



IRISH DIRECT MARKETING ASSOCIATION LTD

IDMA Environmental Best Practice Guidelines for Direct Marketing.

Background:

Environmental awareness and performance is now a cornerstone of responsible corporate best practice. As well as making a positive contribution to the world around us, taking a greener approach makes good business sense. Reducing carbon emissions will reduce cost and make your business more sustainable.

Direct marketing has often been criticised for the environmental impact of non personalised door drops. Therefore it is important for our members to show example and using materials and processes that look to minimise the impact on the environment. There is also an increasing interest from many of our corporate customers to look for suppliers who can clearly demonstrate a commitment to reducing their carbon emissions and other impacts on the environment.

With this in mind, the Irish Direct Marketing Association is echoing the call of FEDMA (Federation of European Direct and Interactive Marketing) and other DM organisations globally, to adopt a corporate commitment to minimising direct marketing's impact on the environment. This best practice guide builds on our 2008 '6 Steps' initiative launched in cooperation with An Post, where we first established our best practice guidelines and set up the 'Take a Leaf' website.

Areas covered include supplier selection, accreditations & awards, material selection, papers, sizes, inks, waste, envelopes, packaging, deliveries, data cleaning and management.

The IDMA recommends that members implement these guidelines right across their marketing processes, from design through to the end customer, incorporating as many as of the guidelines as possible in future projects to ensure best practice.

Suppliers

- Ask your suppliers about the issues raised below and insist responses are confirmed in writing with evidence of accreditations and certificates where appropriate.
- Utilise these policies as part of your standard procedures when formatting specifications for mailing and media inserts and incorporate within your standard service level agreements with suppliers.
- Ensure all projects are implemented in-line where possible with PAS 2020 best practise guidelines.
- Ask suppliers if they are currently measuring their organisation's carbon footprint or that of their products, and if they have plans in place to reduce carbon emissions going forward. The most advanced vendors in this area may be able to provide carbon measures for specific projects or mailings.
- The IDMA recommends that members who distribute unaddressed mail should not deliver to a household displaying a sign saying "no advertisements", "no unaddressed mail" or similar at their letterbox.

Environmental accredited supply chain

- Use suppliers with 14001, EMAS and other recognised Environmental Management Systems for materials such as inks and packaging; e.g. for paper FSC and PEFC Accredited suppliers.
- Look for vendors with strong sustainability policies and low carbon cultures.
- Check supplier accreditations and Environmental policy statements (EPS).
- Publish list of your approved green suppliers.
- Educate suppliers on your environmental standards and expectations.
- Ask suppliers for regular updates on environmental improvements both in terms of their organisation and their products produced.
- Audit and verify the process and environmental claims.
- Ask your suppliers for proof that they are compliant with all of the latest applicable local and EU legislation on the use of chemicals and hazardous materials i.e. Reach and RoHAS.

Use materials from sustainable sources

- There are no agreed industry standards as to what constitutes the optimum recycled paper. However recycled paper and packaging containing some level of post consumer waste is generally recognised as being preferable.
- It is accepted as a minimum standard that material is purchased from approved sustainable sources such as paper Chain of Custody schemes. Suppliers should be able to provide evidence of this if requested
- Preferred accreditations – FSC (Forest Stewardship Council); PEFC (Programme for the Endorsement of Forest Certification); 100% or a mix of Part Recycled and C.O.C, the utilisation of which accreditation is down to your organisation's corporate guidelines.
- PEFC or FSC accreditations refer to the sustainability of the forest source providing guaranteed chain of custody right through the life cycle of the paper.
- Purchase through reputable sources avoid buying illegally imported unaudited stock
- Availability of recycled stocks is improving but plan production as far in advance as possible to avoid stock outs and reduce cost.
- Establishing an agreed paper and envelope spec in advance with suppliers will reduce cost and allow merchants and paper suppliers to stock your preferred materials. With proper planning, you should be able to avoid any additional cost in selection of recycled or Chain of Custody materials.

Reduce grammage of stock specified

- Look at lowest weight for product and design without compromising effectiveness of piece
- Check with media owner specs received on file are the latest available and check lowest paper grammage
- Ask your supplier for samples of stock on the same weights some stocks bulk up better than others
- Avoid use of unnecessary finishes and coatings on papers and envelopes such as film laminates and foiling.
- Most recycling processes can now recycle windowed envelopes. However, check with your supplier for alternatives such as a natural starch based windows, biodegradable laminates, or the potential to inkjet directly onto a non window envelope.

Reduce ink coverage

- Less ink, less energy used
- Request vegetable based inks and finishes where possible

Use printing Press efficient sizes

- Most presses are designed around the A or SRA range of sizes i.e.: A4 and A5 in any pagination, always check with your supplier. If there is an alternative more efficient size close to the original spec. i.e.: 6pp A5 when printing in large volumes can be better produced as 198x148 instead of 210x148.

Overview of most efficient insert specifications (finished sizes)

- 2pp - A4; A5; 198x148; 210x99; 297x 99
- 4pp - A4; A5; 198x148; 210x99; 297x 99
- 6pp - A4 (flat 297x610); 198x148; 210x99; 297x99
- 8pp – A4; A5; 210x99
- 12pp – A4; A5; 198x148
- 16pp – A4; A5; 210x99
- 20pp – A4; A5; 210x99
- 24pp & above – A4; A5; 198x198; 198x148; 210x99

Sizes are guides only. Specific suppliers may have specialist sizes. Always double check with your suppliers.

Reduce overs and wastage

- Review all overs specified by media
- Ask specifically if you need to supply 3% overs at all stages in the process, especially if it is a large run – 3% of 100k is a lot different to 3% of 3 million
- Overs are used in the machine set up and as running waste, so the % waste should reduce as the production run increases
- Communicate this to your supplier and verify they have carried out your request and not reverted back to previous practise.

Audit wastage across all processes

- Check delivery notes after job completion to quantity ordered.
- The more production steps in the process, the more likely there is to be waste and padding.
- If briefing job or passing on press stress again your policy on minimal waste and quantity ordered.
- Always check with media owner where possible and confirm the final quantity at the latest possible point before production aligning production of all elements such as envelopes, labels, packaging and print as required.

Recycle packaging and minimise use

- Always check, do we need cartons or wrapping?
- Can they be returned and reused?
- Look at recycling packaging and pallets across supply chain.

Minimise deliveries

- Plan campaigns with time to deliver in bulk.
- Consolidate deliveries.
- Look for opportunities to consolidate processes on one site.
- Ask freight and postal suppliers to consolidate deliveries where possible.

Clean data

- Use National Change of Address updates (provided by IDMA) and address correction services to help remove improper addresses.
- Give your customers as many opportunities as possible to say if they're happy to continue receiving mail from you.
- Maintain a do-not-mail list for customers who wish to keep their names private and for former customers who'd rather not receive mail from you in the future.
- Identify those current customers who prefer to receive electronic communications instead of direct mail.
- Have a returns management system in place and remove goneaways.
- Use segmentation and modelling tools to select names to be mailed more scientifically.
- Where possible take advantage of advances in digital printing to target mailings more efficiently through effective personalisation.
- Analyse and profile your data against up to date lists
- Provide a return address and service to
- Check against do not mail and MPS lists.

Targeted Marketing in Regional Areas

- Analyse and profile regions and media performance
- Avoid blanket distribution where data is available
- Blend with multi-channels to compliment campaign

Information: Use logos, awards, and 'Green' marks to promote environmental credentials

- Utilise FSC and PEFC logos or promote utilisation from sustainable sources
- For recycled materials, consider using the mobius loop recycled logo.
- Look to manage mailings according to PAS 2020 standard
- Demonstrate your green leadership by share your best practice with colleagues and other users
- Ask your customers to dispose of waste in an environmentally friendly method.
- Provide information to customers on the initiatives you have taken to improve the environmental credentials of your process and provide advice to customers on how best to dispose of waste.

Other useful resources and links:

- DMA 'Green DM' - www.greendm.co.uk
- PAS 2020 standard
<http://www.bsigroup.co.uk/en/Assessment-and-Certification-services/Management-systems/Standards-and-Schemes/PAS-2020/>
- FEDMA Environmental Affairs:
www.fedma.org/environment-affairs-committee.59960.en.html
- An Post 'Six Steps' and 'Take a Leaf' with IDMA
www.takealeaf.ie