



# GreenMatters

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## In this Issue...

02  
Finding  
Traction on a  
Slippery Slope

03  
The  
Environmental  
Pledge

04  
Addressing the  
Waste  
Challenge

05  
Greening your  
Business

06  
Save Money,  
Save the  
Environment

07  
A Member's  
View

08  
Help the  
Environment  
and Save  
Money

## Time to Turn Green...

**The challenge for direct marketing is to continue to thrive and contribute to the economy whilst lessening our impact on the environment – that means developing truly sustainable marketing.**

It is vital that we drive a dramatic improvement in the industry's environmental performance but where to start? There is a bewildering amount of information about the environment and not all of it is easy to understand or implement. However, even small changes on a large scale make a big difference.

That is why the DMA has produced a series of no nonsense guidelines, with advice from the Government's Envirowise programme, to dispel some of the myths and provide you with tangible advice - enabling you to make those changes and bring benefit to you and your customers.

93% of consumers think business should be responsible for environmental impact (Ipsos Mori Survey, 2005)

## Easy ways to green business

There is increasing pressure from both government and clients for all businesses to show that they are monitoring and looking at ways to reduce their environmental impact.

Yet making such changes is often considered an additional expense to business. This issue of Green Matters provides easy to use tips for making your business green

whilst keeping it profitable. As outlined by Baroness Peta Buscombe, Chief Executive of the Advertising Association, the communications industry needs to work as one to find solutions to environmental challenges in order to future proof a prosperous industry.

# The Environment – Finding Traction on a Slippery Slope

**For any business the process of dealing with environmental obligations can look like a daunting task from the outset. Not forgetting that ROI and shareholder concerns for the commercial imperative aren't going to disappear from the scene anytime soon.**

When your organisation has arrived at the point where it wants to do something about its impact on the environment – and it will – you are faced with two immediate issues: what do you have to do and how to tell stakeholders you're doing it.

These two issues could account for the reason why large sections of commerce have not as yet arrived at the point where policymakers and stakeholders can be confident that they are in a position to adequately identify and manage their environmental impacts.

The DMA will continue to invest heavily in initiatives such as the creation of the first environmental standard for direct marketing, via the British Standards Institute (BSi). This type of activity will definitely have an impact in the long-term. However, the challenge we all face could be much more immediate.

Take just one environmental issue that the DM industry (and the rest of commerce) needs to face up to now – landfill. Estimates from the Environment Agency clearly point to a diminishing capacity. Back in 2006 the UK had a seven year capacity forecast. Well its two years on and whilst household recycling has improved – it won't be enough to bridge the gap. Policymakers will be considering actions to address this situation and will need confidence that contributors to the waste stream are doing their bit to help. So what do we do about it?

To overcome this shortfall the DMA has presented an idea to the Advertising Association – the headline association for

the marketing communications industry. In short, the idea is to invite all of commerce (not just the DM sector) to pledge their commitment to five easy to follow environmental principles. The five principles have been constructed to allow businesses to make realistic changes which will positively impact the environment in the short as well as the longterm.

### The Five Key Principles of the EnviroActive industry pledge

1. Identify and record the environmental aspects of the business.
2. Identify and record the impact of these environmental aspects.
3. Provide a public statement to confirm mitigation measures.
4. Commit to requiring all suppliers to sign the pledge.
5. Commit to continual improvement.

For those organisations which pledge their commitment they could be said to have become 'EnviroActive.' This means that at least those signing up have arrived at the point of wanting to do something positive about their environmental obligations. The intention will be to make this commitment public via a web based facility that the consumer will have access to.

The DMA's, and other trade associations' role, is to encourage its members to sign up to these five principles. With this in mind the DMA along with the Advertising Association will canvas support for the pledge from a wide range of organisations – from the Chambers of Commerce, the Confederation of Small Business and Local Government Associations to the CBI.

Our goal at the DMA is to have EVERY UK business signed up to the pledge.

### Support

It is important to recognise that businesses are likely to need the support of key resource tools to live up to EnviroActive

principals e.g. awareness and understanding training. With this in mind the DMA is currently investigating the scope and costs for creating computer based learning resources.

Our communications strategy for the EnviroActive pledge will actively avoid falling into the trap of using 'climate change' language. It has been argued that current environmental awareness efforts are being hampered because of the inaccessible language around carbon or other climate change issues. So to avoid this, the pledge will seek to keep the language, style and tone immediately accessible to all.

To aid communications, those companies which publicly give their commitment to the pledge will be allowed to use a logo on their DM communication as well as web, annual reports, letter heads etc. When considering the volume of communication just within the DMA membership, the logo could realistically stand the chance of being in every home, every day and consumer acknowledgement should quickly follow.

**Discussions with wider groups have started so watch this space for an update very soon.**



**Robert Keitch, Director of Media Channel Development, DMA**



# The Environmental Pledge

## Speaking at the International Direct Marketing Fair last month I said that opt in laws for direct marketing would be impractical and deny choice.

I did so because, that evening, political parties in London and across the country used the power of direct marketing to rally people to vote in the capital and local elections. The main political parties are well aware of the positive power of focused, targeted and relevant direct marketing and would lose a key method of communicating with their members and wider electorate if restrictions were imposed. Furthermore, the implementation and the necessary monitoring and regulation would be far from simple.

This however, does not mean that the direct marketing industry's job is complete, there is much still to do. It is vital we remain proactive, lead initiatives and take risks. As I also said at the International Direct Marketing Fair, industry must continue to sell itself more.

The DMA has shown leadership by investing a great deal of time and resource into improving the industry's environmental credentials. The partnership with BSi to create the first environmental standard to reduce the environmental impact of the whole direct marketing industry, shows a strong commitment to change and the Carbon Calculator and training provided to members will spread the message wider. Furthermore, the work the DMA is undertaking with Defra, WRAP (Waste and Resource Action Programme) and Envirowise demonstrates its drive to reducing unwanted wastage and future proofing both a prosperous industry and environment.



**“The DMA has shown leadership by investing a great deal of time and resource into improving the industry's environmental credentials.”**

However, the environment is an issue where we are all looking for solutions and the communications industry is already playing an important role.

The Environmental Pledge, which is discussed in detail in this edition of GreenMatters, is a wider industry proposal behind which the communications industry could unite and present a viable strategy to both government and wider commerce. The environment is an issue which is important to ours and future generations and is one in which we can play a powerful role.

The Advertising Association will provide the leadership to promote the pledge with the DMA and wider membership. An important role will also be played by the cross industry direct marketing group established in October last year at the Advertising Association. The direct marketing group agreed to an industry wide initiative adopting a common set of principles. These include a commitment to reducing waste through a positive environmental approach, the optimal targeting of direct mail and to support the Advertising Association's campaign to make the positive case for advertising.

There has been agreement and determination throughout the industry to make the positive case for advertising. Our industry is one of the country's most creative, it is vibrant, healthy and full of imagination. As the Gunn report stated in 2006 "the very best UK work was the most brilliant". Too often the environmental language used is not accessible, our industry can overcome those barriers; it is our speciality.

As the famous pollster, Frank Luntz, once said: "it's not what you say, but what people hear." In the case of promoting positive environmental change, our industry can encourage people to hear, to understand and respond.

**Baroness Peta Buscombe, Chief Executive, Advertising Association**

# Addressing the Waste Challenge

## What is Recycled Paper?

There is currently no accepted industry standard on what constitutes a recycled paper. Therefore many companies seek advice from WRAP, (the Waste and Resources Action Programme) which has no commercial interest, and has published a recommended minimum specification including a definition for recycled fibre.

This recommendation gives organisations a wide choice of competitive and quality products, whilst making an important environmental commitment to using recovered fibre and reducing landfill.

### More specifically:

- Copier/office paper: minimum 70% recycled content
- Printing paper: minimum 50% recycled content
- Recycled content includes both pre and post-consumer waste but excludes mill broke.

**The full recommendations can be downloaded from:**  
[www.wrap.org.uk/advocacyinformationsheets](http://www.wrap.org.uk/advocacyinformationsheets)

## Recycle Now

WRAP have produced a 'Recycle Now' logo which can be used with a variety of supporting consumer call to action statements. These logos can be placed on your material and clearly demonstrate to the consumer that your material can and should be recycled after use.

These logos have achieved excellent consumer recognition and will continue to be part of WRAP's ongoing consumer campaign.

## How to access the artwork

The process is really straight forward – simply log on to [www.recyclenowpartners.org.uk](http://www.recyclenowpartners.org.uk)

First time users need to register to download the logos but this is very quick. Access is then gained by using an email address ID. The downloads are free of charge. The registration is simply to ask people to observe the terms of usage and to follow the guidelines.

- The downloads are available in the 'Download communication tools' area.
- Go to 'recycling artwork'.
- From here there are links to recycled content, the logos and subtext derivatives such as "when you have finished with this magazine please recycle it" which can be amended to read "When you have finished with this leaflet/brochure/letter/statement etc, please recycle it".

## How Efficient is your company?

Envirowise offers a FREE Green Efficiency CD-ROM Toolkit which is designed to help offices boost profits and cut waste. It is relevant to a lot of organisations involved in the direct marketing sector. The toolkit focuses on encouraging managers to identify, manage and reduce the various types of waste produced within the office environment, and to save money whilst doing so.

The Toolkit will guide you through four key stages for implementing a waste minimisation programme: waste minimisation; identifying waste; targeting and gaining commitment from management and staff; and recording base-line data and calculating the savings. The toolkit includes a benchmarking tool to compare your office against typical and good practice organisations.

To obtain a copy, you can download the toolkit by registering on the Envirowise website ([www.envirowise.gov.uk](http://www.envirowise.gov.uk)) and locating Green Efficiency and the companion guide GG256. Alternatively, you can request a CD-ROM copy of the toolkit and hard copy of the guide, by email through the website or through the Advice Line on 0800 585 794.



When you have finished with this leaflet please recycle it

# 75% recycled

This leaflet is printed on 75% recycled paper



# Greening your Business

**Until recently, turning your office green was either driven by the in-house tree hugger or more likely by cost savings. But now, having a greener office, and an ethical one too, has become important if you want to get on tenders, especially government ones. Of course, I would hope that as an ethically aware business, you'd want to do it on principle alone.**

There are a million things you can do, but here are a few:

**Recycling:** We all have recycled paper bins but the next step is to get rid of all bins by the desks. Instead, introduce recycling bins for glass, plastics and any other recyclable materials, like metal. Only as a last resort do people put things in a general bin which you should label LANDFILL (just to remind people). And before you throw out those computers and old mobile phones, why not give them to a charity?

**Print:** Our business uses a lot of it. Make sure your own print and your clients' are on either FSC or recycled stock like Revive. The quality of recycled paper these days is amazing and there's a massive range, so no excuses for not using it.

**Carbon neutral:** Ok, lots of debate about off-setting and is it good or bad? You pay your money and they plant a few trees or fund an alternative energy project in Africa. But the real truth is that you need to start reducing your carbon footprint in the office, not paying others to make you feel less guilty.

**Energy:** Low energy bulbs save money as well as electricity, as do most modern energy efficient computers and copiers. But be aware of those hidden power eaters – mobile phone chargers, computers left on all night or desk lamps – do you really need them? Most offices have far more lighting than needed. And do you really need the

lights or the heating on on a sunny day? If you can, get a sensor fitted that turns lights off when areas of the office are vacant. And finally, switch to one of the three green energy companies – Green Energy UK, Ecotricity or Good Energy.

**Water:** Waste not, want not, this is the new footprint. Fit water efficient systems in your toilets and the kitchen. Reduce the hot water temperature. Get rid of the bottled water and bottled water coolers and get in a filtered tap water system.

**Food and drink:** Whereas Organics is a better option, Fairtrade is a must. You can now get a wide range of teas, coffee, biscuits, snacks and even wine for staff and client meetings. And forget the image of poor taste, now it all tastes as good as non Fairtrade. Also, look for locally produced products and produce.

**People and staff:** In the quest to go green we seem to have forgotten about people. You'll find that on government tenders they haven't. How you treat your staff is key to being an ethical business. We all know about sweat shops in Asia, but that's no excuse for abusive and exploitative practices in the UK. Low wages, unreasonably long hours, ignoring employment rights are all likely to come out. Treating staff well gets more out of them and gains loyalty, so it makes both financial and ethical sense.

Encourage your staff to be more ethical too, both in the office and out. Encourage them to use less polluting transport. There are schemes to offset the cost of buying bikes. If you have to use couriers and taxis pick the more eco ones like eCourier, Green Tomatoes or Ecoigo taxis.

**Suppliers:** Check out their ethical credentials. If you apply pressure to them to be more ethical it starts a chain reaction. But remember to treat them with the same respect you give your staff.

**Community:** Good companies allow their staff to put something back. Many companies are

letting staff off for several paid days a year to help charities or community projects. It's all about give and take and putting something back into society.

**Charity:** Is your company supporting a cause? Get staff to either vote for one charity or a collective. And don't just expect staff to contribute, good companies match staff donations or give even more. Also, think about how you can support small charities with your expertise and services, your selling skills may help them raise lots of money.

**ISO 14001:** It's a must. Without it you'll soon not be able to get on any pitch list. The DMA has got a great deal going with the BSi (visit [www.dma.org.uk/environment](http://www.dma.org.uk/environment)).

**Ethics:** Overall it's about the triple bottom line – people, planet and profits. No one is going to admire your business if you abuse people and trash the planet just to make a quick buck. You'll also find less companies want to work with you. It's a small industry and word soon gets around. But most of all, by being an ethical company you'll get greater satisfaction from what you do.

And finally, remember the four Rs. Refuse (if it's not ethical), Reduce, Re-use and Recycle.

**Chris Arnold, Chairman of the DMA Agency Council and Creative Partner, FEEL**



# Save Money, Save the Environment

**In June the BSi will put out to consultation the Draft PAS (Publicly Available Standard) that has been developed for the direct marketing sector with the support and input of the DMA and other stakeholders.**

**The PAS is about the DM sector taking more evident responsibility and better control of its environmental impact. But most importantly, it is about making DM more efficient, and aiming to use progressively less resources to achieve the same or greater sales impact.**

The DM sector has a complex supply chain, from customer through to delivery, and involves several media channels. But the principles of better resource use are common to them all – how much cost/resource is used (to achieve a sale) and how can this be minimised?

For most companies, the issue becomes 'OK, so what exactly can we do to improve our efficiency?' Envirowise can offer free help here. Look at publications from Envirowise that are directly relevant to elements of the DM sector.

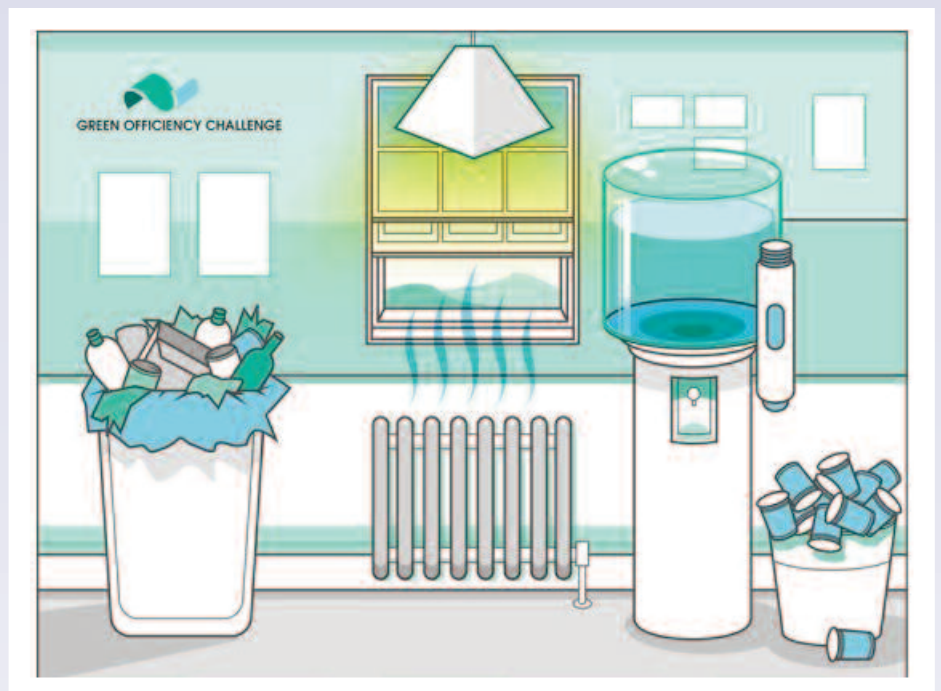
Already introduced in an earlier issue of Green Matters is the Green Efficiency guide GG256 and CD pack, which covers all the key issues and benchmarks relevant to office activities.

For the printing sector there is 'How to be a Green Printer' EN281 and web pages on printing KPIs, and for all organisations that use packaging there is 'Unpack those Hidden Savings' EN250.

These are all concise guides that are easy to read, cover a lot of the basics and may lead you to more specific guides or case studies illustrating exactly how other companies have achieved better performance and benefits.

**If you would like copies of these or any other Envirowise publications, visit the Envirowise website at [www.envirowise.gov.uk](http://www.envirowise.gov.uk), or freephone the Advice Line on 0800 585 794, quoting 'DMA' in your request.**

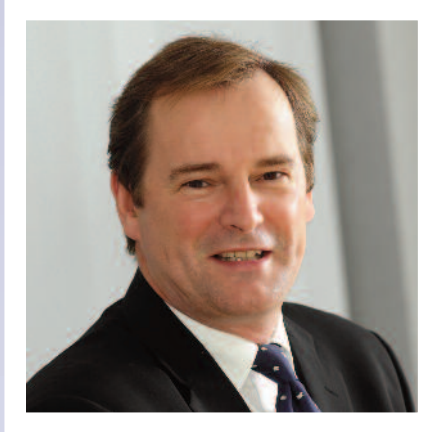
This will be your first step towards better control of both your environmental impact and operating costs.



## A Member's View

**We can make a difference but it needs to be now!**

**Environmental responsibility is a massive social and political issue which is only going to intensify over the coming years. Only this month we heard about the number of animals that have become extinct due to the destruction of the planet and if predictions are correct this will only continue over the coming years. Unfortunately the direct marketing industry has become an easy target to focus blame upon and consumer perception of the media is constantly deteriorating.**



Some of the criticism is justified but those within the industry know that direct mail should not shoulder the entire burden, with door-drops and inserts contractors playing a significant role in contributing to the waste production. However in the eyes of the consumer, a leaflet from a magazine has a lower emotional impact than a personalised letter.

As we all know, in 2003 the DMA signed an agreement on waste levels which has already resulted in a 5% reduction in the amount of addressed direct mail. This decrease was partially achieved through greater promotion of the Mailing Preference Service which has clearly made an impact. However, unaddressed mail, which would include magazines and newspapers, has continued to increase by around 1 – 2% each year. Therefore the debate continues about how the industry will reach the recycling targets which we are currently way off achieving.

In the meantime we have an immediate problem which needs to be addressed before the industry receives harsher legislation surrounding recycling. This is by no means an easy feat, as on the one hand we have representative bodies such as the DMA whose role is to mediate government control with industry practice and on the other, major users and distributors of direct mail. While they are inextricably linked they are also very interdependent, however a collective solution needs to be found.

In April of this year, I threw down the gauntlet to the industry by suggesting we place a 1p levy on every piece of mail sent out by the direct marketing industry. With more than 23 billion letters processed by the Royal Mail alone each year, a 1p levy would raise in the region of £230 million. The money raised by the levy could be used to set up "not for profit" recycling schemes and initiatives to salvage discarded letters. Undertaken on a regional level, this activity would have a hugely positive effect on the perception of the industry.

After debating this suggestion to some degree at this year's International Direct Marketing Fair, I am currently establishing a working party to look into the possibility of introducing this scheme or other new ideas. I have invited leading players from all corners of the industry and hope companies will understand the importance of shaping the future of our industry.

I passionately believe that opinion can be swayed but we must act together and we must do it now. If you, like me, believe in our planet and our industry then I urge you to get in touch and become involved in making a difference!

**Iain Lovatt, Chairman, Blue Sheep marketing@bluesheep.com**

# Help the Environment and Save Money!

**At the heart of the push to improve the environmental impact of industry is the key principle of saving resources – that means cutting out unnecessary wastage at source and reducing cost – good for the environment and your business.**

**The DMA has partnered with Envirowise, the DEFRA/DTI funded programme which since 1994 has had the specific brief to help industry and commerce improve its use of resources and lessen the impact of business on the environment.**

There are a number of ways in which Envirowise can help your organisation save resources and improve your environmental performance – specific to your business.

Firstly, you can visit their online facility which is packed full of helpful advice and guidance [www.envirowise.gov.uk](http://www.envirowise.gov.uk)

Secondly if you are looking for specific advice on an issue to do with your business then call the Envirowise helpline directly on **0800 585794**. Envirowise has a whole team of experts ready to help with direct guidance.

Lastly, Envirowise may be able to offer a one-day visit from a field based expert to look at your company operation in more detail and give more tailored advice on improving your resource use. Envirowise has over 120 experts covering the UK, each of whom has a wealth of environmental and commercial experience. A visit would be completely confidential to you.

And here's the really good news – It's all FREE to UK companies.

The DMA advice within this document has focussed on the issue of paper use. But there are many areas in your business where a better understanding of resources and utilities used can help you to be more efficient, reduce wastage and save money.

To get your business started Envirowise have pulled together a list of the top 10 things office-based businesses can do immediately:

1. **Make the decision** to have a sound environmental policy and make resources available to do it;
2. **Collect data** on resources and utilities used/purchased so that you know your starting 'baseline', and aim to reduce use of all resources where possible;
3. **Separate** wastes at source (paper, paper cups, cans etc) and send them for recycling. Separate food wastes;
4. **Reduce paper** use by using email, by double-sided printing, by reusing scrap paper etc. Re-use envelopes for internal memos;
5. **Fit** water saving devices in toilets/washrooms.
6. **Turn off** lights, office equipment, heating and air conditioning etc at night and during closed periods. Use power down options on IT etc when used intermittently;
7. **Install** and maintain/control energy-efficient heating, air-conditioning and lighting systems.
8. **Monitor your transport** and fuel usage and aim to reduce by better journey planning;
9. Have an ethical **purchasing policy** for resources and services used;
10. **Train** and involve all staff in good practice.

**For more detail on the above, request or download guide GG256 from Envirowise.**

**[www.envirowise.gov.uk](http://www.envirowise.gov.uk)  
Helpline: 0800 585 794**

