

Why introduce it?

Most companies are now committed to reducing their impact on the environment - but consumers are demanding proof. We've been taking the issue seriously for a while - with our integrated carbon management programme - but we're also in an ideal position to lead change in the mail industry by incentivising our customers to make their mailings carbon neutral.

How does it work?

The scheme lays down a set of standards that our customers must adhere to before they can register with us. These include using paper with a minimum 50 per cent recycled content (with the remainder sourced from sustainable forestry) and ensuring any packaging is made from recycled, recyclable or reusable material. Vegetable-based or recycled ink must be used, while polywrap or window envelopes are not allowed - as they can't be recycled easily.

What are the benefits to our customers?

It enables them to demonstrate that they are taking the environmental issue seriously, and will mean that consumers are more open to their messages. Qualifying mailings will use our special carbon neutral logo.

What are the benefits to Royal Mail?

It's a scheme that's expected to be extremely popular with our customers, and will help differentiate us in the market. The industry has increasingly been under the spotlight recently, but by leading change in this way, Royal Mail has demonstrated its commitment to the future of unaddressed mail - and the future of the planet, minimising any impact on the environment.

Jackie and Judith signing in...



Jackie Commons (centre) and Judith Nichols in conversation with Glen Cunningham.

BURNLEY postwomen Judith Nichols and Jackie Commons went the extra mile to help new colleague Glen Cunningham settle in - by learning how to sign.

After finding out that Glen was deaf,

the pair - along with several other colleagues - responded to an appeal for volunteers by attending workplace coaching sessions. Judith and Jackie then embarked on a 17-week course at the British School of Sign Language in

Darwen.

"It's been really interesting," said Judith, "and opens your eyes to what deaf people have to contend with. We're now able to have a chat with Glen every morning."