

31.1.2011

Itella Green: marking deliveries and communicating the service

Itella Green marking

When using the Itella Green marking on your deliveries, you tell your customers that your operations are environmentally sound.

Parcels

Print the marking out on the parcel card.

Itella Green

Itella Green – climate friendly transport

Letters, publications, and marketing messages

New markings As of 1 January, 2011

The Itella Green label will become part of payment markings as of 2011. Since no separate marking will be required, this means that it is easier for you to indicate that your shipments are environmentally sound. The new markings will become available for downloading online as of January 1, 2011 at

<http://www.itella.fi/english/pricesandinstructions/addressingmailingandpaymentindications/postageindications.html>

Examples of new payment indications



Examples of how to communicate your use of the Itella Green Service

Each text can be complemented with the web address www.itella.fi/english/green

Short:

1. This delivery (/letter/message) has been distributed as a climate friendly Itella Green Service.

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2. This delivery (/parcel) has been transported as a climate friendly Itella Green Service.

3. Our deliveries (/parcels/letters/messages) are delivered as 100 % carbon neutral Itella Green Service.

4. We use the climate friendly Itella Green Service for our deliveries.

(for example)

This parcel has been distributed as a climate friendly Itella Green Service. Our deliveries are delivered as 100 % carbon neutral Itella Green Service.

Longer:

Our deliveries (/parcels/letters/...) are carried to our customers as 100 % carbon neutral Itella Green Service. Itella takes measures to cut down the carbon dioxide emissions from delivery. The remaining emissions will be compensated through certified climate projects.

Long:

Our deliveries (/parcels/letters/...) are carried to our customers as 100 % carbon neutral Itella Green Service. Itella takes measures to cut down the carbon dioxide emissions from delivery. The remaining emissions will be compensated through certified climate projects.

Itella works actively to cut down the emissions from deliveries through its environmental program. The emissions from deliveries are included in the calculations of Itella's environmental impact. The remaining carbon dioxide emissions are compensated by financing climate projects. As transporting one letter (/parcel) generates 22 (/893) grams of carbon dioxide, the climate projects guarantee that emissions are reduced to the same extent somewhere else. The climate projects Itella has selected carry the Gold Standard certificate

In delivery method descriptions for distance and online commerce

Itella's services are identified as 'Posti' services in online shops, catalogs, etc., when the customers are Finnish consumers. The services have designated names for consumer customers.

Merchant guidelines have been drawn up for the proper way of communicating about our services. The guidelines include the service names and descriptions with which you can easily and consistently communicate about the service online, in catalogs, and in other material. There also are icons available for downloading for online use. The material is available at <http://www.itella.fi/english/pricesandinstructions/deliverymethoddescriptions/>

In customer communication the following options also apply

Each text can be complemented with the web address www.posti.fi/green

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Short:

1. Posti carries parcels in a climate friendly way
2. Posti carries parcels in a 100 % carbon neutral way
3. Posti carries parcels/shipments in a climate friendly way

Longer:

1. Posti carries parcels in a 100 % carbon neutral way taking measures to cut down the carbon dioxide emissions from delivery. The remaining emissions will be compensated through certified climate projects.
2. Posti carries parcels to our customers in a climate friendly way taking measures to cut down the carbon dioxide emissions from delivery. The remaining emissions will be compensated through certified climate projects.

Long:

Posti carries parcels in a climate friendly way taking measures to cut down the carbon dioxide emissions from delivery. The remaining emissions will be compensated through certified climate projects.

Itella works actively to cut down the emissions from deliveries through its environmental program. The emissions from deliveries are included in the calculations of Itella's environmental impact. The remaining carbon dioxide emissions are compensated by financing climate projects. As transporting one parcel generates 893 grams of carbon dioxide, the climate projects guarantee that emissions are reduced to the same extent somewhere else. The climate projects Itella has selected carry the Gold Standard certificate