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September 2009 eNews



Dear Supporter,

Thank you for supporting the Paper-Less Alliance.

The campaign was formally launched recently and is off to a great start, already attracting substantial business interest and steady media coverage.

Our message isn't about cutting out all paper use in your business - that's not practical right now. But there are some very simple measures that you can take towards becoming 'paper-less'.

The page 3 lead article about our campaign in the Australian Financial Review on July 29th highlights just one of these - electronic invoicing. With postage costs set to rise, why wouldn't you make the switch?

Such simple changes can mean big savings for your business and the environment.

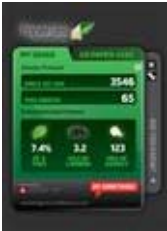
A handwritten signature in blue ink that reads 'Jon Dee'.

Jon Dee
Chairman and Founder
Do Something!



Campaign background

Each year, Australians use 1.7 million tonnes of printing and writing paper. This comes at a significant **cost to business** in the form of purchase, printing, storing and postage costs. Of course there is also a significant **cost to the environment**. With the array of electronic document creation, management and storage tools now available, paper is simply an **outdated** technology. Read some of our **tips** on implementing Paper-Less initiatives at the office, and save not only your business's bottom line, but the environment also.



Free print-monitoring software

Coinciding with the launch of the campaign, we are proud to be able to provide small businesses and individuals with **free print-monitoring software**. Paper-Less Print Logger records all your print data to help you review your paper habits. The included Adobe AIR desktop widget also educates you about the impact of your paper use. Also available is Paper-Less Pro, a print quota, tracking and monitoring system designed to help companies better manage their printing.



Do Something launches the Paper-Less Alliance

Some of the world's leading technology companies have partnered with Do Something to launch the Paper-Less Alliance campaign, which aims to educate Australian businesses about the efficiency and cost-saving benefits of reducing their paper use. Adobe has come on board as the principal sponsor of the campaign. Joining them as founding partners are Toshiba, Redmap, Indigo Pacific, Sitecore, Gruden, PaperCut and Minnesota Pollution Control Agency. See our **media release**, and a selection of the **media coverage** we've already received.



Win a copy of Adobe® Acrobat® 9

Principal sponsor Adobe® is giving you the opportunity to win Acrobat® 9 Standard for Windows, valued at \$555! Just **share** with us the most effective way that either you or your company are reducing paper usage. Adobe® is an industry leader in providing innovative software solutions to help organisations move paper work into the electronic space, cut paper use, and boost efficiency. **See** how Acrobat® can streamline your business processes.



Case studies

Want to go Paper-Less but aren't quite sure how? **Read** our selection of case studies to see how other businesses are saving time and money, improving efficiencies and helping to save the environment by going Paper-Less. By simply introducing a mortgage scanning process, **ANZ** is now saving 4.4 million pages a year – savings from their bottom line, and savings for the environment. If you have a case study which you would like to share, please get in touch with us at admin@dosomething.net.au.

ANOTHER
DO SOMETHING!
INITIATIVE



Adobe – principal sponsor of the Paper-Less Alliance



TOSHIBA
Leading Innovation >>>



GRUDEN ●



Minnesota Pollution
Control Agency

PaperCut™

● **sitecore**

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