

The background of the image shows a Royal Mail delivery person in a red uniform, holding a mail bag and sorting through mail. On the left side, there is a large, stylized red circular graphic consisting of two concentric circles with a gap, resembling a target or a stylized 'C'.

ROYAL MAIL DELIVERING A CLEANER FUTURE

July 2021



Across the Group, Royal Mail aims to decarbonise its operations through the use of alternative fuel vehicles and renewable energy solutions, whilst striving for continued efficiencies.

We continue to implement measures to reduce water usage and waste generated from its operations.

DELIVERING A CLEANER FUTURE

3 key areas



Environmental considerations are a fundamental part of the way Royal Mail operates in the UK. With its feet-on-the-street network of over 85,000 postmen and women in the UK, it plays a key role in reducing emissions in the communities in which it works. Its environmental strategy focuses on three key areas which are outlined below:



Net zero

We will have a net zero carbon business by 2050. This target will be periodically reviewed and brought forward if possible. Our net zero journey aligns with the ambition agreed during the 2015 Paris Agreement of limiting warming to less than 2 degrees Celsius.



Clean air

100% of our fleet will be powered by alternative fuel by 2050. We aim to reduce the emissions associated with our fleet to improve the air quality in the communities in which we operate.



Responsible consumption

We will reduce the waste generated and water used by 25% by 2030. To support this, we will complete a total review of purchase, distribution, use and disposal of packaging and single-use resources by 2022.

CORPORATE RESPONSIBILITY REPORT

Royal Mail sets out its commitment and approach to responsibly managing its impact on the world in its Corporate Responsibility Report. This includes its relationships with its people, customers, communities and environment.

The Royal Mail Corporate Responsibility Report 2020/21 can be accessed [here](#)





MAIL. A GREENER CHANNEL

ALL MEDIA HAS A CARBON FOOTPRINT



4 BILLION+

Global internet users*

3.7%

The internet's contribution to global emissions*

4 GRAMS CO₂

For every email*

300 MILLION TONNES

Estimated CO₂ emissions generated by emails each year.
Equivalent to the annual emissions of 63 million cars.**

53.6 MILLION

Metric tonnes of e-waste generated
across the world in 2019†

0.8%

Paper, pulp and print sector's contribution to European
emissions. One of the lowest industrial emitters of
greenhouse gases.††



THE AD INDUSTRY IS ASKING EVERYONE TO PLAY THEIR PART



- Ad Net Zero is the UK advertising industry's initiative to help UK advertising respond to the climate crisis caused by CO2 emissions,
- Supported by Royal Mail, its ambition is to set the industry on a clear path to net zero with immediate actions to measure, track and reduce the carbon impact of the way the industry operates.
- It is also focusing on using the UK advertising's creativity to support the rapid shifts in consumer behaviour needed to address the climate emergency.
- By working together to drive carbon-curbing policies throughout the advertising eco-system, Ad Net Zero aims to achieve real net zero carbon emissions from the development, production and media placement of advertising by the end of 2030.

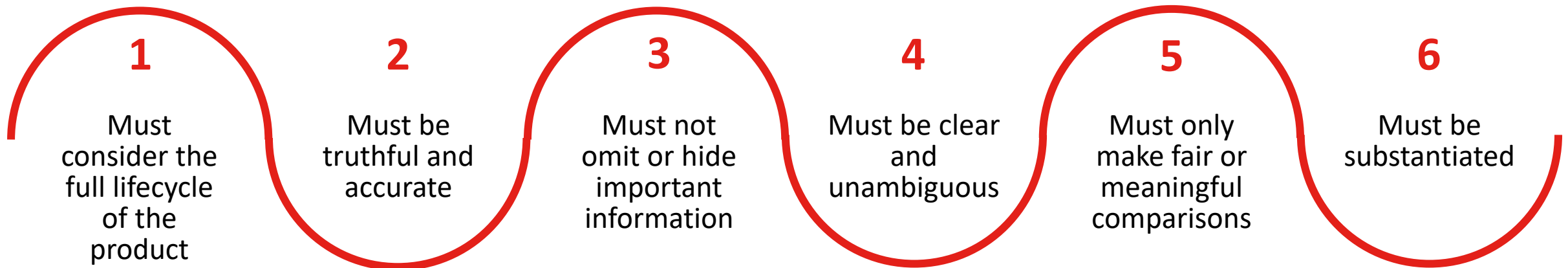
MISLEADING ENVIRONMENTAL CLAIMS



The Competition and Markets Authority (CMA) has issued, for consultation, draft consumer protection law guidance for all businesses making environmental claims.

Recent analysis of European consumer websites found that 40% of green claims could be misleading. For example, unfounded environmental claims such as ‘Go green – go paperless’ or “Choose e-billing and help save a tree”.

The proposed CMA guidance sets out 6 principles that environmental claims should follow:



A background image of a dense forest with tall, thin trees. The image is darkened, and there are three thick, red, wavy lines on the right side, resembling stylized waves or a decorative element.

Paper has a great sustainable story. Made from trees, it is a renewable and sustainable raw material and easy to recycle.

PAPER'S SUSTAINABILITY STORY



It's common to see organisations make statements such as “save trees and stop deforestation” to encourage their customers to move from paper to electronic communications. In fact, these statements are quite simply **untrue**.

Here's why:

- A healthy market for forest products, such as paper, encourages the long-term growth of forests through sustainable forest management. Which, in turn, helps to **mitigate climate change** by absorbing CO₂.
- Between 2005 and 2020, European forests, which provide 90% of the virgin wood fibre used by the European paper industry, **grew by 58,390 km²** – an area bigger than Switzerland and amounts to 1,500 football pitches of forest growth every day (United Nations FAO, 2020).
- Organisations should source its paper from responsible producers.
- The overall European paper **recycling rate is over 72%**, which is approaching the practical maximum recycling rate of 78% (some paper products cannot be recovered for recycling because they are kept for long periods of time e.g. books and archived documents; others are destroyed or contaminated when used e.g. tissue and hygienic paper).

SOME PAPER MYTHS BUSTED

Myth 1

Forests are shrinking

Fact

European forests have been growing by an area equivalent to 1,500 football pitches **every day** for 15 years.

Myth 2

Paper is wasteful

Fact

The European paper recycling rate is **72%** making it one of the most recycled materials in the world. Approaching the practical maximum recycling rate of 78%.

Myth 3

Paper production creates highest greenhouse gas emissions

Fact

Pulp and paper industry is the biggest single user and producer of **renewable energy** in the EU. Emissions only account for 0.8% of European greenhouse gases.

NEW ENVIRONMENTAL GUIDANCE

For Advertising Mail, Business Mail and Subscription Mail



Role of the new environmental guidance:

- To encourage the use of material which can be recycled by citizens through kerbside collections.
- To encourage the use of material from sustainable resources (paper) or which can support a circular recycling economy (certain plastics).
- Reflect industry expert advice and guidance, particularly that from government recognised bodies.
- To provide customers with flexibility by not mandating the guidance via a product specification and at the same time, we will promote best practice in mail production and the use of sustainable materials, so we can all do the right thing together.

NEW ENVIRONMENTAL GUIDANCE



Evolving

- We will evolve our guidance as recycling of different materials and substrates becomes the normal for citizens and as government policy and advice dictates.
- We will continue to work with customers and industry bodies to collectively progress advancement in technologies and environmental standards.

Our rationale

- Not dictating what finished mail pieces should look like, hence our guidance will be for both plastic and paper wrapped items.
- We recognise that while there is a move away from using the outputs of fossil fuels, most plastic is still derived from fossil fuels but our customers can and do use recyclable plastics.
- Starch wrap and other compostable wraps including sugar and plant based have not been included because of the complexities for citizens to recycle or decompose and because the can contaminates existing recycling streams.

Current Responsible/Sustainable Specification

- Customers should continue to follow the existing Responsible Mail specifications to qualify for the discounted rate until the product is withdrawn from 4th January 2022.

SOME KEY ELEMENTS OF OUR NEW GUIDANCE



There is continual innovation and progress in products and materials used to achieve sustainable production of mail.
Here are some things you can do:

- Reduce wastage by ensuring your address data is up-to-date and your targeting accurate
- Only use sustainable resources and materials, ensuring paper products adhere to these five UK Government approved certification schemes for sustainable and legal timber: FSC®, CSA, MTCC, PEFC™, SFI
- Avoid using materials in your production that can't be easily recycled. For example, glitter and waxed paper
- Avoid using covermounts that cannot be easily recycled
- Use plastics that can be recyclable via kerbside collection
- Use the different inks, adhesives and finishes that are referenced
- Make use of the industry recognised logos

Guidance Document



Adobe Acrobat
Document

 **marketreach**
unleash the magic of mail



THANK YOU

