

SPREAD THE WORD

GREENPEACE BOOK CAMPAIGN – NEWS UPDATE

SUMMER 2005

With summer just around the corner it seems like the perfect time to send out our second Greenpeace newsletter, dedicated to keeping UK authors informed about the progress of the Book Campaign.

The campaign aims to encourage UK book publishers to stop sourcing from ancient forests and to start developing ancient forest friendly solutions, such as recycled paper and virgin fibre certified to the standards of the Forest Stewardship Council.

UK authors already supporting the campaign include Andy McNab, Anne Fine, Ben Elton, Charlotte Bingham, Helen Fielding, Ian Rankin, JK Rowling, John King, John O'Farrell, Ken Finn, Moira Munro, Maggie O'Farrell, Mark Lynas, Penny Vincenzi, Philip Pullman and William Sutcliffe. They are part of a network of 200 authors worldwide who are encouraging 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 or visit www.saveordelete.com.

GREENPEACE



Greenpeace/Cobb

Harry Potter's owl Hedwig visited Bloomsbury's headquarters in February. The publisher has committed to printing J.K. Rowling's next book on 30% FSC certified paper.

Harry Potter helps save ancient forests

Greenpeace has welcomed the announcement made by J.K. Rowling's publisher **Bloomsbury** that *Harry Potter and the Half Blood Prince*, due out in July, will be printed on a 30% Forest Stewardship Council (FSC) certified paper. FSC certification is the only way to ensure that virgin pulp is from responsibly managed forests. This will be the first major print run on such paper in the UK fiction market.

Bloomsbury's announcement, in March of this year, followed a visit by Hedwig the owl to the publisher's headquarters. Hedwig and her friends asked Bloomsbury to print the next Harry Potter on 100% ancient forest friendly paper. Greenpeace appreciates the efforts that Bloomsbury are making in this area and hopes that the publisher moves towards 100% ancient forest friendly papers for all future Harry Potter print runs and other titles.

Bloomsbury made initial steps towards going ancient forest friendly last summer, printing the children's and adult's versions of the paperback of *Harry Potter and the Order of the Phoenix* on 10% and 20% recycled paper respectively.

In 2003 Raincoast and Bloomsbury co-published the Canadian edition of *Harry Potter and the Order of the Phoenix* on a 100% post consumer recycled paper, a move that saved 39,320 trees.

If we don't act now, the terrible irony is that our great grandchildren will only know of our ancient forests through pictures in books printed on paper that contributed to their destruction.

Graham Lester George, Chair,
Writers Guild of Great Britain

Garden furniture guide

If you are planning to buy garden furniture this summer, make sure it comes from environmentally and socially responsible sources – not from ancient forest destruction. Greenpeace has developed an online consumer guide to garden furniture that can be found online: www.saveordelete.com

User-friendly, it enables you to search for your local store to see where your garden furniture is sourced from and whether it is certified to the standards of the Forest Stewardship Council (FSC).



Reindeer herds are vital to Sámi livelihoods.



The authors visit the ancient forest of Kessi in northern Lapland. Clockwise from left: Robin Valtiala, Ken Finn, Lydia Rood, Karel Verleyen, Javier Moro, Niccolo Ammaniti, Aurélie Filipetti.

European authors act as ambassadors for ancient forests

In April, Greenpeace took a group of authors from across Europe 300 kilometres north of the Arctic Circle to Lapland, Finland, where Europe's last ancient forests are under threat from logging for paper and timber.

The authors, who included Niccolo Ammaniti (Italy), Javier Moro (Spain), Karel Verleyen (Belgium) and Ken Finn (UK), met with indigenous Sámi people, who rely upon Lapland's remaining ancient forests to provide vital food for their reindeer herds during winter. These forests are under threat from logging by Metsähallitus, the Finnish Government's logging arm.

Travelling on snow scooters, the authors visited the ancient forest of Kessi, an area critical to the Baatsjoki herding cooperative and set to be logged in the near future. Niccolo Ammaniti (author of *I'm Not Scared*) was so moved by the beauty of the forest that, still sitting on a snow scooter, he rang his publisher and asked that his next story, part of an author anthology, be printed on 100% recycled paper. His publisher agreed! Furthermore Karel Verleyen has decided to write his next book about Finland.

On the final day, the authors met with local loggers and positive conversations developed despite an initially tense atmosphere. The trip successfully concluded with a national press conference, where the authors passionately communicated their hopes that the Finnish Government would agree to protect these amazing and valuable ancient forest areas.

'I cannot help wondering how much pulp paper my book has swallowed, how many trees have been logged, how much destruction of natural habitat my modest endeavour has caused' said Javier Moro.

Within a week of the authors' visit, a temporary ban on logging in the reindeer forests was agreed until 9 June. Many UK publishers buy paper from Finland for their books.



Greenpeace/Snellman

Ken Finn (centre) engages loggers in the issues during his visit to Finland.

'My Journey with a Remarkable Tree' on FSC certified paper

In March, author Ken Finn, who is supporting the book campaign, published his first book, *My Journey with a Remarkable Tree*. The book documents Finn's search for the fabled Spirit Trees of Cambodia, laying bare what is happening to the forests, wildlife and people of Cambodia and how that affects us.

A passionate environmentalist, Finn exposes the destruction of spirit trees, thousands of years old, by illegal loggers. His book traces the tree's path from the forest, through the wood mill and processing plant, and onto the shop floor as garden furniture for our homes.

Given the subject of the book, it was very important that it be printed on ancient forest friendly paper. **'It couldn't have been anything but 100% recycled or FSC certified paper'** insisted Finn, who with the support of his publisher **Eye Books** managed to get the book printed on a 30% FSC certified paper.



Greenpeace/Snellman

While in Finland, the authors helped Sámi people demarcate threatened reindeer forests.

When writing a novel it's always best to avoid inadvertently destroying an ancient forest. Smart authors get their publishers to use recycled paper (as long as it's clean with no one else's writing left on it).

Helen Fielding

WHAT ELSE YOU CAN DO

Write to your publisher

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 can find our authors briefing online at www.saveordelete.com

It would be great if you could send us a copy of your letter and any response you receive.

Spread the word

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



Leinonen/Greenpeace

Finland's ancient forests support many important and endangered species, including the flying squirrel, three-toed woodpecker and Siberian jay (above), as well as hundreds of plants and invertebrates. Logging threatens their survival.

News in brief

Pearson

In April Greenpeace met once more with Pearson, who owns Penguin. Pearson's global paper policy, introduced last summer, commits the company to sourcing FSC certified paper in the long term and also states: 'where practical and viable, we favour using paper products with recycled content'.

Although the company has not yet brought out a book on ancient forest friendly paper, it is making good progress in terms of identifying where it is currently procuring paper from and encouraging suppliers to move towards recycled and FSC certified papers.

Harper Collins

In May, Greenpeace met with Harper Collins' CEO Victoria Barnsley to discuss the book campaign. The meeting was very positive and we are expecting to hear more from the company in the next few weeks regarding the next steps they intend to take with regards to the campaign.

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: 020 7865 8225
f: 020 7865 8202**

**belinda.fletcher
@uk.greenpeace.org**

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