

“Did you  
know that...”

*... 44 percent of all drupa 2008  
visitors were top managers?"*

*(Source: drupa 2008 representative visitor survey,  
conducted by Walter Wissler & Partner on behalf of  
Messe Düsseldorf)*



*... it's worth switching off your monitor even for quick breaks? The energy saving of 80 kilowatt-hours reduces carbon emissions by 41 kilos annually."*

*(Source: [www.gratistours.com](http://www.gratistours.com), 2009)*





*... globally, annual spam energy use totals 33 billion kilowatt-hours – that’s equivalent to the electricity used in a large city of 2.4 million US households?”*

*(Source: “The Carbon Footprint of Email Spam Report”, a study by ICF International for McAfee, 2009)*



*... annual spam-related emissions for all e-mail users are estimated at a total of 17 million tonnes of CO<sub>2</sub>? This corresponds to 0.2 percent of the total global CO<sub>2</sub> emissions – equal to those of approximately 1.5 million US homes.”*

*(Source: “The Carbon Footprint of Email Spam Report”, a study by ICF International for McAfee, 2009)*



*... the average business e-mail user is responsible for 131 kilos of CO<sub>2</sub> per year in e-mail-related emissions with spam accounting for 22 percent of that figure?"*

*(Source: "The Carbon Footprint of Email Spam Report", a study by ICF International for McAfee, 2009)*





*... in 1900, about 500 litres of fresh water were needed to produce a kilogram of paper. Today, it takes less than seven litres and the quantity continues to fall.”*

*(Source: Wikipedia)*



*... three to four billion years ago,  
carbon dioxide made up about  
30 percent of the Earth's air?"*

*... today, that figure is 0.038 percent?"*

*... the rest is in fossil fuels such as oil,  
gas and coal, in limestone, and in  
living organisms?"*

*(Source: [www.scinexx.de](http://www.scinexx.de))*



*... producing a serving of chips pumps  
1.1 kilos of CO<sub>2</sub> into our atmosphere,  
but a serving of sliced, pan-fried potatoes,  
on the other hand, gets by on just  
40 grams?”*

*(Source: The German television network ProSieben  
programme “CO<sub>2</sub>NTRA – mit Galileo das Klima  
schützen”)*



*... that a swimming pool 10 metres wide, 25 metres long and two metres deep is about the volume of one tonne of CO<sub>2</sub>?”*

*(Source: ClimatePartner, 2009)*



*... about 560 kilowatt-hours of energy are required to produce 200 kilograms of paper (the annual average per capita consumption in Europe)?*

*That is less than half the amount of electricity used annually by a European household to keep appliances such as TVs and fridges on standby.”*

*(Source: Verband Deutscher Papierfabriken e.V.  
(German Pulp and Paper Association – VDP), 2009)*

*... an average two-person household  
in Germany would save annually ...*

- 121 kg CO<sub>2</sub> by putting lids  
on pots when cooking?"*
- 52 kg CO<sub>2</sub> by keeping coffee warm  
in a Thermos rather than the coffee  
machine?"*
- 21 kg CO<sub>2</sub> by turning off or fixing  
dripping taps?"*
- 135 kg CO<sub>2</sub> by drying clothes on  
a line rather than in the dryer?"*



- 119 kg CO<sub>2</sub> by washing dishes in the dishwasher instead of by hand?"
- 36 kg CO<sub>2</sub> by switching to a normal toothbrush instead of electric?"
- 240 kg CO<sub>2</sub> by lowering the indoor temperature by 1°C?"

(Source: [www.de.einkaufsnetz.org](http://www.de.einkaufsnetz.org)  
[www.greenpeace.de](http://www.greenpeace.de))





*... the more than one billion computers currently on the planet account for some two percent of all CO<sub>2</sub> emissions – about the same as the aviation industry?”*

*(Source: The British environmental charity Global Action Plan study “An Inefficient Truth”, 2007)*



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www.natureOffice.com / DE-136-175631



*... visitors spend on average  
3.2 days at drupa, getting  
themselves fully up to speed on  
the latest industry information?”*

*(Source: drupa 2008 representative visitor survey,  
conducted by Walter Wissler & Partner on behalf of  
Messe Düsseldorf)*



**See you again!**

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**one world – one drupa**

**may 3-16, 2012**

**düsseldorf, germany**

**[www.drupa.com](http://www.drupa.com)**

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