

A Greenward Shift in Publishing

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INITIATIVE

Summer 2007

In the News

*U.S. Publishers,
Printers, and Mills
Committed to
Environmental
Innovation*:*

154

...and counting

*(Have either strong paper
policies or have signed
the treatise)*

*The mission of the
Green Press Initiative is to
work with publishers,
industry stakeholders and
authors to create paper-use
transformations that
will conserve natural
resources and preserve
endangered forests*



Book Industry Treatise Revised – Goals More Attainable

In an effort to make the goals of the Book Industry Treatise on Responsible Paper more attainable and to encourage greater endorsement, the Treatise Leadership Council recently passed significant changes. The 30% recycled fiber goal is now inclusive of both pre and postconsumer fiber. In addition, the timeline has been lengthened and a target for FSC or equivalent certified paper has been established. Signing the Treatise has become a metric for evaluating the environmental commitment of publishers, the supply-chain and others. It has now been endorsed by 141 publishers, ten printers, five paper manufacturers, one bookseller, and other stakeholders. To learn more or sign online, visit

www.greenpressinitiative.org/industrytreatise.htm

Environmental Benchmarking Survey Online – Please Participate

If you are a publisher, mill, printer, or bookseller and want to help the industry get an accurate picture of its environmental progress and climate impacts, please take some time to complete an online benchmarking survey. If your company hasn't received a link to the survey already, then go to

www.bisg.org/publications/benchmarking_survey.html to register and request a link. The survey is guided by a committee of over 20 publishers, printers, and other stakeholders and is being coordinated by GPI and the Book Industry Study Group and closes on October 15, 2007.

Publishers Weekly Reports That Industry is making steady progress in the effort to improve the sector's ecological footprint. Large and small publishers are noted alike.

See the full article

www.publishersweekly.com/article/CA6460330.html

Efforts Planned to Address Potential Constraints on Recovered Fiber

The Environmental Paper Network is in the midst of completing an in-depth plan which will identify the top ten priority areas for increasing recovered fiber supply and ensuring viable deinking capacity. In addition, the Network just received grant funding to hire a full-time recovered fiber coordinator to drive progress in this area.

Publishers Taking Steps to Reduce Climate Impacts

While using recycled and FSC certified paper both help to reduce climate impacts, some publishers and others are upgrading technology, purchasing wind energy credits, and going solar. San Francisco based New World Library installed solar panels which are providing the energy for over 50% of the office operations and Chronicle Books is also benefiting from the use of solar energy at its offices. Random House Inc. recently reported that wind energy is providing 15% of its electricity use and that they have upgraded 4,000 light bulbs at its headquarters. Green Press Initiative's electricity is now 100% wind powered and travel impacts are now offset through Native Energy and is in the midst of lighting and other technology upgrades. Keep your eyes out for a forthcoming Toolkit for Reducing Climate Impacts on our website soon.

51 Book Industry Stakeholders Sign Boreal Conservation Framework

Over fifty publishers and printers and one book seller recently signed the Boreal Conservation Framework—a conservation effort aimed at protecting 50% of the Canadian Boreal Forest and having best practice forest management in the remaining areas. These publishers join 75 other signatory companies with a combined sales of \$30 billion. The Canadian Boreal forest is a sourcing area for much of the book industry's virgin fiber. To learn about how your business can support protection and responsible management of the Canadian Boreal Forest, go to:

www.businessesfortheboreal.com

New Research and Reports

GPI Briefing report, Indonesia Under Pressure, is available online

The report summarizes the impacts and risks of printing in Asia and provides a list of papers with environmental attributes that are now available in Asia.

www.greenpressinitiative.org/Asia.htm

New Fact Sheet and Report on Pulp and Paper's Impacts on People

The Environmental Paper Network just completed a fact sheet on human impacts that are associated with paper production and consumption. To view more, go to:

www.environmentalpaper.org/socialimpactsfactsheet/index.htm

According to a new report called **Banks, Pulp and People - A Primer on Upcoming International Pulp Projects**, the global pulp industry is planning to increase its production capacity by more than 25 million tons over the next five years. This represents a five-fold increase, when compared to the growth rates of the last decade. The report details how this increase in production is impacting forest-dependent communities and people around the globe.

Greenpeace Report Identifies Book Publishers Connected to Boreal Forest Impacts

On August 20th, Greenpeace Canada released a report "Consuming the Boreal," which profiles various companies, including some book publishers, that are buying paper from Abitibi, Bowater, and Kruger—whose operations in Ontario and Quebec are linked to impacts on Endangered Forests, indigenous communities, and keystone species such as the Woodland Caribou. The report calls for these paper manufacturers and their logging operations to become FSC certified and urges publishers and others reduce paper consumption, look at sourcing through different suppliers unless they significantly improve their operations, and to develop procurement policies to maximize the use of recycled and FSC fiber. To view the report, go to:

www.greenpeace.org/canada/en/recent/greenpeace-names-the-names-beh

Recognizing Publishing Leaders

Chelsea Green – Reducing Returns

In addition to using environmentally responsible papers, book publishers can strive to reduce returns, which would make a big impact on waste reduction. One company that has already developed an extensive "no returns" option is Chelsea Green. They have pursued the use of recycled papers for many years. In their Green Partnership Program for retailers, eighteen major independent booksellers have signed so far as of July. Under the program, retailers receive a base discount of 50% on all orders and an additional annual credit based upon the amount of business completed during the previous calendar year. Chelsea green also provides free shipping to participating retailers, and purchases offsets to counteract the greenhouse gas emissions resulting from shipping the books. Margot Baldwin, CG president, said booksellers like the program not only because of the greater discount, but because they see it can make an impact on reducing waste. She hopes to start the program with large chains as well. A good article about this program and other "green" steps to take can be found in the August 2007 issue (page 10) of PMA Independent. www.pma-online.org

Industry News from Mills, Merchants & Printers

Since the spring '07 newsletter, several new environmental papers have been added to the GPI paper list. These include papers qualified from Smart Paper, Stora Enso, Appleton, and New Leaf. Bowater and Glatfelter have also developed new recycled grades that don't meet the minimum recycled specifications to be on the paper listing but are positive steps in the right direction.

Appleton Coated recently developed the first FSC certified and recycled text-book paper that also meets MSST technical standards. The Utopia II grade is 10% postconsumer recycled and is also FSC certified—ensuring that the virgin fiber portion of the paper did not impact Endangered Forests, contribute to forest conversion, or come from an area of social conflict.

New Leaf is launching Sakura 100. It is the first coated paper manufactured from 100% post-consumer waste (PCW) and processed chlorine free. It is also manufactured with 100% Green-e® certified renewable wind energy. For more info, contact www.newleafpaper.com

Tools

Updated Paper Listing Several new papers with strong environmental attributes are listed along with over sixty others on our online paper listing. Visit: www.greenpressinitiative.org/documents/enviro%20book%20papers.xls

Printers—New Toolkit: Visit a new toolkit adapted for printers with case studies, background information, policy templates, and more. Go to: www.greenpressinitiative.org/documents/Toolkit%20-%20Responsible%20Paper%20Use%20printers.doc

Publishers—New Printer Listing: Publishers interested in finding printers that are stocking recycled and FSC certified grades, have signed the Book Industry Treatise on Responsible Paper, are FSC certified, offer price parity to virgin sheets, and more can go to a newly updated listing <http://www.greenpressinitiative.org/documents/Printerlist.xls> to find the printer that will be able to meet your quality, price, and environmental needs.

This newsletter and the Green Press Initiative is made possible through the support of the Richard and Rhoda Goldman Fund, Merck Family Fund, Town Creek Foundation, FSC Global Fund, Wallace Global Foundation, and the Weeden Foundation