

Our sustainability story



Yell Group is amongst the most sustainable companies in the world and is included in the Dow Jones Sustainability Index and the FTSE4Good Index.

In the UK, we have the distinction of winning two Queen's Awards for Enterprise for our approach to sustainable development, in 2002 and 2007.

We are regularly acknowledged for our work on environmental issues and have been registered to the ISO 14001 standard for six years in the UK and three years in Spain.

We were awarded "Green Champion" status in the International Green Apple Awards in 2006, in the packaging and paper category for our approach to managing our impact on the environment in the UK.

We work closely with our supply chain in the production of all of our print directories to strike a balance between our environmental impact and ensuring the directory remains a robust, high quality product.

Our services



We offer consumers a choice of ways in which to contact our advertisers and obtain information. In the UK, US and Spain, we publish print and online directories, as well as providing telephone based directory enquiries services.

Printed directories are a very significant source of sales leads for many small businesses and an important way for them to promote themselves. For example, in the UK, an advert in the Yellow Pages directory generates on average more than 100 new business leads per year*. We are proud of the contribution our directories make to local economies.

In the UK last year, the Yellow Pages directory generated more than half a billion leads for businesses appearing in it – on average 18 leads a second,** demonstrating the continuing strong demand for our printed classified directory.

* Saville Rossiter-Base 2006/07
** Saville Rossiter-Base 2007/08
Results based on past research - no guarantee of future behaviour

Yell UK

The production of directories



Yellow Pages directories contain an average 54% recycled fibre content and are 100% recyclable. The virgin fibre in Yellow Pages directories is sourced from sustainably managed forests, so that when a tree is harvested, new trees are always replanted. Only one part of the felled tree is used for making paper. The large bottom section of a tree is used to make structural timber and furniture, the smaller upper section is used to make pulp for paper production, and the tree top and branches are used as fuel to generate renewable energy used by sawmills and paper mills. Nothing is wasted.

The directories are also made with low weight paper (34 gsm) to minimise the amount of paper used.

Old Yellow Pages directories can be easily recycled - it is a myth that they are dyed yellow and that this prevents recycling. In fact, our directories are printed on white paper onto which a colour ink wash is applied. This has enabled the directories to be recycled into products such as newsprint, cardboard, packaging, egg boxes, insulation and animal bedding for many years.

The intensity of the colour ink wash has now been reduced further to enable all UK newsprint mills to accept the old directories into their recycling mix to create new newsprint.

Almost all – 99% - of UK local authorities offer opportunities for recycling of old Yellow Pages directories. The easiest option is via kerbside collection and currently 98% of local authorities provide a kerbside scheme.

Yell UK

The production of directories

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All UK local authorities offer a 'recovery' route for diverting old Yellow Pages directories from landfill – including energy recovery and composting options. As a founder signatory to the Data Publishers Association's Sustainability Code of Practice, we are committed to pro-actively managing the environmental impact of the production and distribution of our printed directories.

We operate the Yellow Pages Directory Recycling Scheme, through which we continue to offer local grants and promotional support, to improve local authorities' directory recycling capability.

The scheme is fully funded by Yell and works with consumers, local authorities, recycling organisations, schools and the end-users of recycled products, offering advice and support to help set up and promote recycling facilities for old directories.

www.yellgroup.com/recycling

In the UK, we operate the Yellow Woods Challenge, an environmental campaign for schools, working in partnership with UK local authorities and the Woodland Trust.

www.yellow-woods.co.uk



Yellowbook

The production of directories



Yellowbook directories contain approximately 39% recycled fibre content and are 100% recyclable.

The remaining virgin fibre content is from legal and sustainably managed sources and uses forest industry waste materials such as sawmill dust, off cuts and pulp. Yellowbook directories are made with a low weight paper (34gsm) to minimise the amount of paper used.

We are working to increase the recycling of old Yellowbook directories in communities across the US, including through our partnerships with Earth 911 and Greenfiber.

We work only with paper suppliers that have achieved sustainable forestry and ISO certifications. Our paper suppliers' mills reduce CO2 emissions and maximise their use of renewable energy by reducing power consumption through waste cogeneration. They also employ water purification programmes to return cleaner, safer water to its source.

Our printing suppliers' plants recycle 100% of trim and process waste and use non-toxic biodegradable soy inks and cold press printing processes. In addition, they are located close to distribution areas to reduce fuel consumption and emissions.

Based on consumer feedback, we are reducing the overall size of our Yellowbook directories without impacting business listing content - making them easier to use while decreasing the amount of paper used on average by 29%.

Yellowbook directories highlight local recycling information within the directory. As a signatory to the Yellow Pages Association and Association of Directory Producers joint environmental guidelines, Yellowbook is committed to best practices relating to source reduction, manufacturing and recycling.



Yell Publicidad

The production of directories



Yell Publicidad's printed directories currently use approximately 54% recycled fibre content and are 100% recyclable.

The remaining 46% virgin fibre comes from legal and sustainably managed sources.

Yell Publicidad's directories are made with a low weight paper (34 gsm) to minimise the amount of paper used.

Directories in Spain highlight local recycling information within the book.

Yell Publicidad supports the 'Recycle with Us' campaign in Madrid, which encourages primary schoolchildren to care for and respect the environment.

For the last eight years, Yell Peru has supported a directory recycling campaign in Lima, raising money for several local charities.