception.

Pitney Bowes has responded to the worldwide demand for an ecologically friendly print-to-mail solution with **ecowise**SM—the future of carbon-conscious mail.

ecowise analyzes traditional mail processes to improve efficiencies, eliminate waste, and minimize environmental impact at every touch point.

Whether it's calculating, understanding and reducing your carbon footprint in and beyond the mailstream; converting paper into metric tons of carbon equivalent emissions; consolidating mail pieces; responding to Carbon Disclosure requests or filing reports for the Dow Jones Sustainability Index, the **ecowise** program provides a practical, verifiable roadmap for improving environmental performance through five essential stages.



Pitney Bowes *ecowise*SM

*ecowise*SM Assess—An initial assessment and analysis

Pitney Bowes *ecowise* program experts can work with you to analyze your current mailstream processes and determine your current level of eco-performance. These specialists analyze the findings using an estimator tool and prepare a gap analysis that identifies opportunities for improvement and potential value benefits.

*ecowise*SM Plan—A practical and verifiable roadmap

In the *ecowise* Plan phase, our specialists develop a best-fit strategy for lowering your carbon footprint, based on the data collected in the assessment phase. This roadmap details specific actions to be taken, along with steps, best practices, processes, procedures, and technology to create an *ecowise* mailstream by remapping processes and leveraging eco-related hardware and software solutions.

*ecowise*SM Create—An implementation of the *ecowise* Plan

A green mailstream is a smart mailstream. This phase delivers a solution and applies a value to the benefits of the *ecowise* roadmap. *ecowise* program specialists then work with you to implement the roadmap by revising existing processes and tracking environmental gains.

*ecowise*SM Validate—Validated evidence of the new *ecowise* performance

Each customer receives a certificate of completion that documents its eco-performance level. This validation and certificate provides a platform for communicating the company's commitment to environmental responsibility and sustainability of the mailstream. It also establishes a baseline for continuous improvement and future validations.

*ecowise*SM Brand—Promoting *ecowise* recognition across multiple marketing channels

The *ecowise* program permits validated mailers to publicly highlight their investments and environmental performance through traditional and innovative approaches. Validated mailers will be able to imprint endorsed *ecowise* program logos and messages on websites, brochures, articles and presentations.

The rewards of achieving an environmentally friendly mailstream could be enormous; commitment to environmental responsibility and sustainable business practices can mean the difference between winning a customer and losing one.

Pitney Bowes has the unique end-to-end experience and expertise to help you develop and implement an environmentally carbon-conscious mailstream. As the emphasis on sustainability grows, rely on Pitney Bowes *ecowise* solutions to position your organization for the future of responsible mail.

To learn more about the *ecowise* program, please visit www.emtex.com/ecowise



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