



Encouraging engagement, learning and stewardship

FOR IMMEDIATE RELEASE

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The **Sustainable Mail Group** is pleased to announce its official launch with the unveiling of its [website](#) and [LinkedIn Group](#).

In 2020, a group composed of sector leaders related to the production and distribution of printed mail began building an organization where industry sustainability could be discussed, researched and better understood. They saw this as an opportunity to make a difference by addressing their environmental impact. Early members of the group represent the entire mail ecosystem and include Canada Post, printers, paper and envelope manufacturers, lettershop services, marketers and data services.

Mail continues to provide a stable and valuable communications channel within the rapidly changing digital ecosystem. The group believes that there is a need to address consumer demand for responsible mail production practices. With tens of thousands of jobs involved and over 6.3 billion pieces of mail printed, produced and delivered in Canada each year, the SMG invites interested parties from the sector to join them in fostering a better understanding of the environmental impact of their industry with the goal of adopting best practices.

The group's website, www.sustainablemailgroup.ca, is a free, public display of current research, best practices on how to create sustainable mail, case studies and discussion documents produced by the membership. Its value will grow with time as content will be welcomed by the industry and curated by the SMG to act as a trusted source of information. Joining the SMG is free and initial benefits include our quarterly email newsletter. Join here - <https://www.sustainablemailgroup.ca/register/>

The [LinkedIn Group](#) is open to all and will allow for a more regular pulse of news. It will encourage the dissemination of links to content on the website, events as well as the re-sharing of sector relevant information from around the world that can help members understand the state of sustainability activity in this industry.

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