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**BSI LAUNCHES PAS 2020 IN BID TO REDUCE VOLUMES OF UNWANTED DIRECT MAIL AND WASTE PAPER AND INCREASE THE RECYCLING OF DIRECT MAIL**

*Free event aims to get businesses ready to meet recycling targets*

In response to a call for reduction in waste sent to landfill and increased recycling, BSI today launches its new PAS 2020 Direct Marketing Environmental Performance assessment and certification scheme. The scheme is designed to help organisations involved in marketing take a more sustainable approach to their activities and reduce the amount of paper that ends up in landfill.

Currently, the UK disposes of 11.55 million tonnes of biodegradable municipal waste in landfill sites. The EU Landfill Directive requires this figure to be reduced to 11.2m tonnes by 2010; 7.5 million tonnes by 2013 and 5.2 million tonnes by 2020. About 5.4 billion items of direct mail and promotional materials are sent out every year – much of which ends up in landfills. The Direct Marketing Association (DMA), which represents about 900 members involved in the direct mail and promotions industry, signed a voluntary producer responsibility agreement with the Government in July 2003 to raise recycling levels to 30 per cent by the end of 2005, 55 per cent by the end of 2009 and 70 per cent by the end of 2012. Victoria Barron, Product Marketing Manager for Sustainability at BSI explains, “Failure to meet these targets could result in millions of pounds of punitive fines by the EU. As a consequence there are some strong drivers for the direct marketing industry to demonstrate a more responsible and sustainable approach to these kinds of promotional activities when it comes to protecting the environment.

“PAS 2020 was developed by BSI in conjunction with the DMA and other key parties to help the industry respond to these pressures. The specification 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.”

BSI is the first certification body to offer an independent assessment and certification scheme for PAS 2020. The specification sets out requirements relating to both organisations with overall responsibility for direct marketing campaigns and to suppliers of activities relating to the provision of a direct

marketing campaign such as direct marketing agencies, printers, mail houses, distribution service providers and field marketers.

A formal launch of the scheme will take place on 19 March 2010 in Chiswick where presentations will be given from organisations that have already gone through the assessment and certification process, including presentations from the Central Office of Information and Williams Lea. A third presentation will be from Sun Life Direct who is nearing completion of the assessment process.

Having attended the formal launch day, organisations and marketers will benefit from the following:

- A reminder from the DMA as to why PAS 2020 is so important to the direct marketing industry
- An insight into how one organisation implemented the requirements of the standard, the challenges it faced and how it overcame them
- An appreciation of how, as a supplier of campaign-related activity, PAS 2020 can help you to address your customers needs and win new business
- An understanding of how one organisation went through the assessment and certification process and the lessons learnt, giving you a glimpse of what to expect on an assessment and, tips on how to prepare

The event will conclude around noon with a light lunch and the opportunity to network with other organisations facing the same challenges and goals.

To attend this free event, please register at [www.bsigroup.co.uk/pas2020/launch](http://www.bsigroup.co.uk/pas2020/launch)

For further information about the PAS 2020 standard and BSI's assessment and certification scheme, visit [www.bsigroup.co.uk/pas2020](http://www.bsigroup.co.uk/pas2020)

**-Ends-**

**Notes to editors:**

Pictures of Central Office of Information and Williams Lea receiving certificate at Chiswick on 2<sup>nd</sup> Feb 2010 – available on request

**About BSI**

BSI is a global independent business services organisation that inspires confidence and delivers assurance to over 80,000 customers with standards-based solutions. Originating as the world's first national standards body, BSI has over 2,400 staff operating in over 120 countries through more than 50 global offices. BSI's key offerings are:

- The development and sale of private, national and international standards and supporting information that promote and share best practice

- Second and third-party management systems assessment and certification in all critical areas of management disciplines
- Product testing and certification of services and products including Kitemark®, one of the one of the world's most recognised quality symbols
- Certification of high-risk, complex medical devices
- Performance management software solutions
- Training services in support of standards implementation and business best practice.

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