



Planet Pledge

*A*s a member of the Direct Marketing Association, my organisation is committed to supporting triple bottom line activities of South Africa, People Plants and Planet, with a key focus on our "Planet".

*F*or every one hundred thousand direct pieces produced, I pledge my support to the DMA's promise "to plant one tree".

I understand that sustainability is about balance and harmony. I and my organisation must "put in" in order to "receive back" from the Industry.

Executive Director

Member

Date

Date

