



GreenMatters

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Switching on to sustainable marketing...

Transforming direct marketing into a sustainable industry is a challenge that greets us all. Assuming responsibility for improving the environmental performance of our market sector will be the key to ensuring that we take the right steps to lessen the negative impact we make on the environment, without harming our bottom line.

We can only succeed in meeting such a challenge by working together, not as individuals. Understanding how to meet the demands of environmental legislation and formulating modes of best practice is something that requires collective input.

The DMA spearheads this effort. Through consulting the industry's stakeholders, as well as the government's Envirowise programme, the DMA has developed thorough guidelines that provide practical advice on how to meet environmental obligations and created a sustainable marketing business.

Preparing for new challenges

As of 2010, industry and commerce will face unprecedented environmental challenges. In a little over a year, a raft of environmental targets will come into effect in the UK directed towards improving the country's resource efficiency.

These targets will have a major impact on the DM industry. However, it needn't be a threat to its commercial wellbeing.

Through sufficient planning and preparation, it will give the DM industry the opportunity to refine its methods and practices, which in turn will deliver significant financial benefits.

In this issue, Robert Keitch, the DMA's Director of Media Channel Development, spells out the environmental targets that will be coming into effect in 2010. Dr Steve Waring, Advisor to the government's Envirowise programme, describes how the forthcoming voluntary standard PAS 2020 will help the DM industry adapt to these new conditions.

PAS 2020 marks the route to efficient direct marketing

The past few months have seen made major progress being made in the development of PAS 2020, the new voluntary environmental standard for the DM industry. Under the current schedule, the standard will be published by the end of 2008.

PAS 2020 is spearheaded by the DMA and British Standards Institute (BSI), and is supported by a steering group drawn from members of the industry and other key stakeholders. The creation of this Publicly Available Specification (PAS), and related guidelines, has arisen in response to criticism of the perceived negative environmental impact of the DM industry.

Envirowise, the UK's foremost government programme to promote industry and commerce's adoption of cost-effective sound environmental practices, has supported the DMA during the development of PAS 2020 over the last 18 months. Envirowise has done so because it believes that a sector-led co-ordinated initiative is the best way to stimulate better performance. Such an approach generates

an agreed consensus as to what constitutes good practice. Similar initiatives have been promoted in other industry sectors resulting in thousands of companies benefiting from improved profits, better productivity and lower wastage volumes.

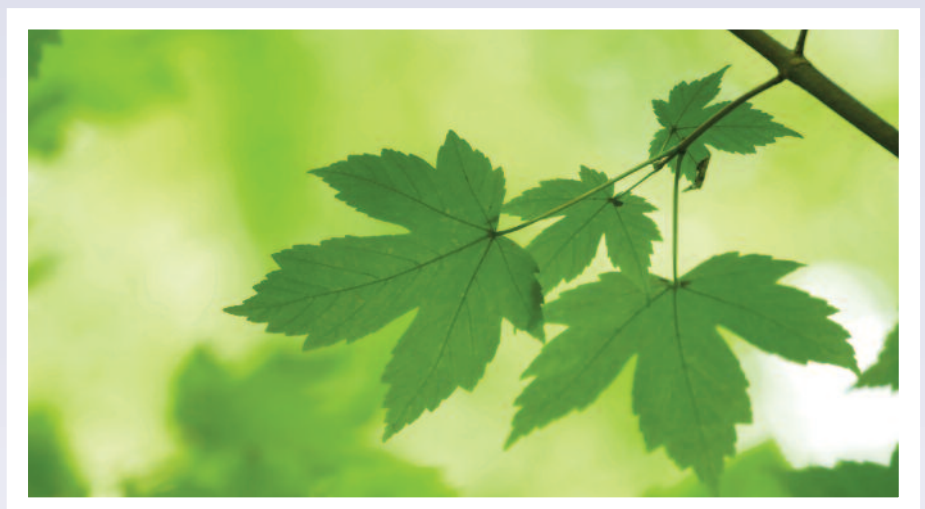
There are two key principles embodied in the PAS. The first recognises the impacts of direct marketing. The second regards the DM sector taking more evident responsibility, which aims for greater efficiency to minimise the environmental impact of campaigns, without damaging their sales results.

Like most standards, the PAS appears on first sight to be just 'another hoop' for businesses to jump through. However, a few companies in the sector are already monitoring some areas of their resource use and environmental impact. As such, they will be the first to recognise the performance benefits of meeting the PAS, in terms of lower costs and better sales value.

As a member of the PAS steering group and an Envirowise advisor, I recommend that the whole sector takes stock of PAS 2020 and adopts the standard. This is an opportunity not to be missed; it will be your first step towards taking better control of your business's environmental impact and operating costs.

For Envirowise information on helping you reduce waste and operating costs, visit www.envirowise.gov.uk or freephone 0800 585794, quoting 'DMA' in your request.

Dr Steve Waring, Advisor, Envirowise



Preparing for the new green dawn

As many have found to their cost, predicting the future with any degree of accuracy is a difficult business. As unforeseen factors arise, it's all too easy for predictions to fall flat on their face. However, forearmed with some solid facts, it's possible to take an educated guess as to what the near future might look like. Doing so is vital for business as early preparation can provide protection from future regulation.

So, here's one prediction to put in the forward planner to see just how prescient it was: 2010 will be the year in which business faces its toughest environmental challenges yet.

2010: the dawn of a new era

In fact, it's not a difficult prediction to make. The year 2010 will see the implementation of the first major initiatives devised by policymakers to 'correct' the environmental behaviour of business and consumers.

For example, in 2010 the provisions of the EU Landfill Directive will start to come into effect. Currently, the UK disposes of 11.55 million tonnes of bio-degradable municipal waste in landfill sites. Under the terms of the directive, this figure must be reduced to 11.2m tonnes by 2010, 7.5m tonnes by 2013 and 5.2m tonnes by 2020.

Missing these targets would result in millions of pounds of punitive fines by the EU. While 2010's target appears feasible, the 2013 target volume looks very challenging indeed. However, it's by no means a forgone conclusion that the first target will be met. It depends on a lot of factors, including that of consumers doing their part to recycle more.

Indeed, 2010 is also an important target date for increasing mandatory levels of

household recycling. Currently, 34% of the UK's household waste is recycled. However, this needs to be increased to 40% by 2010 to ensure that Local Authorities meet their Landfill Allowance Trading Scheme targets. In 2010, the cost to Local Authorities of dumping waste into landfill will double from today's rate to £48 per tonne. On top of this tax, Local Authorities will have to pay additional penalty charges of £150 for every tonne of rubbish they send to landfill over their allowance.

Just the beginning

While 2010 is an important date looming on the horizon, it's merely a prelude to the real issue at hand; namely, the diminishing landfill capacity of the UK. According to data produced by the Environment Agency, the UK has five to seven years of landfill capacity left. By 2010, it's highly likely that Local Authorities will become increasingly prescriptive as to what can and can't be thrown away. This will undoubtedly be supported by legislation, such as the Climate Change Bill, which is currently passing through Parliament. The Bill will pave the way for five Local Authorities to trial different 'incentive schemes' to encourage consumers to recycle even greater volumes of rubbish.

Futureproofing business

Businesses that fare the best from 2010 onwards will be those that have modified their business operations to take into account the impact of the new environmental regime.

Change is unavoidable. To make the transition as painless as possible, it's time to start now. These are five steps all companies and organisations should take to prepare for 2010:

1. Identify and record the environmental aspects of the business.
2. Identify and record the impact of these environmental aspects.
3. Devise and implement a mitigation plan. Provide a public statement to announce these mitigation measures.
4. Make a firm commitment to working with others that understand their environmental impacts.
5. Focus on continual improvement.



Robert Keitch, Director of Media Channel Development, DMA

Formulating guidelines for good environmental practice for B2B inserts marketers

The DMA Inserts Council has recently developed and published a set of guidelines for good environmental practice for marketers spanning the B2B, B2C and third-party sub-sectors, on how best to plan a green inserts campaign.

Addressing environmental issues has long been top of the DMA Inserts Council's agenda. The Inserts Council is now focusing its efforts on ensuring that the DMA's members understand and adopt its standards of good environmental practice to help them meet their corporate and social responsibility targets. The Council's *Recommended Top Tips for Environmental Best Practice*, which is aimed at clients and agencies, is currently a standalone document, but it will complement PAS 2020, the direct marketing environmental standard that the DMA is developing in conjunction with the British Standards Institute.

The DMA Inserts Council is taking the lead on this issue because the direct marketing industry is coming under increased governmental pressure to reduce paper-based marketing activity in the UK. The Council's development of these good practice guidelines is the latest environmental initiative the DMA has undertaken to encourage environmental awareness and best practice among direct marketing practitioners.

Best environmental practice and the B2B inserts sector

Even without the adoption of environmental good practice standards, B2B inserts marketing is relatively environmentally friendly - especially compared to B2C. For example, the majority of B2B titles are mailed directly into the home, which

means that wastage is minimal because there is not the opportunity for inserts to fall out of the publication before it reaches their targeted destination. B2B titles also tend to accept fewer inserts than B2C titles, making it a better targeted channel by providing more of an opportunity for cut-through for the advertiser.

On top of the environmental benefits of using the B2B inserts channel, the Council's best practice guidelines will enable B2B marketers operate to the very highest standards of environmental best practice. Like many of the best ideas, the document's guidelines are straightforward and easy to implement. These include:

- Defining the audience and media choice is crucial in the planning stage of marketing activity. There are many targeting opportunities available in the insert world, none more so in business press. Better targeting ensures maximum coverage with minimum wastage.
- Use paper from sustainable sources accredited by the Forest Stewardship Council (FSC) or the Programme for the Endorsement of Forest Certification (PEFC)
- Reduce the grammage of the paper stock specified by identifying stock with the lowest weight and finish that still meets the design specification.
- Design all items to use the very minimum amount of ink. Where possible, specify vegetable-based or alcohol-free ink that is produced to meet the environmental management standard ISO: 14001.
- Reassess the need for excess packaging, such as cartons and wrapping, and where possible recycle packaging and pallets.

The Inserts Council is also strongly encouraging operators within the sector to carry recycling messages and logos, such as 'Read, Respond, Recycle', on all paper-based marketing. It is critical that the industry understands its environmental responsibilities and promote its positive action to the consumer and business. A recycling message on each and every insert that finds its way into UK households and businesses would serve as a clear sign that the industry is acting responsibly.

The Council's *Recommended Top Tips for Environmental Best Practice* document can be downloaded from its website: www.inserts.dma.org.uk

Jo Garcia and Lucy Stafford, DMA Inserts Council



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

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
Helpline: 0800 585 794

