

# Encourage Consumers to Recycle

Place campaign logos on every catalog and direct mail piece, asking individuals to "Recycle Please."

Contact [environment@the-dma.org](mailto:environment@the-dma.org) to request the Recycle Please logo.

**RECYCLE  
PLEASE**   
[recycleplease.org](http://recycleplease.org)



## Our Mission

DMA is dedicated to advancing and protecting responsible data-driven marketing.

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# GREEN15

For more information or assistance contact:

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# GREEN15

## DMA'S Green 15 for Marketers

A Set of Best Practices to Help Improve Performance



## Environmental Stewardship & Marketers

As policymakers consider new environmental regulations for businesses and marketers (such as Do Not Mail bills at the state level), DMA members must commit to protecting the environment. In addition to DMA's longstanding consumer choice service (please see [www.dmachoice.org](http://www.dmachoice.org)) for mail, DMA has created an innovative environmental program with information, educational initiatives, and tools to help you demonstrate your commitment to the environment!

Please visit DMA's Online Environmental Resource Center: [www.the-dma.org/environment](http://www.the-dma.org/environment)

### Why Should You Care?

According to the American Forest & Paper Association (AF&PA) in 2010, 63.5% of paper used in the U.S. was recycled. We can do more by educating about how to recycle catalogs, mail, magazines, and office paper. This will increase recycling rates which extends the life of paper and paper-based products.

By adding the "Recycle Please" logo to catalogs and mail, you can show your concern for the environment and remind consumers to recycle their mail after they read and respond to it. Why is this good? Consumers want responsible marketing – and recycling helps.

## Member Best Practices

The "Green 15" cover five main areas of environmental concern for marketers: Paper Procurement and Use; List Hygiene and Data Management; Mail Design and Production; Packaging; Recycling and Pollution Reduction.

### Paper Procurement and Use

1. Encourage suppliers to increase wood purchases from recognized forest certification programs
2. Require suppliers to commit to sustainable forestry practices that protect forest ecosystems and biodiversity as well as provide wood and paper products that meet industry needs.
3. Ask suppliers where your paper comes from before buying – so you don't source paper from unsustainable or illegally managed forests
4. Require suppliers to document that they do not produce or sell paper from illegally harvested or stolen wood.
5. Evaluate paper you use for marketing, packaging, and internal consumption to identify ways to increase environmental attributes.

### List Hygiene and Data Management

6. Comply with DMA Guidelines for list management
7. Maintain "clean" (accurate) mailing lists by using USPS or commercial equivalent files
8. Apply predictive models and/or Recency-Frequency-Monetary (RFM) segmentation.

## Mail Design and Production

9. Review mail and print marketing, and test downsized pieces when and where appropriate
10. Use production methods to reduce overruns, waste allowances and in-process waste.

## Packaging

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

## Recycling and Pollution Reduction

12. Purchase office papers, packaging and packaging materials made from recycled materials with post-consumer content where appropriate
13. Integrate use of electronic communications (email, Web, and intranets) for external and internal communications
14. Ensure that all environmental labeling is clear, honest, and complete, so that consumers and business customers may know the exact nature of what your organization is doing
15. Participate in DMA's "Recycle Please" campaign (or in another recycling campaign) and demonstrate that your company or organization has a program in place to encourage recycling in your workplace and your community.



## DMA'S GREEN 15 FOR MARKETERS

A set of sustainable practices to improve your Triple Bottom line performance (environmental, social, and financial)