

PPA Sustainability Code of Practice

2010/2011 Annual Sustainability Report

Executive Summary

- In 2009 the then Data Publishers Association (DPA), now the Professional Publishers Association (PPA) B2C Directories Environment Group, 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 third annual report.
- Highlights include an aggregate cross-industry recycled fibre content (RFC) of 70%, a 20% increase on last year, high and growing directory recycling figures, the roll out of compact sizes covering over 90% of the total number of directories 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 81% recycling rate, 11% greater than the Government's 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.

Introduction

The Data Publishers Association (DPA) was the industry body representing data and directory publishers in the UK. The directory sector is itself worth over £1bn to the UK economy, and helped generate over £55 billion in 2010 for businesses appearing in them.

Following a unanimous decision by the DPA Board at its 2010 AGM, from 1 January 2011 the DPA has officially become part of the Professional Publishers Association (PPA) Business Media Group. The PPA represents publishers and providers of consumer, customer and business media in the UK. The existing DPA Board, chaired by Trevor Fenwick, has been renamed the PPA Data Committee and has been joined by senior executives from B2B publishers. The Data Committee oversees the work of several legacy DPA Committees including the B2C Directories Environment Group responsible for the DPA Sustainability Code of Practice.

On 19 March 2009 the then 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 PPA 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 PPA 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 third annual report for 2010/11.

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

2010-11 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.

Signatories have continued to make strides in improving the sustainability of their products. BT, Yell and Thomson Local all developed a compact sized paper directory, replacing the traditional A4 format.

BT's smaller compact design Phone Book requires 15% less paper for each page and generated paper consumption savings of 2,000 tonnes of paper during the year. The Phone Book Preface was also redesigned to strongly feature the Recycle Now logo and a link to the Wrap website, which lists details of local recycling facilities for any post code entered.

Yell has delivered a full annual cycle of its smaller compact Yellow Pages in 104 local editions. The introduction of the new handy size directory contributed to a reduction in paper consumption from directory production by around 5,000 tonnes. In the 2010/11 financial year consumption stood at just over 23,300 tonnes.

Yellow Pages' new size and further efficiencies in the way it is packed in pallets also contributed to a reduction by a third in the number of lorries required to deliver the editions throughout the UK, as well as reduced operational CO2 emissions from Yell.

The new compact size has also brought clear efficiencies and benefits to all companies regarding the way the directory is delivered to households and businesses as it can now fit through letterboxes.

KCOM's paper free bill via their KCOOnline service to reduce consumption of paper and energy in bill production is proving highly successful with over 30% of customers opting for paper free billing. KCOM has also reduced the distribution area of the KC Colour Pages telephone directory by 10,000 to minimise wastage and CO2 emissions on delivery.

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 PPA shall collate and publish aggregate figures for RFC and paper basis weight.	✓	✓	✓	✓	70% (52%)*
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%.	✓	✓	✓	✓	81% (79%)*
8 Signatories shall ensure their printed directories include details of how to recycle old directories, with appropriate website and telephone helpline details.	✓	✓	✓	✓	✓
9 The PPA 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.	✓	✓	✓	✓	✓
10 The PPA 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.	✓	✓	✓	✓	✓
11 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).	✓	✓	✓	✓	✓
12 The PPA 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 	✓	✓	✓	✓	✓
13 The PPA shall establish a Sustainability Steering Group on which each signatory shall be represented. This Group shall meet at least twice a year.	✓	✓	✓	✓	✓
14 All PPA 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.

2011-12 Preview

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

For example, BT is currently testing a new grade of recycled text paper produced much closer to its print plant which could reduce further its directory production carbon footprint. This will continue to ensure that all copies of the Phone Book are 100% recyclable and are produced using 100% recycled paper.

Directory publishers continue to look at new initiatives to enhance the effectiveness of their books, at the same time as developing their digital media profile. Yell for instance is adapting the front cover of its Yellow Pages directory from July 2011 to feature a Quick Response code providing a weblink by which to download a Yell mobile application.

Conclusion

On 14 June 2011 the Department for Environment, Food & Rural Affairs (DEFRA) published the Waste Review, one of its stated priorities was to "Accelerate recycling and reducing waste creation in the first place by providing incentives for householders, recycling-on-the-go schemes, better services for businesses and voluntary responsibility deals". The review went on to state that one of the key sectors the Department would be looking to implement a voluntary responsibility deal in was the 'paper' sector. The PPA is delighted to have led the way in this area and now to be producing our third annual review of the voluntary industry-wide Sustainability Code of Practice managing the environmental impact of B2C printed directory production and distribution.

B2C directories' environmental footprint is low compared to comparable paper-based industries and has been significantly reduced over time due to the ongoing efforts of B2C directory publishers, central and local government partners, and consumers. This year we exceeded the Government's previous Waste Strategy recycling target of 70% by 11%.

This year compliance with the Sustainability Code of Practice remains high. Last year we said "we hope that the industry continues to build upon its environment 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" we are pleased to report at the time of writing that 3 of the 4 main producers have completed rolling out smaller sizes during this year. This ensures well over 90% of all directories are now 'compact' in size, both saving paper and reducing the environmental impact of delivery.

Links

The then DPA 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. In due course these will be available on the PPA website.

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>