

# CASE STUDY

## CENTRAL OFFICE OF INFORMATION

**The Central Office of Information (COI) is the Government's centre of excellence for marketing and communications. COI works with government departments and the public sector to produce information campaigns on issues that affect the lives of every citizen – from health and education to benefits, rights and welfare.**

The Direct Relationship Marketing department of the COI is proud to be one of the first organisations to have achieved certification to PAS 2020 for environmental best practice. COI was actively involved in the steering group that developed the PAS (Publicly Available Specification) and was one of the pilot organisations involved in developing and testing the assessment and certification scheme.

### Client Objectives

- Respond to growing pressure from DEFRA to operate a more sustainable business
- Demonstrate a measurable value of the organisation's environmental efforts
- Increase usage of recycled paper and reduce volume of paper used in direct marketing activities

### Business Achievements

- Increasingly transparent business processes
- Compliance with legislative requirements
- Demonstration of commitment to sustainably responsible business practices
- Enhanced corporate reputation and stakeholder confidence



“Customers, employees and stakeholders are increasingly demanding transparent business practices, both regarding our workplace standards and the wider impact our business has on society, climate change and the environment. Our recent certification to PAS 2020 demonstrates COI's commitment to the evolution of more sustainable working practices”

**Rebecca Vaux, Senior Direct and Relationship Marketing Manager**

### ▶▶ FAST FORWARD WITH BSI TRAINING

BSI offers a comprehensive portfolio of environmental management training courses. Introductory courses broaden general awareness of sustainable business practice. Implementation and auditing courses take that knowledge further to drive change within an organisation. Training delivery methods for this topic include open scheduled courses, in-company training and distance learning qualifications.

Visit [www.bsigroup.co.uk/training](http://www.bsigroup.co.uk/training) or call **0845 086 9000** for details.

## Background

COI combines expertise in marketing communications with an understanding of government systems and procurement policies. COI's objectives are to improve the effectiveness of and add value to government publicity programmes. COI achieves this through consultancy, procurement and project management services across all communication channels.

## Why PAS 2020?

COI decided to implement PAS 2020 so that it could demonstrate that its marketing campaigns were sustainable and be able to measure the impact of direct marketing. PAS 2020 focuses on establishing a set of environmental objectives, performance levels and indicators for different environmental aspects of a direct marketing campaign. The indicators provide an indirect measure of a direct marketing campaign's environmental impact. COI's direct marketing channels include mail, door-drops, email, field marketing, inserts, mobile and telemarketing. Gaining certification to PAS 2020 enables COI to demonstrate its commitment, in real terms, to more responsible business practices.

## Benefits from implementation

COI has developed internal systems and processes that assess the elements of its campaigns in line with the ten key areas of the specification and is setting itself the challenge to improve the number of campaigns that go through the processes successfully year-on-year. COI now monitors its usage of recycled paper and will further improve targeting to reduce the volume of paper used.

COI's Director of Direct and Relationship Marketing, Marc Michaels said, "COI has worked extremely hard to create new systems and management processes and to train our professional team to adhere to the rigour of PAS 2020. We have also liaised closely with our supplier base to ensure they have the relevant certifications that demonstrate they too adhere to strict sustainable standards; an essential part of the new certification scheme."

"We believe that attaining PAS 2020 certification will provide our organisation with valuable commercial benefits and enhance our reputation as a sustainable business," continues Michaels. "Certification to PAS 2020 represents proof for our key stakeholders of our environmental credentials and implementation of industry best practice. It has also enabled us to increase our operational efficiencies through better campaign targeting and cut costs through reduced wastage."

## BSI's Role

"Although PAS 2020 has been written such that it can be independently audited, we made the decision to gain third party certification from an experienced and competent body," says Rebecca Vaux, Senior Direct and Relationship Marketing Manager. "BSI is the first certification body to offer assessment and certification services to PAS 2020. Taking part in the pilot scheme has been an invaluable exercise for us all and will have a significant and positive impact on our business."

For further information on the PAS 2020 assessment and certification scheme please visit [www.bsigroup.co.uk/pas2020](http://www.bsigroup.co.uk/pas2020) or call **0845 080 9000**.

### BSI

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