

# Preparing for Sustainable Mail™

So that we can make sure you are on the right track with Sustainable Mail, in addition to our mail verification checks, we may also wish to carry out an audit to check that you are able to meet the specification. The following checklist gives you guidance on the kind of things you will need to prepare for audit, and will also act as an aid discussion with your suppliers and clients

The types of documentary evidence listed are not exhaustive as these will vary slightly dependent on the way you produce your mail with various suppliers for different campaigns. Any documentary evidence should be retained for review by Royal Mail.

If you are an account holder mailing on behalf of a client, you will need to ensure you also have access to the documentation below so that you can produce it on request by Royal Mail

**Further information on each element of the specification, can be found in the PAS2020 Guide available from the British Standards Institute**

**<http://www.bsigroup.com/pas2020>**

If you would like Royal Mail to check your documentation prior to using Sustainable Mail, this can be arranged via your account handler

## Entry Level

Criteria	Do I conform?	What type of evidence can I provide at audit?	Can I provide this?
<ul style="list-style-type: none"><li>Does my mailing comprise a largely uniform message to all addressees, with the purpose of promoting the sale or use of products or services, or to encourage contribution to, or support of, a cause?</li></ul>	Examples can be found in the Direct Mail Definition document	Royal Mail requests that a 'seed' mailing is added to every mailing and is sent to a central team for review	

<ul style="list-style-type: none"> <li>Where the data is not from a consent-based file, a documented procedure for suppressing customer and prospect data against the Mail Preference Service (MPS), including MPS deceased, must be in place and files checked 30 days or less before the item that uses the data is delivered to the recipient.</li> </ul>		<p>Royal Mail reserves the right to audit clients, and may request access to client premises to check data elements</p>	
<ul style="list-style-type: none"> <li>Keep and maintain an internal suppression file to ensure that customers and prospects who request to opt out of your mailings are properly logged and check this data 30 days or less before the item that uses the data is delivered to the recipient.</li> </ul>		<p>Royal Mail reserves the right to audit clients, and may request access to client premises to check data elements</p>	
<ul style="list-style-type: none"> <li>Ensure all items are fully and accurately addressed and postcoded in accordance with Royal Mail's Postcode Address File (PAF®) and to the levels determined in the Mailsort User Guide</li> </ul>		<p>Royal Mail reserves the right to audit clients, and may request access to client premises to check data elements. Address Accuracy is also a requirement in the standard Mailsort Specification. The Mailsort User Guide provides further detail</p>	
<ul style="list-style-type: none"> <li>All paper products used must contain recycled fibre from recovered waste paper and/or virgin fibre sourced under a certified chain of custody conforming to a certification scheme approved by the Defra funded Central Point of Expertise on Timber Procurement (CPET).</li> </ul>		<p>Documentation or certification from CPET approved scheme. Your paper supplier / printer / mailing agent may be able to provide this</p> <p>Royal Mail also recommends the use of the relevant CEPT approved logo where applicable (eg FSC logo) although this is not compulsory</p>	
<ul style="list-style-type: none"> <li>All paper products must be produced using non-chlorinating bleaching methods: Elemental Chlorine Free (ECF), Processed Chlorine Free (PCF) and Total Chlorine Free (TCF) including oxidizing and reductive bleaching</li> </ul>		<p>Documentation or certification from paper supplier confirming they meet this requirement. This may include information on the processes used in manufacture, or written evidence of paper specification. Your paper supplier, printer or mailing agent may be able to provide this</p>	
<ul style="list-style-type: none"> <li>All paper products used in the mailing must be sourced from paper mills that operate an environmental management system conforming to BS EN ISO 14001 and/or the Eco-Management and Audit Scheme (EMAS).</li> </ul>		<p>Documentation or certification from paper mill confirming they meet this requirement. This may include ISO or EMAS certification</p>	

<ul style="list-style-type: none"> <li>• Printers, mailing houses or in-house mailing facilities used to produce the mailing must have:</li> <li>• A documented commitment to environmental management and a baseline for environmental performance;</li> <li>• Identified appropriate environmental legislation and other environmental requirements (e.g. standards, codes of practice and/or guidance) and have controls in place to ensure compliance to them</li> <li>• Developed environmental objectives, targets and programmes.</li> </ul>		<p>Environmental Management policy documentation containing the elements listed or BS8555 certification from printers, mailing houses or in-house mailing facilities</p> <p><i>NOTE The criteria established in a), b) and c) can be met by conforming to BS 8555:2003, Phase 1, Phase 2 and Phase 3.</i></p>	
<ul style="list-style-type: none"> <li>• All paper elements of the mailing, including window and padded envelopes, must be recyclable.</li> <li>•</li> </ul>		No additional evidence required	
<ul style="list-style-type: none"> <li>• No brown paper or brown paper envelopes (including manilla).</li> </ul>		No additional evidence required	
<ul style="list-style-type: none"> <li>• No plastic envelopes (including polywrap).</li> </ul>		No additional evidence required	
<ul style="list-style-type: none"> <li>• No laminate finishes must be used in the mailing.</li> </ul>		No additional evidence required	
<ul style="list-style-type: none"> <li>• The item must have less than 90% ink coverage</li> </ul>		<p>Documentation confirming ink coverage for each mailing which can be produced on request. Your creative agency may be able to provide this</p> <p>Several software tools exist for measuring total ink coverage, including system specific tools, stand alone applications and plug-ins. Some examples are:</p> <ul style="list-style-type: none"> <li>• APFill (stand alone);</li> <li>• PressPercent Pro (stand alone);</li> <li>• Phantasm (Illustrator add on);</li> <li>• Inkcoverage (shareware plug-in for Photoshop).</li> </ul>	

		<p>Ink coverage (density) is expressed as an average percentage of the sum of the percentage coverage of each individual ink used. For example: Cyan 20% + magenta 30% + yellow 60% + black 10% = <math>120/4 = 30\%</math></p> <p>This example of determining ink coverage is based upon a four colour set of inks. Similar calculations apply for the various alternative dot patterns that are used.</p>	
<ul style="list-style-type: none"> <li>All items must display a statement and/or logo (such as Recycle Now) on the outside of the mailing that encourages the recipient to recycle it.</li> </ul>		No additional evidence required	

## Intermediate Level

To qualify for the Sustainable Mail™ at the Intermediate Level, you need to meet the requirements of the Entry level **and** the requirements listed below

Criteria	Do I conform?	What type of evidence can I provide at audit?	Can I provide this?
<ul style="list-style-type: none"> <li>Customer and prospect data used in a mailing must be checked against one or more commercially available deceased and gone away suppression file (including business gone away suppression files) 30 days or less before the item that uses the data is delivered to the recipient.</li> </ul>		Royal Mail reserves the right to audit clients, and may request access to client premises to check data elements	
<ul style="list-style-type: none"> <li>Each item must clearly incorporate information as to how the addressee can register to unsubscribe preference options relating to any or all of the sender's legal entity brands and/or products for a period of one year.</li> </ul>		No additional evidence required	

<ul style="list-style-type: none"> <li>Any items returned from previous mailings as deceased, gone away or requesting opt-out must be recorded and removed from future mailing lists within 3 months of receipt.</li> </ul>		Royal Mail reserves the right to audit clients, and may request access to client premises to check data elements	
<ul style="list-style-type: none"> <li>Ensure at least 95% of items are fully and accurately addressed and postcoded in accordance with Royal Mail's Postcode Address File (PAF®).</li> </ul>		Royal Mail reserves the right to audit clients, and may request access to client premises to check data elements. Address Accuracy is also a requirement in the standard Mailsort Specification. The Mailsort User Guide provides further detail (NB whilst the level of address accuracy at the intermediate level of this specification is higher than indicated in the Mailsort User, you still need to indicate the % accuracy you have obtained on the documentation set out in the Mailsort User Guide	
<ul style="list-style-type: none"> <li>All printers, mailing houses or in-house mailing facilities used to produce your mailing must have an environmental management system conforming to BS EN ISO 14001</li> </ul>		ISO Certification from printers, mailing houses or in-house mailing facilities used to produce your mailing	
<ul style="list-style-type: none"> <li>No ultraviolet varnish finishes must be used in the mailing</li> </ul>		Documentation or certification confirming this requirement has been met. This may include information on the processes used in production or a declaration from your supplier	
<ul style="list-style-type: none"> <li>No brown cardboard.</li> </ul>		No additional evidence required	
<ul style="list-style-type: none"> <li>No use of rubber-based adhesives.</li> </ul>		Documentation or certification confirming this requirement has been met. This may include information on the processes used in production or a declaration from your supplier	