

## Yell UK Environment Policy

### Contents

[Introduction](#)

[Environment Policy](#)

[Yell Environmental Management System & Areas of Focus](#)

[The Use of Paper](#)

[Directory Recycling](#)

[Working with Key Partners to Manage our Supply Chain](#)

[Managing the Resources in our Offices](#)

[Transport and Car Usage](#)

[Climate Change](#)

### Introduction

Environmental management is an integral part of the way we do business and demonstrates how seriously we take our environmental responsibilities. We have been committed for a number of years to establishing a managed approach to our impact on the environment.

### Environment Policy

We pro-actively manage the impact of our business on both the local and global environment. We comply with all relevant environmental legislation and regulations, and support initiatives which are designed to enhance or protect the environment.

We actively seek to protect resources through effective supply-chain management, technological development, prevention of pollution, and through our philosophy of 'reduce, re-use and recycle', adopting a continuous improvement approach.

### Yell Environmental Management System & Areas of Focus

Our Company Secretary champions our environmental activities. An environmental management team and network of more than 50 environment, health and safety representatives ensure our goals are shared regionally. Each year we produce a corporate responsibility scorecard which includes key

environmental targets and is monitored every six months and supports our overall company scorecards. Our environmental objectives and targets are therefore fully integrated with our business objectives and targets. Progress is monitored by the corporate responsibility manager and Yell UK environment manager. All of our UK operations have been registered to the ISO 14001 standard since 1999. The six key areas of focus for Yell are:

- The use of paper
- Directory recycling
- Working with key partners to manage our supply chain
- Managing the resources in our offices and buildings
- Transport and car usage
- Climate change

### The Use of Paper

When deciding on what grade of paper to use, we consider its environmental merits, its suitability for the printing process and ensure that it meets our users' and advertisers' expectations on quality. There are three ways in which we manage paper:

Together with our paper suppliers we

1. Review grammage (weight) of the paper
2. Optimise the recycled fibre content of the paper
3. Aim to ensure that the virgin fibre used in the paper we buy comes from well-managed, sustainable forestry operations

### Directory Recycling

Yell's commitment to sustainability includes a comprehensive recycling programme for old Yellow Pages directories. Although there is no legislation governing this, since 1993 we have directly managed the issue of directory waste through the Yellow Pages Directory Recycling Scheme in the UK.

### Working with Key Partners to Manage our Supply Chain

Many of Yell's important processes are outsourced. We have chosen to use world-class suppliers and have worked with our paper and print production partners for more than 25 years. We have a dedicated publishing team to manage our supply chain. Our approach is to work in partnership with our key supplier of paper and print to identify opportunities to further improve our environmental performance.

## **Managing the Resources in our Offices**

We aim to rationalise the consumption of resources and have an internal environmental awareness programme which promotes our 'reduce, re-use and recycle' philosophy. This programme, which has been running since the early 1990s, is supported by our network of local environment, health and safety representatives and is promoted through ongoing internal communications. We provide office recycling facilities to enable us to achieve objectives. Examples of target areas include:

- Reduce – office paper, electricity and water consumption
- Re-use – renewable energy, recycled paper
- Recycle – inkjet and toner cartridges, batteries, fluorescent tubes, vending machine cups, aluminium cans and redundant IT equipment

Yell will ensure that any waste arising from its activities will be disposed of in an approved manner and according to current legislation.

## **Transport and Car Usage**

Yell's fleet is made up of more than 1,500 cars and our business travel CO<sub>2</sub> data reflects our emphasis on face-to-face selling. Our car scheme is a key part of our overall rewards package and we aim to give people as wide a choice of cars as possible while maintaining the right balance between business cost, risks to safety and CO<sub>2</sub> emissions.

## **Climate Change**

We have a Climate Change Policy that underpins our Environment Policy and sets out our commitment to reducing CO<sub>2</sub> emissions. Yell UK is committed to addressing climate change and supports the UK Government's aim of reducing CO<sub>2</sub> emissions by 20% against 1990 levels by 2010. Working with our key business partners, we will look for cost-effective ways to manage our CO<sub>2</sub> emissions, by reducing overall energy consumption, by implementing energy conservation measures, and by increasing our quota of energy derived from renewable or low carbon sources. Our policy is focused on the key areas of directory printing and distribution, office use and business travel.