

# PAS 2020



## MAKE SUSTAINABLE MARKETING YOUR STANDARD



If you care about the sustainable future of your business, then it's time you cared about your business's environmental impact.

# PAS 2020

## MAKE SUSTAINABLE MARKETING YOUR STANDARD

**PAS 2020: Direct marketing – Environment performance – Specification** is the first environmental standard to be produced specifically for the direct marketing industry.

The standard provides you with a series of environmental objectives, performance levels and indicators which enable you to create and manage an environmentally-sustainable DM campaign.

PAS 2020 is applicable to every organisation involved in direct marketing. Because PAS 2020 is accredited by BSI, you can be assured that adopting the standard means you won't be accused of 'green washing' your business.

Whether you're a DM supplier or client, PAS 2020 will provide immense value for your business. Adopting the standard, or requiring your suppliers to be certified, will not only prove your environmental credentials, it will also propel you ahead of your non-certificated competitors.



### What is PAS 2020?

PAS 2020 is a management standard that comprises a series of environmental objectives, performance levels and indicators which set out how to create and manage an environmentally-responsible direct marketing campaign.

Environmental objectives include, for example:

- Design direct marketing material for recyclability
- Make effective use of inks and finishes
- Use mailing houses that manage their environmental impacts

## Will I find PAS 2020 easy to use?

The road to PAS 2020 certification starts with modifying your current practices and procedures in line with the provisions of the standard. This won't be too difficult for those who already have management systems in place, such as ISO: 9000 and ISO: 14001.

There are three environmental performance levels within PAS 2020, taking into account the different organisations which might be using it.

The three levels are:

- Level 1 (introductory)
- Level 2 (intermediate)
- Level 3 (advanced)



## Is PAS 2020 applicable to my business?

PAS 2020 has been developed to be applicable to all organisations involved in direct marketing, regardless of their size or complexity, or whether they are a DM supplier or client.

PAS 2020 covers the following marketing communications channels:

- Direct mail
- Door-to-door unaddressed mail
- Email marketing
- Field marketing
- Inserts in publications
- Mobile marketing
- Telemarketing



## How can I prove that I'm PAS 2020 compliant?

Claims of conformance to a PAS can be made via a:

- First party conformity assessment
- Second party conformity assessment
- Third party conformity assessment

The DMA and affiliate organisations will provide comprehensive assistance to facilitate certification at minimal cost. This will include a number of online support tools, the first of which has been launched by greenDM, which helps you calculate your PAS 2020 score prior to auditing. Please visit their website to learn more: [www.greendm.co.uk](http://www.greendm.co.uk)

When certification is granted, the organisation is entitled to bear the PAS 2020 logo on all marketing and communications collateral.



**80% recycled**  
This leaflet is printed on 80% recycled paper



The mark of responsible forestry  
SGS-COC-005502  
©1996 Forest Stewardship Council A.C.

## What benefits will I get from PAS 2020 certification?

Gaining PAS 2020 certification will provide your business with valuable commercial benefits, including:

- Assured proof of your environmental credentials for stakeholders, such as clients and shareholders
- Increased operational efficiencies through better campaign targeting
- Cost cutting through reduced wastage
- Could qualify you for Royal Mail's 'Sustainable Mail' bulk mailing discount
- Preparation for the sustainable development of your business by guarding against the potential financial impact of forthcoming environmental legislation

## How can I get hold of a copy of PAS 2020?

All DMA members are entitled to a complimentary copy of PAS 2020.

Non-DMA members can purchase the standard for £80 from the BSI's website: [www.bsigroup.com/pas2020](http://www.bsigroup.com/pas2020)

For more information on PAS 2020, please visit our website:

[www.dma.org.uk/environment](http://www.dma.org.uk/environment)

Or contact us at: [environment@dma.org.uk](mailto:environment@dma.org.uk)

The Direct Marketing Association  
DMA House, 70 Margaret Street  
London W1W 8SS

Telephone: 020 7291 3300  
Facsimile: 020 7323 4426  
[info@dma.org.uk](mailto:info@dma.org.uk)

[www.dma.org.uk](http://www.dma.org.uk)

