

Green Textbook Initiative

Textbook Production and the Environment

Educational textbooks are an important resource in the school learning environment. Unfortunately, the majority of textbook paper is produced solely with virgin fiber that is linked to a host of environmental concerns. Textbooks and other printed products for the educational sector represent approximately 20 percent of the entire book publishing market, consuming 200,000 tons of paper annually—equivalent to four million trees.

Sending a Message to Educational Publishers

The Green Press Initiative (GPI) and National Wildlife Federation (NWF) are working to motivate educational publishers to maximize the use of recycled and certified virgin fiber in textbooks. With the help of college faculty, parent-teacher associations, state agencies, campus administrators, students, and a host of other stakeholders across the country, real changes in textbook production can occur. Textbook publishers are encouraged to print textbooks on:

- 30 percent post-consumer recycled content to decrease water consumption, save trees, and reduce greenhouse gas emissions
- FSC certified paper for the remaining virgin stock to protect Endangered Forests



Horse Ranch Lake • NORTHERN IMAGES BY WAYNE SAWCHUCK



Clearcutting in Trout Lake, Ontario • GARTH LENZ

The Canadian Boreal forest is considered North America's Amazon. Sixty-five percent of the 2.5 million acres cut in the Boreal each year is used to produce paper products.



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RESOURCES

Available resources to get you started:

Campus Toolkit • For colleges and universities; includes a Fact Sheet, Action Steps, Sample Letter, Contacts and Resources.

www.nwf.org/campusEcology/dspGreening.cfm?iid=9

K-12 Toolkit • Similar to the Campus Toolkit, but designed for the K-12 audience.

www.greenpressinitiative.org

Treatise on Responsible Paper Use •

Addresses common goals and actions for concerned stakeholders, including publishers, mills, printers, booksellers, merchants, and public agencies.

www.greenpressinitiative.org/industrytreatise.htm

CONTACT US

The Green Press Initiative is dedicated to improving the ecological footprint of the paper industry with a special emphasis on the book industry.

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The National Wildlife Federation is committed to protecting America's wildlife for our children's future.

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Cape May Warbler • JOHN KORMENDY



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Forest Certification

Several forest management systems have emerged in recent years, but Forest Stewardship Council (FSC) certification is the only system endorsed by the World Wildlife Fund, The Nature Conservancy, Natural Resources Defense Council, and hundreds of other environmental organizations. FSC receives strong support because this certification ensures:

- 🌿 Protections for Endangered Forests
- 🌿 No conversion after harvest of natural and biodiverse forests to single-species tree farms
- 🌿 Integration of indigenous and local community rights into forest plans
- 🌿 High standards for maintaining biodiversity and landscape integrity

The Benefits of Recycled Fiber

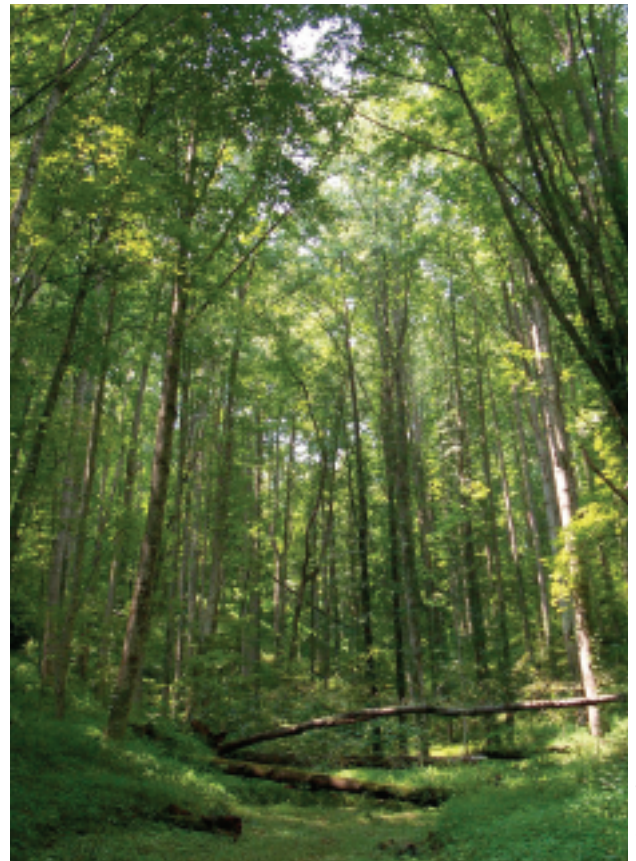
Approximately half of the paper produced in the United States is collected for recycling. While this is a good rate, it could improve significantly. Using recycled fiber (post-consumer and deinked pre-consumer) allows us to harvest waste instead of new trees, thus supporting recycling markets, decreasing the use of landfills, saving natural resources, and reducing pressure on Endangered Forests. According to Environmental Defense, each ton of recycled paper (about 1,300 books) that replaces a ton of virgin paper saves:

- 🌿 2,208 pounds of greenhouse gases
- 🌿 10,195 gallons of water
- 🌿 24 mature trees



Tree plantation in Southeastern U.S. • CHARLIE SEIFRIED

The Southeastern United States is the world's largest paper fiber source. Conversion from natural, biodiverse forests to chemically managed plantations results in a 90 percent loss of species.



Biodiverse forest in Tennessee • COURTESY OF DOGWOOD ALLIANCE

This flyer is printed on
New Leaf Paper's Reincarnation Matte:
*100% recycled, 50% post-consumer content,
processed chlorine free*

