

# Avalon Consulting Group

*Going Green: A genuine commitment to employing the best 'green' practices while managing costs*



November 2008

# OUR COMMITMENT: AVALON'S ENVIRONMENTAL POLICY

- ✿ **Avalon recognizes how vital it is to incorporate environmental stewardship in the conduct of business, through the efficient and sustainable use of natural and economic resources, including practices such as energy conservation and biodiversity preservation.**
- ✿ **Avalon is committed to understanding the impact our company has on the environment and we are working to continually improve our environmental impact, while encouraging our suppliers and clients to do the same.**
- ✿ **For those clients who are interested in pursuing a “greener” approach to direct marketing, we have conducted extensive research on the best practices for our industry and will work with you to achieve your goals in this area.**
- ✿ **Our goal as a company is to address the following key aspects of our environmental impact as members of the direct marketing community:**
  - List Hygiene and Data Management
  - Design
  - Paper Procurement and Usage (including inks, paper, and envelope manufacturing)
  - Recycling and Pollution Reduction in our Workplace and Community

# CERTIFICATIONS AND DEFINITIONS

☀ **Post Consumer Waste (PCW):** The waste produced by the end consumer of a material stream.

☀ **Forest Stewardship Council (FSC):** Independent, not-for-profit, nongovernmental organization that provides standard-setting, trademark assurance, and accreditation services for organizations interested in responsible forestry.



- FSC Logo insures that the materials used were sourced responsibly from Forest to printer.
- Being FSC certified shows compliance with the highest social and environmental standards on the market.

☀ **Sustainable Forestry Initiative (SFI):** The SFI label is a sign wood and paper products were purchased from well-managed forests, backed by a rigorous, third-party certification audit.



- Certification promotes responsible forestry practices.
- SFI program requirements are audited by independent, third-party certification bodies to ensure they conform.

☀ **Wind Power:** The Green-e and Wind Power bugs signify that the printing or manufacturing was done by a company that has purchased carbon offset credits or renewal-energy certificates (REC's) to neutralize the carbon emissions created by their energy use.



# BEST PRACTICES FOR GOING GREEN

## ☀ **List Hygiene and Data Management.**

- Avalon helps you to keep your lists clean through CASS, NCOA, Opt-out and PCOA which wastes less paper.

## ☀ **Design.**

- Avalon will work with our designers to utilize package formats that create the least amount of waste possible.

## ☀ **Inks.**

- Most printers are using Soy or other vegetable-based inks because there is little or no price difference compared to petroleum.
- Soy or other vegetable-based inks are easier to recycle.
- Avalon is currently requiring this option from all of our suppliers.

## ☀ **Paper.**

- Use paper that has some level of recycled content
  - Most paper has some level of recycled post consumer waste content
  - Target level: 30% Post-Consumer Waste
- FSC Certified paper is ideal, but often 10%-20% more expensive

# BEST PRACTICES FOR GOING GREEN

## ☀ Envelope Windows.

- New eco-friendly paper-based glassine or corn-based biodegradable windows are available.
- New eco-friendly glassine no longer has USPS sorter readability issues.
- However, the more eco-friendly glassine can cost more so bid both ways.

## ☀ Envelope Manufacturing.

- Avalon has found suppliers who can provide competitive pricing on envelopes manufactured by companies who utilize Wind Power offset credits or REC's. These envelopes will feature the wind power bug.

## ☀ Recycling.

- Avalon's print suppliers have a strong commitment to paper recycling.

## ☀ Like-minded Partners.

- Avalon will work with partners who have a strong commitment to responsible environmental business practices.

# THE GREEN IMPACT ON YOUR BUDGET

- ✦ **Avalon conducted a 'green' pricing survey conducted in September 2008 with two of our production firm partners.**
  
- ✦ **Avalon evaluated bids with the following specifications:**
  - 4 different packages each with 4-7 components;
  - Using fairly typical formats;
  - At 4 different quantities (50,000, 250,000, 500,000, 1,000,000);
  - Using 3 different levels of 'green:'
    - Dark Green = FSC Certified + 30% PCW
    - Light Green = 30% PCW
    - Standard = some level of recycled content
  
- ✦ **Through this process we found the following:**
  - Most of Avalon's print partners use vegetable-based inks and some level of recycled content in the paper;
  - The Dark Green option averaged 8%-18% higher costs than the Standard option for quantities <100k.
  - The Light Green option averaged 1%-11% higher costs than the Standard option for quantities <100k.
  - Envelope printing for the Light Green option did not have a significant difference in price at any quantity. Quantities of 500k+ had less than a 5% increase in cost for the Light Green option, and less than 8% increase in cost for the Dark Green.

## NEXT STEPS

- ✦ **Based on your goals for “going green” Avalon will provide you with one or two green options in addition to the best-price option (which has more limited “green” benefits);**
- ✦ **Avalon will continue to explore cutting-edge options for green printing and manufacturing;**
- ✦ **Avalon will continue to represent the green value fairly and accurately for you and your donors.**

# RESOURCES

## DMA Environmental Resource Center

- [www.the-dma.org/environment](http://www.the-dma.org/environment)

## DMA Environmental Planning Tool

- [www.the-dma.org/envgen](http://www.the-dma.org/envgen)