



FEDERATION OF EUROPEAN DIRECT AND INTERACTIVE MARKETING

PUBLIC AFFAIRS & SELF-REGULATION

FEDMA Environment Committee Toolbox

April 2006

The DM Industry takes pro-active measures to minimise its impact on the Environment

There is a perception problem by many consumers on the waste generated by direct mail. The percentage of waste generated by direct mail compared to other waste is very small.

Direct Marketing brings benefits for the community as a whole: for the consumer, governments, the economy, fundraisers and charities which rely on Direct Marketing. The Direct Marketing Industry shows its concern for the environment through its use of, for example, Mailing Preference Services, responsible environmental policies, minimisation of usage of certain materials in direct mailings, etc.

Examples: actions taken by some National Direct Marketing Associations (DMAs)

Sources: FEDMA/US DMA Global Guide to Robinson Lists/Preference Services;

FEDMA Chart on Ecotax and other Environmental Issues May 2005; information kindly provided by national DMAs, and websites of DMAs

Austria

Mailing Preference Services

The DMVÖ uses list management practices in order to minimise unwanted, duplicate, or undeliverable mailings.

In addition to the two Robinson Lists available in Austria (see below), there are several other suppression files: bad payers, undeliverables, movers, deceased, and nixie/mail-refusers. For more information, contact the Direct Marketing Verband Österreich. DMVÖ at office@dmvoe.at or Schober at www.schober.co.at.

Robinson List

- The monthly updated Austrian Mail Preference Service, MPS
- www.fachverbandwerbung.at
- Currently contains about 47.000 entries (November 2004)
- Operated by the Wirtschaftskammer Österreich - WKO (Fachverband Werbung & Marktkommunikation) of the Austrian Chamber of Commerce
- Legal requirement
- Only natural persons can register

Environmental Policy

The Austrian DMA has not taken particular initiatives to promote recycling in the direct marketing industry and do not plan to do this in the future, as there is, in Austria, the ARA-system, that collects all packaging material and paper.



FEDERATION OF EUROPEAN DIRECT AND INTERACTIVE MARKETING

PUBLIC AFFAIRS & SELF-REGULATION

Ecotax/Tax on Unaddressed Mail

Austria does not levy tax on the recycling of paper.

There is a voluntary system for packing material, most of the printing companies or importers charge some o/oo.

More information: http://www.ara.at/ara_engl/

There is a tax on the distribution of unaddressed mail, of 5% of postage or distribution costs.

Belgium

Mailing Preference Services

- The Belgian Mail Preference Service (MPS)
- www.robinsonlist.be
- 24,600 persons registered (July 2005)
- Operated by the Belgian Direct Marketing Association (BDMA)
- Not a legal requirement in Belgium but it is required by the Code of Practice of the Belgian Direct Marketing Association (BDMA) (BDMA members must apply the Robinson files to their lists). Following the Belgian privacy law, every company must keep (and respect) its own list of people that do not longer wish to receive direct mailings.
- Only natural persons can register

Environmental Policy

The Belgian DMA does not publish recommendations on recycling paper, but communicates on the environment issue in general (articles in member magazine, brochure/checklist on environment and as subject of a Legal Day seminar). Through 'best practices', brochures, checklists, Code of Conduct, Legal Day and other seminars, the Belgian DMA recommends its members to use the suppression files.

Producer Responsibility Schemes

The Belgian DMA is one of the organizations that participate in the negotiations with the regional governments on the environmental conventions. In these conventions the recycling of paper and the use of certain materials is regulated, as well as the way of taxation. The paper tax is collected by the Old Paper Foundation of which the Belgian DMA is a founding member. Members of the BDMA that put paper on the Belgian market (catalogues, mailings, brochures,...) must declare every year the volume in kg (see question 6). The benefits of the tax go to the communes in order to collect and recycle the old paper.

Ecotax/Tax on Unaddressed Mail

Regional taxes from €0.005 up to € 0.03 /Kg depending on the Region (only in Flanders and Brussels, Wallonia not yet organised).

Every commune may issue a tax on unaddressed mail. The commune must not give a reason for raising the tax, sometimes the local regulation refers to the environment,

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FEDERATION OF EUROPEAN DIRECT AND INTERACTIVE MARKETING

PUBLIC AFFAIRS & SELF-REGULATION

but sometimes it refers to the financial state of the commune. In reality, the majority of the communes (especially in Wallonia) raise taxes; the level of the tax and the conditions (exemption for publicity magazines when min. x% of the folder are news articles) differ per commune... A commercial company has set up a computer program to calculate the total amount of tax for companies that want to reach a certain region with unaddressed mail.

France

Mailing Preference Services

Robinson List

- The French MPS
- www.fevad.com
- Around 210 000 names registered (July 2005)
- Operated by La Fédération des Entreprises de Vente à Distance (FEVAD), part of L'Union Française du Marketing Direct (UFMD)
- Operated by L'Union Française du Marketing Direct (UFMD = French DMA)
- Not a legal requirement but all distance selling Association (FEVAD is member of the French DMA) members involved in B2C sales are obliged to apply La Liste Robinson to their own lists
- Only natural persons can register
- La Liste Robinson is sent three times a year to companies registered with the service. Registered companies must apply the MPS to their lists within two months of the reception of the latest MPS update.

Environmental Policy

The French DMA has not taken particular initiatives to promote recycling in the direct marketing industry. On the side of the suppression lists the French DMA direct marketing code requests that they are used.

Ecotax/Tax on Unaddressed Mail

For all unsolicited printed papers there is a tax of €0.15 by kg but a mailer may choose to pay a voluntary fee of €0.10 by kg to an eco organisation; this rule is applicable in January 2005. But the decree on the voluntary fee is not yet published.

The rule is applicable to unaddressed mail; it's a national rule.

Germany

Mailing Preference Services

Robinson List

- MPS founded in 1971 by the DDV (German Direct Marketing Association) as a voluntary institution of the advertising industry
- Updated monthly
- www.directmarketing-info.de

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FEDERATION OF EUROPEAN DIRECT AND INTERACTIVE MARKETING

PUBLIC AFFAIRS & SELF-REGULATION

- Number of registrations: ca. 515,000
- Request in written form necessary for registration
- Operated by Schober Information group
- Legal requirement
- Only natural persons can register

Environmental Policy

We recommend the use of the Robinson List. As the postal tariff for mailings is based on the weight and priced per gram, weight minimisation is a fact. Our members intend to have a minimum of waste. Paper has to be separated as waste and is automatically recycled. Our members have no choice.

Producer Responsibility Schemes

It does not exist for printed paper, only packaging. The percentage of recycled paper is very high overall.

The main pressure is on ink in the printing industry as some ink is not recyclable

Recycling measures/volumes

No specific statistics on Direct Mail.

General figures on paper are provided by the paper industry including recycling measures and volumes. This information is available at www.vdp-online.de

Ecotax/Tax on Unaddressed Mail

In the past, Germany had tax on mailing paper for recycling. Nowadays the system of recycling is very advanced, and there is also much second price paper.

No, the same goes for newspapers, as a high percentage of unaddressed advertising is done in conjunction with newspapers.

United Kingdom

Mailing Preference Services

Mail Preference Service (MPS)

- The UK MPS is updated monthly (website) or every two months (CD)
- www.mpsonline.org.uk/mpsr
- 1,790,308 registrations (September 2004) (Contains a mix of dead individuals, surnames of former residents and surnames of families who do not want mail.)
- Operated by the (UK) DMA
- Use of the MPS is a condition of the (UK) DMA's Direct Marketing Code of Practice (DMA members are required to use the service) and the British Codes of Advertising, Sales Promotion and Direct Marketing. It should be used against prospect lists; there is no requirement to use it against customer lists.
- Only natural persons can register with the MPS.

National Suppression File (NSF)



FEDERATION OF EUROPEAN DIRECT AND INTERACTIVE MARKETING

PUBLIC AFFAIRS & SELF-REGULATION

- Combines various data from the consortium members and can be divided into four key data sets including gone aways, postal returns, notifications, and electoral roll changes. Includes both GAS and the NCOA.
- www.readgroup.co.uk
- Launched by the UK DMA, managed by Astron, and marketed by the REaD Group, the NSF consortium also includes the Royal Mail, TRI Direct and Acxiom
- Lot legally required

The Bereavement Register, Baby Preference Service, The Deceased Register, Gone Away Suppression File, The National Change of Address File (NCOA)

Environmental Policy and Producer Responsibility Schemes

In July 2003, to help influence long-term economic and environmental sustainability for the direct mail industry, the DMA signed an agreement with the Department for the Environment, Food and Rural Affairs (DEFRA) to develop a Direct Mail and Promotions Producer Responsibility Scheme.

This agreement aims to increase the collection and recycling of direct mail and promotions material, to publicise the services available to those who do not wish to receive direct mail, and to improve the targeting of direct mail and promotions material. Within the Producer Responsibility Scheme is a guide to the acceptable materials, chemicals and contaminants that should be used, or avoided, in the production of direct mail.

To meet the objectives of the Scheme and to ensure the continued commitment of the industry, each year the DMA carries out environmental campaigns in association with leading environmental charities.

The use of suppression is a requirement of the Direct Marketing Code of Practice, which all DMA members must adhere to.

The latest UK DMA campaign is the campaign with the Woodland Trust (the UK's leading conservation charity). The campaign's focus will be an industry target of planting 10,000 trees. For more information, please follow this link: <http://www.dma.org.uk/content/Env-Information.asp>

Furthermore, the UK DMA has an Environmental Charter.

In July 2003 the DMA signed a landmark agreement with the Government. This agreement committed the direct marketing industry to a series of targets over a 10 year period and a change in behaviour, which would reduce landfill, benefit consumers and lead to more effective targeting of direct mail. The agreement has three clear aims:

- Increase collection and recycling of direct mail.
- Publicise MPS, opt-out and selective facilities.
- Improve the targeting of direct mail.

These aims govern all DMA environmental activity. In tandem with these aims is a set of timeline targets for the recycling of direct mail. These are 30% (2005), 55% (2009) and 70% (2013). To achieve these targets we have a Producer Responsibility Scheme. The Scheme is the means by which the industry can achieve its targets. It has eight principle elements:

Responsibility
Sustainability



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PUBLIC AFFAIRS & SELF-REGULATION

Targets
Code of Practice
Targeting
Local Authorities
Reporting
Communication

This Charter is designed for advertisers to demonstrate their support for DMA's environmental policy. In signing this Charter, companies are supporting the DMA in meeting the targets and objectives set out in the agreement between the DMA and the Government and committing to:

Adopting and utilising a suppression policy, that includes suppressing goneaways and deceased
Improving targeting, to ensure the wishes of customers are respected and honoured
Maximising the use of recycled materials

Recycling measures/volumes

Current Direct volumes amount to 5 billion items. Direct Mail in conjunction with d2d and inserts generates approximately 500k metric tones of waste.

Ecotax/Tax on Unaddressed Mail

No.

USA

Mailing Preference Services

Mail Preference Service

- <http://preference.the-dma.org> or www.dmaconsumers.org/consumerassistance.html
- operated by the DMA
- condition of DMA membership and required by the DMA's Privacy Promise
- only consumers can register

Charges:

12 month subscription:

Quarterly updates: \$465/yr, monthly updates \$835/yr

Surcharge for shipping CD out of the U.S.: quarterly \$200, monthly \$600

Environmental Policy

The DMA Environmental Resource for Direct Marketers, Third Edition, addresses the expansion of the environmental issue that has occurred since the second edition was published in 1997. [...]

This book strives to distil key environmental concepts down to practical steps for companies. It provides useful information for learning about the source of paper supplies, designing mailings and targeting lists to minimize waste, paying attention to packing materials, and other areas in which marketers can minimize their environmental impact.



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We hope that The DMA's members will use this book to develop short- and long-term environmental strategies for their company. We also continue to urge them to encourage recycling by consumers by using The DMA's new RecyclePlease logo, which you can find at www.RecyclePlease.org, on catalogs, direct mail, and other recyclable materials.

The US DMA published its third edition of The DMA Environmental Resource for Direct Marketers. This book shows how environmental awareness, profitability, and corporate social responsibility aren't mutually exclusive -- that, in fact, they actually complement each other. Being aware of your operations' environmental impact, and responding appropriately, is simply good business and good corporate citizenship.

This book strives to distill key environmental concepts down to practical steps for your company. It provides useful information for learning about the source of your paper supplies, designing mailings and targeting lists to minimize waste, paying attention to packing materials, and other areas in which marketers can minimize their environmental impact.

Ecotax/Tax on Unaddressed Mail

No.