

Data Publishers Association (DPA)

Sustainability Code of Practice

2009/2010 Annual Sustainability Report

Executive Summary

- Last year the DPA produced the first ever industry-wide Sustainability Code of Practice for managing the environmental impact of 'Business to Consumer' (B2C) printed directory production and distribution. This is the DPA's second annual report.
- There have been significant improvements leading to full compliance from all signatories on every measure of the Code.
- Highlights include an aggregate cross-industry recycled fibre content of above 50%, high and growing directory recycling figures, and the maintenance of opt-out schemes to ensure that customers who choose not to receive a directory do not do so.
- Members are pleased to report an average 78% recycling rate, this is greater than the Governments current Waste Strategy Target of 70%.
- Looking forward, the challenge is now for the whole sector to continue to increase its recycling rates to ensure maximum diversion from landfill; and to innovate to ensure that the undoubted economic and social benefits of B2C directories can continue to be delivered sustainably.

July 2010

Introduction

The Data Publishers Association (DPA) is the industry body representing data and directory publishers in the UK. Its role is to protect and promote the interests of the industry, both in print and electronic media. The directory sector is itself worth over £1bn to the UK economy, and helped generate over £55billion last year for businesses appearing in them.

On 19 March 2009 the DPA produced the first ever industry-wide Sustainability Code of Practice for managing the environmental impact of 'Business to Consumer' (B2C) printed directory production and distribution.

The Code focuses on the management of environmental aspects relating to B2C printed directory production and distribution by setting environmental aims and objectives. It also details methods of measuring and reviewing environmental performance against these aims and objectives. The Code is applicable to all current DPA B2C printed directory publishers and its founder signatories are:

- ✔ Data Publishers Association
- ✔ BT Directories
- ✔ KCOM Group Plc
- ✔ Thomson Directories Ltd
- ✔ Yell UK

One of the core requirements of the Code is that the DPA shall produce, and make available on its website, an annual sustainability report by no later than July for the prior calendar year. This document is the DPA's second annual report for 2009/10.

The table opposite shows in tabular format the results of by each Code measure.

2009-10 Progress Report

Over the last year, directory publishers have continued to pursue a number of initiatives with the aim of further improving the sustainability of printed directory production and distribution. We are pleased to announce that this has resulted in full compliance on every one of the 15 points of the Code by the directory providers within the DPA, and further progress on use of recycled fibre, and recycling of used directories.

Over the last year all signatories have engaged appropriately (point 8 of the Code) with recycling agencies such as WRAP Recycle Now in England, Waste Aware Scotland, Waste Aware Wales, and Wake up to Waste in Northern Ireland and have, where appropriate, carried their respective logos in their directory products with the agencies agreement.

Over the year, all signatories have continued to make strides in improving the sustainability of their products. For example, Yell UK has worked with its key business partners to establish PEFC chain of custody certification on its text paper working with UPM Kymenne and RR Donnelley – Yell's paper and print suppliers respectively. Chain of custody certification is a mechanism for tracing certified material from the forests to the final printed product.

Following a strategic review and major consultation with UK schools and local authorities, this September Yell is to re-launch the Yellow Woods Challenge. This is the educational eco-initiative which helps young children learn about sustainability, at home and in school, while working in partnership with the Woodland Trust and local authorities. Its aim is to encourage schools, children and local communities to take active steps to improve their environmental impact.¹

Meanwhile, KCOM have introduced a paper-free bill via their KCOOnline service to reduce their consumption of paper and energy in bill production. They also continue their partnership with HEYwoods, the Hull and East Yorkshire woodland initiative, donating funds to a tree planting scheme.

¹ Yell are currently in discussions with Eco-Schools, which is run by the Foundation for Environmental Education, to confirm if they will endorse the Yellow Woods Challenge.

Code of Practice Measure

	BT Directories	KCOM Group Plc	Thomson Directories Ltd	Yell UK	Aggregate for all publishers
1 Publishers will maintain their directory products' 100% recyclability properties	✓	✓	✓	✓	✓
2 Signatories shall ensure the paper used in directory production is sourced from sustainably managed forests which are certified under independent forestry certification schemes such as those operated by the PEFC, the FSC and the SFI.	✓	✓	✓	✓	✓
3 The DPA shall collate and publish aggregate figures for RCF and paper basis weight.	✓	✓	✓	✓	52.38% (51.62)*
4 Signatories shall continue to work closely with paper, pre-press, print and delivery partners to ensure best practice is shared and that environmental policy excellence is maintained and improved across the supply chain	✓	✓	✓	✓	✓
5 Signatories shall maintain opt-out schemes that enable consumers to choose not to receive a printed directory.	✓	✓	✓	✓	✓
6 Signatories shall maintain service level agreements with distribution companies that include as a minimum the following provisions: <ul style="list-style-type: none"> • directories are delivered to specific addresses • directories are not delivered to addresses that have chosen to opt-out of receiving a printed directory • protocols for where directories are left if occupiers are not present • investigations being carried out and appropriate sanctions being applied if directories are mis-delivered 	✓	✓	✓	✓	✓
7 B2C directory publishers plan to continue to achieve an aggregate recycling rate of over 70%.	✓	✓	✓	✓	78.55% (73.88)*
8** Signatories shall engage appropriately with recycling agencies such as WRAP Recycle Now in England, Waste Aware Scotland, Waste Aware Wales, and Wake up to Waste in Northern Ireland and will, when appropriate, carry their respective logos in their directory products with the agency's agreement.	✓	✓	✓	✓	✓
9 Signatories shall ensure their printed directories include details of how to recycle old directories, with appropriate website and telephone helpline details.	✓	✓	✓	✓	✓
10 The DPA Sustainability Steering Group shall use its best endeavours to try to maintain and continue to improve recycling rates. All signatories shall continue to work with local authorities, householders, Government and end users e.g. newsprint mills, board manufacturers to ensure progress is maintained on maximising diversion from landfill. All signatories will continue to outperform relevant EU and UK targets in this area.	✓	✓	✓	✓	✓
11 The DPA will continue to work with its European partners to learn and ensure that the UK directory industry is cognisant of European directory industry practices for directory recycling.	✓	✓	✓	✓	✓
12 Signatories shall continue to seek additional opportunities to promote best practice on environmental and sustainability issues. Signatories shall actively support recycling initiatives and environmental excellence wherever possible both at a community and national level (e.g. Waste Watch and Community Recycling Networks).	✓	✓	✓	✓	✓
13 The DPA shall produce, and make available on its website, an annual sustainability report by no later than July for the prior calendar year. The report will include: <ul style="list-style-type: none"> • measurement of aggregate DPA performance against the various measures contained in the Code of Practice • activity over the prior twelve months • future developments and opportunities 	✓	✓	✓	✓	✓
14 The DPA shall establish a Sustainability Steering Group on which each signatory shall be represented. This Group shall meet at least twice a year.	✓	✓	✓	✓	✓
15 All DPA members involved in B2C printed directory production and distribution shall be expected to comply with this Code of Practice.	✓	✓	✓	✓	✓

* Aggregate mean average figure for all signatory directory publishers weighted by tonnage, previous year shown in brackets

** All signatories intend to address this during the course of the financial year.

2010-11 Preview

For the current financial year a number of initiatives are under way or are planned by the DPA and its members.

For example, BT is planning to make the new BT Phone Book 15% smaller from July, reducing its width by 31mm to 172mm (meaning that it will be small enough to fit into standard size household and business letterboxes) which will help to save 2,000 tonnes of paper each year. All copies of the Phone Book are 100% recyclable and since January 2010 have been produced using 100% recycled paper.

Yell has also introduced a new 'compact' sized directory, replacing the traditional A4 format. This change will reduce Yell's annual paper consumption from directory production by around 5,000 tonnes. In the 2009/10 financial year consumption stood at 31,000 tonnes. The directory's new size and further efficiencies in the way it is packed on pallets will also reduce by more than a third the number of lorry journeys to deliver the 104 separate local directory editions during the year. There will also be a reduction in operational CO2 emissions from Yell, already deemed a "low impact" company in the FTSE4Good corporate responsibility index.

Conclusion

B2C directories' environmental footprint is low compared to comparable paper-based industries and has been significantly reduced over time due to the efforts of B2C directory publishers, central and local government partners, and consumers.

Compliance with the Code of Practice is consistently high and the DPA Sustainability Steering Group is delighted that compliance has reached 100% during the last financial year. In the year 2010-11, we hope that the industry continues to build upon its environmental record by improving its recycling rates still further and by rolling out innovations in design and printing, which will continue the move to physically smaller directories.

Links

The DPA has published a study of the economic and social role of printed B2C directories, and their environmental footprint. It is this report that led to the creation of the DPA Sustainability Code of Practice – links to both documents can be found below.

http://www.dpa.org.uk/documents/DPA_Delivering_Sustainable_Directories.pdf

http://www.dpa.org.uk/documents/DPA_Sustainability_Code_of_Practice.pdf

BT Directories CSR web pages:

<http://www.thephonebook.bt.com/publisha.content/en/csr/index.publisha>

KCOM Group Plc Environment & Society web pages:

<http://www.kcomplc.com/environmentandsociety/environment/>

Thomson Directories DPA web pages:

<http://www.thomsondirectories.com/datapublishers.aspx>

Yell plc Governance and Responsibility web pages:

<http://www.yellgroup.com/english/governanceandresponsibility>