



The REaD Group plc

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ENVIRONMENTAL & PLANNING POLICY & VISION STATEMENT

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PRINCIPLE AREAS

List hygiene and data
management

Design, production and
printing in its mail,
marketing and
communications materials

Paper procurement and
clean production

Use of paper in packaging

Recycling and pollution
reduction in its workplace
and community

The REaD Group plc recognises how vital it is to incorporate environmental stewardship in the conduct of business, including the efficient and sustainable use of natural and economic resources, which incorporates practices such as energy conservation and preservation of biodiversity.

The REaD Group plc is committed to understanding the impact our organisation has on the environment and working to continually improve our environmental performance, while encouraging our suppliers and customers to do the same.

To this end, we seek to adhere to principles addressing the following areas, and to support these principles through specific initiatives. Our goal as an organisation is to address these key aspects of our environmental performance as members of the direct marketing community.

List hygiene and data management

The REaD Group plc continually endeavours to manage data and lists in an environmentally responsible manner with a focus on reducing the amount of duplicate, unwanted and undeliverable mail to consumers and/or businesses.

To achieve its goals in this area (if applicable to the goals and/or nature of your organisation), please select one or more of the following options:

A. We maintain suppression lists

We maintain a more detailed suppression file that enables customers and prospects to opt off our organisation's marketing lists on a selective basis, such as by frequency, by category or by channel. We return post-campaign goneaways to data suppliers.

B. We offer notice and choice

We provide existing and prospective customers with notice of an opportunity to modify or eliminate future marketing contacts from our organisation in every direct marketing communication.

C. We clean our lists prior to mailing

In addition to the use of MPS, we maintain clean, deliverable files by using:

Postcode correction

Address standardisation

Other commercial goneaway suppression and/or tracking products

We use the "Deceased Do Not Contact" list to eliminate names of deceased persons from mailings.

We (encourage/require) companies and organisations that rent our list of customers to screen consumer names through MPS, and to maintain their own do-not-rent and do-not-mail in-house name suppression lists.

We (encourage / require) companies and organisations that rent our list of customers to return post-campaign goneaways data to us.

D. We merge / purge our data

We match all campaign lists against each other to prevent duplicates.

We use matching rules in merge/purge that minimise duplicates.

We match outside lists against other commercially available suppression files where appropriate.

E. We use predictive models and segmentation to increase the accuracy of our targeting

We use predictive models and segmentation to increase the accuracy of our targeting.

F. We test market offers

We test a sample of a list before mailing or marketing to the entire list.

We test different versions of advertising and marketing offers, in mail and other media, to select those offers and media combinations that receive the best response.

Design, production and printing in its mail, marketing and communications materials

The REaD Group plc strives to design and print advertisements and other communications in an environmentally responsible manner, and communicates its environmental expectations to its supplier(s).

Wherever feasible, in designing and printing communications, opportunities are sought for source reduction. We also communicate our goals to our suppliers.

To this end (if applicable to the goals and/or nature of your business), please select one or more of the following options:

A. We reduce the amount of waste

We review periodically direct mail and direct marketing packages and test downsized / less elaborate pieces when and where appropriate.

We test and use lighter-weight papers wherever feasible.

We adjust trim sizes of our publications and/or collateral in an effort to reduce waste.

We test and use production methods that reduce print order overruns, waste allowances and in-process waste.

We include overrun allowances in our contracts and specify that excess inventory be recycled.

We review and maintain data regularly / prior to each print run to minimise print wastage.

We work with our printer to explore using new printing techniques (such as digital and computer-to-plate (CTP) printing and pdf or virtual proofing) that help reduce chemical and paper waste, and emissions.

We maximise distribution efficiency through using bulk delivery and reducing the number of individual drops.

B. We reduce toxicity of materials

We test designs to identify and eliminate any environmentally undesirable elements (such as heavy metals, or non-water-soluble adhesives) in inks, envelopes and mail packages.

We test designs to eliminate elements that may hinder recycling in our inks, envelopes and mail packages.

C. We give preference to recyclable and/or reusable materials

We routinely survey the marketplace for high recycled content for corrugated boxes and packing materials and/or recyclable or reusable materials and/or materials made from renewable or sustainable sources.

We seek to utilise printing and writing paper that is recycled or made from renewable or sustainable sources with post-consumer content (when and wherever feasible).

We seek to utilise recycled paper and/or paper that is made from renewable or sustainable sources in - at least some/most/all - of our printed communications.

We ensure, wherever possible, that all packing and packaging materials are made of recyclable (collected locally throughout the country), recycled, reused or reusable materials.

We establish and publicise packaging guidelines for our suppliers to increase recycled / renewable / sustainable content of their packaging.

On envelopes and parcels, we prefer and use:

Ink-jet addressing

Open address windows

D. We communicate environmental principles to suppliers

We review supplier companies' environmental policies and practices, and encourage them to reduce, reuse, and recycle.

We specify environmentally preferable materials to our suppliers.

We (encourage/require) suppliers to use environmentally sustainable / renewable materials, such as:

We work with our mail partners and printers to design products with less environmental impact.

We (give preference to/use only) printers that seek to reduce air and water pollution, energy use, and chemical waste in their operations. We communicate these goals within our organisation and to our suppliers.

E. Certifications and Training

We are working towards achieving PAS 2020 certification

We conduct regular training for our staff and management team and where appropriate, individuals attend environmental courses.

Paper procurement and clean production

The REaD Group plc recognises that improving forestry practices is an important component of environmental stewardship and sustainability. It strives to procure, use, and recover paper in a manner that helps to ensure the sustainable use of forests and other natural resources. In support of this principle:

A. Research and understand our investment in paper

We work to understand the investment our company has in paper.

We research actively our own paper and wood supplies to be an informed paper and wood products user.

We invest time and resources to understand and address environmental issues associated with paper procurement.

We identify our 'fibre supply chain' for forest products we use, such as paper for catalogues and other marketing materials, internal office paper, corrugated packaging, and wood used in retail products.

We assist suppliers in identifying and using sustainably produced sources of wood and paper.

Our designated buyers have expertise in procuring environmentally preferable paper.

B. Respect forest ecosystems and biodiversity

We require that our paper suppliers have made a commitment to implementing sustainable forestry practices that protect forest ecosystems and biodiversity.

We specify that paper suppliers use third-party, verified traceability or chain-of-custody so that we know the origin of fibre in our paper.

We ask our paper supplier where our paper comes from before buying it with the intent of not sourcing paper from unsustainably or illegally managed forests.

We avoid paper from sources that are known to log unsustainably or illegally managed forests.

We require paper suppliers to document for us that they do not produce paper from illegally harvested or stolen wood.

We encourage our paper suppliers to identify forests with special ecological or biodiversity values in the regions where they source paper and wood.

We recognise the importance of maintaining biodiversity and avoid sourcing from rare forest types and areas with high concentrations of rare and endangered species.

We recognise the importance of maintaining biodiversity and will work with suppliers who have integrated conservation values and programs into their operations.

We recognise the importance of preserving landscape integrity and encouraging forest restoration areas and forest landscapes that provide pathways for wildlife.

C. Encourage sustainable paper procurement and clean production

We maintain a scorecard of suppliers' environmental practices and overall performance to assist our purchasing decisions.

We give preference to suppliers who are committed to sustainable practices throughout the 'life cycle' of paper production, from forest to recycling, including pulp and paper mill performance.

We give preference to paper suppliers which are certified and verified by an independent third party.

FSC (Forest Stewardship Council)

We give preference to suppliers who conform to ISO 14001 environmental management standards for manufacturing and forestry practices.

We conduct an annual review of each paper manufacturer, including on-site visits to observe their forestry management practices, and pulp and paper mill performance, to ensure our suppliers are in compliance with our environmental principles.

D. Encourage responsible use of forest resources

We evaluate paper used for marketing pieces, product packaging and internal consumption to identify opportunities for increased recycled content, increased post-consumer recycled content, lower basis weights and other environmental attributes.

We consider the net environmental benefits and detriments of using recycled fibre before purchasing it. We recognise that recycled fibre manufacture, transportation and de-ink sludge disposal can have significant environmental impact.

Whenever the economics are sound and the environmental benefits clear, we purchase paper with recycled content, including papers with post-consumer content.

We negotiate with our paper suppliers about purchasing papers with post-consumer recycled content at a comparable price, environmental impact and performance to virgin papers.

We print order forms, order envelopes on paper with a higher percentage of post-consumer recycled content whenever feasible.

We specify to our suppliers that we want the following specified percentage of recycled content wherever feasible in our use of papers.

Minimum 75%

Use of paper in packaging

The REaD Group plc believes that sourcing environmentally preferred papers and other materials is only a beginning. Equally important is efficient use of papers and materials once they are purchased.

A. Research and understand the packaging that we use

We sort incoming packaging materials for recycling collection.

Recycling and pollution reduction in its workplace and community

The REaD Group plc's policies and initiatives in this area are guided by the Three Rs: "Reduce, Reuse, and Recycle." The REaD Group plc seeks an efficient and environmentally sensible workplace, as well as to promote environmental stewardship in its community.

Toward this principle, (if applicable to the goals and/or nature of your business, please select one or more of the following options.)

A. We reduce and reuse in the workplace

Wherever possible and practical, we purchase office papers, packing and packaging materials made from minimum 75 per cent recycled materials with post-consumer content.

We use recyclable materials and materials that don't hinder the recycling process.

We integrate the use of electronic communications (email, internet and intranet) for external and internal communications.

We use minimum 75 per cent recycled paper with post-consumer content for internal company print communications.

We make primary use of two-sided printing and photocopying wherever appropriate.

We develop online systems for reports, projects and monitoring to reduce paper generation.

We reuse file folders, hanging folders and binders wherever appropriate.

We substitute durable materials for disposable products.

B. We deploy recycling in our workplace

We investigate energy, water, material usage and waste management procedures, practices, and patterns.

We set internal goals to reduce, reuse and recycle, and establish programmes to measure internal savings in waste, energy and costs, in accordance with environmental management systems, such as ISO14001.

We implement in-house recycling programmes for:

Paper

Corrugated cardboard

Beverage cans and bottles

Plastics

Printing ink and toner cartridges

Personal and laptop computers

We (recognise/reward) employees for:

Advancing our recycling policies and/or initiatives

Suggesting creative or innovative environmental solutions

Energy savings

PAS 2020 (reducing the environmental impact of direct marketing)

C. We promote/advance recycling in our community

We use the WRAP recyclable symbol/Waste Aware Scotland symbol to identify paper and paperboard products made from fibres that, after use, are suitable for recycling.

We ensure that all environmental labeling is clear, honest and complete, so that the consumers and business customers may know the exact nature of what is being claimed.

We encourage customers to reuse, return or recycle materials where appropriate.

We provide customers with information about recycling:

Direct mail pack

In a catalogue

We partner with environmental groups, other companies and/or local citizen groups to help 'green' our operations, and to make positive environmental contributions in our local community.

We volunteer our company's resources, including our people, for:

Tree planting

We participate in WRAP's "Recycle Now" campaign and/or in another recycling campaign and/or demonstrate that our organisation has in place a programme to encourage recycling in our workplace and/or community.

D. We employ efficient transportation and distribution

We implement transportation policies and practices guided by objectives to reduce vehicular emissions, decrease traffic congestion and improve air quality. In support of this principle, (please select from the following list):

We consider geographic location when selecting suppliers.

Wherever feasible. We plan for the greatest logistical efficiency when delivering our mail.