

ENVIRONMENT INFORMATION SHEET

PAS 2020

PAS 2020, is a voluntary specification of best practice whose aim is to minimise the environmental impacts of direct mail.

The PAS (or Publicly Available Specification) was commissioned by the Direct Marketing Association (DMA), advertisers' trade body ISBA, Royal Mail, interactive marketing services company Acxiom and the Telephone Preference Service, and was developed by the British Standards Institution (BSI).

PAS 2020 establishes a set of environmental objectives, performance levels and indicators which set out how to create and manage an environmentally-responsible direct marketing campaign. This covers best practice in;

- data management, thereby reducing waste mailings
- "on-product" messaging that the mailing can be recycled, and
- minimum environmental criteria for the raw materials being used.

There are three different defined performance criteria levels; introductory, intermediate and advanced.

The Royal Mail is also supporting this through their Sustainable Mail™ initiative, where discounts are available on the standard Mailsort pricing.

Requirements for Materials (Paper)

A key element of this standard is the sustainability of the raw materials used. A summary of the paper requirements are as follows;

Level 1 (Introductory)

All paper products used in printed DM communications shall:

1. be sourced from paper mills which operate an environmental management system conforming to BS EN ISO 14001 and/or EMAS; and
2. be produced using non-chlorinating bleaching methods. These include Elemental Chlorine Free (ECF), Processed Chlorine Free (PCF) and Total Chlorine Free (TCF) including oxidizing and reductive bleaching.

Level 2 (intermediate)

In addition to Level 1, all paper products used in printed DM communications shall:

1. have an environmental declaration that:
 - a) conforms to BS EN ISO 14025; and
 - b) contains externally verified information, like paper profiles, on the product's composition and the environmental emissions from the product's production; and
2. contain a proportion of:
 - a) recycled fibre from recovered waste paper; and/or
 - b) 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). These include either FSC or PEFC certified material

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Level 3 (advanced)

In addition to Level 2, all paper products used in printed DM communications shall:

1. be produced and certified in accordance with an internationally recognized eco-labelling scheme that makes environmental declarations in accordance BS EN ISO 14025 (e.g. *EU EcoLabel*); and/or
2. be certified as conforming to a certification scheme approved by the Defra funded Central Point of Expertise on Timber Procurement (CPET). These include either FSC or PEFC certified material

Availability of products

With over 90% of Howard Smith Paper Group products either Recycled, FSC or PEFC certified we have products which meet the criteria of PAS 2020 for all print applications. (details available separately)

Benefits of adopting PAS 2020

For most organisations sustainable procurement and sourcing policies are a fundamental element of their Corporate Responsibilities (CSR). PAS 2020 will help minimise the environmental impact of their direct marketing activities and, through on-product messaging, they can communicate this commitment to customers and stakeholders.

Used in conjunction with the Royal Mail's **Sustainable Mail™** initiative it can also deliver cost savings, on the standard pricing, when using all variants of Mailsort. (except Mailsort light). Other commercial mailing companies are likely to follow this initiative with their own variations.

For more information

Direct Market Association

<http://www.dma.org.uk/information/env-pas.asp>

Download a leaflet on PAS 2020

www.greendm.co.uk/downloads/pas_2020_leaflet.pdf

Royal Mail Sustainable Mail™

www.royalmail.com/sustainablemail

