



Graffiti Media Group Ltd

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

Graffiti Media Group Ltd 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.

Graffiti Media Group Ltd 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

Graffiti Media Group Ltd 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 both consumers and businesses).

To achieve our 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 in-house do-not-market-to lists for prospects and customers who do not wish to receive future marketing communications from us (as required by Data Protection Act 1998).

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.

We offer customers a choice to receive communications from our organisation electronically.

C. We clean our lists prior to mailing

We have an ongoing programme to update all of our customer name and address data every week

We use the DMA Mailing Preference Service (MPS) monthly on all applicable consumer prospecting lists.

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 use the mailing preference services of other foreign national direct marketing associations, where applicable.

We (encourage/require) our client mailers to use MPS.

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

Graffiti Media Group Ltd strives to design and print advertisements and other communications in an environmentally responsible manner, and we communicate our environmental expectations to our 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.

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 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.

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.

E. Certifications and Training

We have a dedicated Environmental Group, which is chaired by a board director which meets quarterly to review progress.

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

Paper procurement and clean production

Graffiti Media Group Ltd recognises that improving forestry practices is an important component of environmental stewardship and sustainability. We strive 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 invest time and resources to understand and address environmental issues associated with paper procurement.

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.

C. Encourage sustainable paper procurement and clean production

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.

D. Encourage responsible use of forest resources

Use of paper in packaging

Graffiti Media Group Ltd 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 work continually to eliminate unnecessary packaging materials that do not protect merchandise or enhance its presentation before prospects and customers.

In our fulfilment, we implement packaging guidelines that optimise the ratio between the size of outgoing shipments and the size of cartons used.

In our fulfilment, we use reusable packaging that allows customers to return items in the same package used for shipping to ease the return process.

We sort incoming packaging materials for recycling collection.

We reuse incoming packaging materials for outgoing shipments where possible.

We employ lighter-weight or efficient packing materials where possible to minimise volume/weight and reduce our environmental footprint.

We share packaging guidelines with vendors to reduce the volume of incoming packaging per item.

Recycling and pollution reduction in its workplace and community

Graffiti Media Group Ltd's policies and initiatives in this area are guided by the Three Rs: "Reduce, Reuse, and Recycle." With this in mind, we seek an efficient and environmentally sensible workplace, as well as to promote environmental stewardship in our 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

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

We integrate the use of electronic communications (e-mail, Web and intranet) for external and internal communications.

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

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

B. We deploy recycling in our workplace

We implement in-house recycling programs for:

Paper

Corrugated cardboard

Beverage cans and bottles

Plastics

Printing ink and toner cartridges

We coordinate recycling practices in office buildings with other tenant companies.

We encourage building management in multi-tenant buildings to institute sorting and collection throughout offices.

C. We promote/advance recycling in our community

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

D. We employ efficient transportation and distribution

Wherever feasible, we plan for the greatest logistical efficiency when delivering our mail

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

We use (and/or encourage our suppliers to use) eco-efficient transportation fleets.

We shift (and/or encourage our suppliers to shift) volumes to rail and sea transport whenever feasible.