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A Greenward Shift in Publishing

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Spring 2007

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

In the News

GPI and BISG Join Forces for Climate Impacts and Benchmarking Study and More

The Green Press Initiative (GPI) and the Book Industry Study Group (BISG) recently formalized a partnership to benchmark the U.S. book industry's impact on climate and to track industry progress with environmental improvements. In addition, BISG and GPI hope to schedule an event and launch an education program to raise awareness of and stimulate debate about the benchmark study's findings.

Next Harry Potter to be Printed on Recycled and FSC-certified Paper

Scholastic steps out in front as an environmental leader in the education sector and makes a public commitment that 65 percent of the 16,700 tons of paper to be used in the first printing of Harry Potter and the Deathly Hallows will be certified by the Forest Stewardship Council, and all paper will contain at least 30 percent post-consumer waste fiber. This is a big step in Scholastic's process of developing an environmentally responsible paper policy. More details are **available here**.

Friday, June 1, 10-11am, at Book Expo, Jacob Javits Center, Room 1E02

BEA Panel on Climate change, the Environment and Book Publishing

A discussion about what all segments of book publishing can do to lessen the industry's climate impacts. Leaders in the industry will discuss their strategies including shifts in paper choice, carbon offsetting, and more.

Moderator: Michael Healy, Book Industry Study Group

Panelists: Andrew Van Der Laan, Director of Production Planning, Random House; Shona Burns VP Production Chronicle Books; Tyson Miller, Director, Green Press Initiative, Dave Weich, Marketing Director, Powell's

Book Industry Treatise Up to Over 220 Signatories!

The Book Industry Treatise on Responsible Paper has now been signed by 138 publishers, 9 printers, 4 paper companies, 1 merchant, 1 bookseller, 45 religious organizations and scholars, and 20 higher education institutions and/or professors.

Publishers, Mills, NGO's Meet at Recycled Fiber Roundtable

It is forecasted that within the next five to ten years, there could be a need for an additional 1.5 million tons of recycled fiber.

This potential reality has many implications and motivated Green Press Initiative to join forces with partner organizations and the Environmental Paper Network in coordinating a roundtable on the subject… On March 27th, 2007, 53 stakeholders participated in a dialogue on the topic of ensuring a viable supply of high grade recovered fiber and adequate deinking capacity in the North American paper industry to meet the growing demand for paper with recycled content. Stakeholders included paper manufacturers, mill managers, paper merchants, printers, paper purchasers, government officials, and NGOs. The event was a real meeting of the minds with meaningful dialog and creative ideas. Book publishers present included Random House, Scholastic, and a couple of others. Visit **www.environmentalpaper.org** to find out more.

Toolkit on Responsible Paper Now Available Online

A resource developed by GPI for both large and small/mid-sized publishers that leads you though the questions/process of developing an internal paper policy, surveying supply-chain partners, and meeting the goals and timelines.
Download the Toolkit

Paper Industry Announces All-Time High of 53 Percent Paper Recovery

The American Forest & Paper Association (AF&PA) announced that a record 53.4 percent of the paper consumed in the U.S. (53.5 million tons) was recovered for recycling in 2006. This is the second year in a row that the paper recovery rate has increased.

Green Publishing Panel – Standing Room Only

The 2007 BookBusiness panel on environmentally responsible publishing was over-flowing... a symbolic sign of positive change. Andrew Van Der Laan, Director of Project Management for Random House, and Linda Secondari, Creative Director at Columbia University Press discussed the reasons for implementing strong environmental policies, and provided insight into the process of developing the policies. Van der Laan, explained how prior to developing their policy, the company analyzed their fiber footprint, and met with a variety of stakeholders

including mills, merchants and NGOs. Van Der Laan also discussed how setting incremental goals for each year prior to 2010 allow suppliers some time to prepare for the 30% goal. Secondari likened the changes underway to the acid-free movement and explained how Columbia University Press is able to use environmentally responsible papers at or near price parity. One reason for the environmental policy, Van Der Lann said, "It's the right thing to do."

Mowhawk Paper Joins EPA's Climate Leaders Program

As a part of its continued commitment to sustainable practices, Mohawk Fine Papers Inc. announced on April 20th its participation in the U.S. Environmental Protection Agency's (EPA's) Climate Leaders program. By participating in Climate Leaders, Mohawk Fine Papers has pledged to reduce its corporate-wide greenhouse gas (GHG) emissions. Mohawk's was the first paper mill, and one of the first large-scale production facilities in the U.S. to use non-polluting, wind-generated electricity for manufacturing and today is a national leader in the use of wind energy, which provides 60% of its electricity for manufacturing, converting and distribution. In addition, Mohawk is certified to manufacture paper to Forest Stewardship Council standards (FSC); enabling Mohawk to produce a wide range of products that carry the FSC label.

Growing List of Educational Stakeholders Calling for Responsible Paper in Ed Materials

Nearly twenty organizations and institutions have signed onto the Statement on Responsible Paper in Textbooks including: the Texas State PTA, Harvard Green Campus Initiative, and Campus Compact; a coalition of nearly 1,100 college and university presidents — representing some 5 million students.

Positive Ed Sector Discussions

At a BookBusiness meeting hosted by Green Press and the National Wildlife Federation, representatives from Merriam Webster, Harcourt and others including publishers, printers and mills discussed strategies for continued environmental improvement in the educational sector. Strategies discussed included: policy development, the value of making volume commitments, reaching out to a wide array of potential supply chain partners, and planning ahead with suppliers. Green Press Initiative and National Wildlife Federation have partnered to stimulate changes on the supply side and the demand side including state and private university systems and K-12 purchasers plus other advocates for "greening" the education sector.

Crisis in Ontario's Boreal Forest from Metafore in Focus Apr. 2

In Toronto, conservation groups are calling for a new plan to save Ontario's Boreal Forest. A report released by Global Forest Watch Canada documents disturbing changes in Ontario's forests from years of destructive industrial activities which are pushing threatened species including the woodland caribou closer to extinction and setting Ontario on a precariously unsustainable path. It is estimated that more than 200,000 hectares of Ontario's public forests are logged each year - an area more than three times the size of the entire City of Toronto.

By removing the vast amounts of carbon stored in these trees, scientific estimates suggest that these logging activities release the equivalent of 15 million tons of carbon dioxide each year. Much of the wood harvested is for paper used in books and magazines, newsprint and paper back.

The U.S. Department of Commerce has agreed to begin imposing trade sanctions against China's imports of glossy paper products, stemming from a petition filed in October by Dayton-based NewPage Corp. NewPage alleges that several Chinese companies that produce coated free-sheet paper products were recipients of subsidies such as tax breaks, debt forgiveness and low-cost loans. From 2005 to 2006, imports of coated free-sheet paper products from China increased by about 177 percent in volume and were valued at an estimated $224 million in 2006. The Sierra Club, the third party to sign on to the petition, wants the government to treat lax enforcement of environmental laws in other countries as a subsidy that the U.S. could counter with duties on imports. **View article here**

FSC Family Forests Alliance will make more FSC fiber available in U.S.

The FSC Family Forests Alliance is a new national collaboration to support responsible forestry on private lands, promoting responsible forest stewardship through FSC standards. Most of the certified land in the U.S. is in large public and private ownerships. However, only about 4 million of the 250 million acres of family forestland in the U.S. are enrolled in a certification program. This means that North American mills, sourcing trees from small private forestlands now will have a way to verify FSC certification of those forests and use their fiber to make FSC-certified paper. The mills themselves have to become certified as well. For more info, **click here**.

China could be increasing demand for Hi-Grade Recycled Fiber

Last month, Shandong Chenming Paper said it would use high grade deinking fiber (US SOP) for a new Andritz 180,000 tonnes/yr deinking line at its tissue and uncoated papers mill in Shouguang, Shandong province, China. The new line starts in January and is the first major move by a Chinese papermaker for US SOP. The increase in demand from China for SOP, used mainly at tissue mills as well as for making some publication papers, has the eye of US mills and with suppliers as deinking line capacity undergoes about a 300,000 tons/yr rise in the next two years in North America. (Source: RISI)

Industry News from Mills, Merchants & Printers

Quebecor has announced that all books published in B&W and under Quebecor Media's editorial control will now be printed on recycled paper made of 100% post-consumer fiber. This decision is expected to save up to 34K trees per year. Cascades will be the manufacturer of the paper for this contract. Transcontinental also announced they would be offering the same type of sheet from the same supplier at price parity.

Kruger Inc., Quebec, will invest $200 million at its Trois-Rivieres mill to build a deinking plant with an annual capacity of 342,000 metric tons. The project will position Kruger as the North American leader in the manufacture of publication papers with a high recycled fiber content.

Since the Fall '06 newsletter, there are **several new environmental papers on the GPI list** from Bowater, Dirigo, Flambeau River Papers, Myllykoski North America, New Leaf and Wausau.

More Book Printers are Obtaining FSC Certification

McNaughton & Gunn recently announced their approval of FSC Chain-of-Custody certification. The other two U.S. printers with FSC certification as of this newsletter are Delta Printing Solutions and RR Donnelley. Friesens in Canada was the first FSC book printer. Several U.S. book printers are in the process including Pinnacle Press, Sheridan Books, Mercury Printing, and others. To claim FSC-certified paper usage, publishers must print with FSC certified printers and use FSC certified papers. Click on these links to find a list of all **U.S. certified book printers** and a list of all **certified printers**.

Recognizing Publishing Leaders

Mark Hertzog, and Noelle Skodzinski (Book Business Magazine) with Andrew Van Der Laan (accepting on behalf of Random House)

The first annual Sustainprint.com Leadership awards were presented at BookBusiness Conference in New York. “Newcomer of the Year” went to Random House for its recently announced policy to increase its use of recycled paper to 30% by 2010, up from 3% in 2006.

The “Longtime Leadership” award went to Lantern Books for its environmental policy, its use of 100% recycled paper for most books, the company’s work to develop new environmentally responsible paper grades, and it role on the leadership council of the Book Industry Treatise on Responsible Paper Use.

National Wildlife Federation won the Longtime Leadership award for publishing National Wildlife Magazine on recycled paper and for being a strong supporter of Forest Stewardship Council (FSC) certified fiber.

The Inside Scoop

FSC Update:

These days, the Forest Stewardship Council (FSC) label carries as much weight as any statement regarding recycled content in a book. Using FSC certified papers that also contain significant levels of recycled content is the best way to ensure that you are conserving natural resources and the paper used in your book does not come from endangered forests, does not support forest conversion, and isn’t coming from an area of social conflict. If a publisher wants to label a book with the FSC logo, the forest owner or license holder, paper manufacturer, merchant,

and printer must all be Chain-of-Custody certified—meaning that each link in the chain (after the tree has been cut) has the inventory controls set up to track the paper through the chain. Several FSC certified book grades (made with recycled and virgin fiber content) are now in development and will be coming to market in 2007. Additionally, multiple book printers are in the process of obtaining FSC certification and 2007 should see 3-5 new book printers with chain-of-custody certification. Several book printers including RR Donnelly, McNaughton and Gunn, and Friesens already have certification in place.

In the past two years, FSC certification has grown at about 25 percent per year both in the U.S. and globally. As of 2007, there are 88 million acres certified in N. America and global certified acreage is 208 million acres.

Recycled Fiber Update

Although its anticipated that there will 180,000 tons of additional deinking capacity this year, higher raw quality material, called Sorted Office Pack or SOP, may be diverted to the manufacture of fiber for tissue. This could potentially put a squeeze on availability of recycled fiber in 2007 for printing and writing grades like book paper. The best advice for book publishers is to help your mills and printers plan ahead for inventory. Estimate your 6-12 month need for projects on recycled grades 30/50/100PCW recycled. Get more specific 3 months in advance. Tell all your regular printers what you expect to print in that period.

Visit New Boreal Forest Resource Page

Given the importance of the Boreal Forest to global biodiversity, climate change, and indigenous communities, Green Press has compiled a resource page to support increased awareness. For more information, visit **GPI's Boreal Forest page**.

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