

Green Press Initiative

Membership Program

About GPI

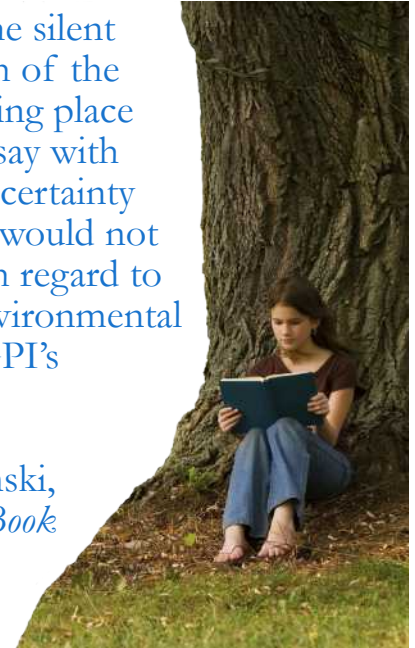
Since 2001, Green Press Initiative (GPI) has been working within the U.S. book industry to improve the industry's impact on forests, biodiversity, climate, and people. As an education and advocacy organization, GPI has worked to catalyze new product development, provided research and resources, assisted companies in developing and implementing environmental policies, and fostered greater issue awareness, collaboration, and innovation.

Our Accomplishments

- Led the development of the Treatise on Responsible Paper Use, and industry-wide declaration of environmental best practices
- Spurred the adoption of environmental paper policies with over 160 publishers and printers, following the guidelines in the Treatise
- Contributed to the development of 25 new eco grades, including recycled, postconsumer recycled and Forest Stewardship Council (FSC) fiber content
- Initiated and conducted jointly with the Book Industry Study Group, the Environmental Trends and Climate Impacts Report, the first effort to measure the industry's environmental footprint
- Founded the Book Industry Environmental Council made up of publishers, printers, mills and others, to guide the continuing advancements of the book industry towards environmentally responsible publishing

"GPI is sort of the silent hero behind much of the change that is taking place around us...I can say with quite a degree of certainty that this industry would not be where it is with regard to minimizing its environmental impact without GPI's involvement."

—Noelle Skodzinski,
Editor-in-Chief, *Book Business Magazine*



Support the Cause - Be a Member of Green Press Initiative

In order to continue our efforts in the U.S. and our new priorities in Asia, GPI needs your membership support. Our program has been sustained through grant foundations. However, in order to continue the work we do, we need support from the industry that we serve. Joining GPI is a simple way to demonstrate your environmental commitment, gain access to valuable tools and resources, and support the efforts of a pioneering organization. The Green Press Initiative provides its members with the expertise and resources to design, implement, and evaluate successful, socially responsible business policies and practices.



Eligibility

Publishers and Suppliers

(printers, mills, distributors and brokers) eligibility includes at least one of the following:

- Has signed the Treatise on Responsible Paper Use
- Has a paper policy or intends to develop one within a year that supports increased use of certified virgin (preferably FSC) and recycled (preferably postconsumer waste) fiber
- Has a corporate sustainability initiative started including such considerations as resource and energy use, reducing waste, and green purchasing including paper.
- Will commit in writing the steps the company currently undertakes or plans to within a year that encompass the above list
- Will allow GPI to review written policies and reports, at the time of joining GPI, to confirm compatibility of goals and establish benchmarks towards meeting them.

Supporting organizations

Eligibility includes: nonprofits, trade associations, booksellers, librarians and other companies or organizations that want to support environmental innovations in the book industry through GPI membership. If the organization itself publishes, then the same guidelines for publishers and suppliers apply. Preferably have signed the Treatise.

Supporting individuals

All are welcome

"The most critical beginning of any change is the education and understanding necessary to support that change. We have been fortunate to have the guidance, counseling and resources of the Green Press Initiative. Their help contributed greatly to continuous improvements that we have made in our own ecological impact and that of our industry."

—Myron Marsh, CEO Thomson-Shore Inc

Member Benefits

- Use of the Green Press Initiative Logo** (in accordance with GPI logo use guidelines)
- Consulting and Employee Training** (Policy development consultation and basic and/or in depth training)
- Research and Tools** (Free Environmental Trends and Climate Impacts report and future paid reports, endangered forest risk assessment)
- Networking Opportunities** (through participation at annual GPI-coordinated industry event)
- Discounts on Industry Events** (Publishing Conference & Expo and others)
- Discounts on products and services to help reduce impacts** (recycled office paper, carbon offsets, efficient lighting, etc)
- Environmental Calculations and Analysis** (annual environmental savings, carbon footprint calculations)



Keep the Momentum Going

Green Press Initiative has collaborated with industry stakeholders to generate significant change. To date, approximately 40% of publishers and a significant number of printers and some mills have made formal policy commitments that are consistent with the Treatise on Responsible Paper Use, an industry declaration of environmental best practices, and are taking measurable steps to reach the goals in the Treatise. When the industry reaches the collective goals in the Treatise, the environmental gains will conserve the equivalent of more than 8.2 million trees, 1 billion pounds of greenhouse gases (equivalent to removing 100,000 cars from the roads annually), 2.5 billion gallons of waste water, and 500 million pounds of solid waste each year.

Please consider joining to further this cause and build on existing successes.

Suggested Dues

Membership dues are based on a sliding scale according to a company's gross annual revenue as indicated below. There is no limit to the number of participants per member company. For information about sponsoring beyond membership, please contact Erin Johnson (see "Contact Us" section to the right).

Annual Membership Dues

Individuals (authors, consultants, advocates)	\$50.00
Nonprofits, government agencies, trade associations	\$100.00
Businesses under \$1 million	\$100.00
Business over \$1 million and under \$5 million	\$200.00
Business over \$5 million and under \$10 million	\$300.00
Business over \$10 million and under \$20 million	\$500.00
Business over \$20 million and under \$50 million	\$1,000.00
Business over \$50 million and under \$100 million	\$1,500.00
Business over \$100 million and under \$500 million	\$2,500.00
Business over \$500 million and under \$1 billion	\$3,000.00
Business over \$1 billion	\$5,000.00



Policies

- GPI will not share its mailing list with anyone.
- No quotes or attributions to specific companies or individuals will be sent to the press without consent of the individuals.
- Contact information from members will be shared with other members through the member directory on the website and an attendance directory at meetings. Members may opt-out of inclusion in the directory when submitting their membership application or at any time during.
- GPI members may indicate they are a "member" of the Green Press Initiative provided there is no indication of certification or endorsement of their product.
- GPI is committed to conducting projects and meetings in a manner consistent with anti-trust laws

Contact Us

For more information about membership please contact Erin Johnson

Phone: (301) 438-3927

e-Mail: erin@greenpressinitiative.org

You may also sign up securely online using a credit card at:

www.greenpressinitiative.org/membership.htm

GPI Advisory Board

The Advisory Board consistd of individuals from the following:

Borders Group, Inc., Chronicle Books, Continuum International Publishing Group, Melcher Media, Lantern Books, Random House, Inc.



Publishing



Forests



People



Climate