

Data Publishers Association (DPA)

*Sustainability Code of Practice*

2008/2009 Annual Sustainability Report

# 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. This is a sector which today contributes well over £1bn to the UK economy.

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 our 2008/09 report.

## Summary

Just over three months into the new Code, there is an impressively high level of compliance from all signatories. Highlights include an aggregate cross-industry recycled fibre content of above 50 per cent, and directory recycling figures for 2008 above the level required by the Government's Waste Strategy for paper industries for the year 2013. Below are the results in tabular form.

Looking forward, there is no room for complacency. The challenge now for the whole sector is to continue to increase already high recycling rates to ensure maximum diversion from landfill; and to continually innovate to ensure that the undoubted economic and social benefits of B2C directories can continue to be delivered sustainably. A selection of these innovative new ideas is included at the end of the report.

## Code Measures

The following is a summary of the 15 components of the Code of Practice:

1. All publishers will maintain their directory products' 100% recyclability properties.
2. All signatories shall ensure that 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.
4. All 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. All signatories shall maintain opt-out schemes that enable consumers to choose not to receive a printed directory.
6. All signatories shall maintain service level agreements with distribution companies that include as a minimum the following provisions:
  - 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 69 per cent.
8. All 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. All signatories shall ensure that their printed directories include details of how to recycle old directories, with appropriate website and telephone helpline details.

## Code Measures (Cont.)

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 etc 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 etc.
12. All signatories shall continue to seek additional opportunities to promote best practice on environmental and sustainability issues. All signatories shall actively support recycling initiatives and environmental excellence wherever possible both at a community and national level (such as 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:
  - ▾ 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. The Sustainability Steering 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.

## Key Measures Compliance

The table below shows in tabular format the results by Code component:

| Code Component | BT Directories | KCOM Group Plc | Thomson Directories Ltd | Yell UK | Aggregate for all publishers |
|----------------|----------------|----------------|-------------------------|---------|------------------------------|
| 1              | ✓              | ✓              | ✓                       | ✓       | ✓                            |
| 2              | ✓              | ✓              | ✓                       | ✓       | ✓                            |
| 3              | ✓              | ✓              | ✓                       | ✓       | 51.62%*                      |
| 4              | ✓              | ✓              | ✓                       | ✓       | ✓                            |
| 5              | ✓              | ✓              | ✓                       | ✓       | ✓                            |
| 6              | ✓              | ✓              | ✓                       | ✓       | ✓                            |
| 7              | ✓              | ✓              | ✓                       | ✓       | 73.88%*                      |
| 8**            | –              | ✓              | –                       | –       | –                            |
| 9              | ✓              | ✓              | ✓                       | ✓       | ✓                            |
| 10             | ✓              | ✓              | ✓                       | ✓       | ✓                            |
| 11             | ✓              | ✓              | ✓                       | ✓       | ✓                            |
| 12             | ✓              | ✓              | ✓                       | ✓       | ✓                            |
| 13             | ✓              | ✓              | ✓                       | ✓       | ✓                            |
| 14             | ✓              | ✓              | ✓                       | ✓       | ✓                            |
| 15             | ✓              | ✓              | ✓                       | ✓       | ✓                            |

N/A means not applicable

\*Aggregate mean average figure for all signatory directory publishers weighted by tonnage.

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

# 2008-09 Progress Report

Henceforth, it is the intention that this annual report will include a review of progress against the Code and other relevant initiatives by the DPA and its members during the preceding financial year. Only three months have elapsed since publication of the Code so a review is not applicable for this year's report. However directory publishers have continued to pursue a number of initiatives with the aim of further improving the sustainability of printed directory production and distribution. For example, in order to improve control and accountability, Thomson Directories have increased the percentage of directories it delivers itself from 30% in 2008 to 45% this year. In the last year BT has reduced the width of The Phone Book by 7mm which has enabled a 3.6% reduction in paper consumption and a similar saving in logistics requirements.

## 2009-10 Preview

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

For example this year Yell UK will work with its key business partners to establish PEFC chain of custody certification on its text paper working with UPM Kymmene 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.

## 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 confident compliance will reach 100 per cent during the current financial year.

## Links

In July 2008 the 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

[http://www.dpa.org.uk/documents/DPA\\_Delivering\\_Sustainable\\_Directories.pdf](http://www.dpa.org.uk/documents/DPA_Delivering_Sustainable_Directories.pdf)

[http://www.dpa.org.uk/documents/DPA\\_Sustainability\\_Code\\_of\\_Practice.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.kcom.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-responsibilityatyell-sustainability>