

PAS 2020:2009

Direct marketing – Environmental performance Specification



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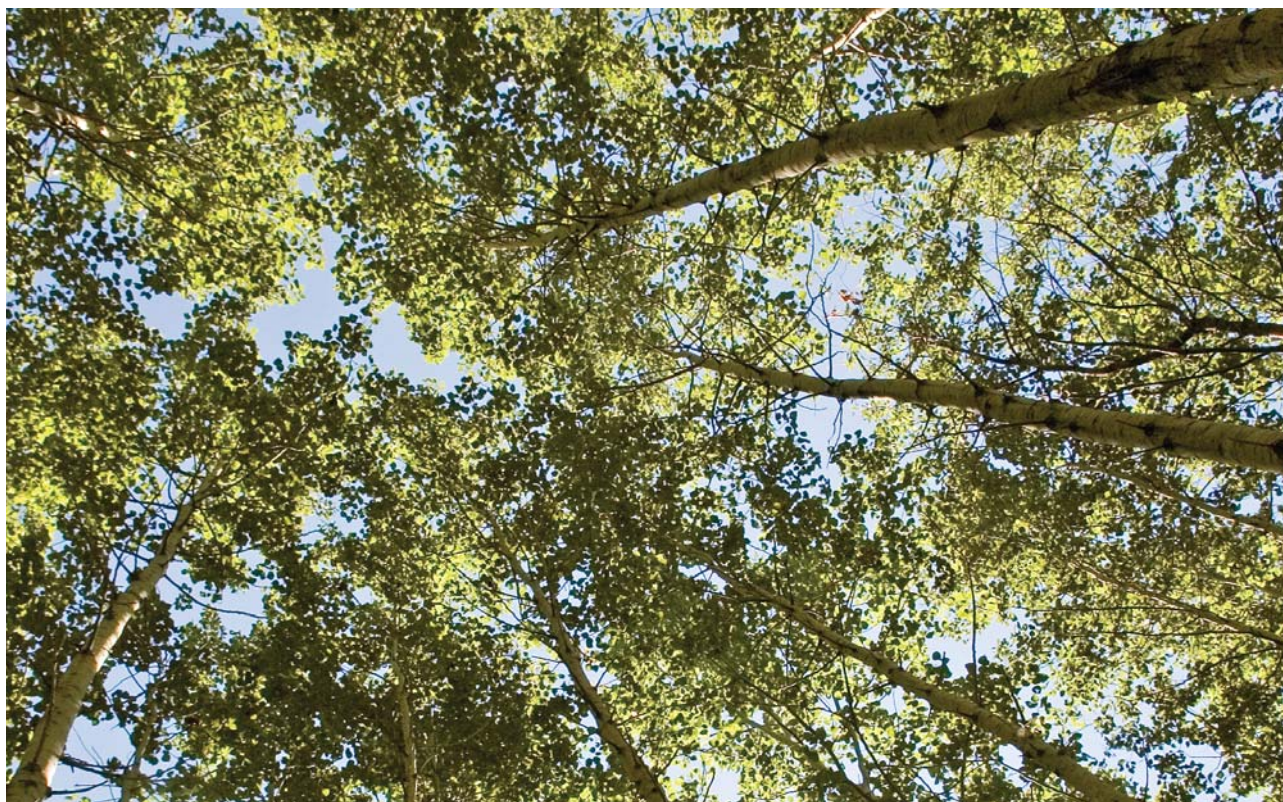


Foreword

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;
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- 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;
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- 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.

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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 (i.e. upright) type. Its requirements are expressed in sentences in which the principal 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.



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;



- 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 environmental performance.

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 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

2.2.3 email marketing

direct marketing using email 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

