



# Mal Warwick Associates

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## **Our Commitment to the Environment**

We are acutely aware of the fact that our daily decisions impact you — our clients, our suppliers, our local community — and the natural world that sustains all of us. We take pride in our determined efforts to exemplify socially and environmentally responsible business practices. Through these practices, we strive both to protect our environment and to help restore it as well.

In order to ensure our continued progress and commitment to our environment, our Environmental Task Force works to ensure our efforts are directed to areas where we believe we can have the greatest positive impact. We seek to prevent pollution, conserve energy, and promote sustainable forestry by reducing our company's footprint on the environment. Thus we have taken specific steps to:

- ◆ Provide a safe work environment with the highest possible quality of air and water for our employees.
- ◆ Create environmentally friendly operation procedures that benefit our natural world by reducing the waste of operations whenever possible, from paper to energy use.
- ◆ Establish and maintain vendor standards, with regard to the use of recycled and non-toxic materials.
- ◆ Encourage and assist our employees in the use of bicycles and public transportation.
- ◆ Offer financial and technical support to nonprofit organizations dedicated to sustainable forestry, land conservation, and environmental education.
- ◆ Maintain up-to-date information about industry standards for environmentally responsible direct mail procedures to educate our clients, vendors, and employees.

We are dedicated to continuous improvements in these areas, and we pledge to review our progress on an annual basis.

Toward these ends, we are taking the following steps in each of four principal areas of activity: list hygiene and data management, design, paper and print procurement and usage, and recycling and pollution reduction in our workplace and community. We understand, of course, that true sustainability depends as much on our company's commitment to social equity. Our

policies and procedures in that broad area of activity are not covered in this statement. However, they loom large in our decision-making both strategically and day-to-day.

## I. List hygiene and data management

### *Key actors:*

List segmentation and data entry—Response Management Technologies  
List selections (rentals/exchange)—CELCO, Names in the News, Target Analysis  
Merge/Purge/NCOA—Frontline Data Group  
Postal presort—Production Solutions, Advanced Response Systems

Mal Warwick Associates continually endeavors to manage data and lists in an environmentally responsible manner with a focus on reducing the amount of duplicate, unwanted, and undeliverable mail. To achieve our goals in this area:

### *A. We maintain suppression lists*

- We maintain in-house, do-not-market lists for prospects and donors who do not wish to receive future solicitations from us (as required by the DMA Privacy Promise).
- We maintain a more detailed suppression file that enables donors and prospects to opt out of our clients' fundraising lists on a selective basis, such as by frequency or by category.

### *B. We offer notice and choice*

- We offer donors a choice to receive communications from our clients electronically.

### *C. We clean our lists prior to mailing*

We maintain clean, deliverable files by using:

- ZIP Code correction
- Address standardization
- USPS National Change of Address (NCOA)
- Other USPS products such as
  - Address Element Correction (AEC)
  - Delivery Sequence File (DSF)
  - Address Correction Requested (ACR)
- We use the DMA "Deceased Do Not Contact" list to eliminate names of deceased persons from mailings.
- We run the MPS (the DMA Mail Preference Service)/pander file against all rental/exchange lists in acquisitions.

### *D. We merge/purge our data*

- We match outside lists against each other to prevent duplicates.
- We use match definitions in merge/purge that minimize duplicates.

*E. We test market offers*

- We test a sample of a list before mailing to the entire list (for prospect mailings).
- We test different versions of advertising and marketing offers to select those offers that receive the best response.

## **II. Design, production, and printing in our mail, marketing, and communications materials**

*Key actors:*

Internal staff  
Media/Design  
Image Works

We strive to design and print our advertisements and other communications in an environmentally responsible manner, and we communicate our environmental expectations to our suppliers. Wherever feasible, in designing and printing communications, we look at opportunities for source reduction. We also communicate our goals to our suppliers. To this end:

*A. We reduce the amount of waste*

- We review periodically direct mail and direct marketing packages and downsize when and where appropriate.
- We test and use lighter-weight papers wherever feasible.
- We adjust trim sizes of our publications and/or collateral in an effort to reduce waste.
- We test and use production methods that reduce print order overruns, waste allowances, and in-process waste.
- We include overrun allowances in our contracts and specify that excess inventory be recycled.
- We work with our printer to explore using new printing techniques [such as digital and computer-to-plate (CTP) printing and PDF proofing] that help reduce chemical and paper waste, and emissions.

*B. We reduce the toxicity of materials*

We test designs to identify and eliminate any environmentally undesirable elements (such as heavy metals or non-water-soluble adhesives) in inks, envelopes, and mail packages.

*C. We give preference to recyclable and/or reusable materials*

- We routinely survey the marketplace for recyclable or reusable materials.
- We use recycled printing and writing paper with at least 30% post-consumer content in all of our print jobs.
- We use 100% post-consumer recycled paper for company marketing communications and stationery.
- We are testing the use of open address windows.

*D. We communicate environmental principles to suppliers*

- We review supplier companies' environmental policies and practices, and encourage them to reduce, reuse, and recycle.
- We specify environmentally preferable materials to our suppliers.
- We require suppliers to use environmentally sustainable materials, such as soy ink and recycled paper.
- We seek to only use printers that seek to reduce air and water pollution, energy use, and chemical waste in their operations. We communicate these goals within our organization and to our suppliers.

### **III. Paper and print procurement and clean production**

*Key actors:*

Printers—Production Solutions, Advanced Response Systems, Johnson/Anderson, Bruce Printing, Autumn Press

Mal Warwick Associates recognizes that improving forestry practices is an important component of environmental stewardship and sustainability. We strive to procure, use, and recover paper in a manner that helps to ensure the sustainable use of forests and other natural resources. In support of this principle:

*A. We research and understand our investment in paper*

- We work to understand the investment our company has in paper.

- We invest time and resources to understand and address environmental issues associated with paper usage.
- We seek to find designated buyers who have expertise in procuring environmentally preferable paper.
- We partner, meet, or dialogue with other companies, environmental groups and/or local community groups to better understand their concerns.

*B. We respect forest ecosystems and biodiversity*

- We will strive to require that our paper suppliers have made a commitment to implementing sustainable forestry practices that protect forest ecosystems and biodiversity. Will do this more explicitly in the future by requesting certified sustainable paper.
- We recognize the importance of maintaining biodiversity and will work with suppliers who have integrated conservation values and programs into their operations.

*C. We encourage sustainable paper procurement and clean production*

- We will strive to use paper approved by the FSC (Forest Stewardship Council).
- We expect continual improvement in our company and partners by rewarding and encouraging suppliers who meet or exceed industry standards.

*D. We encourage responsible use of forest resources*

- We evaluate paper used for marketing pieces, product packaging, and internal consumption to identify opportunities for increased recycled content, increased post-consumer recycled content, lower basis weights, and other environmental attributes.
- We consider the net environmental benefits and detriments of using recycled fiber before purchasing it. We recognize that recycled fiber manufacture, transportation, and de-ink sludge disposal can have significant environmental impact.
- Whenever the economics are sound and the environmental benefits clear, we purchase paper with recycled content, including papers with post-consumer content.
- We print response forms, blow-ins, and response envelopes on paper with a higher percentage of post-consumer recycled content whenever feasible.
- Based on economics, quality, availability, and measured environmental improvements, we commit publicly to continue increasing our aggregate purchase of recycled paper (containing at least 50% post-consumer material).
- We understand the need for virgin fiber in some paper manufacturing to ensure adequate strength. Where feasible, we strive to reduce the selected use of paper and paper products (including newsprint, packaging, tissue products, office papers, and printing stock) made from 100% virgin fiber content.

- We work with our printers to reduce paper waste (reduced overage counts, make-readies, etc.).

*E. We take great care in our use of paper in packaging and in its efficient use and reuse*

- Mal Warwick Associates believes that sourcing environmentally preferred papers and other materials is only a beginning. Equally important is efficient use of papers and materials once they are purchased.
- We sort incoming packaging materials for recycling collection.
- We reuse incoming packaging materials for outgoing shipments where possible.

#### **IV. Recycling and pollution reduction in our workplace and community**

*Key actors:*

Alameda County Green Business Certification

Parker Associates (takes our recycling to the Berkeley recycling center)

Mal Warwick Associates' policies and initiatives in this area are guided by the Three Rs: "Reduce, Reuse, and Recycle." With this in mind, we seek an efficient and environmentally sensible workplace, as well as to promote environmental stewardship in our community. Toward this principle:

*A. We reduce and reuse in the workplace*

- Where possible and practical, we buy office papers, packing, and packaging materials made from recycled materials with post-consumer content.
- We use recyclable materials and materials that don't hinder the recycling process.
- We integrate the use of electronic communications (e-mail, Web, and intranet) for external and internal communications.
- We use recycled paper with post-consumer content for internal company print communications.
- We make primary use of two-sided printing and photocopying where appropriate. We will setup a tutorial for staff on how and when to duplex.
- We develop online systems for reports, projects and monitoring to reduce paper generation.
- We reuse file folders, hanging folders, and binders where appropriate.
- We substitute durable materials for disposable products.

*B. We deploy recycling in our workplace*

- We investigate energy, water, material usage, and waste management procedures, practices, and patterns and set internal goals to reduce, reuse, and recycle, and establish programs to measure internal savings in waste, energy, and costs.
- We implement in-house recycling programs for:
  - Paper
  - Corrugated cardboard
  - Beverage cans and bottles
  - Plastics
  - Printing ink and toner cartridges
  - Personal and laptop computers
- We recognize and reward employees for:
  - Advancing our recycling policies and/or initiatives
  - Suggesting creative or innovative environmental solutions
- We participate in existing industry-specific or government programs for:
  - Energy savings
  - Increased recycled procurement
  - Other environmental goals such as those specified by the Alameda Green Business Certification program

*C. We promote and advance recycling in our community and our industry*

- We use the recyclable symbol to identify paper and paperboard products made from fibers that, after use, are suitable for recycling.
- We ensure that all environmental labeling is clear, honest, and complete, so that our clients may know the exact nature of what is being claimed.
- We encourage donors and employees to reuse, return, or recycle materials where appropriate.
- We partner with environmental groups, other companies, and/or local citizen groups to help “green” our operations, and to make positive environmental contributions in our local community.

*D. We promote health and well-being in the workplace*

- We have air cleaners in optimum functioning locations.
- We have plants placed throughout the office.
- We make sure the air filters are routinely replaced every three months and the condensate drain pans are cleaned at least once a year.

- We issue commuter checks and free bicycle tune-ups to encourage the use of alternatives to individual cars.

*E. We employ efficient transportation and distribution*

We implement transportation policies and practices guided by objectives to reduce vehicular emissions, decrease traffic congestion, and improve air quality. In support of this principle we consider geographic location when selecting suppliers.

## **Concluding statement**

Mal Warwick Associates is committed to continual improvement of our environmental performance. To this end, we endeavor to make responsible, sound, business decisions and, wherever feasible, integrate environmental considerations into all aspects of our operations. We readily acknowledge that environmental stewardship is an ongoing challenge and a continual learning experience. We continue to research best practices and to explore the possibility of partnerships with other companies, environmental and conservation organizations, and local communities, all with the intent of further strengthening our environmental stewardship.