

# SPREAD THE WORD

GREENPEACE BOOK CAMPAIGN – NEWS UPDATE

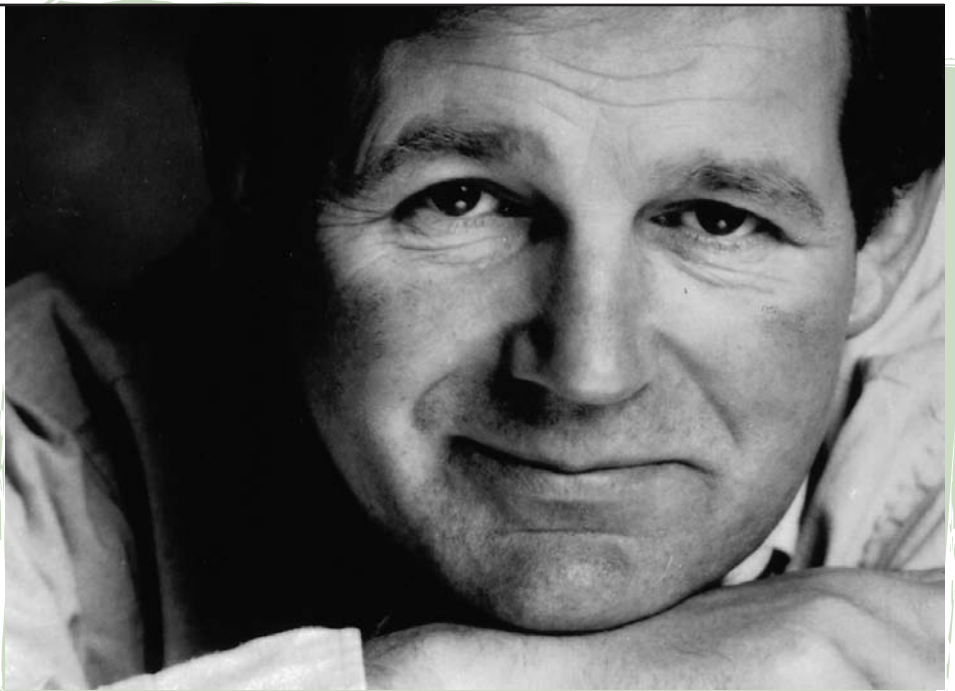
WINTER 2006

Happy New Year! This is the third edition of our newsletter, dedicated to keeping UK authors up-to-date on the progress of the Greenpeace Book Campaign.

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

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, Maggie O'Farrell, Penny Vincenzi, Philip Pullman and William Sutcliffe. They are part of a network of 250 authors worldwide encouraging their publishers to print their books on ancient forest friendly paper.

**GREENPEACE**



*Egmont Press published Michael Morpurgo's *Kenzuki's Kingdom* on FSC certified paper in Autumn 2005.*

## Major UK publishers commit to going ancient forest friendly

Two of the biggest UK publishing houses, **Random House** and **HarperCollins**, as well as **Egmont Press**, one of the biggest children's publishers, introduced comprehensive ancient forest friendly paper procurement policies in the second half of 2005, with the help of the Greenpeace Book Campaign. Great news!

The publishers are all now working with their suppliers to phase out paper from ancient and endangered forests, and are moving towards using recycled paper and paper certified by the Forest Stewardship Council (FSC) for all their books. Pearson (owner of Penguin) adopted a progressive paper policy in 2004. Together, these publishers, make up a third of the UK industry. Meanwhile, Hodder Headline and Orion (both owned by Hachette) continue to be unwilling to engage in the Book Campaign, which is very disappointing.

HarperCollins is implementing its ancient forest friendly policy, and has committed to publishing all its hardback monochrome books and trade paperbacks on paper certified by the FSC in early 2006. Egmont published its first book, Michael Morpurgo's *Kenzuki's Kingdom* on FSC certified paper in September last year.

As Cally Poplak, Director of Egmont Press explains: 'Egmont Press is about turning writers into successful authors and children into passionate readers – producing books that enrich and entertain. However, we feel that to be a responsible children's publisher, we must go even further, which for us means considering the world our consumers are growing up in and making sure that the fantastic books we publish are printed on environmentally responsible paper'.

'I am really delighted that Random House has made this commitment. I very much hope my next book will now be printed on ancient forest friendly paper, which will help preserve the world's last ancient forests for the children of the future.'

Children's author Anne Fine

## Harry Potter magic goes global

In July 2005, the boy with the lightning bolt on his forehead returned. This time, Harry was also working a little magic for the world's ancient forests. The Canadian edition of *Harry Potter and the Half Blood Prince* was once again printed on a 100% post consumer recycled paper by **Raincoast Books** that set a positive trend in 2003 by printing *Harry Potter and the Order of the Phoenix* on a 100% recycled paper. The German edition was printed on a 40% post consumer recycled paper with the rest of the virgin fibre coming from Forest Stewardship Council (FSC) certified sources. The UK (**Bloomsbury**), French and Belgian publishers printed their books on FSC certified papers.

## Jose Saramago

Winner of a Nobel Prize in Literature, Jose Saramago has been working with the Greenpeace Book Campaign to ensure that his new novel *Intermittencies of Death*, is not printed on paper from ancient forest destruction. The Italian edition will be printed on recycled paper and the Brazilian and French editions are on FSC certified papers.



Greenpeace/Leinonen

*The survival of Great Gray owl is threatened by logging in Finland's ancient forests for paper.*

## Logging in Finland's ancient forests resumes

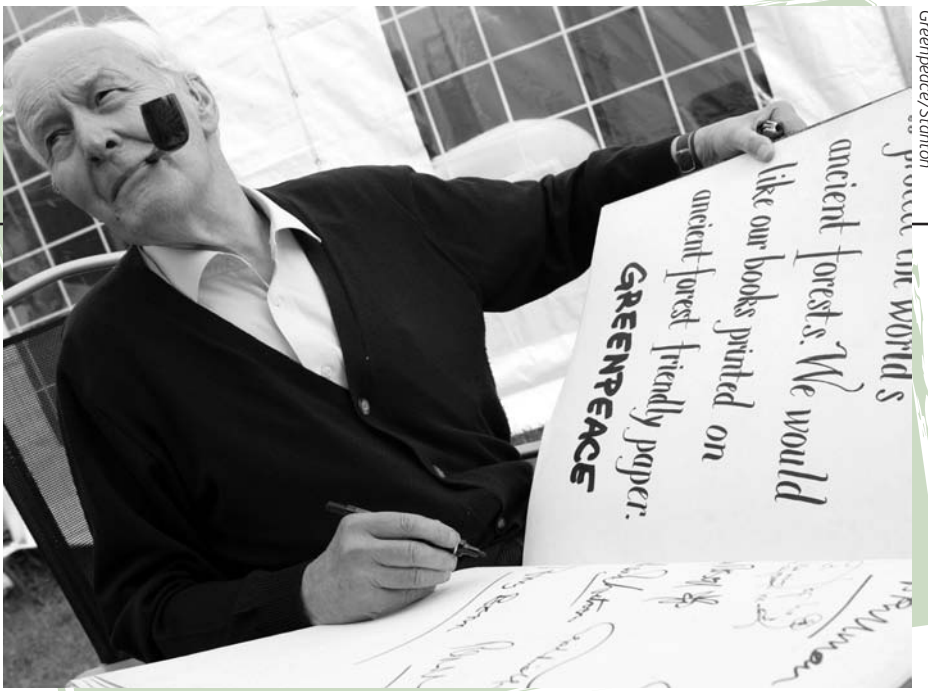
The UK publishing industry buys large quantities of pulp and paper from Finland. Finland's ancient forests are of critical importance to the survival of rare species and, in the north of the country, are vital to maintaining the traditional livelihoods of the reindeer-herding indigenous Sàmi people. But only half of Finland's ancient forest areas are protected and some continue to be logged by the Finnish Government's own logging company, Metsähallitus.

In Spring 2005, at the invitation of the Sàmi people, Greenpeace established a Forest Rescue Station in Nellim, Northern Finland. Greenpeace also took a group of authors from across Europe, including Niccolo Ammaniti (Italy), Javier Moro (Spain), Karel Verleyen (Belgium) and Ken Finn (UK) to witness the ongoing forest destruction. Within weeks of their visit, Metsähallitus announced a logging moratorium in the controversial areas and finally started negotiations with the Sàmi people.

However, in June, Metsähallitus walked away from the negotiations and announced it would resume logging. At the same time, Metsähallitus also broke off talks with WWF and the Finnish Association for Nature Conservation.

When Metsähallitus started logging again in Nellim in the Autumn, the Sàmi herders applied to the local court in Finland to stop the logging. Although the court ruled that the logging should stop whilst the case proceeds, Metsähallitus demanded a staggering €1 million deposit from the herders before it would agree to stop.

The herders appealed to the United Nations Human Rights Committee, which instructed the Finnish State to terminate the logging operations in Nellim. After some deliberation, the Finnish authorities instructed Metsähallitus to halt their operations. However, Metsähallitus has continued to log and plans to log other areas of ancient forest important for reindeer grazing.



Greenpeace/Stanton

Tony Benn signing up in support of the Book Campaign at the 2005 Hay-on-Wye festival.

## Support grows at Hay-on-Wye Festival

In Summer 2005, the Greenpeace Book Campaign went to the Hay-on-Wye Book Festival to speak with authors, publishers and other visitors about shifting the UK publishing industry over to using ancient forest friendly paper.

Alongside authors already engaged in the campaign, 55 new authors showed their support by signing the Book Campaign pledge in a giant Victorian scrapbook. New signatories include Stephen Fry, Tony Benn, Audrey Niffenegger, Jon Snow, Julian Clary, Meg Rosoff, Monty and Sarah Don, Monty Roberts and Children's Laureate Jacqueline Wilson.

Throughout the festival hundreds of people visited the Greenpeace stall to find out more about the campaign and their feedback was overwhelmingly positive.

*Finland's ancient forest areas are being destroyed by logging for pulp and paper.*



Greenpeace/Lenonen

**'I am delighted that my publishers, Random House, have announced that they will use ancient forest friendly paper. I will now do my bit for the environment by recycling all my jokes.'**

**John O'Farrell**

## 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](http://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](http://www.saveordelete.com)



Greenpeace/Ngo

Ancient forest in Sarawak is threatened by illegal and destructive logging.

## Fiction to facts

*Italian author Andrea De Carlo tells us why he is supporting the Book Campaign.*

Every single person can help to change things in his or her own field, if they have enough information and refuse to let themselves be dragged, inactive, towards catastrophe. I, for example, am a writer. Yet until recently I had never asked myself where the paper my books are printed on comes from, and at what price. I was unaware that the Italian publishing industry imports 25,500 tons of paper fibre each year. I didn't know that more than half of the virgin fibres supplied by certain countries, like Indonesia and Russia, come from illegal tree felling.

When Greenpeace asked authors all over the world to take action on behalf of the forests, my immediate thought was that endorsing the campaign was a noble thing to do, but that it wasn't enough, that really concrete action was needed. I decided that my books would be published without causing a single tree to be destroyed. I found a publisher, **Bompiani**, that accepted the challenge and looked for a solution together with me.

*Giro di vento* is my first novel printed on entirely recycled paper. The quality is just as good as any book printed on paper produced from virgin fibres and – surprisingly – it didn't cost more to produce. Even the printers are enthusiastic about it and are increasingly convinced that this is the start of a new way of doing things.

Of course, as far as preventing the destruction of nature on a planetary scale is concerned, this is just a tiny step in the right direction. But there are many other writers in various countries who are taking the same steps, and this really could make things change in a more significant way.

Personally I will do everything I can to convince those among my fellow authors who may still be indifferent or simply unaware to ask their publishers to help prevent forest destruction. Not just by signing appeals, but by taking action, immediately. Because in the time you have spent reading this who knows how many more hectares of virgin forest have been destroyed. Try to calculate it, and then try to visualise life without our forests, forever.

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

## CONTACT DETAILS

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