



Advice

Bilobay can offer a number of tips to help you bring down the carbon footprint of your communication campaigns.

Billboards

Advice	Taken into account
Restrict the use of illuminated and LCD billboards	
Reduce the number of hours of illumination	

Paper media

Advice	Taken into account
Replace paper media by computer-based media	
Use lighter-weight paper	
Choose paper with the best environmental profile	
Choose paper made with recycled fibres	
Choose paper containing wood fibres from certified forests	
Use environmentally-certified paper products	
Choose a standard document format to reduce scrap	
Make a careful assessment of how many copies you need	
Encourage the collection and recycling of documents at the end of their life-cycle	
Choose a printer with modern machines	
Use vegetable-based inks	

Radio, TV, cinéma, film

Conseils	Taken into account
Cut down on travel	
Use the train rather than the plane or car	

Internet

Conseils	Taken into account
Optimise hardware energy performance to reduce the number of units	
Use page layouts which display comfortably on the screen, to prevent unnecessary printouts Avoid using certain modes of transport	