

**Metafore and The Gagliardi Group co-author "The Paper Consumer's Guide to Climate Change"**

Source: Metafore ([www.metafore.org](http://www.metafore.org))

Business managers at U.S. firms have more leverage to reduce climate change than they may realize because nearly every firm purchases vast amounts of paper products, states a new guide co-authored by Metafore and The Gagliardi Group. Choosing which kinds of paper to buy can either raise or lower the emissions of greenhouse gases that lead to climate change.

"The Paper Consumer's Guide to Climate Change," describes the role that paper and its forest-based lifecycle play in the absorption and release of greenhouse gases, and shows how paper purchasers can take the initiative to tip the scales toward lower emissions.

The guide is designed to be a departure from the dense, sometimes contradictory guides that frustrate many of the companies that recognize the carbon footprint of their paper and attempt to navigate complex subjects ranging from carbon accounting to the sometimes controversial and poorly understood carbon offsets.