

What does Amadeus mean to you?



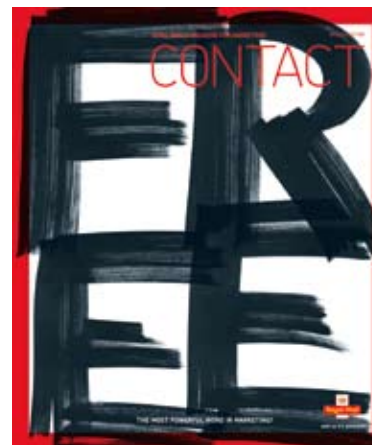
"Don't he play for some European football team?"

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Independent paper

Amadeus

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Winner: Royal Mail

Looking at its own company eco-friendliness and beyond, helping those that use its services become greener, made Royal Mail scoop the Environmental Corporate and Public Sector award.

According to Royal Mail, its CO2 emissions in a year would fill 99 billion balloons, the mileage of its trucks each year adds up to a return trip to Jupiter and the energy Royal Mail uses would run 43,000 homes for a year, equivalent to a town the size of Rugby.

These figures led to Royal Mail implementing a carbon calculator that provides a measurement on every activity it carries out. Royal Mail then looked at making its own customer magazine, Contact, greener through improved database management, switching from virgin to recycled paper, reducing packaging, using

vegetable based inks, and moving print production from three sites, to one ISO 14001 certified site.

Royal Mail also introduced initiatives to help its customers produce greener mail. These include its Responsible Mail scheme, providing advice and setting standards. If a customer achieves this, Royal Mail offers to pay for any carbon emissions to be offset, through its Carbon Neutral Door to Door scheme. Royal Mail has actually received complaints as no company has managed to qualify for this.

A Mailing House scheme has also been introduced, where if participating mailing houses achieve ISO 14001, EMAS or BS8555, they receive a financial award. Royal Mail expect to pay out in the region of £1 million in commission through this scheme.

Judges' comments

A first class submission, demonstrating not just a highly proactive approach to their own business, but also with impressive initiatives to promote and encourage individual action by their customers.

Client

Category

Environmental
Corporate
Agency & Public
Sector Award

Shortlisted

Alliance & Leicester

Department for
Transport

Green Passion
Creative

Stralfors

The James
McNaughton Group

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