

## AD AGENCY LAUNCHES GREEN MAILING SERVICE FOR NONPROFITS

 ADVERTISING & MARKETING

A few weeks ago we wrote about [Pubeco](#), a French effort to tame the mass-mailing clutter that afflicts most consumer mailboxes, and now another initiative also out of France aims to make those mass-mailings greener to begin with. Earlier this month, Paris-based direct marketing agency TBWA\Excel launched its [Mailing Vert](#) service in partnership with envelope maker Manuparis, Vincent Printers, Groupe Moselle Vieillemard printers and direct marketing/sales logistics firm Diffusion Plus. Designed with nonprofits' fundraising efforts in mind, the Mailing Vert service goes far beyond the simple use of recycled paper to engage all members of the production chain in a greener, cleaner direct-mailing process. Partners in Mailing Vert adhere to a charter including four principles: to protect the environment, such as by purifying all waste water and using vegetable-based inks, solvents and cleaning agents; to preserve raw materials and protect natural resources through the use of paper that's either recycled or derived from sustainably managed forests; to track waste and minimize energy consumption, such as by optimizing transportation networks; and to measure and offset the ecological impact of each phase of the direct-mailing process. One major organization—Frères des Hommes—has already signed up, Excel says. Nonprofit organizations are particularly vulnerable to the criticisms of consumers who want to see their donations put to good use—not further environmental destruction—so any effort that can demonstrate their eco-mindedness visibly will only improve good will. One to roll out on a global scale to for-profits and nonprofits alike!

(Related: [Reusable envelopes for reply mail](#).) Spotted by: Baris Bakir

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