

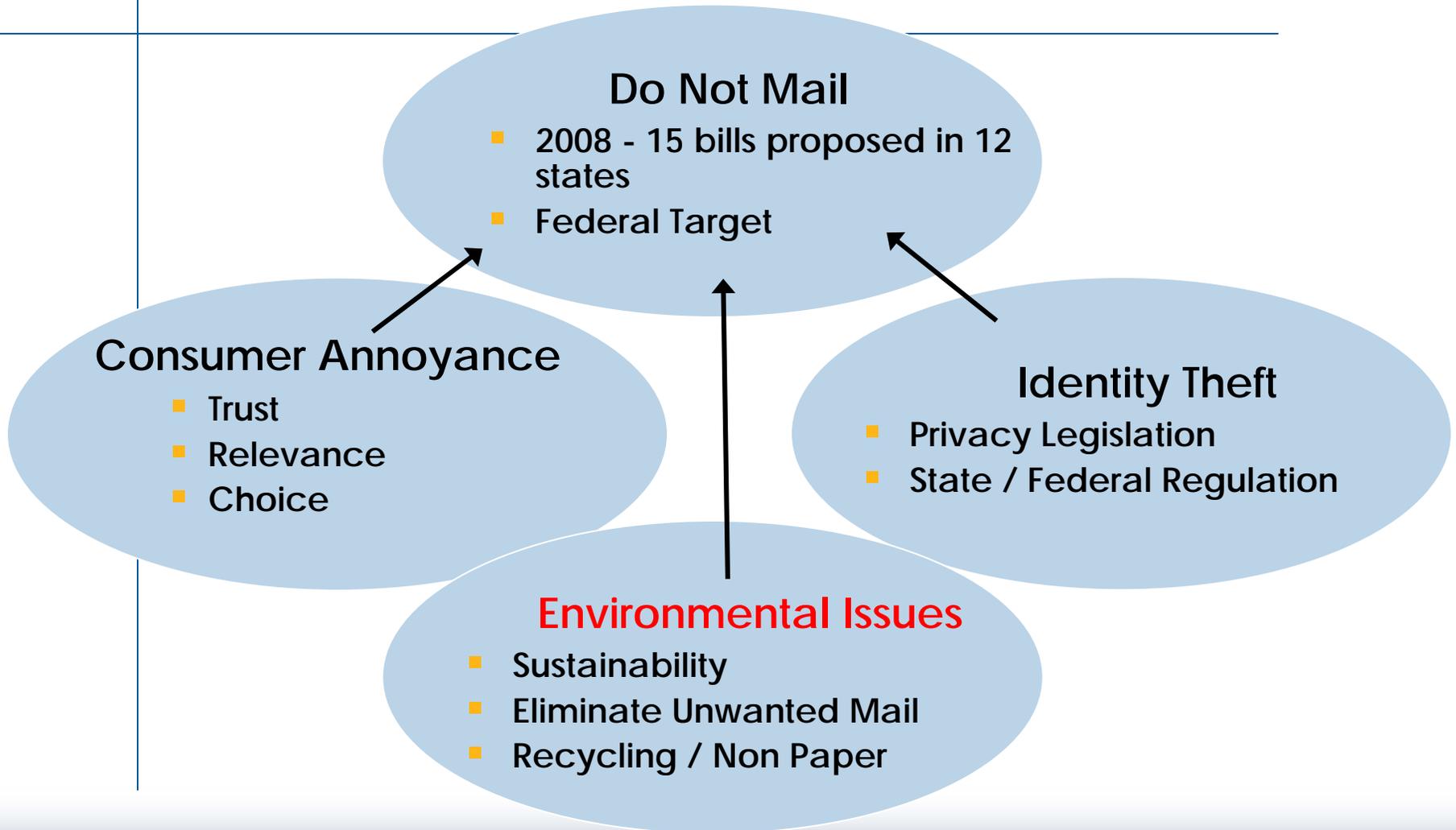
DMA Environmental Action Program

*2008 SFI Annual Conference
September 25, 2008*

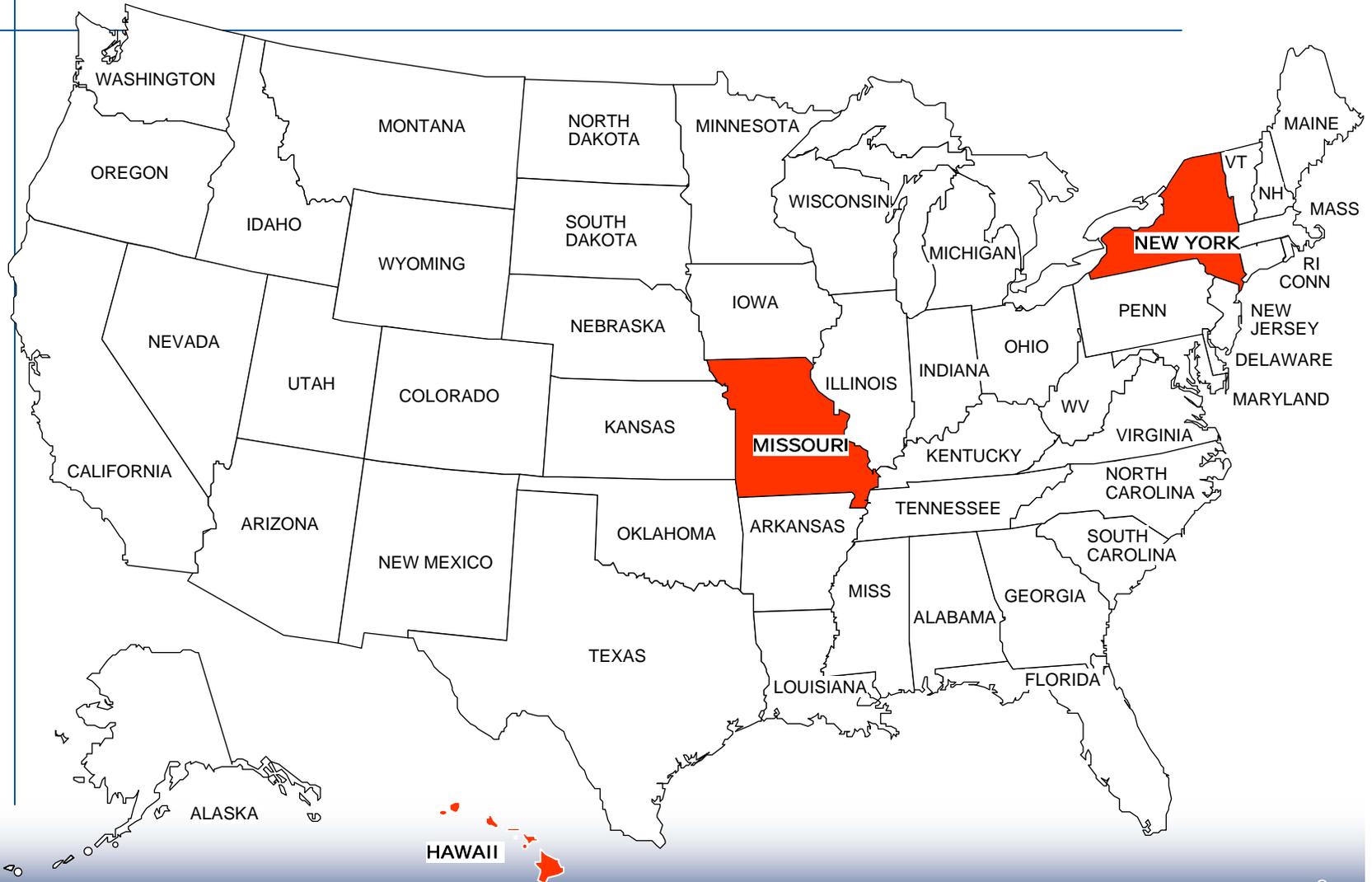


The Power of Direct: Relevance. Responsibility. Results

Strategic Threat Assessment of the Current Direct Mail "Environment"

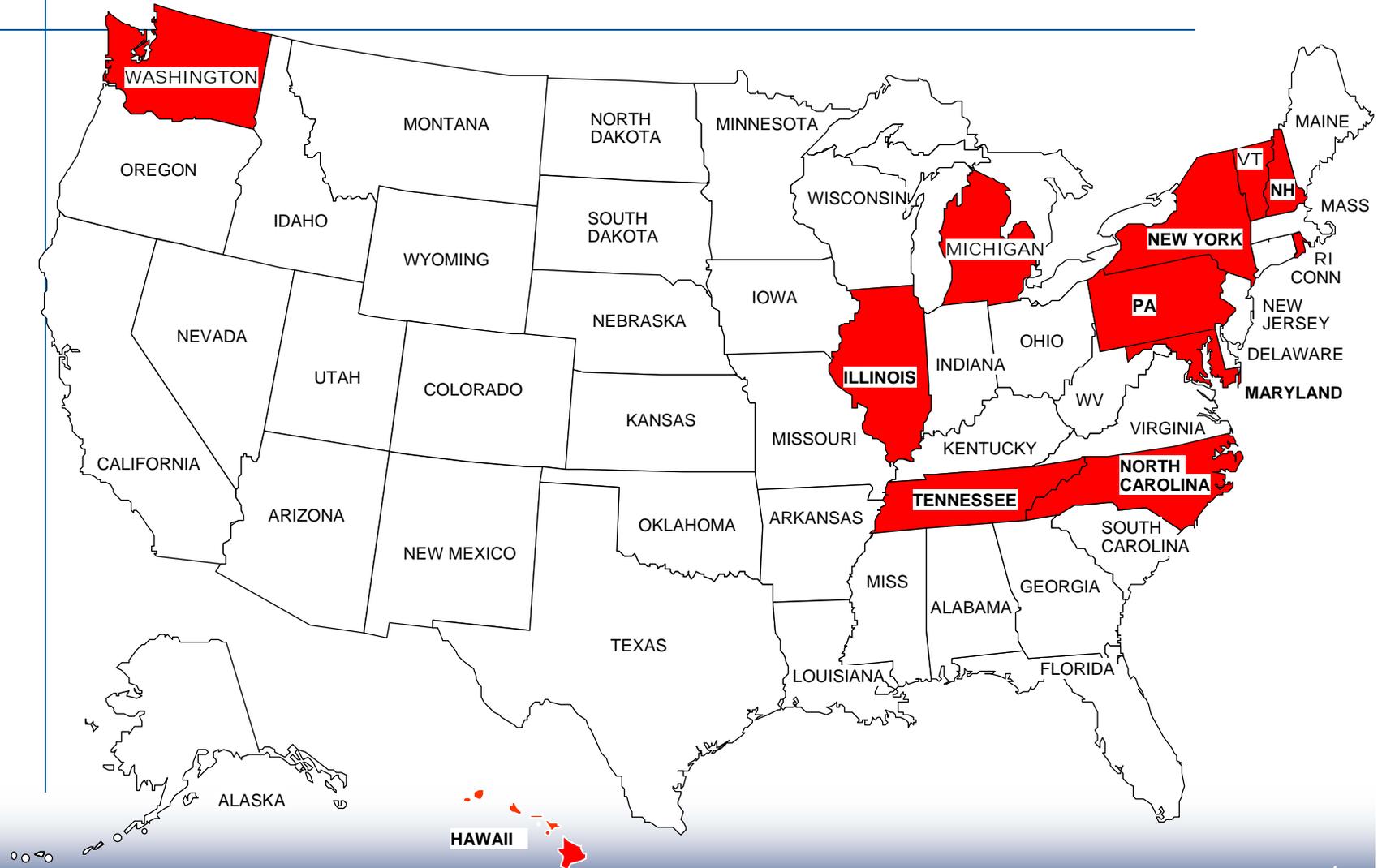


Do Not Mail Bills – 2005 (HI, MO, NY)



Do Not Mail Bills – 2008 Carryover

States: HI (Senate), MI, NY, NC, RI, VT, WA;
New: HI (House), IL, MD, NH, PA, TN



DMA Strategic Response

- **Mail Moves America**

www.mailmovesamerica.org

- Broad-based coalition
- Includes virtually every association in paper, printing, mailing, publishing



- **Commitment to Consumer Choice (CCC)**

- Consumer choice/trust/privacy

- **Environmental Action Program**

Background on DMA Environmental Program, 2005-2006

- **Formed DMA Committee on Environment & Social Responsibility (CESR), 2005.**
 - Mission: Identify environment and social responsibility challenges germane to direct marketing. Encourage DMA members to make continual improvement on these challenges over time.
- **Designed and executed DMA Environmental Practices Survey to benchmark member business practices and awareness, 2006.**
- **Held Environmental Forum and concluded DMA could improve environmental performance in 3 key areas, 2006:**
 - List Hygiene, Forest Management, & Recycling

Key Achievements of DMA's Environmental Action Program, 2007-2008

- DMA Environmental Planning Tool, Jan 2007
 - www.the-dma.org/envgen
- DMA Environmental Resolution ("Green 15") & Toolkit, May 2007
 - www.the-dma.org/Green15
- DMA "Recycle Please" Campaign, May 2007
 - www.recycleplease.org
- DMA Green Goal, July 2008
 - www.the-dma.org/environment

DMA Environmental Planning Tool & Policy Generator

- First major initiative, 2007.
- Educates on the complexity of environmental issues facing direct marketers and their suppliers.
- Provides a “shopping menu” of 100+ strategies that businesses can implement immediately in 5 principal areas germane to the direct marketing process.
 - List Hygiene & Data Management
 - Design & Printing
 - Paper Procurement & Use
 - Packaging
 - Recycling & Pollution Reduction
- CESR currently developing an addendum with strategies specific to eco-footprint and carbon.

DMA Environmental Planning Tool (cont.)

- Features a generator function so user may create a vision statement and/or environmental policy unique to his/her organization.
- Available online at www.the-dma.org/envgen.

DMA “Recycle Please” Campaign

- **Developed new “Recycle Please” logo & companion website: www.recycleplease.org.**
 - Coordinated with EMA & MPA.
 - EPA & FTC involvement.
 - Launched at ACCM, May 2007.



Why Is DMA Sponsoring “Recycle Please”?

- **Educate Consumers and Stimulate Recycling/Recovery Rates**
 - In 2006, 53% of the paper in the US (53.5 million tons) was recovered for recycling.
 - At least 61% of Americans have access to recycling for catalogs and mixed paper, but about 39% of catalogs and direct mail are recycled from American residences each year.

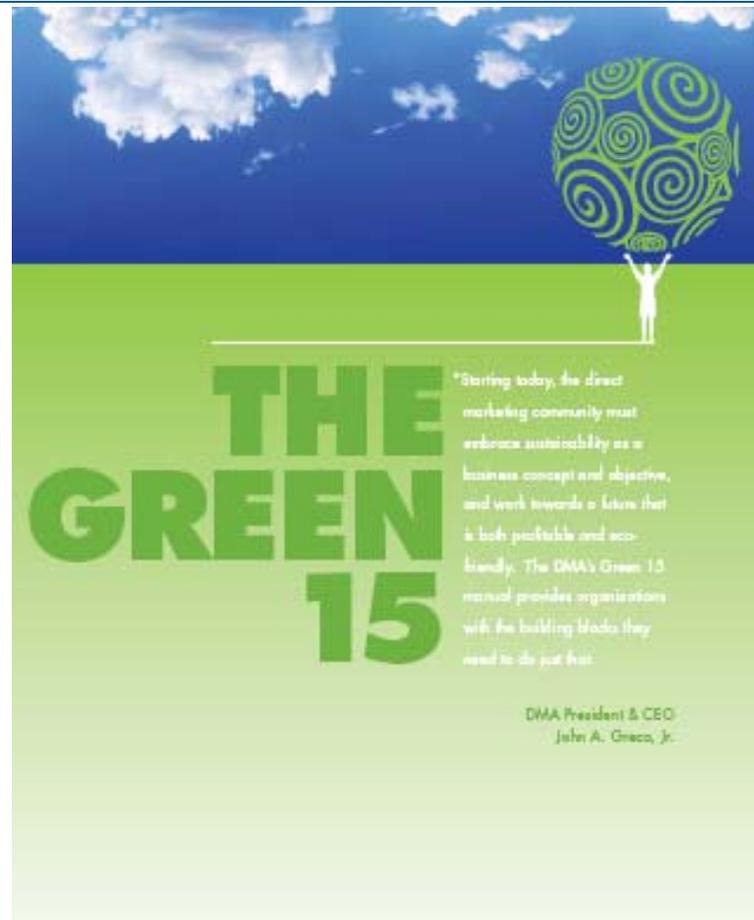
- **Help Meet Growing Demand for Recycled Fiber**
 - More than 80% of U.S. paper makers use recovered fiber to manufacture new paper products, according to the American Forest & Paper Association (AF&PA).
 - Recycle Please is part of our commitment to helping meet the anticipated domestic and export demand growth.

- **Support Vibrant, Healthy Forests**
 - Responsible forest management practices are helping to protect endangered forests, while meeting the need for paper and wood products in a sustainable way.
 - Forest industry plants more trees than it harvests each year.
 - Recycling complements sustainable forestry and preserves our forests as a sustainable, renewable natural resource.

Examples of "Recycle Please" Participants



DMA Environmental Resolution



DMA Environmental Resolution: The Green 15 (G15)

- Developed a set of environmental marketing standards, and called upon members to implement and benchmark, May 2007.
- 15 standards divided into 5 key areas:
 - List Hygiene & Data Management
 - Mail Design & Production
 - Paper Procurement & Use
 - Packaging
 - Recycling & Pollution Reduction



DMA's First Green Goal

List Hygiene & Data Management

- Announced by DMA Board, July 2008.
- Seeks to achieve 1 million tons in carbon equivalents savings, from 2009-2013.
- Reduce UAA by 25%.
- Make mail more relevant by giving consumers choice (CCC) and using DMA's Mail Preference Service (MPS).



G15 List Hygiene Standards *to Achieve First Goal*

1. Honor customer choice about receipt of mail by:

- Maintaining in-house do-not-market lists.
- Using the Mail Preference Service (MPS) monthly for prospect mail.
- Providing customers with notice and choice in *every* solicitation.

**Commitment to Consumer
Choice (CCC)** www.dmaCCC.org



G15 List Hygiene Standards *to Achieve First Goal (cont.)*

2. Apply predictive models and/or Recency-Frequency-Monetary (RFM) segmentation where appropriate
3. Maintain “clean” mailing lists, and reduce misdirected and undeliverable mail by using USPS or commercially equivalent files.



G15 Mail Design & Production Standards

- 4. Review direct mail and printed marketing pieces, and test downsized pieces when and where appropriate.
- 5. Test and use production methods that reduce print order overruns, waste allowances and in-process waste.



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G15 Paper Procurement Standards

- 6. Increase wood purchases from recognized forest certification programs.
- 7. Require paper suppliers to commit to sustainable forestry practices.
- 8. Avoid sourcing paper from unsustainable or illegally managed forests.
- 9. Require paper suppliers to document that they do not produce paper from illegally harvested or stolen wood.
- 10. Evaluate the paper you use to identify opportunities for increased environmental attributes.

G15 Packaging Standard

- 11. Encourage packaging suppliers to submit alternate solutions for environmentally preferable packaging, in addition to quoting prices on approved or existing specifications.



DMA Paper Pledge

- Using the Paper Pledge and a life-cycle approach:

Research your investment in paper

Open a dialogue with your suppliers

Evaluate the environmental performance of suppliers throughout the life cycle of paper – from forest management to final re-use

Consider using a report card to evaluate annual environmental performance:

Paper Profile

EPAT (Environmental Paper Assessment Tool)

EPDS (Environmental Profile Data Sheet)



PAPER PROCUREMENT

Whether it's a direct mail piece, a catalog, a billing statement, or a packaged order, you want the right paper for the job. The type of paper you use is an important consideration from a business standpoint, as well as an environmental one.

Paper is both a renewable resource, and an important part of the direct marketing process. Making environmentally conscious paper choices can contribute greatly toward reducing your overall environmental footprint. A major component of DMA's Green 15 environmental commitments is encouraging the use of paper from sustainably managed forests.

Choosing sustainable paper will require an ongoing dialogue with your paper suppliers. To make this process easier, DMA has created a sample pledge form that you can use to certify that your paper is procured from sustainable sources.

This sample pledge is intended to be tailored according to your business operations and presented to your paper suppliers to communicate your environmental principles and encourage sustainable paper procurement. Please check with your operations, communications and legal departments before using this affidavit document.



G15 Recycling & Pollution Reduction Standards

- 12. Purchase office papers, packing and packaging materials made from postconsumer content where appropriate.
- 13. Integrate use of electronic communications for external and internal communications.
- 14. Ensure that all environmental labeling is clear, honest and complete.
- 15. Participate in DMA's "Recycle Please" campaign and/or in another recycling initiative.

Looking Ahead: Future Green Goals

- Currently under development by CESR.
- Possible Focus Areas:
 - Paper Procurement - Sustainable Forest Management
 - Recycling & Pollution Reduction

More Information

- **DMA's Environmental Resource Center**
 - www.the-dma.org/environment
 - Repository of publications, fact sheets, tools, and resources created by DMA to educate and assist the direct marketing community in implementing sustainable practices.
 - Includes electronic version of DMA "Green 15" Toolkit and "Paper Pledge."

- Please email environment@the-dma.org.

Thank You!

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