

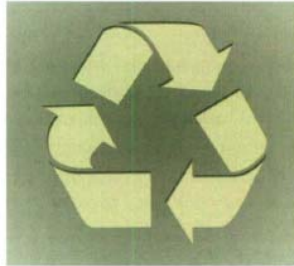
Direct marketing industry smashes recycling targets

The direct marketing industry has smashed through the 2009 recycling target agreed by the Government and the Direct Marketing Association (DMA) and is already ahead of the goal set for 2013, a new report has confirmed.

The report, released by the DMA (UK) and Royal Mail, revealed that 76.5% of direct marketing material is now recycled – well ahead of the 2009 target of 55% and already ahead of the 2013 target of 70%.

Increased targeting and industry initiatives, combined with growing household recycling levels and increased subscription to the Mailing Preference Service (MPS), have resulted in an overall reduction of 348,600 tonnes of direct marketing material being distributed between the signing of the voluntary agreement in 2003 and the end of 2009.

The amount of direct mail entering landfill has fallen by 79% since 2003, with some 382,698 tonnes of greenhouse gas emissions



saved by increased recycling activity in 2009 alone – the equivalent of one billion miles driven in a petrol car.

This increase in the levels of recycled direct marketing material also reflects a significant behavioural change over recent years, with levels of domestic recycling across all household waste more than trebling during the past decade. Direct marketing material now accounts for just 0.4% of all non-recycled household waste and Confederation of Paper Industries data suggests that the current levels of recycling for direct mail material outperforms general paper recycling.

Since Defra introduced the recycling targets in 2003, the DMA and Royal Mail have supported a number of industry initiatives to support a wider industry drive towards sustainability [see panel].

The report reveals that subscriptions to the MPS have increased by 21% since 2003, to more than 4.5 million householders. Almost 200,000 households have joined unaddressed mail opt-out schemes.

Defra, the DMA and Royal Mail will now discuss next steps, including continuing the drive towards greater environmental efficiency.

Dan Norris, Minister for Environment and Rural Affairs at Defra, said: "I'm pleased to see the industry's commitment to driving up the recycling rates. It is also important to ensure that direct mail is properly targeted to reduce the need for waste in the first place."

The full report is readily available online to download direct from: www.dma.org.uk/recyclingtargets