

## *A Purpose Forward Lead Initiative*

### **Junk Mail Waste**

Environmental progress begins by correcting obvious inefficiencies.

One of the largest, most normalized sources of waste in the United States is unsolicited bulk and junk mail.

Each year, billions of unwanted mail pieces are:

- Printed
- Transported
- Delivered
- Discarded

This consumes trees, water, fuel, ink, labor, and landfill space — often without being opened.

### **The Structural Problem**

Junk mail is not simply a nuisance. It is a systemic distortion.

Bulk mail pricing structures incentivize volume over value, rewarding higher circulation regardless of usefulness.

The result:

- Environmental waste
- Misallocation of capital
- Artificially sustained print volume
- Consumer frustration

### **The Purpose Forward Position**

Purpose Forward approaches Junk Mail Waste as a systems correction initiative.

We focus on:

- Raising public awareness
- Encouraging consumer opt-out participation
- Challenging structural pricing incentives
- Promoting private-sector solutions
- Measuring environmental impact

The goal is not regulation for its own sake, but waste reduction at the source.

## Why It Matters

Waste at scale compounds across:

- Millions of trees
- Billions of gallons of water
- Significant transportation emissions
- Landfill expansion

Reducing unnecessary mail volume produces immediate, measurable environmental benefit.

## Our Role

Founder Jeff Ott remains actively engaged in research, analysis, and public commentary on systemic mail inefficiencies.

This is macro-level reform — correcting inefficiency embedded in a national system.

Go to [www.junkmailwaste.com](http://www.junkmailwaste.com) for more

