



Direct Marketing Association (DMA) Green 15™ Supplier Pledge Form

Pledge Overview: What Is the 'Green 15™ Pledge' & Why Take It?

The DMA Green 15™ Supplier Pledge is a voluntary public recognition program that asks suppliers in the direct marketing field to pledge that their organizations are taking certain steps throughout the direct marketing process to improve their environmental footprints and "triple bottom-line" (people, planet and profit) performance. DMA member organizations who take the pledge will receive a DMA Green 15™ logo which they may display on their web sites and print communications to convey their environmental commitments to customers, clients, and other stakeholders.

DMA also will acknowledge signatory organizations in the ["Who Has Taken the 'Green 15™' Pledge"](#) section on the [DMA Environmental Resource Center website](#), as well as spotlight these companies and organizations in the DMA Corporate & Social Responsibility department's monthly ["Triple Bottom Line Bulletin"](#) e-newsletter and other potential DMA venues.

Instructions To Complete This Pledge Form:

1. Please provide your contact information in the indicated section.
2. Complete the pledge form on pages 2-3, inserting your company/organization name in the designated bracketed areas, and placing a checkmark next to those practices that your organization is undertaking now or plans to do so within this calendar year.
 - Note that many of the tenets are intended to serve a dual purpose, encouraging you to (a) improve your own organization's environmental performance and (b) as feasible, educate and help your clients make continuous environmental improvement.
 - Also, please note that some of the Green 15™ tenets may not apply to your organization, depending on the nature of your business. Please write "N/A" beside any practices that are not applicable to your organization.
3. On pages 3-4, please specify any third-party certifications that your organization has earned, as well as any notable public environmental stewardship data, goals or accomplishments pertinent to your organization. Please feel free to attach explanatory documentation (such as an Annual Sustainability Report) and/or include a link to more information (such as the sustainability section of your company website).
4. Sign and date your form, and return it (in print or electronic form) to the DMA's Corporate & Social Responsibility (CSR) department via mail, fax or email: 1615 L St, NW, Ste 1100, Washington, DC 20036-5624; 202.955.0085; environment@the-dma.org.

Contact Information (Please print or type.)

Name	
Title	
Company	
Address	
City	
State	
ZIP Code	
Telephone (business)	
Fax	
Email	

[ORGANIZATION'S NAME] GREEN 15™ SUPPLIER PLEDGE

PREAMBLE: [ORGANIZATION'S NAME] recognizes how vital it is to incorporate environmental stewardship in the conduct of business, including the efficient and sustainable use of natural and economic resources, and to continually improve our environmental performance, while encouraging our customers to do the same.

[ORGANIZATION'S NAME] also recognizes that marketing service suppliers have a unique opportunity to drive sustainability and help the entire direct marketing field improve its efficiency and environmental performance. In recognition of suppliers' pivotal role in the empowerment of our industry, we will make our best effort to educate, train and make resources and expertise available to our customers in support of those Green 15™ tenets that are applicable to our business.

To this end, we seek to adhere to the following [X NUMBER] DMA Green 15™ supplier tenets that we've indicated through our specific initiatives. We agree to inform clients and prospective clients about our green initiatives, including the specific DMA Green 15™ tenets to which we comply and, upon client request, we will document compliance with these said tenets.

(Instructions: Place a checkmark next to those practices that your organization is undertaking now or plans to do so within this calendar year. Please write "N/A" beside any practices that are not applicable to your organization.)

List Hygiene & Data Management

_____ For [company/client]* mailings, reduce undeliverable, duplicate and unwanted mail by utilizing, as applicable: (*Please specify whether this applies to your company and/or client mailings, and place a checkmark next to all of the following that apply.)

_____ (a) Apply DMAchoice monthly on consumer prospecting files;

_____ (b) Apply DMA's Deceased Do Not Contact list and/or another commercially equivalent "deceased" suppression file;

_____ (c) Apply USPS or commercial equivalent files for:

_____ ZIP Code correction

_____ address standardization

_____ change of address

_____ address element correction

_____ delivery sequence file

_____ delivery point validation

_____ locatable address conversion system

_____ apartment append and/or address correction requested; and

_____ (d) Maintain and apply do-not-mail, do-not-rent and/or other appropriate in-house suppression files in any data sharing agreements.

_____ For [company/client]* mailings, apply predictive and behavioral modeling segmentations to further refine audiences to those most likely to find relevance in your offer. (*Please specify whether this applies to your company and/or client mailings.)

Mail Design & Production

_____ Review our [company/client]* specifications and suggest environmentally preferable direct mail and printed marketing pieces, when and where appropriate. (*Please specify whether this applies to your company and/or client specifications.)

_____ Use production methods that reduce print order overruns, waste allowances and in-process waste.

Fiber and/or Paper Procurement & Use

_____ Strive for continuous improvement in procuring/using increasing amounts of third-party certified fiber (e.g., FSC, SFI, CSA, ATFS) in production of paper products where feasible.

- _____ If landowner, implement sustainable forestry practices that protect forest ecosystems and biodiversity. If not landowner, ensure that wood/pulp suppliers are implementing sustainable forest management practices.
- _____ Certify production facilities to one or more third-party certified Chain-of-Custody standards (FSC, SFI, PEFC, generic), and offer certified products and on-product labeling options to customers.
- _____ Ensure paper products meet requirements of the U.S. Lacey Act (no illegal fiber), and upon request, document for your clients that you do not produce or sell paper from illegally harvested or stolen wood.

Packaging

- _____ Where feasible, utilize for your company, and submit to your clients, alternate solutions for environmentally preferable packaging.

Recycling & Pollution Reduction

- _____ Commit to utilize and offer to your clients post-consumer fiber in those products where it makes good environmental, technical, and economic sense. (In determining this, please consider which products can achieve the desired technical specifications at a given post-consumer content with the lowest energy, chemical and capital input.)
- _____ Support and promote paper and/or packaging recycling awareness programs and campaigns [e.g., DMA "Recycle Please" campaign, Envelope Manufacturers Association (EMA) "Please Recycle" campaign, Magazine Publishers of America (MPA) "Please Recycle" campaign, a reusable packaging program and/or paper or packaging take-back program, etc.]. **(Please specify the program(s) and/or campaign(s)._____)**
- _____ Have in place an environmental management system (EMS) and policies similar or equivalent to [ISO 14001](#) in order to ensure environmental compliance, pollution prevention and continual improvement. **(Below, please specify to which facility or facilities this applies.)**
 - Primary Manufacturing Facility
 - Secondary Converting and/or Printing Facility
- _____ Have in place a strategy and strive to continuously minimize your total environmental footprint (in terms of energy and water use, carbon emissions, waste generation, and impact on the quality of air, soil and water). Specifically and for starters:
 - Strive to increase or improve mill/plant/work place efficiency optimization, reduction of waste generation and emissions, and use of biomass and other renewable sources as appropriate.
 - Commit to continuous clean air and water improvement throughout the procurement, production, and printing processes. Continually strive to reduce the amount of water used per ton of product and to improve air and water quality downstream of mills and printing plants, in accordance with federal and state regulatory requirements.
- _____ Follow [Federal Trade Commission guidelines](#) for environmental marketing and labeling of your company and client promotions and products.
- _____ Report key environmental data and goals annually in a transparent manner (e.g., an Annual Sustainability Report, use of Environmental Paper Assessment Tool (EPAT), or a statement on your website).

Addendum

In the space below or on an attached sheet, please specify any third-party certifications that your organization has earned, as well as any notable public environmental stewardship data, goals or accomplishments pertinent to your organization.

- Please check here if you plan to attach explanatory documentation (such as an Annual Sustainability Report) and/or include a link to more information (such as the sustainability section of your company

