

PAS 2020:2009

Direct marketing – Environmental performance Specification

Version correct as of 28/01/2009 10:15, (c) BSI
Nigel Heath, Mr Nigel Heath, Art Connection



**This document is now
PUBLIC**



Publishing and copyright information

The BSI copyright notice displayed in this document indicates when the document was last issued.

© BSI 2009

ISBN 978 0 580 59999 6
ICS 13.020.99, 13.030.99

Publication history

First published January 2009

Amendments issued since publication

Date	Text affected



Contents

	Page
Foreword	ii
Introduction	iv
1 Scope	1
2 Terms and definitions	1
2.1 Direct marketing	1
2.2 Communications channels	2
2.3 Environmental management	2
2.4 Data	3
2.5 Paper and printing	4
3 General	6
3.1 Stages of a campaign	6
3.2 Campaign aim and objectives	7
3.3 Campaign planning	7
3.4 Campaign control	8
3.5 Campaign evaluation	8
4 Creation	9
4.1 Targeting	9
4.2 Suppression	10
4.3 Recyclability	11
4.4 Paper products	12
4.5 Ink and finishes	13
5 Implementation	14
5.1 Printing	14
5.2 Mailing houses	15
5.3 Distribution services	16
5.4 Field marketing	17
6 Use by recipient	18
7 Environmental performance indicators	19
7.1 General	19
7.2 Waste to landfill	19
8 Claim of conformance	19
Annexes	
Annex A (informative) Summary of environmental aspects and objectives	20
Annex B (informative) Environmental management systems	21
Annex C (normative) Checklist of environmental considerations in the design of DM communications	22
Annex D (normative) Applicability of environmental aspects and objectives	23
Annex E (normative) Applicability of environmental performance indicators	24
Annex F (normative) Campaign management framework	25
Annex G (informative) Examples of how to determine the environmental performance score for a campaign	26
Annex H (normative) Recyclability of DM communications	29
	30

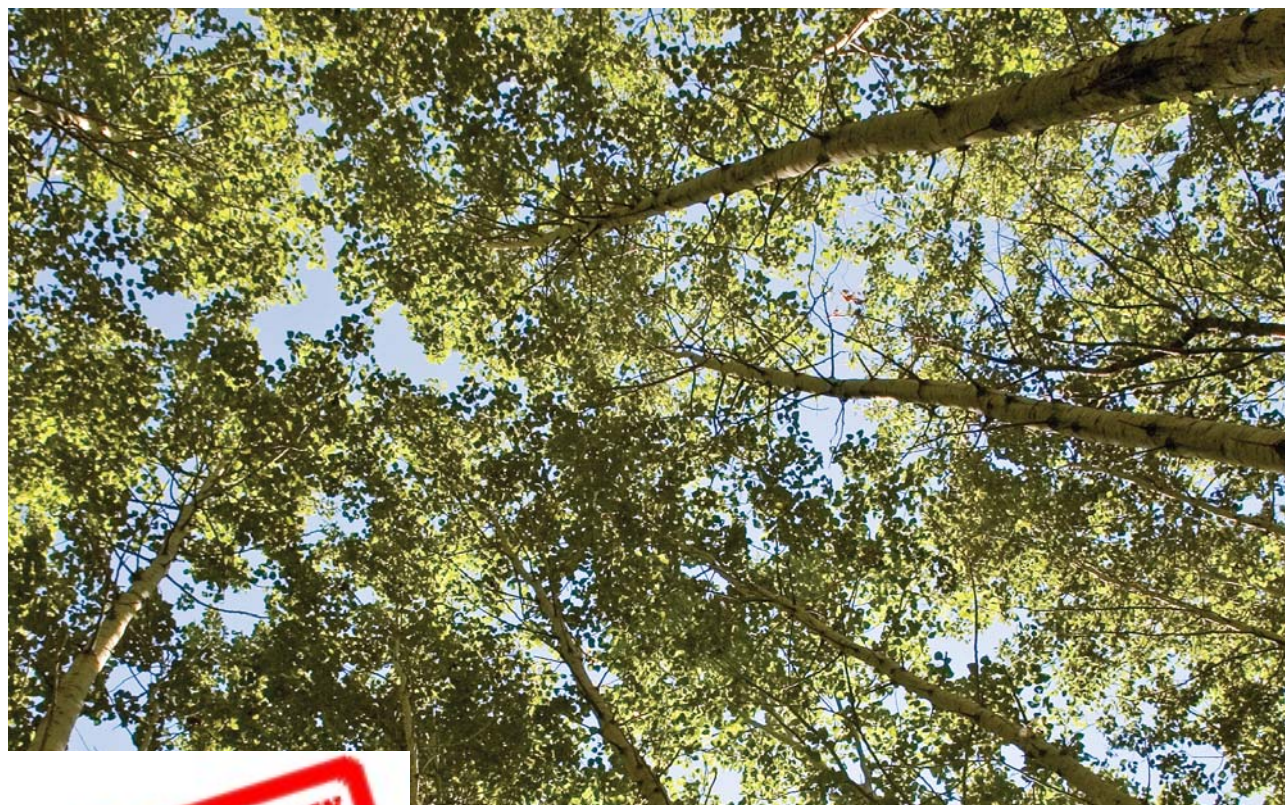


Foreword

This Publicly Available Specification (PAS) was sponsored by the Direct Marketing Association (UK) and its partners Acxiom, ISBA, Royal Mail and the Telephone Preference Service (TPS). It was developed by BSI and came into effect on 21 January 2009.

Acknowledgement is given to the following organizations that were involved in the development of this specification as members of the Steering Group:

- Acxiom;
- Blue Sheep;
- British Printing Industries Federation;
- BSI Consumer & Public Interest Network;
- Brookmead Consulting;
- Confederation of Paper Industries;
- Department for Business, Enterprise and Regulatory Reform;
- Department for Environment, Food and Rural Affairs;
- Direct Marketing Association (UK);
- DQM Group;
- Envirowise;
- Institute of Environmental Management and Assessment;
- Incorporated Society of British Advertisers;
- Lateral Group;
- Local Authority Recycling Advisory Committee;
- NB Group;
- Newsquest Direct;
- Royal Mail;
- The Central Office of Information;
- The Envelope Makers' and Manufacturing Stationers' Association;
- The Leaflet Company;
- TNT Post;
- Williams Lea.



Acknowledgement is also given to the members of a wider Review Panel who were consulted in the development of this specification.

BSI retains ownership and copyright of this PAS. BSI reserves the right to withdraw or amend this PAS on receipt of authoritative advice that it is appropriate to do so. This PAS will be reviewed at intervals not exceeding two years, and any amendments arising from the review will be published as an amended PAS and publicized in *Update Standards*.

This PAS is not to be regarded as a British Standard. It will be withdrawn upon publication of its content in, or as, a British Standard.

The PAS process enables a specification to be rapidly developed in order to fulfil an immediate need in industry. A PAS may be considered for further development as a British Standard, or constitute part of the UK input into the development of a European or International Standard.

Relationship with other publications

This PAS is intended to be used within the framework of an environmental management system conforming to ISO 14001 and a quality management system conforming to ISO 9001.

Where possible, reference has been made to relevant standards from the ISO 14000 and ISO 9000 series to avoid duplication and promote existing good practice.

Product certification

Users of this PAS are advised to consider the desirability of third party certification of conformity to this PAS. Appropriate conformity attestation arrangements are described in BS EN 45011 for attestation via certification. Users seeking assistance in identifying appropriate conformity assessment bodies or schemes may ask BSI to forward their enquiries to the relevant association.

Use of this document

It has been assumed in the preparation of this PAS that the execution of its provisions will be entrusted to appropriately qualified and experienced people, for whose use it has been produced.

Presentational conventions

The provisions of this standard are presented in roman numerals. The auxiliary verb is "shall".

Commentary, explanation and general informative material is presented in smaller italic type, and does not constitute a normative element. The word "should" is used to express recommendations, the word "may" is used to express permissibility and the word "can" is used to express possibility, e.g. a consequence of an action or an event.

Contractual and legal considerations

This publication does not purport to include all the necessary provisions of a contract. Users are responsible for its correct application.

Compliance with a PAS cannot confer immunity from legal obligations.



This document is now
POUBLIC

0 Introduction

0.1 General

The UK Government recognizes that the current model of environmental, social and economic development is unsustainable and that a decisive move towards more sustainable development is in the long-term interests of everyone.

Industry in general is being driven towards taking a responsible approach to how it conducts its business activities. The direct marketing (DM) industry is no exception. It is under pressure to ensure it develops a more sustainable business model that addresses the concerns of the government, consumers and the industry itself.

Environmental issues, ultimately relating to climate change and the excessive consumption of non-replaceable resources, are a particularly pressing concern and this Publicly Available Specification (PAS) has been developed to support the DM industry in its aims to manage these environmental impacts.

Specifically, it focuses on establishing a set of environmental objectives, performance levels and indicators for different environmental aspects of a DM campaign. The indicators provide an indirect measure of a DM campaign's environmental impact on such things as climate change. They can be used by clients and suppliers to demonstrate in real terms a commitment to more responsible business practices.

Our understanding of the nature of specific environmental impacts and how we measure and implement strategies for reducing them is continually

evolving. This first edition of the PAS includes those requirements that it is felt can be implemented in the short term and that will have the biggest effect on mitigating environmental impacts. However, the intention is for this PAS to be updated and reviewed at least every two years to reflect experience of use, changes in practice and the emergence of greater understanding, particularly surrounding newer technologies and in quantifying the level of greenhouse gas emissions associated with direct marketing.

0.2 Applicability

0.2.1 Direct marketing campaign

This PAS is applicable to DM campaigns:

- a) for all types of products and services;
- b) that utilize one or more communications channel; and
- c) that are a one-off or ongoing.

This PAS is intended to be applicable to all communications channels however, because the environmental aspects and impacts of some channels are more widely understood than others, there may be more requirements for these channels than for others. The PAS will be reviewed at least every two years to address this balance as knowledge of the impacts of newer communications channels increases.

0.2.2 Client

This PAS is applicable to clients, i.e. organizations with overall responsibility for a DM campaign.

A client may wish to:

- a) conduct all the activities of a PAS 2020 campaign itself;
- b) conduct some of the activities of a PAS 2020 campaign itself and outsource the remaining activities to suppliers of PAS 2020 campaign activities; or
- c) outsource all activities of a PAS 2020 campaign to a supplier that conducts the entire campaign.

0.2.3 Supplier

This PAS is applicable to suppliers of activities relating to the provision of a DM campaign.

A supplier may wish to provide a service whereby:

- a) it conducts all the activities of a PAS 2020 campaign on the client's behalf;



This document is now
POUBLIC

- b) it conducts some of the activities of a PAS 2020 campaign on the client's behalf; or
- c) it conducts some of the activities of a PAS 2020 campaign on the client's behalf and in turn outsources some of the activities to other suppliers of PAS 2020 campaign activities.

0.3 Implementation

0.3.1 General

This PAS specifies the environmental performance of a DM campaign in terms of a set of environmental objectives, performance levels and indicators, the control of which is established and maintained within a campaign management framework.

A summary of environmental aspects and objectives is given in Table A.1.

A list of environmental performance indicators is given in Table 1.

0.3.2 Overall management of a campaign

This PAS requires that the responsibility for the overall management of a DM campaign is identified from the start of the campaign. The responsibility is likely to be with either the client, or a supplier that has been tasked with delivering the entire campaign on behalf of the client.

0.3.3 Scope of a campaign

This PAS requires that the scope of the DM campaign is defined, as a minimum, in terms of which communications channels are used and what parameters determine the life of the campaign.

0.3.4 Identification of environmental objectives applicable to a campaign

The organization with overall responsibility for a DM campaign is required to assess which environmental objectives are applicable to the campaign using Table D.1, based on the intended communications channels.

0.3.5 Three environmental performance levels

The PAS specifies three environmental performance levels for each environmental objective. These are:

- a) Level 1 (introductory);
- b) Level 2 (intermediate); and
- c) Level 3 (advanced).

Each level is progressively more challenging so as to equip the user with a framework for improving

0.3.6 Environmental performance score

The environmental performance achieved by the overall DM campaign is represented as a score.

The environmental performance score achieved by a campaign is an average of the level achieved for each environmental objective and communications channel identified as relevant to the campaign. The score is given to one decimal place and ranges from 1.0 to 3.0.

Examples of how to determine the score are given in Annex G.

0.3.7 Identification of environmental performance indicators applicable to a campaign

The organization with overall responsibility for the DM campaign is required to assess which environmental performance indicators are applicable to the campaign using Table E.1, based on the intended communications channels.

0.4 Claims of conformance

0.4.1 General

An organization responsible for the entire DM campaign may claim that the campaign conforms to PAS 2020.

A supplier of campaign activities may claim to the organization responsible for the entire DM campaign that their activities have been delivered in accordance with PAS 2020.

0.4.2 Form of claim

All claims are required to include a reference to PAS 2020 and the organization responsible for the DM campaign.

0.4.3 Basis of claim

A claim of conformance can be made on the basis of:

- a) a first party conformity assessment, i.e. an assessment performed by the organization responsible for the entire campaign;
- b) a second party conformity assessment, i.e. an assessment performed by an organization that has a user interest in the campaign; or
- c) a third party conformity assessment, i.e. an assessment performed by an organization that is independent of both the organization responsible for the campaign and of user interest in the campaign, for example, a certification body.

1 Scope

This Publicly Available Specification (PAS) specifies requirements for the environmental performance of a direct marketing campaign.

It focuses on:

- a) specifying the management of a campaign (see **Clause 3**);
- b) identifying environmental aspects and specifying associated environmental objectives and environmental performance levels (see **Clauses 4 to 6**); and

NOTE A summary of environmental aspects and objectives is given in Table A.1.

- c) specifying environmental performance indicators (see **Clause 7**).

NOTE A list of environmental performance indicators is given in Table 1.

It provides three environmental performance levels:

- 1) Level 1 (introductory);
- 2) Level 2 (intermediate); and
- 3) Level 3 (advanced).

It covers the following communications channels:

- i) direct mail;
- ii) door to door unaddressed mail;
- iii) email marketing;
- iv) field marketing;
- v) inserts in publications;
- vi) mobile marketing; and
- vii) telemarketing.

NOTE 1 This PAS can be used in conjunction with an environmental management system conforming to BS EN ISO 14001. Similarly it can be used as part of the phased implementation of an environmental management system conforming to BS 8555.

NOTE 2 This PAS can also be used in conjunction with BS EN ISO 14031, which supports organizations in improving their environmental performance by providing guidance on environmental performance evaluation.

2 Terms and definitions

For the purposes of this Publicly Available Specification, the following terms and definitions apply.

2.1 Direct marketing

2.1.1 campaign

specific and defined series of activities conducted in the **direct marketing** of a predefined message

2.1.2 client

direct marketer that commissions a **direct marketing campaign**

2.1.3 communications channel

medium through which **direct marketing** is communicated

NOTE Definitions of different types of communications channels are given in 2.2.

2.1.4 customer

individual or **organization** with whom a **direct marketer** has done business or is negotiating to do business

2.1.5 distribution service

organization or network of **organizations** that acts as a carrier for distributing a finished **direct marketing communication**

NOTE Some distribution service networks are complex and decentralized, therefore, distribution service requirements in 5.3 apply to the principal contractor/supplier identified as specifically responsible for managing, organizing or undertaking the distribution for each distinct DM communications channel used in a campaign. For example:

- a) for **direct mail** this could be a postal services company;
- b) for **door to door unaddressed mail** this could be a primary door to door distribution company;
- c) for **inserts** this could be a primary insert contractor; and
- d) for **email** this could be an email distribution company.

2.1.6 direct marketer

individual or **organization** responsible for one or more **direct marketing** activities

NOTE A client can be a direct marketer.

2.1.7 direct marketing (DM)

marketing of a message to **customers** and **prospects** with a view to obtaining a specific and quantifiable response



2.1.8 direct marketing (DM) communication

communication received by a customer or prospect as a result of a **direct marketing** activity

NOTE Examples include direct mail and emails.

2.1.9 mailing house

organization which supplies mail enclosing and dispatch services

NOTE The activities covered by a mailing house can include printing, data processing and personalization, but essentially entails the fulfilment of all of the client's mailing needs.

2.1.10 marketing

management process responsible for identifying, anticipating and satisfying **customer** and **prospect** requirements profitably

[Derived from The Chartered Institute of Marketing's *Marketing glossary* [1]]

2.1.11 organization

company, corporation, firm, enterprise, authority or institution, or part or combination thereof, whether incorporated or not, public or private, that has its own functions and administration

NOTE For organizations with more than one operating unit, a single operating unit may be defined as an organization.

[BS EN ISO 14001:2004, definition 3.16]

2.1.12 principal manager

individual who is the head of an **organization**

2.1.13 prospect

individual or **organization** with whom a **direct marketer** has had little or no contact and to whom a **direct marketer** wishes to direct market to in order to solicit business

2.1.14 supplier

organization providing products or services

2.2 Communications channels

2.2.1 direct mail

physical **direct marketing communication** delivered to a named **customer** or **prospect** at a specific postal address

2.2.2 door to door unaddressed mail

unaddressed physical **direct marketing communication** delivered to an individual household and/or business

as a delivery method

2.2.4 field marketing

direct marketing communicated face to face by individuals directly to a **customer** or **prospect**

NOTE Methods of field marketing include sampling, demonstrating, merchandising, auditing and selling.

2.2.5 insert

direct marketing communication inserted into a mailing and/or a publication

NOTE 1 Examples of publications include newspapers and magazines.

NOTE 2 An insert can be either bound in, tipped on or gummed in to a publication or remain loose.

2.2.6 mobile marketing

direct marketing using mobile communication technologies

NOTE Mobile communication technologies include text and picture messaging, location services and mobile internet.

2.2.7 telemarketing

direct marketing conducted by telephone

2.3 Environmental management

2.3.1 carbon reduction and removal programme

planned approach to reducing and removing carbon released into the atmosphere

NOTE Typically carbon is released into the atmosphere in the form of carbon dioxide (CO₂) emissions resulting from burning fuel.

2.3.2 continual improvement

recurring process of enhancing the **environmental management system** in order to achieve improvements in overall **environmental performance** consistent with the organization's **environmental policy**

[BS EN ISO 14001:2004, definition 3.2]

2.3.3 environment

surroundings in which an **organization** operates, including air, water, land, natural resources, flora, fauna, humans, and their interrelation

NOTE Surroundings in this context extend from within an organization to the global system.

[BS EN ISO 14001:2004, definition 3.5]

2.3.4 environmental aspect

element of an **organization's** activities or products or services that can interact with the **environment**

NOTE A significant environmental aspect has or can have a significant environmental impact.

[BS EN ISO 14001:2004, definition 3.6]



2.3.5 environmental declaration

claim that indicates the **environmental aspects** of a product or service

NOTE An environmental declaration can, for example, take the form of a statement, symbol or graphic on a product or package label in product literature, in technical bulletins, in advertising or in publicity.

[BS EN ISO 14020:2001, definition 2.1]

2.3.6 environmental impact

any change to the **environment**, whether adverse or beneficial, wholly or partially resulting from an **organization's environmental aspects**

[BS EN ISO 14001:2004, definition 3.7]

2.3.7 environmental management system (EMS)

part of an **organization's** management system used to develop and implement its **environmental policy** and manage its **environmental aspects**

NOTE 1 A management system is a set of interrelated elements used to establish policy and objectives and to achieve those objectives.

NOTE 2 A management system includes organizational structure, planning activities, responsibilities, practices, procedures, processes and resources.

[BS EN ISO 14001:2004, definition 3.8]

2.3.8 environmental objective

overall environmental goal, consistent with the **environmental policy**, that an **organization** sets to achieve

[derived from BS EN ISO 14001:2004, definition 3.9]

2.3.9 environmental performance evaluation (EPE)

process to facilitate management decisions regarding an **organization's environmental performance** by selecting indicators, collecting and analyzing data, assessing information against environmental performance criteria, reporting and communicating, and periodically reviewing and improving this process

[BS EN ISO 14031:2000, definition 2.9]

2.3.10 environmental performance

measurable results of an **organization's** management of its **environmental aspects**

NOTE In the context of environmental management systems, results can be measured against the organization's environmental policy, environmental objectives, environmental targets and other environmental performance requirements.

[BS EN ISO 14001:2004, definition 3.10]

2.3.11 environmental performance indicator (EPI)

specific expression that provides information about an **organization's environmental performance**

[BS EN ISO 14031:2000, definition 2.10]

2.3.12 environmental policy

overall intentions and direction of an **organization** related to its **environmental performance** as formally expressed by **top management**

NOTE The environmental policy provides a framework for action and for the setting of environmental objectives and environmental targets.

[BS EN ISO 14001:2004, definition 3.11]

2.3.13 environmental target

detailed performance requirement, applicable to the **organization** or parts thereof, that arises from the **environmental objectives** and that needs to be set and met in order to achieve those objectives

[BS EN ISO 14001:2004, definition 3.12]

2.3.14 greenhouse gas (GHG)

gaseous constituent of the atmosphere, both natural and anthropogenic, that absorbs and emits radiation at specific wavelengths within the spectrum of infrared radiation emitted by the Earth's surface, the atmosphere and clouds

NOTE GHGs include carbon dioxide (CO₂), methane (CH₄), nitrous oxide (N₂O), hydrofluorocarbons (HFCs), perfluorocarbons (PFCs) and sulfur hexafluoride (SF₆).

[BS EN ISO 14064-1:2006, definition 2.1]

2.3.15 recyclability

ability of a material to be captured and separated from a waste stream for conversion or reuse

2.3.16 recycling

reprocessing of recovered material in a production process, including composting but excluding energy recovery

[PAS 105:2007, definition 2.20]

2.4 Data

2.4.1 consent-based file

data list where it can be proved that all **customers** and **prospects** have consented to receive **direct marketing**

2.4.2 contact history

record of the number of occasions that an identified **customer** or **prospect** has been sent a **direct marketing communication** and is the subject of that communication

2.4.3 customer database

database recording personal details about **customers** with whom an **organization** has done business

NOTE This normally contains such things as name and contact details and in some instances transaction history. It can also include records of suppression preferences and contact history.

2.4.4 data list

list of personal details used for **direct marketing** purposes

2.4.5 deceased suppression file

list of names and associated personal details of deceased **customers** and **prospects**

2.4.6 gone away suppression file

list of postal addresses that are no longer associated with a particular **customer** or **prospect**

NOTE For example, lists of addresses for an individual from which direct mail has been returned because the individual is no longer at the address.

2.4.7 hygiene and validating records

process whereby an **organization** ensures that their **data lists** are accurate and up to date

2.4.8 opt out

process by which **customers** and **prospects** request not to receive **direct marketing communications** from a particular **organization**

2.4.9 preference service

service that maintains a **suppression file** of names and personal details that **customers** and **prospects** have requested should not to be used for **direct marketing** purposes

NOTE Examples in the UK include:

- a) baby mailing preference service (BMPS);
- b) corporate telephone preference service (CTPS);
- c) email preference service (eMPS);
- d) facsimile preference service (FPS);
- e) mailing preference service (MPS);
- f) telephone preference service (TPS);
- g) unaddressed mail preference service (Your Choice).

2.4.10 response rate

percentage of **customers** and **prospects** that read or took positive action on receipt of a **direct marketing communication** as a proportion of the overall number of **customers** and **prospects** targeted

2.4.11 suppression file

list of names and associated personal details of individuals and **organizations** that have requested not to receive **direct marketing communications**

NOTE There are a number of different types of suppression files, such as a client's in-house suppression file, data held by preference services, gone away suppression files and deceased suppression files.

2.4.12 target profile

list of criteria that determines whether or not to target a **customer** or **prospect** with a **direct marketing communication**

2.4.13 targeting

method of increasing the likelihood that a **direct marketing communication** is sent to a **customer** or **prospect** that wants it

NOTE For example, using lifestyle and geodemographic targeting systems.

2.4.14 targeting analysis technique

technique for improving the chances that only relevant **customers** and **prospects** receive a **direct marketing communication**

2.5 Paper and printing

2.5.1 elemental chlorine free (ECF) paper

paper made from **virgin fibre** and/or **recycled fibre** and bleached using chlorine compounds as a substitute for elemental chlorine

NOTE The ECF bleaching process utilizes chlorine dioxide or sodium hypochlorite instead of chlorine gas as a bleaching agent.

2.5.2 finish

coating applied to printed paper or board

NOTE These include machine varnish (for a matt or gloss finish), ultraviolet varnish (for a high gloss finish) or film laminate (for a high gloss or matt finish).

2.5.3 lamination

application of a polypropylene- or acetate-based film to a print product to provide protection and/or achieve matt or gloss finish

2.5.4 mill broke

waste paper generated during the manufacture of paper

NOTE 1 For example, trimmings or faulty paper.

NOTE 2 As mill broke has never been used in a product, when it is reused in the manufacture of paper it does not count as recycled fibre.

2.5.5 paper product

product derived from wood fibre

NOTE 1 This includes cardboard and various types of paper such as newsprint, copy paper, tissue paper, printing paper, construction paper and paper used in envelopes.

NOTE 2 Paper can also be made from non wood-based material, such as bagasses, cotton, hemp and straw.

2.5.6 post-consumer waste paper

paper that has been used by the consumer and returned for recycling

2.5.7 printing

process of reproducing an image on a substrate

2.5.8 pre-consumer waste paper

waste paper generated through processing once the paper has left the paper mill but prior to receipt by the end consumer

NOTE For example, printers' off cuts, printers' overruns and damaged stock.

2.5.9 processed chlorine free (PCF) paper

paper made from virgin fibre and/or recycled fibre and either left unbleached or bleached without chlorine or chlorine compounds

NOTE Since it is not possible to tell whether the recycled fibre content has been bleached with chlorine or chlorine compounds in the past, PCF papers cannot be labelled totally chlorine free (TCF).

2.5.10 recycled fibre

wood fibre recovered from pre-consumer waste paper and post-consumer waste paper but excluding mill broke

2.5.11 recycled paper

paper containing a proportion of recycled fibre

NOTE The proportion of recycled fibre varies from 1% to 100%.

2.5.12 totally chlorine free (TCF) paper

paper made from only virgin fibre that is either left unbleached or bleached without chlorine or chlorine compounds

NOTE This term can only be used for paper that has no recycled fibre content (i.e. virgin paper). If it contained recycled fibre it would not be possible to tell whether the recycled fibre had been bleached in the past.

2.5.13 under colour removal

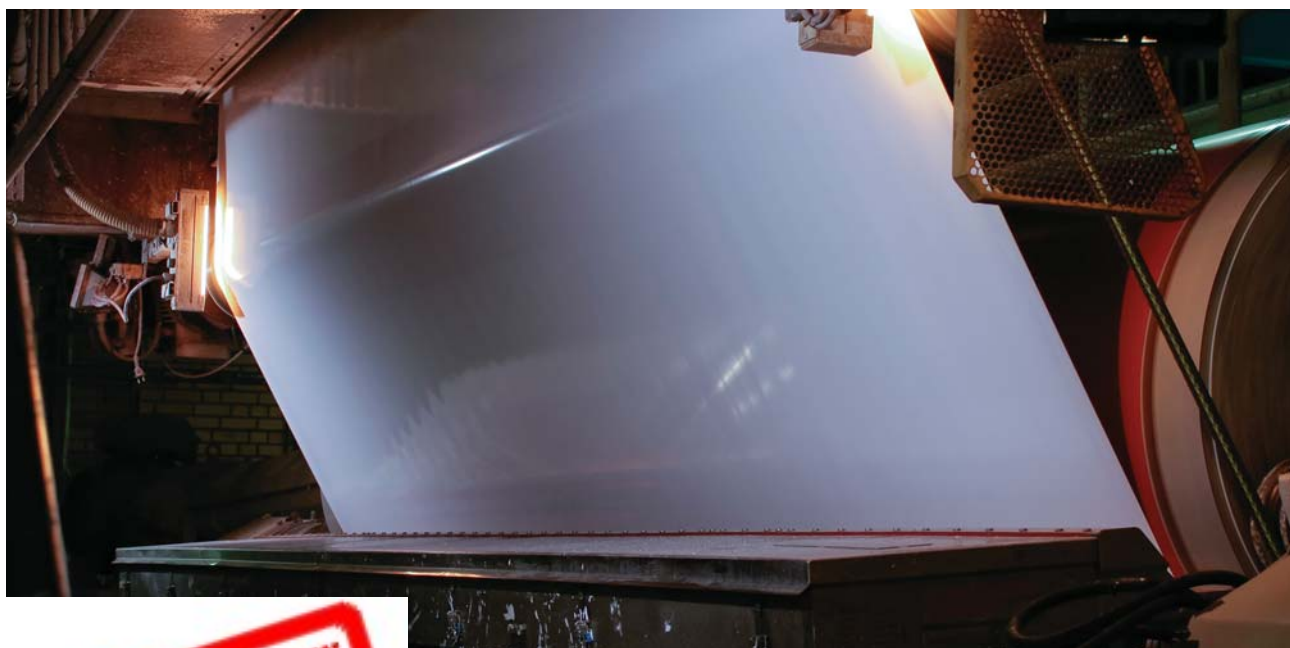
technique for reducing the amount of cyan, magenta and yellow ink where they combine to form neutral tones (e.g. shadows), by replacing some of the resultant trichromatic grey with an equivalent quantity of black ink

2.5.14 virgin fibre

wood fibre that has not been used before

2.5.15 virgin paper

paper made from virgin fibre with no recycled fibre content



3 General

3.1 Stages of a campaign

The stages of a campaign shall include:

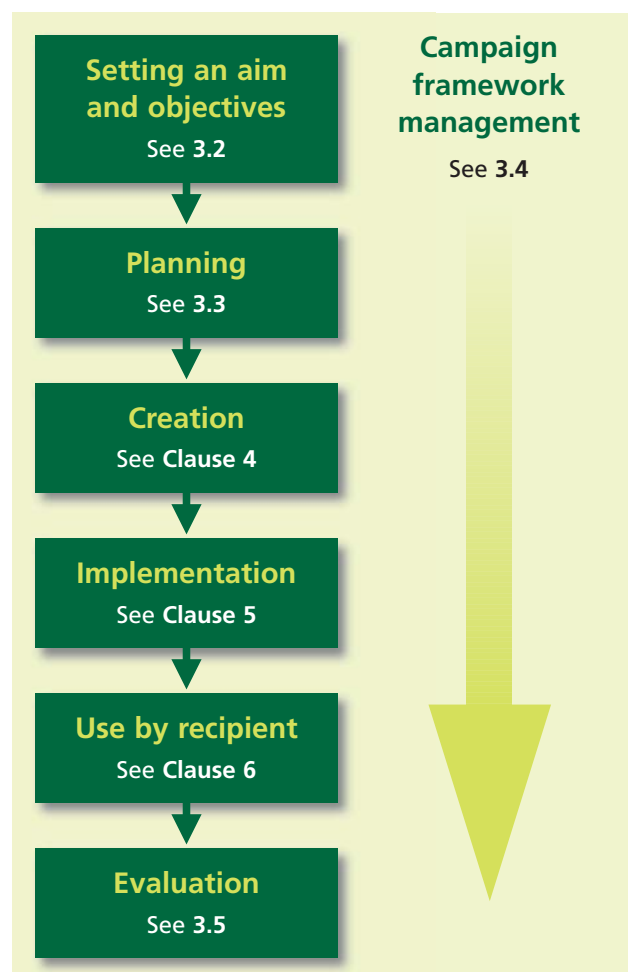
- a) setting an aim and objectives (see 3.2);
- b) planning (including design) (see 3.3);
- c) creation (including data and resources) (see Clause 4);
- d) implementation (including production and distribution) (see Clause 5);
- e) use by recipient (including unsubscribe) (see Clause 6); and
- f) evaluation (see 3.5).

NOTE 1 The stages of a campaign are represented in Figure 1. These stages are controlled by an overarching campaign management framework (see 3.4).

NOTE 2 Consideration of the environmental aspects of a campaign should be given to all stages, including what happens to the DM communication after implementation, i.e. what the recipient does with the DM communication.

NOTE 3 The management of the environmental aspects of a campaign should be conducted as part of an organization- or department-wide environmental management system. An overview of environmental management systems is given in Annex B.

Figure 1 – Stages of a campaign



Unlicensed copy: Art Connection, Mr Nigel Heath, Version correct as of 28/01/2009 10:15, (c) BSI

This document is now
POOBLIC

3.2 Campaign aim and objectives

A campaign's aim and objectives shall be defined and documented and shall:

- a) identify the responsibility for the overall management of the campaign;

NOTE The responsibility is likely to be with either the client or a supplier that has been tasked with delivering the entire campaign on behalf of the client.

- b) specify either:

- 1) the environmental performance score that the campaign aims to achieve, to one decimal place between 1.0 to 3.0 inclusive; or
- 2) the environmental performance score range within which the campaign aims to fall, to one decimal place between 1.0 to 3.0 inclusive; and

- c) include a commitment to conduct the campaign in a manner consistent with improving environmental performance.

3.3 Campaign planning

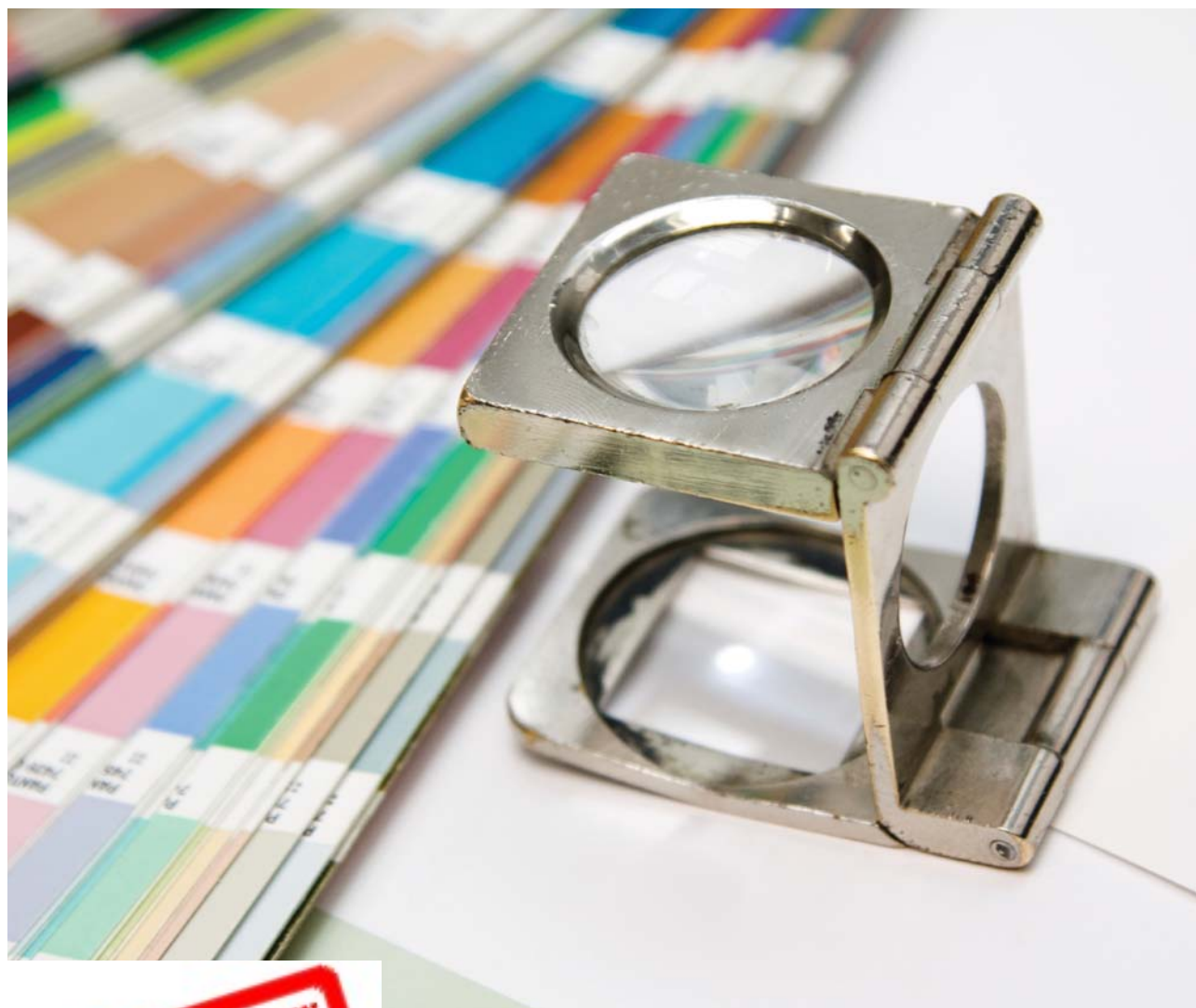
During the planning stage:

- a) the scope of the campaign shall be defined and documented and shall include, as a minimum:

- 1) which communications channels are to be used; and
- 2) what parameters determine the life of the campaign (e.g. time frame, response targets and/or revenue targets);

- b) the campaign shall be designed to minimize the use of resources whilst meeting the aim and objectives of the campaign and shall include, as a minimum, a documented response to each of the items in the checklist in Table C.1;

- c) the environmental aspects and objectives in **Clauses 4 to 6** that are relevant to the campaign shall be identified from Table D.1 according to which communications channels are used;



This document is now
POOBLIC

- d) the environmental performance level to be achieved for each of the objectives and communications channels identified in c) shall be specified so that the campaign's overall environmental performance score conforms to the value or falls within the range of values identified in 3.2b), noting that the minimum level achieved for each objective shall be Level 1;
- e) the environmental performance indicators (EPIs) that are relevant to the campaign shall be identified in accordance with **Clause 7**; and
- f) the names of the organizations responsible for achieving the environmental objectives, performance levels and indicators identified in c), d) and e) shall be identified and documented.
- NOTE The list of those organizations responsible for achieving the environmental objectives is likely to include a list of suppliers that conduct campaign activities in accordance with PAS 2020.*

3.4 Campaign control

A campaign shall be conducted under the control of a campaign management framework conforming to **Annex F**.

NOTE 1 The campaign management framework in Annex F provides a structure within which campaigns can consistently meet the requirements of this PAS.

NOTE 2 The implementation of a quality management system conforming to BS EN ISO 9001 and addressing the specific requirements of this PAS would provide an appropriate management framework.

3.5 Campaign evaluation

3.5.1 A campaign shall be evaluated to determine and record:

- a) the results achieved for each EPI identified as relevant in 3.3e);
- b) the environmental performance score achieved for each objective and each communication channel identified as relevant in 3.3c), which shall:
- 1) take into account the different performance levels achieved by different components of a physical DM communication (e.g. brochure, leaflet and/or envelope);
 - 2) reflect the different proportions by mass of each component of a physical DM communication;
 - 3) reflect the different proportions, in terms of the number of units, for different versions of a physical DM communication;

different performance
different suppliers of a

campaign activity (e.g. printing and distribution services); and

- 5) be rounded up to one decimal place and be between 1.0 to 3.0 inclusive;

NOTE Examples of determining the environmental performance score for a campaign are given in Annex G.

- c) the overall score achieved by the campaign, which shall:

- 1) be an average of the scores recorded in b); and
- 2) be rounded up to one decimal place and be between 1.0 to 3.0 inclusive;

NOTE Examples of determining the environmental performance score for a campaign are given in Annex G.

- d) whether the score matches the score, or falls within the range of scores, specified in 3.2b) and, if not, the reasons why and the corrective action to be taken for future campaigns; and

- e) whether, as a result of d), to change the environmental performance score or range of scores that any future campaign is intended to achieve.

NOTE The environmental performance of a campaign can be reviewed to determine whether to raise the environmental performance score specified in 3.2b) as part of a commitment to continual improvement.

3.5.2 The records from 3.5.1 shall be made available in writing to interested parties.

NOTE Guidance on general principles, policy, strategy and activities relating to both internal and external environmental communication is given in BS ISO 14063.



This document is now
POOBLIC

4 Creation

4.1 Targeting

Objective 1 – Target customers and prospects to whom the campaign is relevant and that are likely to respond

Level	Environmental performance	
1	<p>A campaign shall include the documented selection and targeting of customers and prospects to whom the campaign's DM communications are relevant and likely to yield a positive response.</p> <p>Customer and prospect requests to opt out of receiving DM communications shall be recorded and fed into a suppression file for future campaigns.</p>	<p><i>NOTE The Data Protection Act 1998 [2] and The Privacy and Electronic Communications (EC Directive) Regulations 2003 [3] contain requirements relating to the right to prevent the processing of data for purposes of direct marketing.</i></p> <p>Prospects who match the client's target profile for a campaign shall be selected in accordance with documented procedures.</p>
2	<p>In addition to Level 1, response rates and other key performance indicators that have been identified as applicable to the campaign (e.g. return on investment and/or evidence of behavioural changes) shall be measured in accordance with documented procedures.</p> <p>Campaign response rates and contact history shall be recorded for customers and, provided permissions have been gained from the data owner or supplier, for prospects as well.</p> <p>Where the intention is to contact the same customers and prospects for future campaigns, the campaign response rates and contact</p>	<p>history shall be used to determine the frequency with which to send DM communications to the customer or prospect in order to achieve optimum results in future campaigns.</p> <p><i>NOTE The Data Protection Act 1998 [2] requires that data processed for any purpose shall not be kept for longer than is necessary for that purpose for which is was intended.</i></p> <p>Two or more targeting analysis techniques shall be conducted and evaluated to maximize the targeting results.</p>
3	<p>In addition to Level 2, a customer database shall be updated for each campaign or monthly, whichever is the least frequent. This shall include updating customer profiles with opt out preference changes since the last update.</p> <p><i>NOTE The Data Protection Act 1998 [2] requires that data shall be accurate and, where necessary, kept up to date.</i></p>	<p>A programme of continuing improvement shall be in place to minimize the effect on the environment over time whilst maximizing the performance of the campaign against the key performance indicators identified as applicable in Level 2 (e.g. return on investment and/or evidence of behavioural changes).</p>

Commentary on 4.1

Some organizations, particularly those in the public sector, are required to communicate to the whole population – in these cases the PAS would interpret this as being targeted to that group and hence be covered by this objective.

Targeting not only applies to a person but can also be to an area, e.g. shopping centres in the case of field marketing or specific streets in door to door distribution.

Attention is drawn to:

a) the Data Protection Act 1998 [2], which gives requirements with respect to the use and storage

b) The Privacy and Electronic Communications (EC Directive) Regulations 2003 [3], which give requirements with respect to the use of data for electronic communications.

Further information on the use of data for a campaign is given in the Direct Marketing Code of Practice, 5.73 to 5.93 [4] and the DMA Data Best Practice Guidelines [5].

This document is now
POUBLIC

4.2 Suppression

Objective 2 – Apply customer and prospect data suppression and maintain data quality

Level	Environmental performance	
1	<p>Customer and prospect data for a campaign shall be maintained in accordance with documented procedures. This shall include, as a minimum:</p> <p>a) matching and updating mailing files against a postcode address file;</p> <p>b) suppressing customer and prospect data against the Mail Preference Service (MPS), including MPS deceased, in instances where the data is not from a consent-based file;</p> <p><i>NOTE</i> Suppression against the Telephone Preference Service (TPS) and the Corporate Telephone Preference Service (CTPS) is also a requirement under The Privacy and Electronic Communications (EC Directive) Regulations 2003 [3].</p> <p>c) suppressing customer and prospect data against a file of customer and prospect opt out requests; and</p> <p><i>NOTE 1</i> The maintenance of a suppression file is specified in Level 1 of 4.1. The Data Protection Act 1998 [2] and The Privacy and Electronic Communications (EC Directive) Regulations 2003 [3] contain requirements relating to the</p>	<p><i>right to prevent the processing of data for purposes of direct marketing.</i></p> <p><i>NOTE 2</i> When using the door to door unaddressed mail communications channel, a mechanism for observing householder wishes includes, for DMA members, the Your Choice (door to door) preference service.</p> <p>d) checking customer and prospect data used in a campaign against the files referred to in a), b) and c) 30 days or less before a DM communication that uses the data is delivered to the recipient.</p> <p><i>NOTE</i> The Privacy and Electronic Communications (EC Directive) Regulations 2003 [3] requires that unsolicited calls for direct marketing purposes to telephone numbers that are registered with the Telephone Preference Service (TPS) and the Corporate Telephone Preference Service (CTPS) can only be made within 28 days of the numbers being registered.</p> <p>Hygiene and validating records shall be carried out no less than once a year in accordance with a documented procedure.</p>
2	<p>In addition to the first paragraph of Level 1, including items a) to d), customer and prospect data used in a campaign shall be checked against one commercially available deceased and gone away suppression file 30 days or less</p>	<p>before a DM communication that uses the data is delivered to the recipient.</p> <p>Hygiene and validating records shall be carried out no less than twice a year in accordance with a documented procedure.</p>
3	<p>Level 3 shall be the entry level for high volume business-to-consumer and business-to-business direct marketers (see Commentary on 4.2).</p> <p>In addition to the first paragraph of Level 1, including items a) to d), customer and prospect data used in a campaign shall be checked against more than one commercially available deceased and gone away suppression file</p>	<p>30 days or less before a DM communication that uses the data is delivered to the recipient.</p> <p>A client customer database shall be maintained. The data quality of the database shall be audited at least every three months to check that the database has been updated and contains accurate data. The results of these audits shall be documented.</p>

Commentary on 4.2

The entry level for high volume business-to-consumer and business-to-business direct marketers is Level 3, where:

- a) a high volume business-to-consumer direct marketer is an organization with an annual marketing communications volume (sent by the organization's legal entity) of greater than 500,000 per annum measured for the 12 months up to the end of the last calendar quarter; and

b) a high volume business-to-business direct marketer is an organization with an annual marketing communications volume (sent by the organization's legal entity) of greater than 500,000 per annum measured for the 12 months up to the end of the last calendar quarter.

Attention is drawn to:

- a) the Data Protection Act 1998 [2], which gives requirements with respect to the use and storage of personal data; and
- b) The Privacy and Electronic Communications (EC Directive) Regulations 2003 [3], which give requirements with respect to the use of data for electronic communications.

Further information on the use of data for a campaign is given in the Direct Marketing Code of Practice, 5.73 to 5.93 [4] and the DMA Data Best Practice Guidelines [5].

This document is now
PUBLIC

4.3 Recyclability

Objective 3 – Design DM communications for recyclability

Level	Environmental performance
1	<p>Each of the constituent materials in a physical DM communication shall be assessed against Table H.1 to determine whether or not it is able to be recycled from the kerbside by the majority of UK local authorities. The assessment shall be documented and shall include a list of all the different materials used in the physical DM communication.</p> <p>The physical DM communication shall display statements and/or logos on the communication that encourage the customer or prospect to recycle those constituent materials that are recyclable.</p>
2	<p>Each of the constituent materials in a physical DM communication shall be able to be recycled from the kerbside by the majority of UK local authorities when assessed against Table H.1.</p> <p>The physical DM communication shall display a statement and/or logo on the outside of the communication that encourages the customer or prospect to recycle it.</p>
3	<p>In addition to Level 2, a physical DM communication shall be of a nature that enables it to be placed in its entirety into one household recycling collection container.</p> <p>The physical DM communication shall display a statement and/or logo on the outside of the communication that informs the customer or prospect that the entire communication can be placed in one household recycling collection container.</p>

Commentary on 4.3

Campaigns that promote recycling in the United Kingdom include:

- a) *Recycle Now in England;*
- b) *Waste Aware Scotland;*
- c) *Waste Awareness Wales; and*
- d) *Wake up to Waste in Northern Ireland.*

Recycle Now is a campaign aimed at encouraging more people in England to recycle more things, more often and to understand the positive benefits of these actions. The associated logo is given below and further information can be found at www.recyclenow.com and www.recyclenowpartners.org.uk.



Waste Aware Scotland is a campaign to promote the reduction, reuse and recycling of household waste in Scotland. The associated logo is given below and further information can be found at www.wasteawarescotland.org.uk.



Waste Awareness Wales provides official information to the public about managing materials and resources more sustainably and reducing waste. The associated logo is given below and further information can be found at www.wasteawarenesswales.org.uk.



The Northern Ireland Environment and Heritage Service (EHS) has undertaken to develop a long term educational programme in partnership with local councils, the voluntary sector, business, schools and colleges to inform and educate the current and future generations as to how they can shape a more sustainable Northern Ireland. Further information can be found at www.wakeuptowaste.org.

4.4 Paper products

Objective 4 – Effectively manage the procurement and use of paper products to improve environmental performance

Level	Environmental performance
1	<p>All paper products used in printed DM communications shall:</p> <p>a) be sourced from paper mills which operate an environmental management system conforming to BS EN ISO 14001 and/or EMAS; and</p> <p><i>NOTE The eco-management and audit scheme (EMAS) is a voluntary initiative designed to improve an organization's environmental performance by not only requiring the establishment of an environmental management system based on BS EN ISO 14001 but also by requiring that participating organizations regularly produce a public environmental statement of their environmental performance that has been independently checked by an environmental verifier. EMAS is established by European Regulation No. 761/2001 [6] and further information can be found at www.emas.org.uk.</i></p> <p>b) be produced using non-chlorinating bleaching methods (which are now largely redundant in practice).</p> <p><i>NOTE Chlorinating bleaching methods are those which use elemental chlorine (Cl₂). Non-chlorinating bleaching methods are elemental chlorine free (ECF), processed chlorine free (PCF) and totally chlorine free (TCF), including oxidizing bleaching (e.g. using chlorine dioxide, ozone and hydrogen peroxide) and reductive bleaching (e.g. using hydrosulphite).</i></p>
2	<p>In addition to Level 1, all paper products used in printed DM communications shall:</p> <p>a) have an environmental declaration that:</p> <ol style="list-style-type: none"> 1) conforms to BS EN ISO 14025; and 2) contains externally verified information on the product's composition and the environmental emissions from the product's production; and <p><i>NOTE An example of a declaration used by paper mills is Paper Profile (www.paperprofile.com). It covers the central environmental parameters of pulp and paper production including product composition and emissions.</i></p> <p>b) contain a proportion of:</p> <ol style="list-style-type: none"> 1) recycled fibre from recovered waste paper; and/or 2) virgin fibre sourced under a certified chain of custody conforming to a certification scheme approved by the Defra funded Central Point of Expertise on Timber Procurement (CPET) [7]. <p><i>NOTE A chain of custody conforming to a CPET scheme ensures that virgin fibre is traced through all stages of processing and distribution and as a minimum only includes virgin fibre from legal and non-controversial sources.</i></p>
3	<p>In addition to Level 2, all paper products used in printed DM communications shall:</p> <p>a) be produced and certified in accordance with an internationally recognized eco-labelling scheme that makes environmental declarations in accordance BS EN ISO 14025; and/or</p> <p><i>NOTE The European Commission Green Public Procurement (GPP) Training Toolkit [8] and [9] recommends that copier and graphic paper conforms to the European Ecolabel, Nordic Swan or Blue Angel eco-labelling schemes.</i></p> <p>b) be certified as conforming to a certification scheme approved by the Defra funded Central Point of Expertise on Timber Procurement (CPET) [7].</p> <p><i>NOTE In addition to ensuring that virgin fibre is traced via a certified chain of custody (as specified in Level 2), full certification to a CPET scheme goes one step further by ensuring the source forest is managed to high standards covering social, environmental and economic issues.</i></p>

Commentary on 4.4

The aim of this objective is to move from Level 1 compliant paper mills that produce paper in an environmentally friendly way to Level 3 compliant paper mills that are sourcing pulp from legal and sustainable sources and have a lower environmental impact

from production, contains recycled content or is derived using pulp from sustainably managed forests.

Those responsible for a campaign should investigate the scope for reducing the amount of paper in a campaign by using lighter paper or paper of a lower specification.

This document is now
PUBLIC

4.5 Ink and finishes

Objective 5 – Make efficient use of ink and finishes

Level	Environmental performance
1	A printed DM communication shall have less than 90% ink coverage. Laminate finishes shall not be used in a printed DM communication.
2	A printed DM communication shall have less than 50% ink coverage. Laminate and ultraviolet varnish finishes shall not be used in a printed DM communication.
3	A printed DM communication shall have less than 25% ink coverage. Laminate and ultraviolet varnish finishes shall not be used in a printed DM communication.

Commentary on 4.5

Ink coverage is expressed as an average percentage of the sum of the percentage coverage of each individual ink used. For example:

Cyan 20% + magenta 30% + yellow 60% + black 10% = $120/4 = 30\%$

This example of determining ink coverage is based upon a four colour set of inks. Similar calculations apply for the various alternative dot patterns that are used.

The ink coverage specified in Levels 1, 2 and 3 are based upon a representative sample of typical direct mail work, measured at point of origination and incorporate sufficient scope to allow for ink gain at point of production due to paper, plate and operator intervention.

Several software tools exist for measuring total ink coverage, including system specific tools, stand alone applications and plug-ins. Some examples are:

- APFill (stand alone);
- PressPercent Pro (stand alone);
- Phantasm (Illustrator add on);
- Inkcoverage (shareware plug-in for Photoshop).

Under colour removal (UCR) techniques should be employed where possible to assist in reducing ink coverage.

Note also that requirements for finishes were included because products covered in some finishes, such as laminates and ultraviolet varnishes, cannot always be recycled, i.e.:

- lamination can render a product unrecyclable and non biodegradable and the lamination process emits high levels of volatile organic compounds (VOCs);
- UV varnishes are mineral-oil based, which contain solvents, their application is via a process that uses a large amount of energy and they cause problems for the recycling process.



5 Implementation

5.1 Printing

Objective 6 – Use organizations that manage the environmental impacts of producing printed DM communications

Level	Environmental performance
1	<p>Printed DM communications shall be produced by organizations that:</p> <ul style="list-style-type: none"> a) document a commitment to environmental management and establish a baseline for environmental performance; b) identify and have controls in place to ensure compliance with environmental legislation and other environmental requirements (e.g. standards, codes of practice and/or guidance); and c) develop environmental objectives, targets and programmes. <p><i>NOTE</i> The criteria established in a), b) and c) can be met by conforming to BS 8555:2003, Phase 1, Phase 2 and Phase 3.</p>
2	<p>Printed DM communications shall be produced by organizations that have an environmental management system conforming to BS EN ISO 14001.</p>
3	<p>In addition to Level 2, printed DM communications shall be produced by organizations that publicly report on their environmental performance. This reporting shall include information on how the organizations are performing against the environmental objectives and targets they set themselves in accordance with BS EN ISO 14001.</p> <p><i>NOTE 1</i> Guidance on general principles, policy, strategy and activities relating to both internal and external environmental communication is given in BS ISO 14063.</p> <p><i>NOTE 2</i> The eco-management and audit scheme (EMAS) is a voluntary initiative designed to improve an organization's environmental performance by not only requiring the establishment of an environmental management system based on BS EN ISO 14001 but also by requiring that participating organizations regularly produce a public environmental statement of their environmental performance that has been independently checked by an environmental verifier. EMAS is established by European Regulation No. 761/2001 [6] and further information can be found at www.emas.org.uk.</p>

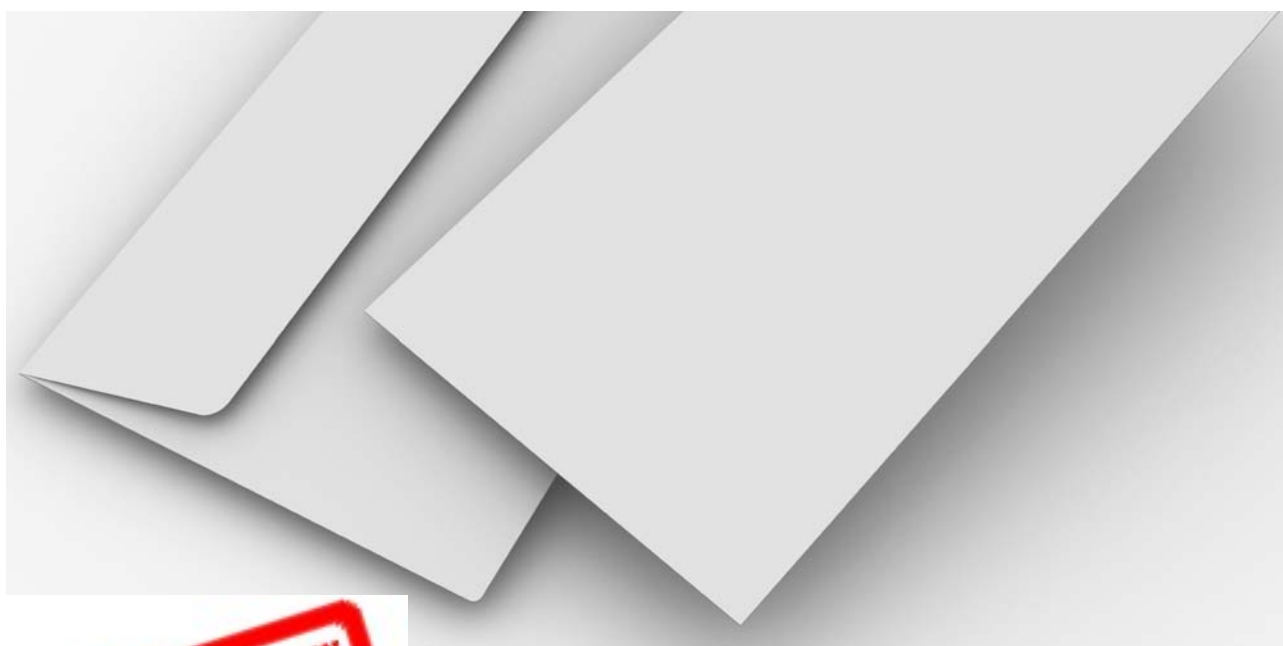


This document is now
POOBLIC

5.2 Mailing houses

Objective 7 – Use mailing houses that manage their environmental impacts

Level	Environmental performance	
1	<p>A campaign shall only use mailing houses or in-house mailing facilities that:</p> <ul style="list-style-type: none"> a) document a commitment to environmental management and establish a baseline for environmental performance; b) identify and have controls in place to ensure compliance with environmental legislation and other environmental 	<p>requirements (e.g. standards, codes of practice and/or guidance); and</p> <ul style="list-style-type: none"> c) develop environmental objectives, targets and programmes. <p><i>NOTE</i> The criteria established in a), b) and c) can be met by conforming to BS 8555:2003, Phase 1, Phase 2 and Phase 3.</p>
2	<p>A campaign shall only use mailing houses or in-house mailing facilities that have an environmental management system conforming to BS EN ISO 14001.</p>	
3	<p>In addition to Level 2, a campaign shall only use mailing houses or in-house mailing facilities that publicly report on their environmental performance. This reporting shall include information on how the organizations are performing against the environmental objectives and targets they set themselves in accordance with BS EN ISO 14001.</p> <p><i>NOTE 1</i> Guidance on general principles, policy, strategy and activities relating to both internal and external environmental communication is given in BS ISO 14063.</p>	<p><i>NOTE 2</i> The eco-management and audit scheme (EMAS) is a voluntary initiative designed to improve an organization's environmental performance by not only requiring the establishment of an environmental management system based on BS EN ISO 14001 but also by requiring that participating organizations regularly produce a public environmental statement of their environmental performance that has been independently checked by an environmental verifier. EMAS is established by European Regulation No. 761/2001 [6] and further information can be found at www.emas.org.uk.</p>



Unlicensed copy: Art Connection, Mr Nigel Heath, Version correct as of 28/01/2009 10:15, (c) BSI



5.3 Distribution services

Objective 8 – Use organizations that manage the environmental impacts of distributing DM communications

Level	Environmental performance
1	<p>The delivery of a campaign's DM communications shall be managed by those organizations identified in 3.3f) as responsible for such activities and that:</p> <p>a) document a commitment to environmental management and establish a baseline for environmental performance;</p> <p>b) identify and have controls in place to ensure compliance with environmental legislation and other environmental requirements (e.g. standards, codes of practice and/or guidance); and</p> <p>c) develop environmental objectives, targets and programmes.</p> <p><i>NOTE 1</i> The criteria established in a), b) and c) can be met by conforming to BS 8555:2003, Phase 1, Phase 2 and Phase 3.</p> <p><i>NOTE 2</i> Guidance on managing the environmental aspects of freight operations is provided by the Department for Transport at www.freightbestpractice.org.uk.</p>
2	<p>In addition to Level 1, the delivery of a campaign's DM communications shall be managed by those organizations identified in 3.3f) as responsible for such activities and that:</p> <p>a) implement and operate an environmental management system; and</p> <p>b) check, audit and review their environmental management system.</p> <p><i>NOTE</i> The criteria established in a), b) and Level 1 can be met by conforming to BS EN ISO 14001.</p>
3	<p>In addition to Level 2, the delivery of a campaign's DM communications shall be managed by those organizations identified in 3.3f) as responsible for such activities and that:</p> <p>a) publicly report on their environmental performance, including how they are performing against the environmental objectives and targets they set themselves in Level 2; and</p> <p><i>NOTE 1</i> Guidance on general principles, policy, strategy and activities relating to both internal and external environmental communication is given in BS ISO 14063.</p> <p><i>NOTE 2</i> The eco-management and audit scheme (EMAS) is a voluntary initiative designed to improve an organization's environmental performance by not only requiring the establishment of an environmental management system based on BS EN ISO 14001 but also by requiring that participating organizations regularly produce a public environmental statement of their environmental performance that has been independently checked by an environmental verifier. EMAS is established by European Regulation No. 761/2001 [6] and further information can be found at www.emas.org.uk.</p> <p>b) implement, maintain and publish the results of a carbon reduction and removal programme.</p> <p><i>NOTE</i> Guidance on determining greenhouse gas (GHG) emissions, including carbon emissions, is given in PAS 2050 which specifies requirements for the assessment of the life cycle GHG emissions of goods and services based on key life cycle assessment techniques and principles.</p> <p>Defra's document Environmental Key Performance Indicators – Reporting Guidelines for UK Business [10], gives complementary guidance on procedures for measuring GHGs. It states that GHGs can be measured by recording emissions at source by continuous emissions monitoring or by estimating the amount emitted using activity data (e.g. the amount of fuel used) and conversion factors (e.g. calorific values, emission factors, oxidation factors). Defra provides GHG conversion factors to help businesses convert existing data sources, i.e. utility bills, car mileage and fuel consumption, into CO₂ equivalent data. The data can then be incorporated by an organization into a carbon report. These conversion factors can be found in the annex sections of Guidelines to Defra's Greenhouse Gas Conversion Factors for Company Reporting [11].</p>



5.4 Field marketing

Objective 9 – Use field marketers that manage their environmental impacts

Level	Environmental performance
1	<p>Field marketing activities conducted as part of a campaign shall be conducted by field marketers that:</p> <p>a) document a commitment to environmental management and establish a baseline for environmental performance;</p> <p>b) identify and have controls in place to ensure compliance with environmental legislation and other environmental requirements (e.g. standards, codes of practice and/or guidance); and</p> <p>c) develop environmental objectives, targets and programmes, including the development and implementation of a workplace travel plan.</p> <p><i>NOTE 1 The criteria established in a), b) and c) can be met by conforming to BS 8555:2003, Phase 1, Phase 2 and Phase 3.</i></p> <p><i>NOTE 2 A specification for workplace travel plans is given in PAS 500.</i></p> <p><i>NOTE 3 Guidance on managing the environmental aspects of freight operations is provided by the Department for Transport at www.freightbestpractice.org.uk.</i></p>
2	<p>In addition to Level 1, field marketing activities conducted as part of a campaign shall be conducted by field marketers that:</p> <p>a) implement and operate an environmental management system; and</p> <p>b) check, audit and review their environmental management system.</p> <p><i>NOTE The criteria established in a), b) and Level 1 can be met by conforming to BS EN ISO 14001.</i></p>
3	<p>In addition to Level 2, field marketing activities conducted as part of a campaign shall be conducted by field marketers that:</p> <p>a) publicly report on their environmental performance, including:</p> <ol style="list-style-type: none"> 1) how they are performing against the environmental objectives and targets they set themselves in Level 2; and 2) a record of greenhouse gas (GHG) emissions produced as a result of field marketing transportation in units of metric tonnes of carbon dioxide (CO₂) equivalents per year; and <p><i>NOTE 1 Guidance on general principles, policy, strategy and activities relating to both internal and external environmental communication is given in BS ISO 14063.</i></p> <p><i>NOTE 2 The eco-management and audit scheme (EMAS) is a voluntary initiative designed to improve an organization's environmental performance by not only requiring the establishment of an environmental management system based on BS EN ISO 14001 but also by requiring that participating organizations regularly produce a public environmental statement of their environmental performance that has been independently checked by an environmental verifier. EMAS is established by European Regulation No. 761/2001 [6] and can be found at http://ec.europa.eu/emas/</i></p> <p>b) implement, maintain and publish the results of a carbon reduction and removal programme.</p> <p><i>NOTE Guidance on determining greenhouse gas (GHG) emissions, including carbon emissions, is given in PAS 2050 which specifies requirements for the assessment of the life cycle GHG emissions of goods and services based on key life cycle assessment techniques and principles.</i></p> <p><i>Defra's document Environmental Key Performance Indicators – Reporting Guidelines for UK Business [10], gives complementary guidance on procedures for measuring GHGs. It states that GHGs can be measured by recording emissions at source by continuous emissions monitoring or by estimating the amount emitted using activity data (e.g. the amount of fuel used) and conversion factors (e.g. calorific values, emission factors, oxidation factors). Defra provides GHG conversion factors to help businesses convert existing data sources, i.e. utility bills, car mileage and fuel consumption, into CO₂ equivalent data. The data can then be incorporated by an organization into a carbon report. These conversion factors can be found in the annex sections of Guidelines to Defra's Greenhouse Gas Conversion Factors for Company Reporting [11].</i></p>



6 Use by recipient

Objective 10 – Promote the use of an unsubscribe facility

Level	Environmental performance	
1	<p>A DM communication, whether to a customer or prospect, shall incorporate information as to how the customer or prospect can register to unsubscribe from receiving DM communications from the sender's legal entity.</p> <p>The information shall include options for how long the unsubscribe registration lasts, with one year being the minimum period of time.</p>	<p><i>NOTE The Privacy and Electronic Communications (EC Directive) Regulations 2003 [3] requires that recipients of electronic mail for direct marketing purposes are given a simple means of refusing the use of their contact details.</i></p>
2	<p>In addition to Level 1, the unsubscribe information shall include preference options relating to:</p> <p>a) any or all of the sender's legal entity brands and/or products; and</p>	<p>b) the timing and channel for future DM communications.</p> <p>Suppression data volumes and usage shall be recorded.</p>
3	<p>In addition to Level 2, the unsubscribe registrations shall be available no more than 30 days from the date of registration.</p> <p>Suppression data usage shall be audited.</p> <p><i>NOTE The Privacy and Electronic Communications (EC Directive) Regulations 2003 [3] requires that</i></p>	<p><i>unsolicited calls for direct marketing purposes to telephone numbers that are registered with the Telephone Preference Service (TPS) and the Corporate Telephone Preference Service (CTPS) can only be made within 28 days of the number being registered.</i></p>



7 Environmental performance indicators

7.1 General

The environmental performance indicators (EPIs) in Table 1 that are relevant to a campaign shall be identified in accordance with Table E.1.

NOTE 1 The EPIs provided are centred on one major environmental impact associated with DM: waste to landfill. EPIs relating to other major environmental impacts, such as greenhouse gas (GHG) emissions, will be incorporated into future revisions of this PAS.

NOTE 2 Further guidance on setting EPIs is given in BS EN ISO 14031.

7.2 Waste to landfill

The EPIs identified as relevant in 7.1 shall be measured, recorded in the units defined in Table 1, submitted for evaluation in accordance with 3.5.1a) and the associated records made available in writing to interested parties.

Table 1 – EPIs for waste to landfill

EPI	Description	Units
1	Amount of material (including paper and plastic) used in the DM communications produced for a campaign	kg/campaign
2	Amount of paper (including envelopes) used in the DM communications produced for a campaign	kg/campaign
3	Amount of recycled fibre (including envelopes) used in the DM communications produced for a campaign	kg/campaign
4	Proportion of paper (including envelopes) that is recycled fibre	%
5	Reduction in the amount of material used in a campaign as a result of targeting (4.1),	kg/campaign

8 Claim of conformance

A claim that a campaign conforms to PAS 2020 shall include:

- a) a reference to PAS 2020:2009; and
- b) the name, trademark or logo of the client, supplier or campaign.

NOTE 1 Claims of conformance to a PAS can be made on the basis of:

- a) a first party conformity assessment, i.e. an assessment performed by the organization responsible for the entire campaign;
- b) a second party conformity assessment, i.e. an assessment performed by an organization that has a user interest in the campaign; or
- c) a third party conformity assessment, i.e. an assessment performed by an organization that is independent of both the organization responsible for the campaign and of user interest in the campaign, for example, a certification body.

The first, second and third party descriptors used to characterize conformity assessment with respect to a given product are not to be confused with the legal identification of the relevant parties to a contract.

NOTE 2 Guidance on making environmental claims is given in Defra's Green Claims Code [12], which draws on BS EN ISO 14021 requirements for self declared environmental claims.

This document is now
POUBLIC

Annex A (informative)

Summary of environmental aspects and objectives

Table A.1 – Summary of environmental aspects and objectives

Aspect	Objective	
	No.	Description
Targeting	1	Target customers and prospects to whom the campaign is relevant and that are likely to respond
Suppression	2	Apply customer and prospect data suppression and maintain data quality
Recyclability	3	Design DM communications for recyclability
Paper products	4	Effectively manage the procurement and use of paper products to improve environmental performance
Ink and finishes	5	Make efficient use of ink and finishes
Printing	6	Use organizations that manage the environmental impacts of producing printed DM communications
Mailing houses	7	Use mailing houses that manage their environmental impacts
Distribution services	8	Use organizations that manage the environmental impacts of distributing DM communications
Field marketing	9	Use field marketers that manage their environmental impacts
Unsubscribe	10	Promote the use of an unsubscribe facility



This document is now
POOBLIC

Annex B (informative)

Environmental management systems

B.1 What is an environmental management system?

An environmental management system (EMS) is part of an organization's management system used to develop and implement its environmental policy and manage its environmental aspects.

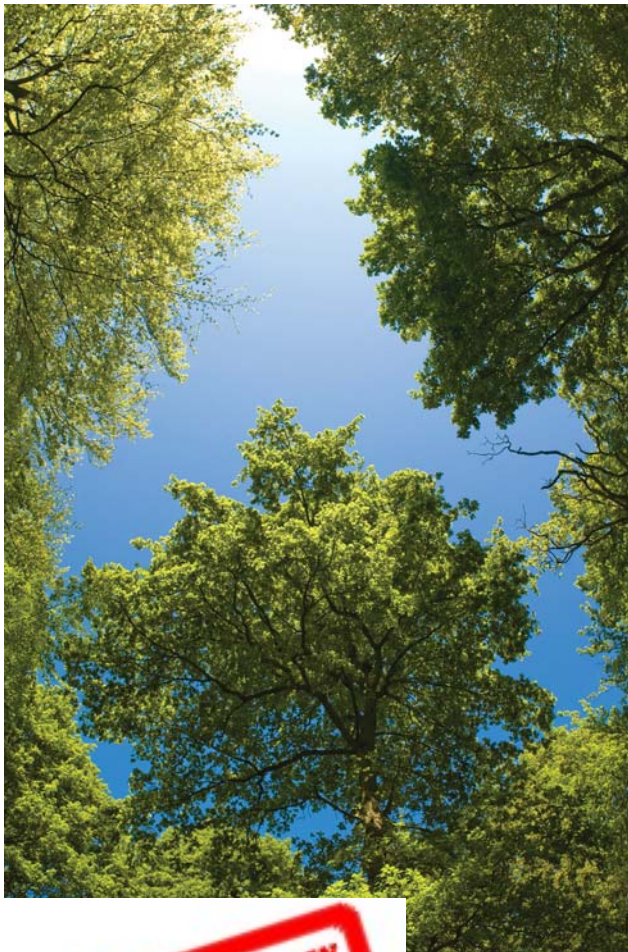
B.2 Why implement a formal environmental management system?

Defra issued a statement in April 2008 [13] acknowledging that formal EMSs can provide organizations with a practical tool to help them to both understand and describe their organization's impacts on the environment, to manage these in a credible way and to evaluate and improve their performance in a verifiable way. Properly implemented EMSs will help with managing risks, liabilities and legal compliance.

B.3 What are the main elements of a BS EN ISO 14001 environmental management system?

BS EN ISO 14001 requires an organization to:

- a) **develop an environmental policy** that supports the establishment of an EMS and states a commitment to protecting the environment and improving environmental performance;
- b) **identify the most significant environmental aspects** of its past, present and future activities, products and services;
- c) **identify and conform to the legal and other requirements** that apply to its environmental aspects;
- d) **set environmental objectives and targets** to address significant environmental aspects and be consistent with its environmental policy;
- e) **create programmes** to implement the environmental policy and achieve environmental objectives and targets, including allocation of responsibility and time frame for achievement;
- f) **establish an EMS**, including assigning responsibilities, authorities, relationships, functions, processes, practices, procedures and resources; and
- g) **evaluate its EMS** in order to identify opportunities for improvement via monitoring, measurement, auditing and management review in order to identify corrective and preventive actions and to improve overall environmental performance.



This document is now
POOBLIC

Annex C (normative)

Checklist of environmental considerations in the design of DM communications

Table C.1 – Checklist of environmental considerations in the design of DM communications

Topic	Consideration	Yes/No	Action taken/ Reason for no action
Binding	Can you avoid using binding in a DM communication?		
Channel	Have you considered the appropriate communications channels for your audience?		
Content	Can you use less content?		
Email	Have you included a statement in your email asking the recipient to consider the environment before printing the email?		
Envelope	Can you use an envelope in a DM communication that is reusable for return?		
Privacy	Can personal details be easily removed prior to recycling, e.g. perforated, removable address?		
Privacy	Can the inclusion of personal details in a DM communication be minimized to aid recycling by the recipient?		
Paper	Can you print on both sides of the paper?		
Paper	Can you use a lower weight of paper?		
Paper	Can you use less paper?		
Paper	Can you use standard paper sizes conforming to BS EN ISO 216?		
Packaging	Can you use less packaging?		
Print	Are you printing more than you need?		
Print	Can you use a lower ink coverage on a printed DM communication?		
Recyclable	Can you increase recyclability and minimize waste by not sending gifts (e.g. branded pens)?		
	Can you make your communication easy to update and change the contents of the campaign?		



Annex D (normative)

Applicability of environmental aspects and objectives

Table D.1 – Applicability of environmental aspects and objectives for each communications channel

Aspect	Objective	Communications channel							
		Direct mail	Door to door unaddressed mail	Email marketing	Field marketing	Inserts in publications	Mobile marketing	Telemarketing	
Targeting	1	✓	✓	✓	✓	✓	✓	✓	✓
Suppression	2	✓	✓	✓			✓		✓
Recyclability	3	✓	✓		✓	✓			
Paper products	4	✓	✓		✓	✓			
Ink and finishes	5	✓	✓		✓	✓			
Printing	6	✓	✓		✓	✓			
Mailing houses	7	✓	✓			✓			
Distribution services	8	✓	✓			✓			
Field marketing	9				✓				
Unsubscribe	10	✓		✓				✓	✓



Annex E (normative)

Applicability of environmental performance indicators

Table E.1 – Applicability of EPIs for each communications channel

EPI	Description	Communications channel						
		Direct mail	Door to door unaddressed mail	Email marketing	Field marketing	Inserts in publications	Mobile marketing	Telemarketing
1	Amount of material (including paper and plastic) used in the DM communications produced for a campaign	✓	✓		✓	✓		
2	Amount of paper (including envelopes) used in the DM communications produced for a campaign	✓	✓		✓	✓		
3	Amount of recycled fibre (including envelopes) used in the DM communications produced for a campaign	✓	✓		✓	✓		
4	Proportion of paper (including envelopes) that is recycled fibre	✓	✓		✓	✓		
5	Reduction in the amount of material used in a campaign as a result of targeting (4.1), suppression (4.2) and promoting unsubscribe (Clause 6)	✓	✓		✓	✓		



Annex F (normative)

Campaign management framework

F.1 Quality policy

The organization shall be in possession of a document that:

- defines the quality policy with respect to campaigns;
- is signed by the organization's principal manager;
- is reviewed at defined intervals or when a change occurs that impacts on the organization; and
- is brought to the attention of all personnel within the organization.

F.2 Responsibilities

F.2.1 The responsibilities and authorities of the persons who have an impact on conformity to this PAS shall be defined.

F.2.2 The organization's principal manager shall be responsible for all documents relating to achieving conformance to this PAS, including the drafting, filing, updating and distribution of the documents.

F.2.3 The organization's principal manager shall ensure conformity to this PAS.

F.3 Campaign manual

F.3.1 General

A campaign manual shall be produced that contains:

- a quality policy conforming to **F.1**; and
- procedures, memoranda and instructions relating to the quality and environmental performance of campaigns, including as a minimum the information in **F.3.2** and **F.3.3**.

F.3.2 Campaign processes

The campaign manual shall contain procedures relating to processes for:

- communicating with clients and suppliers about proposed campaigns;
- reviewing and confirming client and supplier environmental performance requirements;
- exercising care and safeguarding client property;
- monitoring and measuring campaign activities;
- communicating with clients, suppliers, customers and prospects with respect to compliments and complaints; and
- analysing client, supplier, customer and prospect

F.3.3 Purchasing

The campaign manual shall contain specifications relating to products and services purchased by the organization in the production and implementation of campaigns.

F.4 Suppliers

The organization shall have written agreements with suppliers of campaign products and services.

NOTE The organization should be responsible for ensuring that suppliers of PAS 2020 products and services carry out their activities in accordance with this PAS.

F.5 Conformity evaluation

F.5.1 The organization shall ensure that campaigns conform to the requirements of the client and this PAS.

F.5.2 Campaign activities shall be monitored in accordance with defined procedures to ensure conformance with this PAS and records of this monitoring shall be maintained.

NOTE In determining the amount and nature of the checks performed, consideration should be given to the status and importance of the activities performed. Checks should, wherever practical, be carried out by personnel independent of those performing the activities.

F.6 Corrective action

F.6.1 Corrective action procedures shall be established and designed to prevent recurrence of nonconformities and shall include a procedure to identify the cause and remedial actions necessary to correct any failure of a campaign to conform to this PAS.

F.6.2 Remedial action to rectify recorded nonconformities shall be undertaken within a time frame consistent with the need to prevent the nonconformity from recurring.

F.6.3 The frequency and nature of complaints shall be monitored and records of this monitoring shall be maintained.

Annex G (informative)

Examples of how to determine the environmental performance score for a campaign

Examples of how to determine the environmental performance score for a campaign are given:

- in Table G.1 for a campaign consisting of more than one communications channel;
- in Table G.2 for a campaign consisting of one mailing with different components of different mass; and
- in Table G.3 for a campaign consisting of multiple versions of a mailing.

Table G.1 – Determining the score for a campaign consisting of one leaflet delivered via a door to door unaddressed mail drop and one email circulation

Aspect	Objective	Level achieved per communications channel	
		Door to door unaddressed mail	Email marketing
Targeting	1	1	1
Suppression	2	1	1
Recyclability	3	3	Not applicable
Paper products	4	2	Not applicable
Ink and finishes	5	1	Not applicable
Printing	6	1	Not applicable
Mailing houses	7	2	Not applicable
Distribution services	8	1	Not applicable
Field marketing	9	Not applicable	Not applicable
Unsubscribe	10	1	2
Average score per channel (total score/no. of objectives)		13/9 = 1.5	4/3 = 1.4
Overall score (sum of scores for each communications channel/no. of channels)		(1.5 + 1.4)/2 = 1.5	



Table G.2 – Determining the score for a campaign with one mailing (containing an envelope, a leaflet and a brochure)

Aspect	Objective	Level achieved per communications channel		
		Direct mail		
		Envelope (5% of total mass of mailing)	Leaflet (5% of total mass of mailing)	Brochure (90% of total mass of mailing)
Targeting	1	1	1	1
Suppression	2	2	2	2
Recyclability	3	1	1	1
Paper products	4	2	3	1
Ink and finishes	5	3	1	2
Printing	6	1	2	2
Mailing houses	7	1	1	1
Distribution services	8	1	1	1
Field marketing	9	Not applicable	Not applicable	Not applicable
Unsubscribe	10	1	1	1
Average score per direct mail component (total score/no. of objectives)		13/9 = 1.5	13/9 = 1.5	12/9 = 1.4
Overall score (sum of scores for each direct mail component as a proportion of the total mass of the mailing)		$(1.5 \times 0.05) + (1.5 \times 0.05) + (1.4 \times 0.90) = 1.5$		



Table G.3 – Determining the score for a campaign with four versions of a mailing

Aspect	Objective	Level achieved per communications channel			
		Direct mail			
		Version 1 (200 000 units = 12.5% of total no. of mailings)	Version 2 (300 000 units = 18.8% of total no. of mailings)	Version 3 (100 000 units = 6.3% of total no. of mailings)	Version 4 (1 000 000 units = 62.5% of total no. of mailings)
Targeting	1	3	3	1	3
Suppression	2	3	3	3	3
Recyclability	3	2	2	2	2
Paper products	4	2	2	2	2
Ink and finishes	5	3	1	2	1
Printing	6	3	3	2	1
Mailing houses	7	1	1	1	1
Distribution services	8	1	1	1	3
Field marketing	9	Not applicable	Not applicable	Not applicable	Not applicable
Unsubscribe	10	1	1	1	1
Average score per direct mail version (total score/no. of objectives)		19/9 = 2.2	17/9 = 1.9	15/9 = 1.7	17/9 = 1.9
Overall score (sum of scores for each direct mail version as a proportion of the total no. of mailings)		$(2.2 \times 0.125) + (1.9 \times 0.188) + (1.7 \times 0.063) + (1.9 \times 0.625) = 2.0$			



Annex H (normative)

Recyclability of DM communications

A list of materials, used in physical DM communications, that are not generally recycled from the kerbside is given in Table H.1.

Table H.1 – Material not generally recycled from the kerbside

Material
Brown paper (including manila) and product derivatives thereof (including envelopes)
Envelopes that utilize rubber-based adhesives
Plastic envelopes (including polywrap)

NOTE 1 The purpose of Table H.1 and the associated requirements in 4.3 is to encourage recycling through the use of materials which are most often collected from households. The materials listed in Table H.1 are not currently generally recycled although some of them are technically capable of being recycled and may be covered by general collection systems in future.

The content of Table H.1 was generated from research into which materials local authorities currently recycle at the kerbside, supplemented by advice from WRAP (Waste & Resources Action Programme). The research was jointly commissioned by the DMA and Royal Mail in the summer of 2008 and drew responses from 353 local authorities across the UK.

The materials listed were deemed to be less easy for a householder to recycle on the basis that a significant proportion of local authorities at the time of analysis did not provide a service for the collection of these materials from the kerbside.

This table will be updated in future revisions of the PAS as the ability of local authorities to recycle different types of waste changes.

NOTE 2 White paper envelopes, including derivatives with windows, can be recycled in a paper recycling collection container only if they utilize non rubber-based adhesives.

NOTE 3 Where householders are advised to shred sensitive material the provision of a local authority household recycling scheme is limited and will generally require the householder to take additional action such as placing the shredded material into a paper bag before placing it in their recycling container.



Bibliography

Standards publications

For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

BS 8555, *Environmental management systems – Guide to the phased implementation of an environmental management system including the use of environmental performance evaluation*

BS EN 45011, *General requirements for bodies operating product certification systems*

BS EN ISO 216, *Writing paper and certain classes of printed matter – Trimmed sizes – A and B series, and indication of machine direction*

BS EN ISO 9001, *Quality management systems – Requirements*

BS EN ISO 14001:2004, *Environmental management systems – Requirements with guidance for use*

BS EN ISO 14020:2001, *Environmental labels and declarations – General principles*

BS EN ISO 14021, *Environmental labels and declarations – Self-declared environmental claims (Type II environmental labelling)*

BS EN ISO 14025, *Environmental labels and declarations – Type III environmental declarations – Principles and procedures*

BS EN ISO 14031:2000, *Environmental management – Environmental – Performance evaluation – Guidelines*

BS ISO 14063, *Environmental management – Environmental communication – Guidelines and examples*

BS EN ISO 14064-1:2006, *Greenhouse gases – Part 1: Specification with guidance at the organization level for quantification and reporting of greenhouse gas emissions and removals*

PAS 105:2007, *Recovered paper sourcing and quality for UK end markets – Code of practice*

PAS 500, *National specification for workplace travel plans*

PAS 2050, *Specification for the assessment of the life cycle greenhouse gas emissions of goods and services*

Other publications

[1] **The Chartered Institute of Marketing**. *Marketing glossary*. www.cim.co.uk/glossary

[2] **Great Britain**. Data Protection Act 1998. London: The Stationery Office.

[3] **Great Britain**. The Privacy and Electronic Communications (EC Directive) Regulations 2003. Statutory Instrument 2003 No. 2426. London: The Stationery Office.

[4] **Direct Marketing Association (DMA) UK**. *Direct Marketing Code of Practice*. Edition 3. London: DMA UK.

[5] **Direct Marketing Association (DMA) UK**. *DMA Data Best Practice Guidelines*. London: DMA UK, 2004.

[6] **European Communities**. Regulation (EC) No. 761/2001 of the European Parliament and of the Council of 19 March 2001 allowing voluntary participation by organisations in a Community eco-management and audit scheme (EMAS). Luxembourg: Office for Official Publications of the European Communities, 2001.

[7] **Department For Environment, Food and Rural Affairs (Defra)**. Central Point of Expertise on Timber Procurement. Oxford: ProForest. www.proforest.net/cpet/evidence-of-compliance/category-a-evidence/approved-schemes.

[8] **European Commission**. *European Commission Green Public Procurement (GPP) Training Toolkit – Module 3: Purchasing Recommendations – Copying and Graphic Paper – Product Sheet*. Brussels: European Commission, 2008. http://ec.europa.eu/environment/gpp/pdf/toolkit/paper_GPP_product_sheet.pdf

[9] **European Commission**. *European Commission Green Public Procurement (GPP) Training Toolkit – Module 3: Purchasing Recommendations – Copying and Graphic Paper – Background Product Report*. Brussels: European Commission, 2008. http://ec.europa.eu/environment/gpp/pdf/toolkit/paper_GPP_background_report.pdf

[10] **Department For Environment, Food and Rural Affairs (Defra)**. *Environmental Key Performance Indicators – Reporting Guidelines for UK Business*. London: Defra, 2006.

[11] **Department For Environment, Food and Rural Affairs (Defra)**. *Guidelines to Defra's Greenhouse Gas Conversion Factors for Company Reporting*. London: Defra, 2008. www.defra.gov.uk/environment/business/envrp/conversion-factors.htm

[12] **Department For Environment, Food and Rural Affairs (Defra)**. *Green Claims Code*. London: Defra, 2000.

[13] **Department For Environment, Food and Rural Affairs (Defra)**. *Defra position statement on Environmental Management Systems*. London: Defra, 2008. www.defra.gov.uk/environment/business/scp/pdf/ems.pdf



BSI – British Standards Institution



BSI is the independent national body responsible for preparing British Standards. It presents the UK view on standards in Europe and at the international level. It is incorporated by Royal Charter.

Revisions

British Standards are updated by amendment or revision. Users of British Standards should make sure that they possess the latest amendments or editions.

It is the constant aim of BSI to improve the quality of our products and services. We would be grateful if anyone finding an inaccuracy or ambiguity while using this Publicly Available Specification would inform the Information Centre, details of which are below.

BSI offers members an individual updating service called PLUS which ensures that subscribers automatically receive the latest editions of standards.

Buying standards

Orders for all BSI, international and foreign standards publications should be addressed to Customer Services.

Tel: +44 (0)20 8996 9001
Fax: +44 (0)20 8996 7001
Email: orders@bsigroup.com

Information on standards

BSI provides a wide range of information on national, European and international standards through its Library. Various BSI electronic information services are also available which give details on all its products and services. Contact the Information Centre.

Tel: +44 (0)20 8996 7111
Fax: +44 (0)20 8996 7048
Email: info@bsigroup.com

Subscribing members of BSI are kept up to date with standards developments and receive substantial discounts on the purchase price of standards. For details of these and other benefits contact Membership Administration.

Tel: +44 (0)20 8996 7002
Fax: +44 (0)20 8996 7001
Email: membership@bsigroup.com

Information regarding online access to British Standards via British Standards Online can be found at www.bsigroup.com/bsol.

Further information about BSI is available on the BSI website at www.bsigroup.com.

Copyright

Copyright subsists in all BSI publications. BSI also holds the copyright, in the UK, of the publications of the international standardization bodies. Except as permitted under the Copyright, Designs and Patents Act 1988 no extract may be reproduced, stored in a retrieval system or transmitted in any form or by any means – electronic, photocopying, recording or otherwise – without prior written permission from BSI.

This does not preclude the free use, in the course of implementing the standard, of necessary details such as symbols, and size, type or grade designations. If these details are to be used for any other purpose than implementation then the prior written permission of BSI must be obtained.

Details and advice can be obtained from the Licensing Department.

Tel: +44 (0)20 8996 7070
Fax: +44 (0)20 8996 7512
Email: copyright@bsigroup.com





British Standards Institution
389 Chiswick High Road



ISBN 978-0-580-59999-6



9 780580 599996