

# SPREAD THE WORD

GREENPEACE BOOK CAMPAIGN – NEWS UPDATE

JANUARY 2005

Happy New Year! Welcome to Greenpeace's new newsletter, dedicated to keeping UK authors informed about the progress of the Greenpeace Book Campaign.

The campaign aims to encourage UK book publishers to stop sourcing paper from ancient forest regions and to start developing ancient forest friendly solutions. These include recycled paper and/or virgin fibre certified to the standards of the Forest Stewardship Council (FSC).

UK Authors already supporting the campaign:

Andy McNab, Anne Fine, Ben Elton, Charlotte Bingham, Helen Fielding, Ian Rankin, JK Rowling, Joanna Trollope, John King, John O'Farrell, Ken Finn, Maggie O'Farrell, Mark Lynas, Penny Vincenzi, Philip Pullman, William Sutcliffe and Ysanne Spevak.

They are part of a network of 200 authors worldwide to encourage their publishers to print their books on ancient forest friendly paper.

If you would like to sign up in support of the campaign please contact [belinda.fletcher@uk.greenpeace.org](mailto:belinda.fletcher@uk.greenpeace.org) or visit [www.saveordelete.com](http://www.saveordelete.com).

**GREENPEACE**



Isabel Allende at the September launch of her book for young people, 'Forest of the Pygmies'.

## Isabel Allende joins authors in requesting ancient forest friendly books

In September last year, leading Chilean author Isabel Allende became the latest advocate for the Greenpeace Book Campaign when her Spanish publisher **Random House Mondadori** printed her new book 'Forest of the Pygmies' on ancient forest friendly paper. This is the first time that a major Spanish publisher has used such paper for its books. Random House Mondadori is also committed to printing all its youth books under its Montena label on recycled paper in 2005.

As a passionate environmentalist, Allende believes that authors and publishers can play an important role in helping protecting the worlds remaining ancient forests. She says, 'I join with other writers in urging the publishing industry not to act as an accomplice in the destruction of Ancient Forests and to employ environmental and social criteria when purchasing paper. This is not an irrational request, on the contrary, a paper supply policy that respects the environment is of benefit to us all. Some publishers have understood this and I believe we will soon see more and more books of excellent quality printed on authorised or recycled paper... I therefore lend my enthusiastic support to the Greenpeace Book Campaign and hereby express the hope that my future work is published using the same ecological criteria.'

Following the publication of the Spanish edition of her book, Greenpeace delivered copies to Victoria Barnsley, CEO of **Harper Collins UK**, in an effort to encourage her to use ancient forest friendly paper when Harper Collins print the UK edition of Allende's book this year. However, Harper Collins appears unwilling to respond to our request. Harper Collins currently source virgin pulp from countries like Finland, where some of the last fragments of ancient forest in Europe are being logged. See 'Spotlight on Finland' for more on this.

## First UK publisher goes ancient forest friendly

In October 2004, **MQP Publications** (MQP) became the first UK publisher to publicly announce its collaboration with Greenpeace. We are working with MQP to help it switch their supply to ancient forest friendly alternatives. MQP's announcement coincided with the launch of four books, all of which were printed on 100% recycled paper.

MQP CEO Zaro Weil said 'We were unaware that the paper we had always assumed was ancient forest friendly just wasn't. So we teamed up with Greenpeace to ensure that we cleaned up our act. In doing so we issue a challenge to other UK publishers to follow suit'.

MQP managed to source the paper and print the books at no appreciable extra cost and it believes that the recycled paper was a good substitute for the virgin paper it would have normally used.

MQP's commitment signals a growing trend amongst UK book publishers to respond to the paper sourcing issues raised by the campaign. Last summer **Pearson**, who own Penguin, introduced a global paper policy, which includes a commitment stating 'where practical, and viable, we favour using paper products with recycled content'. **BBC Books** printed 'More Nation's Favourite Poems' on a 30% FSC certified paper, and also stated that it wished to use FSC certified paper for similar titles and illustrated books.



Cover illustration of JK Rowling's 'Harry Potter and the Order of the Phoenix'. The Canadian edition was printed on 100% post consumer waste recycled paper.

## Will the new Harry Potter be printed on ancient forest friendly paper?

Last year, publisher **Bloomsbury UK** responded positively to the campaign by including some recycled content in the children's (10%) and adult's (20%) paperback of JK Rowling's 'Harry Potter and the Order of the Phoenix'. However, the new book, 'Harry Potter and Half Blood Prince', due out on 16 July could be 100% ancient forest friendly. Greenpeace are currently waiting to hear back from Bloomsbury regarding the paper they will be using for the new book.

In 2003, the Canadian hardback edition of 'Harry Potter and the Order of the Phoenix', co-published by Raincoast Books and Bloomsbury was printed on a 100% post consumer recycled paper. By printing the Canadian edition of the book on this paper, significant ecological savings were achieved, including:

- 39,320 trees
- 64,435,801 litres of water (enough to fill 42 Olympic sized swimming pools)
- 854,988 kgs of solid waste
- Electricity to power the average home for 262 years
- Greenhouse gases equivalent to driving a car 5.3 million kilometres

The Italian hardback edition of 'Harry Potter and the Order of the Phoenix', published by Salani, was printed on paper that included 30% FSC certified virgin fibre.



Lenorm/Greenpeace

*The last fragments of ancient forest in Finland is severely threatened by logging for paper.*

## Finland in the spotlight

Many authors are surprised to see Finland on a list of countries where ancient forests are under threat. However, due to significant weaknesses in the national standard (under which 95% of Finland's forests are managed), logging in ancient forest areas continues to take place.

The survival of these forests – some of the last ancient forest fragments left in Europe – is critical. They support hundreds of important species including the golden eagle, the endangered flying squirrel and the three-toed woodpecker. The indigenous Sami community also relies on these forests for their traditional livelihood of reindeer herding. Tree lichen provides vital nutrients for the reindeer during the harsh winter months.

Logging of these rare and vulnerable forests is particularly poignant in terms of the Book Campaign because this destruction is driven by an international demand for paper. In fact, the country is responsible for one quarter of the world's printing and writing paper exports. UK publishers, including **Harper Collins**, **Random House**, **Penguin** and **Bloomsbury**, are all buying book paper from Finland.

Alongside these internal issues, Finland's timber industry is increasingly reliant on imports from Russia. In 2002 around 10% of the total volume logged in Russia's forests was imported into Finland. Given that some 50% of logging in Russia is estimated to take place illegally, illegal timber being turned into paper for use in the UK is another issue that publishers should be addressing.

### Can you spare some time to visit Finland in the Spring?

Greenpeace is looking for a UK author to join an international group of authors on an expedition to the ancient forests of northern Finland this Spring. The trip will visit some of Finland's endangered ancient forests and you would also bear witness to forests that have already been destroyed by industrial logging.

Your presence would really help draw valuable media attention to forest destruction and the campaign would enormously benefit from your involvement. The trip is provisionally planned between 12–14 April 2005. If you are interested in this trip or would like more information, please email [belinda.fletcher@uk.greenpeace.org](mailto:belinda.fletcher@uk.greenpeace.org).

## What else you can do

If you have not already done so, please **write to your publisher** and request that your next book is printed on ancient forest friendly (recycled and/or FSC certified) book paper.

To help you draft a letter, you may find the authors briefing on our website useful at [www.saveordelete.com](http://www.saveordelete.com). It would be great if you could send us a copy of your letter any response you receive.

Are you planning to attend the **Hay on Wye Festival**? If so, look out for us there. Could you spare some time to support our work at the festival? Please contact [belinda.fletcher@uk.greenpeace.org](mailto:belinda.fletcher@uk.greenpeace.org)

**Encourage other authors** to sign up in support of the campaign. They can fill out the author's pledge on our website at [www.saveordelete.com](http://www.saveordelete.com)





Leinonen/Greenpeace

*Male wolverine. Ancient forests in Finland remain important habitats for wolverines.*

## News in brief

### Random House

In December 2004, Greenpeace met again with Random House UK to discuss the book campaign. Despite the requests made by a number of its top authors, Random House to have yet to print a single book on ancient forest friendly paper, which is very disappointing. We have another meeting with Random House pencilled in for early Spring where we will be revisiting this. Meanwhile, Random House Canada have committed to the campaign and Random House Mondari in Spain are also committed to printing children's books on 100% recycled paper in 2005.

### Dutch and Italian publishers

In Europe, the Greenpeace Book Campaign has prompted a growing number of European publishers to move towards using ancient forest friendly paper. In 2004, fourteen Dutch publishers, representing 75% of the fiction market committed to using ancient forest friendly paper for their books. Italian publishers **Einaudi** and **Bompiani** also started publishing books by some of their leading authors, including Andrea de Carlo, on 100% recycled paper.

**For the most recent information about the campaign visit our website at [www.saveordelete.com](http://www.saveordelete.com)**

## CONTACT DETAILS

**Belinda Fletcher co-ordinates Greenpeace's work on the Book Campaign. If you have any questions or suggestions, please don't hesitate to contact Belinda at:**

**Greenpeace UK  
Canonbury Villas  
London  
N1 2PN**

**t: 0207 865 8225  
f: 0207 865 8202**

**[belinda.fletcher@uk.greenpeace.org](mailto:belinda.fletcher@uk.greenpeace.org)**

**[www.saveordelete.com](http://www.saveordelete.com)**