

# Paper & ICT

Co-existing in a Sustainable Society

where?

**CEPI**

250 avenue Louise, 8th floor  
B-1050 Brussels

when?

**4 May 2010**  
**10:30 - 15:30**

Information and communication technologies (ICT) replacing paper are often seen by interest groups and policy makers as the ultimate solution for a sustainable society.

But is this picture correct? Does ICT have a better environmental footprint than paper? To be able to contribute to this debate with factual argumentation, CEPI commissioned a report which analyses the interplay between paper and ICT from an environmental point of view.

The results will improve our knowledge on trade-offs and environmental impacts of the two areas. The seminar will be based on the findings of the report by the consultant and will give suggestions on how to make use of the results.

## PROGRAMME

### 10.30 Welcome

Teresa Presas - CEPI

### Presentation Study results

Peter Arnfalk - International Institute for Industrial Environmental Economics

### Media products - environmental impact and possibilities for improvement.

Maria Enroth - Sustainability MSG Management System Group

### 12.15 *Lunch*

### 13.15 Use of LCA in policymaking

Tbc

### Marketing Guidelines – how to make the right use of LCA results in marketing

Jan Noterdaeme - CSR Europe (tbc)

### 14.00 Discussion

Audience & Moderator

## REGISTRATION

[Click here\\*](#) to fill in the registration form and send it back to CEPI either by fax +32 2 646 8137 or by email to [n.younes@cepi.org](mailto:n.younes@cepi.org)

Deadline: 19 April 2010

Participation is free of charge

## HOW TO GET THERE?

[Click here](#) to view directions.

## CONTACT

**Mrs Noura Younes**

email: [n.younes@cepi.org](mailto:n.younes@cepi.org)

phone: +32 2 627 4917

\* If the link doesn't work, please enter this URL:

<http://www.cepi.org/Objects/1/Files/ICT%20registration%20ELFORM.pdf>

