



FEDERATION OF EUROPEAN DIRECT AND INTERACTIVE MARKETING

PUBLIC AFFAIRS & SELF-REGULATION

**FEDMA Recommendation on
Environment and Direct Mail**

Section One for Direct Marketing
April 2006

Introduction

The Federation of European Direct and Interactive Marketing (FEDMA) represents the direct marketing sector at European level. Its national members are the Direct Marketing Associations (DMAs) representing users, service providers, and media/carriers of direct marketing. FEDMA also has over 200 company members in direct membership. FEDMA indirectly represents over 15,000 companies.

FEDMA represents a major and growing sector of the mail market and FEDMA members are major users of postal services. The direct marketing sector represents expenditure of over 60 billion Euro and employs over 2 million people directly, and many more indirectly, within the EU. Direct Marketing is therefore an advertising medium which is of great importance for the consumer, the economy, as well as fundraisers and charities which rely on Direct Marketing. The Direct Marketing Industry covers issues such as for example catalogues, covers, and e-communications. Direct Mail is increasingly the most popular communications channel for marketers.

FEDMA Members recognise that it is important to take the environment into account in order to produce and deliver direct mail in a way which contributes to environmental sustainability.

An increasing number of direct marketers are incorporating environmental sustainability as a key element of their corporate strategies.

FEDMA has taken into consideration experiences from the national level. Several national DMAs have already taken self-regulatory measures. These range from environmental charters, direct mail and promotions producer responsibility schemes, initiatives on waste and use of recycled paper, or handbooks on environmentally friendly direct marketing.

Not all of these are applicable to all members. Some are aimed at advertisers, some at producers of direct mail, envelop manufacturers, and others are involved in auxiliary activities (e.g. delivery and envelope manufacturers).

The FEDMA Environment Toolbox gives some detailed examples of actions taken presently by the national DMAs, which are relevant to the European market places.

Section One only covers Direct and Unaddressed Mail; FEDMA might draft further Recommendations in the future, for example, covering Inserts in Newspapers and Magazines, and advertising in terms of the amount of energy being used.



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The importance of Direct Mail as an advertising medium

Using direct mail as a medium has the following assets:

1. Companies, governments, local authorities and NGOs can inform citizens of products or services in which they may be interested and hence widen the choices of products that citizens may use. An important part of Direct Mail also offers services/information which citizens wish to receive; the opportunity for charities to reach citizens in order to get support and funding, and for politicians to send their messages to their electorate;
2. It will enable better targeted campaigns via the main policy guidelines which are used by Direct Mail such as Preference Services and Suppression Files;
3. Start-up companies or small companies with small budgets can use direct mail to start their marketing programmes.

Objectives of the Recommendation on Environment and Direct Marketing

Taking into account the above, the main objectives of this Recommendation are the following:

1. To provide national Direct Marketing Associations (DMAs) and other members with the tools and information which will enable them to support further responsible practices in the direct mail industry and to carry out the objectives in their own Member State;
2. To promote awareness amongst members, EU citizens and the European opinion formers and the media (radio, TV and newspapers) that the direct marketing industry is a responsible industry which is making its contribution to the sustainability of the Environment.

Active measures to maximise the sustainability of direct mail on the Environment: tools for direct marketers

Efficient Data Management

1. Members should commit themselves to adhering to the FEDMA Code of Practice on the use of personal data¹.
2. Members using, buying or selling data, should follow FEDMA's and national DMAs' best practice guidelines and Codes of Conduct.

Usage of Suppression Files

1. Members should adhere to the national Mailing Preference Services²

¹ <http://www.fedma.org/img/db/FEDMACodeEN.pdf>

² Also see the FEDMA Global Convention of Marketing Preference Services



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2. Members should use relevant suppression files, in particular Mailing Preference Services, National Suppression Files and, where available, deceased Suppression Files.
3. Members should use up to date “gone-away” and “mover address” files (this is also required by Data Protection legislation), which ensure that consumers who have moved do not continue to be sent marketing material at their old address.
4. Members should ensure that all addresses on undelivered mail lists are blocked from future mailings.

Unaddressed Mail

1. For each delivery of non-addressed mail, last mile delivery operators – except for special exemptions – should adhere to requests for delivery restrictions expressed on letter boxes, such as the “stop pub” stickers. Operators also keep marketers informed of the number of people involved in this “opt-out” system, so that this number can be taken into account when deciding on the volume of material to be printed and posted.

Increase collection and recycling of direct mail and promotions material after use

1. Members should continue to encourage the collection and recycling of direct mail and promotional material, e.g. by raising awareness or encouraging receivers to recycle;
2. Members should maximise their use of recycled paper for direct mail and promotional material where practical.

Environmentally friendly design and production of direct mail and promotions material

Members should favour the eco-design of all products or services delivered within a direct marketing campaign in order to be as environmentally friendly as possible. This implies a life cycle approach and multi criteria analyses. This includes all material used, including packaging and envelopes, and promotional material.

Some examples of environmentally friendly solutions are:

- Recycled paper
- Recycled plastics
- Lightweight materials
- Decreased packaging
- Use of vegetal inks
- Elimination of toxic materials



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Environmental management of distribution activity

1. Members should encourage the efficiency of distribution centres in an environmentally friendly way (energy, water and waste management) and respect relevant environmental laws;
2. Members should use delivery methods which are environmentally sustainable, for example through maximising energy efficiency and the capacity of the transport network, as well as optimising routes.

PR and communication

1. Members should promote to their customers what they are doing to encourage this policy;
2. Members should direct consumers/customers to 'how and where' regarding recovery as per the facilities available in their own Member State .