



Sustainable Mail™

Sustainable Mail™ has been designed to help you increase the use of environmentally-friendly materials in your mailings, while reducing the amount of mail in the waste stream. By meeting our specification not only will you be able to demonstrate your commitment to recycling, sustainability and reduced waste, but you'll also be saving money on your postage costs. And to ensure the specification is up-to-date with current sustainable thinking we have aligned it to PAS 2020 – the new environmental standard for direct marketing developed by the direct marketing industry in partnership with the British Standards Institute (BSI).

GENERAL REQUIREMENTS

Sustainable Mail™ will be available on all variants of Mailsort® (except Mailsort® Light), for letters and large letters only. Mailings must comprise a largely uniform message to all addressees, with the purpose of promoting the sale or use of products or services, or to encourage contribution to, or support of, a cause.

Because the Sustainable Mail™ specification will exist alongside the Mailsort® specification, you will have to meet the presentational requirements of the relevant Mailsort® variant as well as the entry or intermediate level specifications for Sustainable Mail™. Additionally, Sustainable Mail™ will only be available for customers posting against an Online Business Account (OBA).

There are two levels in our specification: entry level and intermediate level. Both will evolve over time to reflect changing capabilities of local authorities to recycle material, as well as technological developments in the industry. Changes to the product specification will be linked to changes to the PAS 2020 specification, which is to be reviewed at least every two years. You will be given at least three months notice of any changes to the specification.

To qualify for Sustainable Mail™ you must satisfy the entry level criteria as a minimum. For the intermediate level, you must fulfil both the entry level and the intermediate level requirements, as well as undergo a Royal Mail accreditation process to ensure you can achieve the additional criteria. Please discuss this with your Account Manager so they can oversee the process.

Royal Mail reserves the right to randomly check a posting, or any part of it to make sure it is consistent with the specification.

ENTRY LEVEL SPECIFICATION

Improving targeting

By adopting the very best data techniques you are reducing the waste from poorly targeted mail.

1. Where the data is not from a consent-based file, a documented procedure for suppressing customer and prospect data against the Mail Preference Service (MPS), including MPS deceased, must be in place and files checked 30 days or less before the item that uses the data is delivered to the recipient.
2. Keep and maintain an internal suppression file to ensure that customers and prospects who request to opt out of your mailings are properly logged and check this data 30 days or less before the item that uses the data is delivered to the recipient.
3. Ensure all items are fully and accurately addressed and postcoded in accordance with Royal Mail's Postcode Address File (PAF[®]) and to the levels determined in the Mailsort User Guide.

Sustainable resources and materials

By using sustainable materials, processes and suppliers you are improving the overall environmental performance of your mailing.

4. All paper products used must contain recycled fibre from recovered waste paper and/or virgin fibre sourced under a certified chain of custody conforming to a certification scheme approved by the Defra funded Central Point of Expertise on Timber Procurement (CPET).
5. All paper products must be produced using non-chlorinating bleaching methods: Elemental Chlorine Free (ECF), Processed Chlorine Free (PCF) and Total Chlorine Free (TCF) including oxidizing and reductive bleaching.
6. All paper products used in the mailing must be sourced from paper mills that operate an environmental management system conforming to BS EN ISO 14001 and/or the Eco-Management and Audit Scheme (EMAS).
7. Printers, mailing houses or in-house mailing facilities used to produce the mailing must have:
 - a. A documented commitment to environmental management and a baseline for environmental performance;

- b. Identified appropriate environmental legislation and other environmental requirements (e.g. standards, codes of practice and/or guidance) and have controls in place to ensure compliance to them
- c. Developed environmental objectives, targets and programmes.

Recyclability

By designing the item so it can be easily recycled by recipients helps to ensure it does not end up in landfill.

- 8. All paper elements of the mailing, including window and padded envelopes, must be recyclable.
- 9. No brown paper or brown paper envelopes (including manilla).
- 10. No plastic envelopes (including polywrap).
- 11. No laminate finishes must be used in the mailing.
- 12. The item must have less than 90% ink coverage.
- 13. All items must display a statement and/or logo (such as Recycle Now) on the outside of the mailing that encourages the recipient to recycle it.

INTERMEDIATE LEVEL SPECIFICATION

Improving targeting

- 14. Customer and prospect data used in a mailing must be checked against one or more commercially available deceased and gone away suppression file (including business gone away suppression files) 30 days or less before the item that uses the data is delivered to the recipient.
- 15. Each item must clearly incorporate information as to how the addressee can register to unsubscribe preference options relating to any or all of the sender's legal entity brands and/or products for a period of one year.
- 16. Any items returned from previous mailings as deceased, gone away or requesting opt-out must be recorded and removed from future mailing lists within 3 months of receipt.
- 17. Ensure at least 95% of items are fully and accurately addressed and postcoded in accordance with Royal Mail's Postcode Address File (PAF®).

Sustainable resources and materials

18. All printers, mailing houses or in-house mailing facilities used to produce your mailing must have an environmental management system conforming to BS EN ISO 14001.

Recyclability

19. No ultraviolet varnish finishes must be used in the mailing
20. No brown cardboard.
21. No use of rubber-based adhesives.

If you have any questions please consult our online FAQs at www.royalmail.com/sustainablemail or contact your Account Manager.