

A Greenward Shift in Publishing

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SUMMER 2005

In the News

Publishers Come Together to Explore Solutions



Twenty two production and paper managers attended a roundtable event coordinated by GPI on March 8 in NYC during BookTech . The event was led by Chronicle Books and Cornell University Press and explored challenges and solutions on the road to success. Active collaboration among publishers and dedication to change were identified as the two major ingredients for success in changing paper use practices and helping to preserve Endangered Forests. Contact erin@greenpressinitiative.org for a summary of the event or see BookTech May/June 05 issue-page 16.

Powells Online Recognizes Nearly 700 Titles For Environmental Attributes



Powells.com is collaborating with GPI on a new program on their website to acknowledge publishers who print titles on environmentally-friendly papers and have a strong Endangered Forest paper policy, starting on Earth Day (April 21, 2005). Green Press Initiative will collect and verify the titles submitted. The approved titles will be flagged on powells.com both individually and in a special area of their website.

For participation, contact erin@greenpressinitiative.org.

Book Paper: 9.4% of All Paper Products Coming From U.S. Southeastern Forests

The Southeastern U.S. is the world's largest fiber producing region for paper. Approximately 6 million acres are logged each year. Book paper accounts for nearly 10% of the paper produced from southeastern forests according to data in the Lockwood Post Directory (2004). This puts book paper ahead of copy paper and newspaper. In the South, the forests are some of the most biodiverse on the continent and are rapidly being converted to single species pine plantations. Book publishers can help to prevent this from happening by using recycled and FSC certified paper.

Book Expo Highlights on Environmental Leadership and Marketing Value

Thirty publishers, production managers, suppliers and booksellers attended GPI's panel on June 3 called Can Publisher Environmental Leadership Boost Marketing Efforts? Here is the advice offered by two of the panelists.

"We believe it's a matter of integrity to print as much as possible on recycled paper because we want our young readers especially to understand the connection between our choices and the environment. We plan to communicate our eco savings for those titles in the books and on our covers, as well as in our catalogs. We want to send the message that we not only nurture children, but nature too!"

-Judy Galbraith, President & Founder, Free Spirit Publishing



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

"The market for environment-friendly books will only continue to grow, and publishers that choose to ignore it are simply giving their competitors a chance to gain market share. Aside from the environmental implications of ignoring the trend, staying ahead of the curve here makes business sense, as well."

-Dave Weich, Director of Marketing and Development, Powell's.

EPA Convenes Meeting in D.C. to Explore Recycled Fiber Supply Issues

The Green Press Initiative and many other representatives including mills, collection and deinking companies, NGO's, and others recently participated in a day-long meeting coordinated by the EPA to explore issues related to recycled fiber availability. Ideas from strategy sessions will be used to develop a national strategic plan. The good news is that if there is consistent and measured demand for recycled fiber, the market will be able to meet the need. Ensuring a viable supply of recycled fiber is a top priority for many stakeholders and will be a priority in the years to come. For more on the fiber availability issue, look for an article in BookTech's upcoming July/August issue which will contain an in-depth piece on the topic.

Inside Scoop



Nobel Prize Winner's Book Published on 100% pcw Recycled Paper

GPI's very first signatory publisher, Lantern Books, is getting some well-deserved acknowledgement and sales for their title *The Greenbelt Movement: Sharing the Approach and Experience* by Wangari Maathai, who recently won the Nobel Peace Prize and the first ever for environmental action. The book offers a compelling insight into the internationally acclaimed tree-planting movement founded by Kenyans and run by and for Kenyans.

AAP Forms Paper Working Group

The American Association of Publishers has recently formed the Paper Issues Working Group—a group of publishers and others that will be a conduit for information and explore paper-related information. For more information contact Katie Blough at kblough@publishers.org.

The Association of American University Presses (AAUP) Forms Eco-Task Force

The AAUP recently formed an Eco Task force with goals that are closely aligned to GPI's. This effort was initiated by Deborah Bruner, former Director of Production for Cornell University Press, GPI member and longtime leader in the green book publishing movement. For more info, please contact co-chairs Tony Crouch at UC Press or Karen Schmidt at Getty Publications.

Recognizing Publishing Leaders

Chronicle Books- San Francisco, CA

Over a year ago Shona Burns, Executive Director of Production, convened an eco task force to research and come up with options for eco papers across their product line. In addition to trade books, Chronicle produces coffee table books, children's books and a gift line with calendars and cards, etc. Much of their printing is done in Asia. In order to insure that they use PCW recycled and FSC-certified papers, they ended up stocking papers at their Asian printers. That list of stocking printers will be available to GPI publishers later in the year.

Because of their thorough process working with staff and suppliers (mills & merchants) and the formal commitment to GPI goals, they were able to get price parity for the papers they chose up front. As a result, their goal is to have 45% of all titles on PCW recycled and/or FSC-certified paper in 2005. For 2006, their goal is to have 75% of their children's titles on the same. At the present time, they are achieving price parity for 90% of their projects on environmentally responsible paper. There's innovation at work!

Baker Publishing Group - Grand Rapids, MI

Dwight Baker made a first "baby step" in 2004 by shifting 122,000 lbs of what would have been virgin paper to 30% PCW recycled. In 2005, he will more than double that usage. It was Dwight's sense of stewardship combined with Bethany Press International's (his printer) research and negotiating efforts that made it doable for Baker Publishing Group. Now Dwight is urging all the other publisher members of the Evangelical Christian Publishers Assoc to follow suit.

Frank Cunningham, Publisher (retired in winter 2005) Ave Maria Press

From an editorial in the Catholic Book Publishers Association online newsletter.

"All of us in the Catholic Book Publisher's Association can make a significant contribution to conserving our natural resources. And we can do it with no-or at least minimum-impact on our bottom lines.

Two years ago, Ave Maria Press committed to the goals of the Green Press Initiative. At first the commitment cost us a few cents more per book, but within two years prices for virgin and recycled stock reached parity. In 2004 we used nearly 300,000 pounds of recycled stock, or 66% of our total book paper. In 2005 we expect to print all our books done on a standard book sheet, on post-consumer recycled stock. Our graphics personnel tell us that these stocks print and bind as well as virgin stocks.

And now we can use the Green Press Initiative logo in our books letting both our authors and readers know of our commitment. We're gratified by the small contribution we're making. And at this point it simply isn't a sacrifice."

Industry News from Mills, Merchants and Printers

Thomson-Shore: A Printer Leading the Way

Thomson-Shore is GPI's first signatory printer, which means they made a formal pledge to meet GPI paper use goals. They made the environmental commitment as part of their strategic business plan moving this initiative up to the same status as growing sales or reducing costs. The most challenging goal is that within a three year time period, they agreed to increase their use of postconsumer recycled fiber such that at the end of three years, at least 25% of their volume consists of postconsumer recycled fiber. They are already way ahead of that goal and continuing to progress. They are also urging merchants and mills to increase product offerings with FSC certified fiber.

How did they do it? First, they made the internal commitment and developed an overview committee to keep themselves on track. Second, they established a data collection process to track usage of postconsumer recycled paper ongo-

Industry News from Mills, Merchants and Printers

ing for all customers - not just publishers that have committed to GPI goals. Next they made the strategic decision to shift a house sheet to Glatfelter's Natures Natural, a 50% PCW recycled sheet. This helped them to meet their overall usage goals. As CEO Myron March explains it, "The Glatfelter Natures paper sells itself. Using that as a house stock has been our smartest move to date." Just as important, they communicated their initiative internally and to all customers to underscore the value of environmental responsibility. They provide an eco savings statement for their customers who print on recycled stocks to educate both the customers and readers. It's become a key marketing tool.

Cascades Fine Papers just introduced ST Generation II, a new 30% PCW recycled sheet manufactured with Biogas (gas recovered from landfill to reduce pollution and use of natural gas). The manufacturer claims that the Satin finish has an unusual feel - unlike coated or uncoated. See paper listings for specs.

Domtar Inc. launched plans in April for a new line of environmentally responsible paper for publishers seeking more options for 'green' publishing solutions.

Domtar EarthChoice offers 13 uncoated and coated papers for book covers, magazines and annual reports. The company made the announcement during the 128th annual Paper Week. The Rainforest Alliance's SmartWood program certified each of the grades in the line, which contain some post-consumer recycled content, that comply with the environmental and social standards set by the Forest Stewardship Council.

Domtar, a member of the Boreal Leadership Council, manages 22 million acres of forestland in Canada and the United States, and owns 11 paper mills.

Glatfelter is now offering their Thor grade with 30% PCW recycled content, based on customer demand. See paper listings for specs.

New Leaf Paper recently introduced New Leaf Primavera to the book jacket and four color book market. Two book jacket printers, Pinnacle Press and Brady Palmer already stock the grade as a house sheet. Pinnacle offers the grade at price parity with their old virgin paper it replaced.

Expert Advice

Harvard University Press Planning to Put All Reprints on Recycled/FSC Paper

Yes, you can put reprints on environmental papers. For any and all reprint jobs that are digital, the cover spin bulk is adjustable. Harvard University Press plans to put all its front list and reprints on EcoBook 60 (60% PCW recycled and some FSC), working with IBT Global. And the price is right!

Is Recycled Paper Really Better Than Virgin Fiber Paper?

This is a fair question indeed. Given that recycled fiber has already been transformed from a tree into pulp once, it naturally requires less energy, water, chemicals, and new trees to make recycled paper. Environmental Defense's Paper Task Force collaborated with Duke University, Time Inc., McDonalds, scientists, and others to develop assumptions for paper savings calculations. Building on this collaboration, Environmental Defense's production comparison reveals that each ton of uncoated recycled fiber that replaces a ton of virgin freesheet (kraft) paper conserves:

- 2,208 pounds of greenhouse gases
- 10,195 gallons of water
- 24 mature trees (6-8 inches in diameter and 40 feet in height)

Despite different myths that tend to float around, the assumptions on which this data is calculated has never been scientifically refuted.

Expert Advice

Why is Forest Stewardship Council (FSC) certified paper better than SFI?



There are different views on forest certification. The Green Press Initiative and most environmental organizations agree that some certification is better than no certification and the SFI has made some progress over the years. However, the goal is to engage the marketplace in pushing mills to adopt the best practices in forest management. At the current time, the Forest Stewardship Council [FSC] certification is best practice in forest management and the only international standard which adequately ensures:

- the protection of Endangered and High Conservation Value Forests
- that no biodiverse forests can be converted into single species tree plantations
- that indigenous and local community rights and land claims have been respected
- that clear-cut size and chemical inputs on existing tree farms will be significantly reduced

Any publisher or other company that uses FSC certified paper is able to market that environmental leadership on any and all products and will receive positive recognition.

