Going Green

Reducing the Environmental Impact of your Mail

Requests and inquiries concerning reproduction should be addressed to:

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About the Marketing, Media & Post Centre

Our Community and Australia Post have combined to provide community groups with the resources and tools to spread their message to an ever-growing audience. Australia's 700,000 community groups have such a good story to tell and the Marketing, Media & Post Centre has been developed to provide the skills and practical tools to build greater public awareness and support. Visit **www.ourcommunity.com.au/mmp**

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Introduction

It's important for you to stay in touch with your supporters, whether they're members, customers or donors. And there is a particular sincerity that comes with a personally-addressed item of mail in the post.

The mail your organisation sends has its own lifecycle, from your idea and its design through to printing, packaging and delivery. As in any other business operation division, the choices you make at each stage can affect the impact your mail has on the environment.

The guidelines in this book will take you from choosing paper and printers all the way through to dealing with returned mail and recycling.

The book has been designed so that you can read it in its entirety, cover to cover, or refer to individual sections separately.

As you will discover as you go through the guide, there's no one prescription at any phase in the lifecycle that will make your mail instantly 'greener'; instead, this guide is designed to help you carefully work your way through the lifecycle so that you can make more informed choices about the management of your mail, and better decisions for your organisation, your supporters, and the environment.

All organisations that send mail – businesses and not-for-profits; big organisations and small – will find ideas in this guide that they can take away and incorporate in their own operations.

Why bother?

In an increasingly carbon conscious and environmentally sensitive world, it is becoming more and more important for organisations to affirm and live out their commitment to improving the environmental impacts of their operations. Your supporters need to know that you care about what they care about. Reducing the impact of your mail, at all stages of its lifecyle, is one of the most rewarding ways of achieving this.

You'll also need to let you your suppliers know that the environment is one of your highest priorities. Don't expect them to advise you on the products with the lowest environmental impact without being prompted. After years of working with clients who want jobs done for the cheapest price possible, irrespective of environmental impact, suppliers might assume you would not be willing to pay for products or services that are kinder to the environment.

You may not be able to afford the most environmentally efficient option right now, but every organisation can try to strike a balance between cost and environmental impact.

It would be wise to start making these decisions and implementing these practices before the Federal Government introduces its Carbon Pollution Reduction Scheme in 2010. When the scheme is introduced, it has the potential to drive up the costs of other products and services.

Staying ahead of the game will drive efficiency within your company.

Throughout this booklet, you'll find the information you need and the questions you should be asking your suppliers.

We've tried it out ourselves. This book is printed on 100% recycled paper (containing 40% post-consumer waste) certified by the Forest Stewardship Council (FSC), using vegetable-based inks. It is being distributed in 100% recycled envelopes, and packaged in-house. We employed the services of an environmentally conscious designer, who emailed proofs.

Hard copies were produced by a printer with FSC certification, who does not use any petroleum-based inks. Our mailing list was checked for duplications and errors, and checked against the Australian Direct Marketing Association's "Do Not Mail" list.

We've also made this guide available as a Portable Document File (PDF) that can be viewed online, to minimise printing. This also allows us to make regular updates as new information comes to hand.

Managing your Mailing List

Keeping mailing lists up to date minimises waste and energy consumption by ensuring that as many items as possible reach their destination.

Don't delegate the job of maintaining your mailing lists to just anyone. It needs to be given to one of your most reliable workers, someone with a good eye for detail.

You need to dedicate time to managing your mailing lists.

They need to be updated regularly, making sure there are no gaps – a missing postcode, for example – and responding to requests from people who have changed their details or want to be removed from the list.

Sending incorrectly addressed mail and sending mail to people who don't want it is unnecessarily wasteful.

If you are sending mail to names on more than one list, cross-check to make sure you're not doubling up.

Ensure that any staff who record names and addresses that will be later added to your mailing list know exactly what information they need to obtain. Any gaps will have to be followed up and filled in later.

Building your list

To be able to minimise waste, you need to have a well-targeted list. While the most basic name and address details will get your letters delivered, having a contact phone number – especially a mobile – will enable you to keep the address details up to date if the person moves.

Other information, such as age, gender and occupation, can help you target your list better. If you're a business sending out information about a new piece of technology, for example, you may want to target younger people to increase the chances of your mail-out resulting in sales. Likewise, a community group seeking bequests would do better to ensure their mail-out is going to people in their 60s, rather than their 20s.

The sorts of information that can help you minimise waste in your mail-outs will be particular to your organisation's purpose. It could be things like hobbies and interests, whether a person has children, preferences for methods of payment, which groups they are members of and how they heard about your organisation.

But don't go overboard, or people will begin to feel like you're wasting their time or becoming overly intrusive. Decide how much information you can manage, how much people are likely to willingly give, and what is of most use to you, and stick to that.

Segmenting your database

Segmentation is a tool you can use to focus a mail-out on a particular group of people within your database, the group most likely to respond to a given campaign. If you use the characteristics of the customers or supporters who respond well to your products and services, you will probably be able to find more customers or supporters like them.

You can segment the list according to various considerations, including:

❋ Geographic – location of the contacts' home or work address.

❋ Demographic – age, gender, nationality or occupation.

❋ Geo-demographic – considering both geographic and demographic factors: for example – "Men aged between 18 and 24 who live in Sydney".

❋ Psychographic – division along lines of personal values, interests, hobbies and the like.

❋ Interests/Identity – for community groups, for example:

- Members, sponsors, donors are identity segments.

- Calls for donations, function attendance or working bees could be classed as interests segments.

❋ Contact frequency/Date last contacted – How often you contact each person, or when you last contacted them. For example:

- Monthly, six-monthly or annually are contact frequency segments.

- Two weeks ago, two months ago, last year are "date last contacted" segments.

Maintaining your list

You need to update your mailing list diligently and regularly, at least once a month.

To protect privacy and to avoid duplication you should consider restricting the management of the database to one or two people.

※ Check that names are complete and accurate – ensure they are spelled correctly and that first and last names have not been reversed.

※ Eliminate duplications.

※ If you're finding lots of duplications or errors in your list, work out why, and fix the problem.

To comply with privacy laws, you can include a line like the one below in your communication. For further information go to www.privacy.gov.au.

We value your support and want to keep you up to date with news about our organisation. If you would prefer not to receive communication from us, or if you would like further information about the personal details we hold, please email privacy@myorganisation.com.au or write to PO Box PPP, Melbourne, 3001. We do not share your details with third parties.

Enabling people to opt-out

An important part of your regular list maintenance is removing the names of people who don't want to be on it.

Consider paying the Australian Direct Marketing Association (ADMA) to check your list against their "do not mail" register (see www.adma.com.au) and tell mail recipients how to notify you if they want to be removed from the list.

Keep a list of people who don't want you to contact them, and regularly check your mailing list against the do-not-contact list. Add a line to your document encouraging recipients to notify you by phone or email if they have received more than one copy, if they are changing address or need to update their details for any other reason.

If you do a variety of regular mailings, give people the chance to opt out of some but not others. This will help to make your lists more relevant and ultimately more effective, which will help to minimise waste.

Not everyone will let you know when they move but you can have your database checked against Australia Post's National Change of Address file.

If you share or rent out your mailing list, notify people of this when they are added, and give them the option of being added to a separate, confidential list, for your own marketing purposes only.

Renting mailing lists

Give some thought to the sorts of people you want to contact – the demographic that is most likely to respond to your appeal.

If you use a mailing list broker, ask them whether the terms of payment are negotiable. Traditionally you pay according to how many names they provide, but you want to keep the amount of mail you send to a minimum. You want higher returns for sending less mail.

Ensure there are no gaps in names or addresses in the lists you've bought. If there are, obtain the information you need, or delete the entry and don't pay for it.

If you buy or rent mailing lists, cross-check them against your own.

As with all of your suppliers, ask potential mailing list providers what they are doing to minimise their own business' impact on the environment. Being selective about which companies form your supply chain is another way you can make a difference.

Data integrity

☀ Find out where your mailing list provider sources its data.

☀ Find out when the data was originally sourced, and when it was last updated.

☀ If it was sourced from a public record (such as the electoral role before 2004) find out whether it has been cross-checked with other data, to ensure names and addresses are still correct.

☀ Ask whether and when the data has been screened against the Australian Direct Marketing Association's Do Not Mail list.

☀ If you are purchasing telephone numbers and email addresses for follow-up contact, check that they have been screened against the Federal Government's Do Not Call Register.

☀ Confirm that email addresses have been obtained with the customer's opt-in confirmation that they are happy to be contacted via email. Anti-Spam legislation means that if the email is unsolicited, you are probably breaking the law.

Do Not Call / Do Not Mail

Not only will you be wasting resources contacting people who have taken the trouble to register on these lists, you will also risk upsetting them, and damaging your own reputation.

Facts and figures

According to Australia Post, approximately 17%, or more than 3 million Australians, change address every year

Dun and Bradstreet maintains lists of companies, rather than individuals.

The results of their study of business data decay rates in the United States show why it is so important to keep mailing lists up to date:

❊ On average, data decays at a rate of 1-3% per month

❊ If a business waits three months to use a file, more than 5% of the contact names will have changed

❊ If a business waits six months to use a file, 10% of address details will be incorrect

❊ If a business waits six months to use a file to segment its customers by employee size, more than 18% of the employee numbers will have changed

Dun and Bradstreet figures show that every year in Australia:

❊ 128,453 new companies commence trading

❊ 4,147 companies change their names

❊ 17,425 companies change their place of business

❊ 7,802 companies and 4,128 businesses cease operations

The data providers:

First Direct Solutions and Pacific Micromarketing

Mailing list providers don't just hand out lists of names and addresses; they can also help you work out exactly which names and addresses you need.

First Direct Solutions, a division of Australia Post, regularly receives responses to its Australian Lifestyle Survey.

The survey collects information about respondents' leisure interests, shopping habits, health and spirituality, home, vehicles, finances, and the causes they're interested in.

Responses from more than two million customers are available.

With access to that information, First Direct Solutions can provide database customers with a carefully targeted mailing list.

National market research company Pacific Micromarketing also keeps a lifestyle database. Members of the public are surveyed about their preferences and product choices, enabling the company to create tailored mailing lists.

Database services manager Brad Moult says Pacific Micromarketing's customers can choose from about 200 different data points, and the criteria can be layered.

You can have a list, for example, of people who live in a particular area who all have children living at home.

Mr Moult says attention to the relevance of the names on your list is a good way to reduce waste.

"Our experience is, if you're a little bit more careful and your selection of names is more thoughtful, then you are being much more responsible," he says.

"You're saying, 'instead of writing to everyone, I'm going to choose this 20% or 30%, or this 10%, and I know that, from having a look at their attitudes and behaviours, they're going to be much more likely to take up my product.'"

"If you busily write to people, and fundamentally they're not interested in what you've got to say or what you've got to offer … you're actually encouraging waste because you're printing all that stuff, you're posting all that stuff."

Brad Moult, database services manager, Pacific Micromarketing.

Questions to ask your mailing list broker:

- ☐ What types of lists are available?

- ☐ What data elements are available?

- ☐ Where do you source the information in the lists?

- ☐ When was the data last updated?

- ☐ How was the data last updated?

- ☐ Will you guarantee the list's deliverability, and credit back the difference between the promised and actual rate of successful delivery?

- ☐ Has the list been checked against the Australian Direct Marketing Association's "Do Not Mail" register?

- ☐ Has the list been checked against Australia Post's National Change of Address file?

- ☐ When was the data last used?

- ☐ When was the data last used by someone in my industry, or someone sending a similar message?

- ☐ Are there any restrictions on the use of the list?

Checklist

- ☐ Mailing list management delegated to a reliable employee

- ☐ Adequate time allocated to the task of maintaining lists

- ☐ Multiple in-house lists cross-checked to avoid duplication

- ☐ Clear policy about exact details to be obtained from customers/supporters

- ☐ Marketing material advises how addressee can be removed from list

- ☐ Mailing list checked against in-house do-not-contact list

- ☐ Customers encouraged to notify of change of address or duplicate mail

- ☐ Rented lists cross-checked against in-house lists

- ☐ Consideration given to ideal demographic of customers/supporters

- ☐ Confirmation on source of rented list and its currency

- ☐ Confirmation of last use of list

- ☐ Rented list screened against ADMA Do Not Mail list

- ☐ List deliverability guarantee obtained

Mail Design

Having your environmental commitment at front of mind during the design phase of your mail-out will ensure its desired 'look' can be achieved without using the more harmful means of production.

If you employ a designer to work on your mail-out, they will help guide you in the decisions you make about how your piece of mail looks, what it says, what it's printed on and how it's printed.

The information in this section is relevant whether you're employing a designer or doing the design in-house.

When the environment is a priority for you, you need to make that clear from the very first discussion you have with your designer.

And while it's likely that any designer will be happy to take your environmental concerns into account, some will have more relevant knowledge and environmental awareness than others.

The designers we've spoken to in researching this book say that while many clients are interested in the environmental impact of their jobs, concerns about price and time often override concerns about the environment.

Decide how valuable the environment is to you, and allow for it in your budget. And allow enough time, too, for the environmental impacts of your options to be weighed up. They can be complex and require consideration.

Paper

As you'll see in the next section, the fibre used to make paper can be derived from one of several different sources, each of which has a different impact on the environment. And within each category of paper there are numerous brands to choose from.

Designers are in regular contact with paper companies. An environmentally conscious designer will consider the environmental impact of a paper, as well as the way it looks and the way it feels. If you are going to use the machine-insertion services of

a mail house to put your documents into envelopes, the designer should also consider whether the machine can cope with your chosen paper.

Your designer should be aware that glossy paper stock does not recycle easily, if at all.

Similarly, laminated paper cannot be recycled.

Your designer should also give thought to the amount of paper used in your mail-out, and work with you to keep it to a minimum.

Ink

Ink is another element of your mail-out where both type and volume are relevant. In the chapter on ink, on page 65, you can find out more about which inks are less damaging to the environment than others. Your designer should be familiar with and able to recommend vegetable-based and soy-based inks.

Ink has to be removed from paper in the recycling process. The less ink on a page, the easier it is to recycle, and the better the quality of recycled product it makes.

You can tell your designer that one of your priorities is to have as little ink on a page as possible.

Recycling

As part of the process of lessening the environmental impacts of the lifecycle of your mail, you should be doing what you can to ensure that the recipients recycle the mail you send out.

When your piece of mail is being designed, include a line asking the recipient to put it in the recycling bin once they've finished with it.

And if you've used non-recyclable materials – such as plastic wrap – in your mail-out, make it clear that recipients should separate the wrap (which is not recyclable) from the paper (which usually is).

Keeping it to a minimum

All the extra bits and pieces that might be used in your mail-out have their own environmental impact.

Staples have to be removed before paper can be recycled, so are best avoided.

The plastic packets that are sometimes used to wrap mail-outs cannot be recycled, and can mean that none of your mail-out is recycled if it is not opened.

Inserts that are additional to your primary document, such as brochures and post cards, create more waste.

Your designer should be able to help you work out how you can convey all necessary information on the primary document.

And anything that is printed but not used has had the same environmental impact in its creation as the mail that has been sent, but none of the benefit. Work with your designer to produce only the material that you need.

This letter is printed on 100% recycled paper

Labelling

There are a couple of good reasons for promoting the environmental credentials of your mail-outs.

Firstly, it lets your supporters know you care about the environment and that you have backed your rhetoric with time (and often money).

Secondly, it might encourage others to follow suit.

You need to be careful with your labelling, because being found to be communicating misleading information (aside from being against the law) can cancel out the good opinion generated by any genuine efforts you have made. It's called "greenwash" and the public's reaction to it is becoming more and more hostile.

Be specific. Don't say "This mail-out is environmentally friendly" or call it "Green." Such statements are vague, and can be interpreted differently by anyone who reads them.

Add a line that says, "This letter is printed on 100% recycled paper" or "This mail-out is printed on 60%" – recycled paper, using vegetable-based inks." Confirm with your paper supplier and printer that your claims are accurate.

Keep your documentation on file so you can verify your labelling if necessary.

It is less useful to specify proportions of pre-consumer and post-consumer recycled material. Many people won't understand what those terms mean, and they can just be confusing. (More on this on page 44.)

Case Study: Storm Design

While an individual designer or even a whole design agency might be concerned about the environment, like most other businesses, they make money by providing the service their clients require.

They can raise the environment as a relevant factor with a client, but if a client is not interested, or is more concerned about cost, a designer is not going to push decisions that reduce environmental impact.

Design director at Storm Design in Melbourne, Derek Carroll, says people are more sensitive to environmental issues these days, but also to price.

He says that while a client may initially be interested in using recycled paper stock, they often reconsider if they find non-recycled stock is cheaper.

"What we tend to do is focus on achieving the best value and result for the client out of the job first, and if one of their criteria or one of their main brand messages coming across is that they are environmentally-aware, then that's a very important thing for them."

He says budget and time pressures usually override deep consideration of the more complex assessments about environmental impact.

One example is assessing whether it's better for the environment to produce something that's going to last or to produce something that can be recycled, but will wear out and need to be reproduced.

"A lot of clients like to have their business cards laminated, which makes them Frankenstein products," Mr Carroll says.

"They're a mix of two mediums and they're not biodegradable or recyclable.

"The alternative is using a much heavier (paper) stock, which can make it more expensive."

Mr Carroll has advised clients that although they can have their card laminated, doing so would make it indestructible. And he says that can be exactly what they want - for their card to last forever.

It is often suggested that one way to reduce the environmental impact of your mail is to make it as small as possible.

Derek Carroll cautions that that idea is not as simple as it seems.

"General guidelines on clear legibility indicate that your type size should be about nine or 10 point, which gives you a certain word count per page, and that will change with the kind of font you're using, and the density of the text," Mr Carroll says.

"If we drop the size of the brochure in half, we have to keep the text the same size and it will take up two pages. So you're not necessarily going to save paper by making it smaller or bigger."

Instead, he suggests making your message as focussed as possible.

"There's definitely opportunities there for people to be really smart about what they're communicating.

"For example, when it comes to annual reports, let's look at the message you want to get across, rather than just looking at showing standard, beautiful pictures of the company and maybe the board of directors."

He says if you can be efficient in getting straight to the point of what you want to say, people can read your mail-out quickly and simply and understand it.

When Storm Design works with a client, often the first thing they will do is work out their "brand DNA," the most basic idea of what the organisation is and how they want to exist.

"You take that and if you make sure everything you do measures up to that

well, and is true to it, you can cut out a lot of the extraneous and tertiary information … and then you'll have a far more successful communication."

Mr Carroll says that when most designers think about how much ink is going on a page, they are more concerned about what looks good than the environment.

But he says they consider not only what goes onto the page, but the amount of space around it.

"If things are allowed more space in life, or are allowed room … people unconsciously attribute more value to them," Mr Carroll says.

So, by keeping the amount of ink on the page to the minimum, you might make your mail-out seem more valuable, as well as help the environment.

"If we drop the size of the brochure in half, we have
to keep the text the same size and it will take up two pages.
So you're not necessarily going to save paper

by making it smaller or bigger."

Derek Carroll, design director, Storm Design

Questions to ask your designer:

☐ What consideration can you give to the environmental impacts of this job?

☐ Is there a recycled paper that is suitable?

☐ Can you recommend vegetable- or soy-based inks?

☐ How can we use as little paper as possible?

☐ Can we keep ink coverage to a minimum?

☐ Can we avoid glossy paper, staples, plastic and additional inserts?

☐ Can we ensure that this piece of mail is easy for the recipient to recycle?

☐ Can the mail house work with a document of this shape and size if you have reduced your mail-out down to an unusual size and you need to use a mail house for addressing and packing?

Checklist

- ☐ Employ the services of a designer who you are confident has the knowledge and credentials to give due consideration to the environment

- ☐ Advise your designer that minimising the environmental impact of your mail is a priority for you

- ☐ Ensure whatever it is that you are communicating is written as clearly and concisely as possible

- ☐ Tell your designer that you want to avoid glossy paper, laminated paper and staples

- ☐ Work to convey all your information on one document, and avoid enclosing other items

- ☐ Ask your designer whether the mail house can work with your chosen paper, if that is relevant – request that it be tested if necessary

Paper Purchase and Use

The choices you make about paper will impact on the number of trees that are cut down, which trees, how much paper is recycled, and emissions.

When it comes to paper, the best thing for the environment is a high proportion of recycled content, with the remainder certified as having been derived from a sustainable source. Which makes this step sound very easy.

In fact, making choices about which paper to use can be quite complex when you factor in your design needs and your budget, and when you learn that there are different types of recycled content available and there are different certifications.

But it's easier – and cheaper – than it was 10 years ago. There is now a large variety of "recycled" and "sustainable" papers available, at prices comparable to virgin fibre papers.

Laminated papers and coated papers should be avoided. They can't be recycled.

What does 'recycled' mean?

Post-consumer recycled:

Post-consumer recycled fibre has been produced from waste discarded by the end-user. It might contain the photocopy paper you put in your recycling bin at work, for example, or the note paper you put in your recycling bin at home.

Pre-consumer recycled:

This is also paper that would otherwise have become waste, but it never made it to the end-user. It is product that has been discarded at some stage in the manufacturing process, such as off-cuts when a page is trimmed.

Mill-broke waste:

Mill-broke waste never left the paper mill, so it was effectively never sold to anyone as a product, was always re-useable and has not really been diverted from landfill.

It is sometimes included in products labelled pre-consumer recycled.

Virgin fibre:

This wood fibre is new and has never previously been processed, used or recycled.

When you start to look at different papers, you will find they contain different percentages of pre-consumer and post-consumer waste. While it can be argued that both are stopping paper from ending up in landfill, the argument for buying a paper containing a larger proportion of post-consumer waste is that it creates a market for recycled paper. It closes the production loop by creating an incentive for products to be recycled.

Chlorine

Bleaching is another part of the paper-making process that can have a significant impact on the environment. Manufacturers have been amending their bleaching processes to make them less damaging to the environment, and consequently you will find papers with different bleaching labels.

Process chlorine free:

The PCF label applies to recycled paper. There are no details available about the bleaching process used for the original papers which were recycled to make the paper in question, but the process used to make the recycled product has not used chlorine.

Totally chlorine free:

TCF paper is made from virgin fibre, without using any chlorine gas or chlorine derivatives.

Elemental chlorine free:

Elemental chlorine gas, the most harmful form of chlorine, has not been used in the production of ECF paper. Instead, a chlorine derivative – often chlorine dioxide – has been used.

The Wilderness Society says the best thing for the environment is to buy paper that is either Process Chlorine Free or Totally Chlorine Free, but that buying Elemental Chlorine Free is better than paper with no chlorine label at all.

Bringing freight into the equation

What about a paper that is made from 100% post-consumer recycled content, but is produced overseas and transported to Australia?

What affect does the international freight have on the product's overall environmental impact?

These are complex considerations, and there is no definitive answer.

One environmental argument is that buying a recycled paper brought in from overseas is a better option than buying Australian-made virgin fibre, because the carbon emissions from cutting down trees far outweigh those from international transport.

According to World Resources Institute figures for 2000, for example, shipping and rail transportation creates 2.3% of the world's greenhouse gas emissions, and air transport 1.6%. Deforestation, on the other hand, was found to be responsible for 18.3% of greenhouse gas emissions.

From this point of view, paper that is made from recycled content here in Australia has the least damaging impact on the environment – it is responsible for fewer transport emissions, and reduces the deforestation emissions according to the amount of recycled content.

Keep in mind, though, that there is no black and white here.

Critics point out that we don't know what percentage of deforestation is carried out to create paper as opposed to sourcing timber or clearing land for farms, for example. The Australian Conservation Foundation, for example, does not object to the use of virgin fibre if it has come from a forest with management certification. So, purchasing locally sourced paper that is certified but does not have any recycled content is perhaps the environmentally acceptable alternative.

Certification

Several different groups provide certification for paper products. It should be noted that although one of these groups may consider a forest to be responsibly-managed, environment groups do not always agree. Do your research, and decide what you are comfortable with.

An alliance of environmental groups that includes the Australian Conservation Foundation, The Wilderness Society and Friends of the Earth rates various certifications from better to worse for the environment.

They put Forest Stewardship Council (FSC) certifications at the top of the list, followed by Programme for the Endorsement of Forest Certification schemes (PEFC), ISO 14001 and then paper with no certification at the very bottom.

The labels you are most likely to see

Forest Stewardship Council (FSC):

An international certifier of forests and forest products, with a branch in Australia. Provides forest-management certification and chain of custody certification for each step of the paper-making process. http://www.fscaustralia.org/

Programme for the Endorsement of Forest Certification schemes (PEFC):

At the time of writing, PEFC members included 35 "independent national forest certification systems," of which 25 had been through "a rigorous assessment process involving public consultation and the use of independent assessors". www.pefc.org

ISO 14001:

A certification from the International Organization for Standardization. It does not apply to the paper itself, but to the paper-making process. It "gives the generic requirements for an environmental management system." www.iso.org

Other labels you might see

Der Blauer Engel (The Blue Angel):

A German certification for recycled paper. www.blauer-engel.de

EU Flower:

The European Union label for paper that is made from recycled or virgin fibre from sustainably managed forests, where chlorine gas has not been used in production. http://ec.europa.eu/environment/ecolabel

Nordic Swan:

The eco-label for Denmark, Finland, Iceland, Norway and Sweden. It stipulates a minimum 20% fibre from certified forests and 75% recycled fibre, or a trade-off between the two. www.svanen.nu

More information about each certification is available from the certifying body, including details about other standards that must be met, and exceptions.

Envelopes

Envelopes are, of course, another item for which you will probably choose paper, but there are also environmental considerations regarding sealing gums and window faces.

Currently many window films are made of polystyrene, a plastic derived from a non-renewable resource: oil.

At this stage you are unlikely to find a window face made of recycled materials, but some envelope windows are biodegradable.

Better options than polystyrene are cellulose-based films (such as cellophane) or those based on PLA (polylactic acid), which comes from renewable materials such as corn.
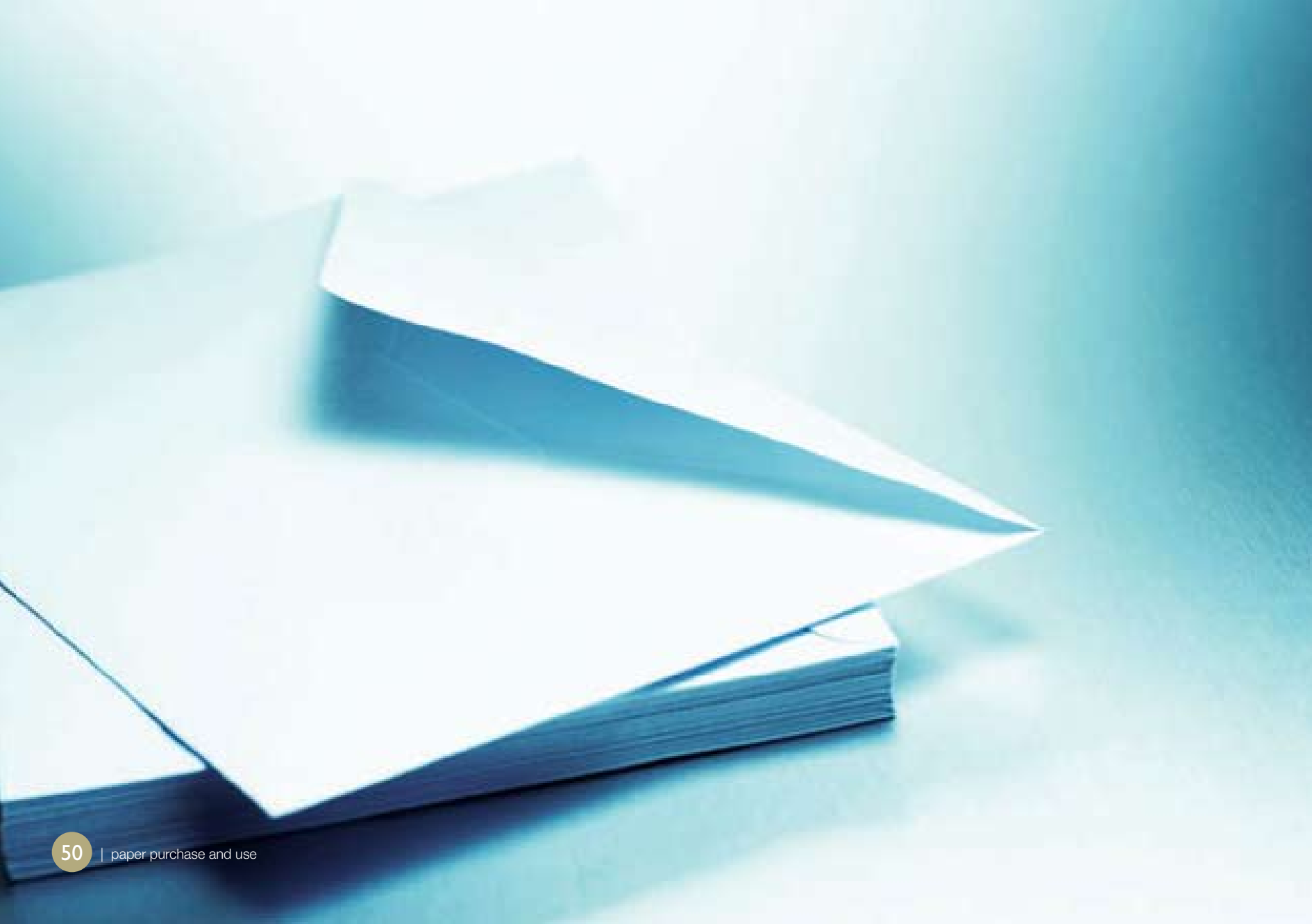
The gum on self-seal envelopes doesn't break down and has to be skimmed off during the recycling process.

"Peel and seal" envelopes are less environmentally friendly because the silicone paper that's peeled off cannot be recycled.

You also need to consider the requirements of Australia Post and your mailing house.

Australia Post has specified envelope size and paper density requirements for some of its services. If you intend to use those services you should confirm that your envelopes fit those requirements.

Go to www.auspost.com.au. Select "Business Solutions" and then "bulk mail."

Re-usable Envelopes

A number of companies that expect mail recipients to respond via post now use reusable envelopes.

If the recipient opens the envelope at one side, as per instructions, they then place their return mail in the same envelope, re-sealing it at the side. A blank piece of paper appears in the window where their address originally appeared, and what was the return address on the reverse side becomes the new address.

All-in-one

An all-in-one mailer includes the packaging in the primary document. A single sheet of paper is folded and sealed, making it kinder to the environment as well as cost-effective to produce.

Talk to your designer if you're interested in this option. It can include a tear-off strip to be returned to you as a postcard if you require a response.

POSTAGE
PAID

AUSTRALIA

Here at Our Community we use Enviromail 100% post-consumer recycled envelopes.

They are not bleached and the manufacturer states no chemicals are used in production.

Australian Envelopes say the envelopes have been tested by several mailhouses nationally, and that sorting barcode legibility tests have been conducted by Australia Post.

Facts and figures

* Australians consumed more than 1.7 million tonnes of printing and writing paper in 2006-2007. That's more than 500,000 tonnes more than we consumed in 2001-2002 (Australian Bureau of Agricultural and Resource Economics).

* In 2006-2007 Australian companies produced 676,000 tonnes of printing and writing paper. In the same year, we imported almost 1.2 million tonnes (Australian Bureau of Agricultural and Resource Economics).

* Manufacturing paper from recycled fibre uses 50% less energy and up to 99% less water than using virgin fibre (www.recycleatwork.com.au, an initiative of Amcor Recycling WA).

* According to Planet Ark founder Jon Dee, on average, Australian employees each use 10,000 sheets of paper each year. (If you assume 24 trees per tonne of paper and that 10% of paper used is recycled, that's 35 million trees worth of paper each year.)

* The Australasian Paper Industry Association says the industry's total fibre needs are met by: plantation timber (26%); regrowth natural forest (8%); sawmill residues (7%); imported pulp (11%); and recovered/recycled paper (48%).

The certification body:

Forest Stewardship Council

Forest management certification is the core work of the Forest Stewardship Council.

FSC Australia CEO Michael Spencer explains that forests are certified against the 10 FSC principles and 56 criteria of responsible forest management.

"Providing that the forest management unit, as we call it, passes the audit, it is then eligible to be regarded as FSC-certified material," Mr Spencer says.

The other certification provided by the FSC is chain-of-custody. For a product to carry this certification, each entity that has had legal ownership of the product – processors, manufacturers, storage facilities and transport – must have FSC certification in order for that product to carry the FSC label.

"When the end customer buys a product with an FSC label on it, they know that auditors have checked the supply chain," Michael Spencer says.

He says there are several FSC labels, the easiest to understand being 100% FSC, which is material that has not been mixed or combined with any other material.

"By buying that product, you are actually buying material from an FSC-certified forest area," he says.

But because supply chains are complex and there may not be enough of one material to make a whole product, some material bears an FSC Mixed Sources label.

Mr Spencer says product packaging generally states the combination of sources: FSC-certified and controlled wood; FSC-certified, controlled wood and recycled material; or just FSC-certified and recycled material.

"The FSC system doesn't want to be mixed with what is regarded as the worst of the worst, so the FSC system excludes the ability of manufacturers and processors to combine FSC with anything that doesn't meet what we call our controlled wood standard, and use an FSC label," Mr Spencer says.

"In order for a mixed sources product to qualify for an FSC label, even though it's not pure FSC, it needs to exclude material from areas where high conservation values are threatened, illegally-harvested material needs to be excluded, material containing forest products from GMO (genetically-modified organism) forests needs to be excluded, and material from forests where there is social conflict, or material from forests that are being converted for plantations or non-forest purposes."

Mr Spencer says if people have concerns about purchasing paper containing fibre from controlled wood sources, they have the option of choosing FSC 100% or Mixed Sources FSC and recycled, or FSC-certified post-consumer recycled paper.

He says 100% post-consumer recycled paper is becoming increasingly popular, but more so in the United States than in Australia at this stage.

"I think it's important that end-customers are also willing to show their support for responsible forest management, because, let's face it, it does cost more to manage a forest responsibly than it does to irresponsibly manage a forest, or to simply devastate forest areas."

Michael Spencer, chief executive officer, Forest Stewardship Council Australia

The Paper Company: Spicers Paper

One of Australia's national paper suppliers, Spicers Paper, currently stocks 13 products that are FSC-certified and 12 that are recycled or have recycled content.

National marketing manager Richard Collins says recycled paper is not at all new, but demand for it has increased considerably.

"Our largest-selling product, Monza Recycled, is 55% recycled, and that actually consists of 30% pre-consumer waste and 25% post-consumer waste, and it's FSC certified," Mr Collins says.

"Monza Recycled has been in the Australian market for 28 years now."

Mr Collins says you don't necessarily have to pay more for recycled paper than you do for paper made from virgin fibre.

"There is an inherent cost in the manufacture of recycled products, however as more and more recycled products have been introduced into the market, the price positioning has become more stable," Mr Collins says.

"You don't necessarily have to pay the earth to actually use recycled papers. They are becoming a lot more affordable. We do have certain price premiums.

"We have a product that is 100% recycled, Australian made, a product called Tudor RP. That is tremendously popular in terms of its price positioning against other virgin papers."

He says recycled papers are available in a range of weights, and are therefore suitable for a variety of printing jobs.

Tudor RP, for example, comes in various weights from 100 grams to 300 grams, and is often used for annual reports.

"We have been able, over the years,
to actually bring recycled papers more in line with
virgin fibre papers in terms of pricing."

Richard Collins, national marketing manager, Spicers Paper.

Questions to ask your paper supplier:

☐ Does this paper contain recycled content?

_____

☐ If yes, what sort of recycled content does it contain?

_____

☐ How was this paper bleached (if at all)?

_____

☐ Is all/any of the fibre in this paper from a forest that has been certified?

_____

☐ Can you explain what criteria have been met to achieve that certification?

☐ Does this paper come in the weights necessary for my design requirements?

_____

☐ Is there a recycled and/or certified paper suitable for my job that is a comparable price to paper made from virgin/uncertified fibre?

_____

☐ Has this paper stock been tested on the printer I am going to use?

_____

☐ Have the envelopes been tested in inserting machines?

Checklist

☐ You understand the difference between pre-consumer and post-consumer recycled content.

☐ You understand what is meant by the labels 'Process Chlorine Free', 'Totally Chlorine Free' and 'Elemental Chlorine Free'.

☐ You know what your options are regarding the certification of paper.

☐ You have chosen a supplier that has the information you need about the impact the paper-making process has on the environment.

☐ You have chosen a paper supplier you are confident is offering competitive prices for recycled and certified paper.

Printing

Printing impacts on the environment through the use of energy, water and paper, the origin of the ink used, emissions created in the process, and the disposal of materials.

If you're outsourcing the printing of your mail-out, several elements of the process can be harmful to the environment. Products used in the printing process – including inks, alcohol and solvents – emit air-polluting volatile organic compounds. Different printing processes use different amounts of water. And the printing process produces waste, including paper, plastics and rubber.

Innovations in recent years mean all of these concerns can be managed. Different inks can be used; the use of alcohol and solvents can be reduced or eliminated; water-saving processes and machinery can be used; and waste can be managed and recycled.

Each printer has its own practices in place, and some will be more environmentally aware than others.

Methods

Different printers use different machinery and different methods of printing. The age of the technology or the machinery probably has more bearing on the environment than the type of printing itself. The information that follows will give you some background knowledge for your discussions with printers.

Offset printing or offset lithography: An inked image is transferred from a printing plate to a rubber blanket and then to the paper. In the traditional offset lithographic process, a photosensitive emulsion is applied to the plate, then covered with a negative of the image to be printed, which is then exposed to light. The substance hardens where the light passes through, creating the oil-attracting base for the words or images. The emulsion is washed away from the rest of the plate, which becomes oil-repellent. When ink is applied, it adheres only to the hardened emulsion.

Computer-to-Plate: In computer-to-plate offset printing, plates are also coated with an emulsion. Text and images are transferred directly from a computer file to a printing plate using either thermal imaging, which hardens the image areas or removes the non-image areas, or UV light, which creates an image when the plate is exposed to light, and the non-image area is washed away. CTP has a reduced environmental impact because it removes the materials and chemicals involved in the middle step of traditional offset printing, the use of the negative.

Digital Printing: This term encompasses the sorts of printing techniques you would be used to in your home or office, such as inkjet and laser printing.

Web Offset printing: Prints to a roll of paper, rather than individual, pre-cut sheets.

Waterless Printing: Non-image areas of the plate are treated with silicone, so water is not needed to repel ink. Unlike some others, this process does not use alcohol.

Ink

Traditionally, printing companies used petroleum-based inks. Petroleum is a finite resource, which emits significant amounts of volatile organic compounds, and its extraction from the earth can also damage the environment.

Renewable and less toxic vegetable-based inks, particularly soy-based inks, are becoming increasingly common.

One ink company we spoke to estimated that 90% of its sales were now soy-based inks.

Some inks contain both petroleum and vegetable oil. When you ask your printer whether they use vegetable-based inks, ask them what percentage of the ink is vegetable or soybean oil.

Some printers that use vegetable-based inks will use petroleum-based inks at other times. You may like to support a printer that uses only vegetable-based inks.

The Printer: Focus Press

Focus Press, in New South Wales, has an environmental management system certified as meeting ISO 14001 standards (see page 48 for details).

The company switched to vegetable-based inks eight years ago, and has eliminated oil-based solvents and alcohol from its operations.

It also has waste-stream management processes in place, and endeavours to recycle as much waste as possible.

Company owner and chief executive officer David Fuller is adamant that consumers do not have to be prepared to be pay more for the services of a printer with good environmental management systems in place.

"That's … important to establish at the beginning, that you're not going to do anything that's going to inhibit quality or productivity," Mr Fuller says.

"You're going to enhance it. And the same with price."

He says vegetable-based inks are more expensive. When the company first changed over in 2000, they had to import them from Japan.

"We actually found that our ink profiles, which is the amount of ink that you carry to achieve a colour, were reduced by a third. So it kind of cancelled out the extra cost," Mr Fuller says.

"It's remarkable, because you're already using a third less ink, so

you're already way ahead as far as environmental concerns go."

He says because vegetable oils are much clearer than petroleum, brighter colours come through more easily.

Switching to vegetable-based inks and eliminating oil-based solvents and alcohol has also improved the health of the workers at Focus Press, Mr Fuller says.

And the company has saved money by improving its recycling practices.

David Fuller says that before Focus Press started managing its waste stream, the company was going to have to pay for a device to lift its bins and empty them into a landfill bin.

"We went from the bin that we had to a very, very small bin, and it worked through putting your plastic in a different place, putting your broken pallets in a different place. Next thing you know, we've got a very small bin that only gets emptied once a week (or) once a fortnight, as opposed to having a big bin that's emptied every day.

"Landfill's expensive. I saved $100,000 in the first three years, and I stopped measuring after that."

A rubber mat that transfers images on a press, called a blanket, was the most difficult piece of equipment to find a way to recycle.

But now they are collected and sent to the Philippines where they are re-used in making footwear.

"Blankets were the last, final thing in printing that we couldn't re-use or recycle."

"It's not fair that anybody tries to hide behind being friendly to the environment, because there are very, very, very few manufacturing processes that can be."

Chris Terry, chief executive officer, Greenprint

The certification initiatives

The Printing Industries Association of Australia has launched an environmental training and certification program for printers. Sustainable Green Print offers four levels of certification, from the most basic environmental initiatives at level one, through to ISO 14001 certification at level three and a fourth 'continuous improvement' level for those companies wanting to move beyond ISO 14001.

Another printing industry certification, Greenprint was established in late 2006 to audit and certify printers that follow 10 steps of environmental management. The 10 steps cover paper, proofing, plates, inks, coatings, chemicals, energy, recycling, carbon and a donation to one of two environment groups.

Chris Terry owns Greenprint and one of the two printing companies it had certified at the time of writing, Blueprint. He says he started Greenprint to provide the consumer with a way to easily identify environmentally responsible printers.

It took his printing company, Blueprint, 11 months to satisfy the third-party audit process.

Mr Terry says consumers should be able establish quite easily from a conversation with a printer whether or not they are genuinely concerned about the environment.

"They probably should just be asking what the company's goals are, what the policies are," Mr Terry says.

"Anybody that sort of says they're environmentally friendly is lying, because there's absolutely nothing (environmentally) friendly about the print process to start with."

He says consumers should not wait to be told about a certain product or process, but should ask their printer how things can be done differently. He also says printers should not be charging premiums for doing the right thing.

"I suppose the companies that are doing the right thing are more likely to be companies that are re-investing in technology and are re-investing in their plant and equipment, so from a market point of view, they may be perceived as being at the higher end of the market," Mr Terry says.

"I think it just comes back to whether you're using a reputable supplier or not."

Facts and figures

The Printing Industries Association of Australia

says 19 of Australia's thousands of printing companies have ISO 14001 environmental management certification.

The association estimates that by the end of 2010 that number could be closer to 50.

Questions to ask your printer:

- [ ] What are your policies regarding the impact of your business on the environment?

  _____

- [ ] What are your policies regarding the emission of volatile organic compounds?

  _____

- [ ] Do you use vegetable-based inks, petroleum-based inks, or a combination of both?

  _____

- [ ] How much water is used in your printing processes?

- [ ] Have you reduced or eliminated the use of alcohol and oil-based solvents in your work?

  _____

- [ ] Do you recycle your paper waste?

  _____

- [ ] What other waste do you recycle?

  _____

- [ ] What sort of paper do you buy?

  _____

- [ ] Do you have any policies regarding the environment and your supply chain?

- [ ] Can you give me some advice on minimising waste in my layout?

  _____

- [ ] How will the printed material be packaged?

  _____

- [ ] If the order is large enough to require the use of pallets, will you take the pallets back after delivery?

In-house printing

If you're printing your own mail-outs, there are still measures you can take to reduce the impact on the environment.

Choose a printer that qualifies for the ENERGY STAR rating.

Tell your supplier you'd like a printer with low overall energy consumption (they should be able to provide details).

Ask about manufacturers that will take the printer back for recycling once you've finished with it.

Choose a printer that is guaranteed to be compatible with recycled paper, and one that uses recyclable toner cartridges.

Set your printer to duplex (double-sided) printing as its default.

Don't leave the printer on standby when it's not in use for long periods, or overnight. Switch it off.

When you're printing drafts, make sure you proofread carefully on screen first.

 Select the "draft" option for printing test runs - it uses less ink. Or download SPRANQ's Ecofont from www.ecofont. eu. Small circles of space within letters mean the font uses less ink.

Checklist

**When you're outsourcing
the printing**

☐ Your printer has been
   instructed to use vegetable
   based inks for your job

☐ Your printer has reduced
   its emissions of volatile
   organic compounds

☐ Your printer has reduced
   its water consumption

☐ Your printer recycles several different
   types of waste from the
   printing process

Checklist

When you're printing in-house

☐ Several computers are
networked to the one printer

☐ You have chosen a printer
with low energy consumption

☐ You recycle toner cartridges

☐ Your printer is compatible
with recycled paper

☐ Your printer's default
setting is duplex

☐ You switch your printer
off when it's not in use

Mail Production

Addressing your mail correctly can minimise waste by ensuring it reaches its destination. Care in the selection of a mail house is important, because operating machinery consumes energy and other resources.

Once you've got your list of addressees, and you've had your mail-out printed onto your chosen paper, you need to package it all into envelopes and lodge it with Australia Post.

You can do this yourself, depending on the number of pieces you have, and the number and availability of your staff.

If you think your staff's time can be better spent, or you just have more pieces than you can manage, you can use the services of a mail house.

Like all companies, some mail houses are small, and better suited to smaller jobs, and some are very large.

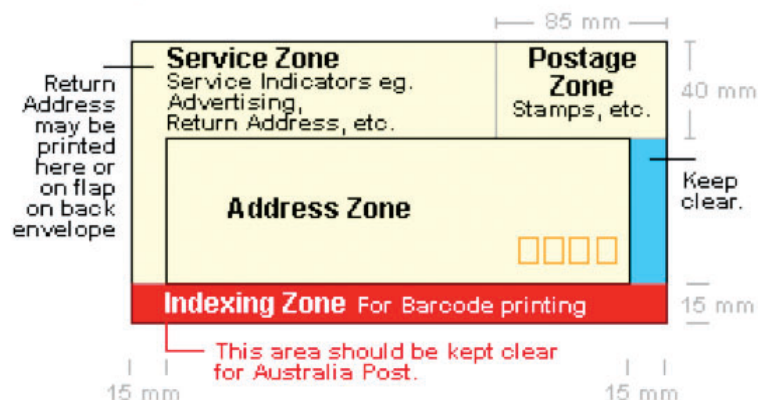Ring around to get an idea of which mail house best suits your needs.

In-house

If you're addressing and packaging your mail in-house, Australia Post has some basic addressing guidelines you need to follow.

✳ The top line of the address should contain the recipient's name

✳ The next lines should include extra information, such as the name of a company

✳ The second-last line should contain delivery and address information such as number and name of street or post office box number

✳ The last line should contain the suburb, state or territory abbreviation and postcode. This line should be printed in capitals without punctuation or underlining. For overseas mail the country name should be in capital letters on the bottom line.

✳ If you're using a particular Australia Post service, such as Clean Mail or PreSort, check the relevant guidelines.

✳ For more information go to www.auspost.com.au and select "general services," then "letters," then "addressing guidelines."

Envelope Face Format - Allocation of Zones

Service Zone Service Indicators eg. Advertising, Return Address, etc.

Postage Zone Stamps, etc.

Return Address may be printed here or on flap on back envelope

Address Zone

Keep clear.

Indexing Zone For Barcode printing

This area should be kept clear for Australia Post.

85 mm · 40 mm · 15 mm · 15 mm · 15 mm

General addressing tips

- ❇ Use the correct postcode – don't guess if you don't know. You can search online at www.auspost.com.au.

- ❇ Use clear, readable type. Ensure the characters do not overlap.

- ❇ Avoid italic, artistic, and extremely wide or narrow print fonts.

- ❇ Use dark ink, ideally black. Avoid red, yellow and orange.

- ❇ Keep the address straight – lines should be parallel to the bottom of the envelope.

- ❇ Leave one or two spaces between the place name and the state or territory and the state or territory and the postcode.

- ❇ Don't underline anything.

- ❇ Include a return address in the top left corner on the front of the envelope, or on the back.

- ❇ Addresses in window panel envelopes should be clearly visible.

- ❇ If an envelope is printed with postcode squares, only use them for hand-addressed letters.

Outsourcing

A mail house can address all of your items. If you provide them with your mailing list, your basic document/s and your envelopes, they will print the address onto the document or the envelope (or sometimes onto mailing labels, which are then applied to the envelope).

They will then insert your basic document, and any extras, into your chosen envelopes.

Finally, the mail-out will be prepared in bundles according to Australia Post instructions.

The mail house can pay the relevant postage on your behalf, and lodge your mail with Australia Post.

If you plan on outsourcing the envelope-stuffing to a mail house, make sure you confirm that their equipment can operate with your preferred envelope before you make a final decision.

Australia Post offers different rates for several different mail services. The Clean Mail service, for example, offers a reduced price for machine-addressed mail that can be processed by Australia Post's mechanised letter-sorting equipment.

The PreSort service offers reduced prices for letters marked with a sorting barcode and sorted into a particular order in appropriately labelled trays.

The details

There are fewer environment-related choices to be made at this stage of the process.

When you are looking for a mail house, you can ask prospective providers about their own environmental policies. Recycling of paper is the absolute minimum a mail house should be doing.

Some mail houses do use hand insertion (which is arguably more energy efficient) for jobs of fewer than 400-500 pieces. However this is not practical for most large mail-outs.

You may be able to find a mail house that uses GreenPower, accredited renewable energy.

The Large Mailing House:

Salmat BusinessForce

One of Australia's biggest mailing houses is Salmat BusinessForce.

Group product manager Simon Hart says that as a rule, the company works with mail-outs of 20,000 pieces or more.

But he says smaller jobs would be done for existing clients.

Mr Hart says a client provides Salmat BusinessForce with several "inputs," including mailing list data, a sample showing where that information is to be placed, the base stationery, any inserts, and envelopes.

"All that stuff gets checked in and logged to a job," Mr Hart says.

Then it moves to production.

"The base stationery will be loaded into laser printers. All the variable text will be laid down on that. It will be moved then to the inserting area, where the envelopes and the inserts have been taken, and that will be merged and inserted and lodged."

Mr Hart says the insertion section of the production line checks against an IT report that everything that was supposed to go into the envelopes has gone in.

"Then they'll shift it to a little quality station that we have, and they'll double check it. Then it goes to lodgement and is checked by Australia Post before it goes onto the trucks."

Salmat BusinessForce can also service other stages of the mail process. They have a creative team which can design your mail-out, they can advise you on your paper choice and they can do your printing.

Mr Hart says Salmat BusinessForce uses approved recycled papers where they are requested.

Recycled papers are approved according to whether or not they are compatible with production equipment.

He says if you have chosen a recycled paper, your mail house should be able to advise on whether its equipment can cope with that paper, and do a test-run if necessary.

And he has other advice to offer about making your mail-outs kinder to the environment.

He suggests trying to include in the primary document any information you are tempted to present on an additional insert (such as a brochure or postcard) – "For a lot of reasons, partly environmental, partly cost, partly efficiency."

"Inserts go in the bin, and if your primary marketing messages are put on the prime document, you're more likely to get a response. But you're also using a lot less paper."

Mr Hart says using the Salmat BusinessForce printing process can also help reduce the environmental impact of your mail-out.

"What we do is effectively print on a colour printer, so that the colour base stock and the black and white variable data goes down in one pass.

"You only ever print the amount of base stationary that you need, and there's no transport involved, there's no storage involved. There's no destruction of leftovers involved."

He says full-colour printing is more expensive, but it saves time.

Salmat can also provide advice on a client's mailing list, and help narrow it down to a smaller size.

For smaller jobs

If your mail-outs are more likely to be less than 500-piece jobs, there are many smaller mail houses that can service your needs.

Dash Enterprises in Sydney, for example, was established to meet the needs of organisations "unable to outsource their smaller volume mailings to the large Mail Houses at a cost effective & reliable level".

Operations manager Robert Dodds says the company will process orders as small as 50 pieces and pack them by hand.

They don't meet with clients, but provide quotes online or via fax.

Questions to ask your mail house

☐ I have chosen a particular
(recycled) paper for my mail-out.
Will your equipment work with it?

_____

☐ Can you do a test run if you're
not sure whether your equipment
can work with the chosen paper?

_____

☐ How can I produce this mailing in the
most environmentally-sensitive way?

_____

☐ What are your company's
environmental policies?

_____

☐ Can someone talk to me
about my data, and how I might
narrow my mailing list down?

Checklist

☐ You have decided whether you want to outsource the packaging of your mail, or do it in-house

☐ You have a firm idea of the date by which your job needs to be completed

☐ You are comfortable with the environmental policies of your chosen mail house

☐ You have confirmed that your mail house can work with the paper you have chosen

Response Management

The impact your mail has on the environment continues after it has reached its destination. Action you take can affect whether it is dumped as waste or recycled, how much paper and energy is consumed in responding to you, and whether your data is updated to prevent future waste.

There are countless possible responses to your mail-outs, because there are countless reasons you may be sending mail to begin with.

If you're a community group requesting donations or other financial support, you will hopefully be receiving payments.

If you're a business sending out a survey, you will hopefully receive responses which you will have to collate, analyse and store.

Your organisation may wish to manage these responses itself, or employ the services of one of the mail houses that can take on your response management for you.

Recycling

Recycling paper at this stage of the mail lifecycle is just as important as it was to buy recycled paper at the beginning.

It's not difficult to recycle. You're probably doing it already. If not, your local council should be able to provide you with recycling bins, or you can employ the services of a private recycling company.

It is important that paper going into the recycling stream is not contaminated by food and other non-recylable elements.

Have two sets of bins at the point where your responses are processed, and ensure your staff understand which of the bins is for general waste and which is for paper. And ensure they understand how important it is that they use them correctly. You might like to run an information session about the paper cycle, to illustrate how recycling your waste can contribute to the availability of environmentally preferable paper.

If you're processing payments or other personal information, you may need a secure recycling service. Recycling companies can provide locked bins with slots through which paper can be dropped.

Data

Some responses will require you to record data, probably in a database or a spreadsheet on a computer.

If you feel it is necessary to retain the original documents, consider scanning them and saving them electronically so that the paper can be returned to the recycling stream.

Mailing lists

Sometimes someone's only response to your mail-out will be a request to be removed from your mailing list. Or your mail might have been marked "return to sender" or "not at this address".

As discussed earlier in this book, it is important that you act on these requests promptly and carefully.

☀ Ensure the person is removed from the mailing list in question. (You may like to give them the option of receiving some items of mail, but not others.)

☀ Keep their name on a "Do Not Mail" list, and regularly check the active list against it to ensure someone is not inadvertently added to the active list after previously requesting removal.

If your mail was undeliverable and has been returned to you, it pays to make a phone call to find out whether the person has moved on (in which case you should obtain a new address if you can) or if they simply don't want to receive mail from you.

If you have rented rather than bought a mailing list, you can only use it once (unless you have negotiated otherwise), but when people on that list respond to your marketing, you can add them to your own list.

So, when responses start coming in, add any new names and addresses to your in-house list.

Case Study: Salmat BusinessForce

Salmat BusinessForce offers an inbound mail service in addition to its outbound service.

Group product manager Simon Hart says it is work your organisation could do for itself, but would struggle to cope with for a large volume.

"If you're in an office with 20 people, you don't want to do your own 10,000 pack mailing. You want to outsource that," Mr Hart says.

"Just like if you're expecting 3000 responses, you probably don't want to manage that yourself."

To utilise this service you need to provide your mail house with a clear brief of the service you require.

You also need to have set up a post office box to which responses can be sent, or your mail house may arrange that for you.

Mr Hart says a mail house can do the data entry work for survey results. At Salmat BusinessForce, for example, two people check that data, and you are then provided with the information in a database.

They can digitise paper-based responses and provide you with all of the information on a compact disc.

Salmat's call centre can also receive telephone calls from your supporters or customers, and in a less frequently used service, they can also process payments.

Facts and figures

✺ Every tonne of paper recycled saves 13 trees, 2.5 barrels of oil, 4100 wattage hours of electricity, 4 metres cubed of landfill and 31,370 litres of water (www.papertopaper.com.au).

✺ The Publishers National Environment Bureau says Australia has one of the best rates of newsprint and magazine recycling in the world – more than 75%.

✺ Only 11% of office paper in Australia is recycled, one of the lowest rates in the developed world (www.recycleatwork.com.au, an initiative of Amcor Recycling WA).

✺ Paper reduction and recycling schemes can reduce the costs and environmental impacts of paper use by 75-90% (The Green Office Guide, published by the Commonwealth Government).

Case Study: Origin Energy

Paper

Origin Energy uses 100% recycled paper stock where possible for both internal and external printing.

Origin's communications manager Mirella Kakavas says the preferred paper is Revive Laser, which is 100% recycled and made in Australia.

Revive Laser contains 60% post-consumer and 40% pre-consumer waste. It comes in a range of weights from 80gsm-300gsm. The 300gsm product contains 20% virgin fibre to strengthen the paper.

Ms Kakavas says Origin pays more for 100% recycled paper, but does so because it demonstrates the company's commitment to a sustainable future by minimising its impact on the environment.

Origin was voted Ethical Investor magazine's 2007 Sustainable Company of the Year.

Ms Kakavas says that when Revive Laser is not available, Origin chooses from a range of about four other 100% recycled stocks, which are not made in Australia.

In the instances where Origin does not print on 100% recycled stock, it is because the company has been unable to source the quantity required, or because recycled paper is not suitable for the item being printed.

Envelopes

For some mail-outs Origin also uses envelopes made from 100% recycled paper. But the company says sometimes envelopes made from 100% recycled stock are not available.

Origin was the first company to use Australian Envelopes' new Enviromail 100% recyclable envelope.

The paper stock is made from 100% post-consumer recycled waste, and Australian Envelopes says that even the plastic window on the envelope is recyclable.

While presently the plastic film is petroleum-based, testing is being undertaken to find a replacement window with a corn-starch base.

Printing

Origin Energy employs the services of a printer with FSC certification – the GEON Group.

All inks used are vegetable-based.

GEON recommends recycled paper to its customers where possible and recycles all its own paper waste and aluminium plates.

It returns wooden pallets for re-use and returns forklift batteries to the vendor for recycling.

And it has energy-efficiency and water-reduction measures in place.

Resources

- **TRACKING ADDRESSES:**
  Find out more about Australia Post's National Change of Address file by calling 1300 363242.

- **DO NOT MAIL:**
  To find out more about the Australian Direct Marketing Association's
  Do Not Mail File, go to www.adma.com.au.

- **GREEN MARKETING:**
  For guidance on labelling and green marketing more generally, go to
  www.accc.gov.au and search for "Green Marketing and the Trade Practices Act."

- **PAPER ACCREDITATION:**
  The Forest Stewardship Council Australia provides
  information on its website about FSC-certified paper and printing companies
  in Australia: www.fscaustralia.org. Select "FSC in Australia" and
  then "paper and printing" from the menu on the left.

- **PAPER:**
  The Guide to Environmental Copy Paper, put out by groups including
  The Wilderness Society, the Australian Conservation Foundation and Friends
  of the Earth, is available at www.wilderness.org.au. Search for "paper brochure".

- **PRINTERS:**
  There are only two so far, but Greenprint plans to add to its list of registered printers as they are certified: www.greenprint.com.au.

- **MAIL HOUSES:**
  If you're looking for a mail house, Australia Post has a list of Bulk Mail Partners which provides a good starting point. Go to www.auspost.com.au, select "Business Solutions", and then "bulk mailing."

- **RECYCLING:**
  For further information about recycling go to www.recyclingnearyou.com.au.

- **ADDRESSING:**
  Australia Post's regularly updated Postal Address File contains Australian addresses in the format required by Australia Post, along with corresponding delivery point identifiers (DPIDs). Each DPID is a randomly-generated, unique 8-digit number, which is associated with an address, and is used to barcode mail www.auspost.com.au/BCP/0,1467,CH3204%257EMO9,00.html

Acknowledgements/References

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AMCOR
www.amcor.com.au

The Australian Bureau of Agricultural and Resource Economics
www.abare.gov.au

The Australian Conservation Foundation
www.acfonline.org.au

Australia Post
www.auspost.com.au

The Australian Graphic Design Association
www.agda.com.au

The Commercial Economic Advisory Service of Australia
http://www.hotkey.net.au/~ceasa/ceasa.html

The Currie Group
www.curriegroup.com.au

Dash Enterprises
www.dashe.com.au

Digital Eskimo
www.digitaleskimo.net

Direct Marketing Association
www.the-dma.org

Dun & Bradstreet
www.dnb.com.au

Dynamic Direct
www.dynamicdirect.com.au

eLetter Solutions
www.eletter.com.au

First Direct Solutions
www.fdsolutions.com.au

Focus Press
www.focuspress.com.au

**Forest Stewardship
Council Australia**
www.fscaustralia.org

Origin Energy
www.originenergy.com.au

Pacific Micromarketing
www.pacmicro.com.au

Paper to Paper
www.papertopaper.com.au

The Printing Industries Association of Australia
www.printnet.com.au

Salmat BusinessForce
www.businessforce.com.au

Spicers Paper
www.spicers.com.au

TANK
www.tankstudio.com.au

The Wilderness Society
www.wilderness.org.au

Glossary

Anti-spam legislation
The Spam Act 2003 prohibits the sending of unsolicited commercial electronic messages, and stipulates that commercial electronic messages must provide the facility for a recipient to unsubscribe.

Audience
The target of your marketing or fundraising campaigns and/or the recipient of your mail.

Carbon emissions
Carbon emissions or CO_2 emissions are one form of greenhouse gas emissions.

Chlorine
A chemical used for bleaching paper, which can emit the toxic chemical compound dioxin.

Controlled wood
A term used by the Forest Stewardship Council for wood which has come from a forest that is not FSC-certified, but which companies assure has avoided "the most controversial sources," such as illegal harvesting.

Data decay
The process by which, over time, information on mailing lists (such as names, addresses and phone numbers) becomes out of date.

Data elements
Various types of data available within a list, such as name, address, phone number, age, gender, occupation, etc.

Deforestation

The cutting down or stripping of trees from land.

Demographic

A number of people grouped together according to statistics
such as age, education, health and migration.

Do Not Call Register

A Federal Government list of phone numbers that have been registered by people
who do not want to receive telemarketing calls. Anyone who makes an unsolicited
marketing call to a listed number may face penalties. www.donotcall.gov.au

Do Not Mail list

A register made available by the Australian Direct Marketing Association. Association members
have agreed not to send unsolicited mail to anyone on the list. www.adma.com.au

Duplex printing

Printing on both sides of a sheet of paper.

ENERGY STAR

A standard which is applied to office equipment that saves energy by going into "sleep
mode" when it is idle, and reduces the amount of power consumed when it is on
"standby." Once the equipment has been purchased, the feature must be enabled.

Environmental impact

The affect – positive or negative – that something has on the natural environment. The term is sometimes used to refer only to negative impacts.

Genetically modified organism

An organism, such as a tree, whose genetic make-up or DNA has been changed.

Greenhouse gas emissions

There are numerous greenhouse gases (including water vapour), which are gases that increase the global temperature, but six were identified by the Kyoto Protocol for targeted reduction: carbon dioxide; methane; nitrous oxide; hydrofluorocarbons; perfluorocarbons; and sulphur hexafluoride.

Ink coverage

The part of a page printed with words, images or blocks over cover, rather than the areas left blank.

List deliverability

The percentage of a mailing list that the list's provider guarantees will reach its recipients.

Mail house

A business that can prepare your mail for dispatch into the postal service. It can package up and apply postage to mail you have printed/prepared yourself, or it can do the printing for you, and can source mailing lists.

Mailing list

A list of names and addresses of people to whom you can send mail. An in-house list will likely contain the names of people with whom your organisation has had contact in the past. An external rented list will be people you can target as new supporters.

Mailing list broker

A company that rents or hires mailing lists.

Pallets

A platform, usually made of wood, on which goods are placed for transport.

PDF

Portable document file. A type of file that enables a two-dimensional document (such as a sheet of paper) to be presented and viewed in a computerised form.

Petroleum-based ink

Printing ink which contains petroleum oil to carry pigment.

Soy-based ink

A form of vegetable-based ink where oil extracted from soybeans is used to carry the pigment.

Supply chain

An organisation's supply chain is made up of all the businesses whose products or services contribute to that organisation's operations. This includes immediate suppliers, the suppliers used by those suppliers, and so on, forming a chain.

Vegetable-based ink

Ink which contains vegetable oil such as linseed or canola to carry the pigment.

Volatile Organic Compounds

Chemical compounds that can pollute air and soil.

Our Community is a world-leading social enterprise that provides advice and tools for Australia's 700,000 community groups and schools, and practical linkages between the community sector and the general public, business and government.

Our major offerings include:

1 www.ourcommunity.com.au – Australia's most useful website (comprising the 16 online Knowledge Centres) and publishing house – accelerating the impact of Australia's 700,000 community organisations

2 GiveNow.com.au – Helping individuals and businesses give more, give smarter, give better, Give Now!

3 Australian Institute for Community Practice and Governance – practical and accessible certificated training delivered locally through our training Institute

4 Australian Institute of Grants Management – the unique suite of grants management services for government

5 Australian Institute for Corporate Responsibility – cutting edge corporate responsibility resources for large, medium and small business and community organisations