

# SPREAD THE WORD

GREENPEACE BOOK CAMPAIGN – NEWS UPDATE

DECEMBER 2006

Welcome to our end of the year edition of the 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 forest regions and to develop ancient forest friendly solutions. These include using recycled paper and virgin fibre certified to the standards of the Forest Stewardship Council (FSC).

Over 90 UK authors already support the campaign, including Andy McNab, Anne Fine, Ben Elton, Charlotte Bingham, Helen Fielding, Michael Morpurgo, 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**



Many books are now being published on recycled and FSC certified paper in the UK.

## UK book sector going green

Over the past eighteen months the Greenpeace Book Campaign has made significant progress. Over 40% of the UK book publishing industry has now introduced ancient forest friendly procurement policies – including Random House, Harper Collins, Penguin, Bloomsbury and Egmont Press. These publishers are now well on the way to implementing their policies. You can see this for yourself if you pop down to your local bookshop. There you will find an increasing number of books printed on recycled and FSC certified papers.

Whatever your taste, you should find something you enjoy printed on paper that comes from environmentally and socially responsible sources. Check out Bill Bryson's 'The Life and Times of the Thunderbolt Kid' (Random House), Mark Haddon's 'A Spot of Bother' (Random House) and Bernard Cornwall's 'Sharpe's Fury' (Harper Collins), all printed on FSC certified paper. Margaret Atwood's 'The Tent' (Bloomsbury) and Tristram Stewart's 'The Bloodless Revolution' (Harper Collins) are both printed on recycled paper.

You can also buy children's books – from Michael Morpurgo's 'Kensuke's Kingdom' and Alice Hoffman's 'The Foretelling' to Giles Thaxton's 'Spud goes Green' (all Egmont) – printed on recycled or FSC certified papers.

Of course, there is still a long way to go to ensure full implementation of these publishers' ancient forest friendly procurement policies. Whilst they are making great strides with hardbacks and trade paperback books, they are struggling to find suitable papers for mass market paperbacks. In addition, publishers are still having difficulty with some children's and colour books, which tend to be printed in South East Asia on paper possibly linked to Indonesian rainforest destruction. However, these publishers are actively working on these areas.

'We would never buy paper made from dead bears, otter, salmon and birds, from ruined native cultures, from destroyed species and destroyed lives, from ancient forests reduced to stumps and mud; but that's what we're buying when we buy paper made from old-growth clear-cut trees.'

Margaret Atwood

## Successes across Europe

Since the launch of the Greenpeace Book Campaign, over two million books have been printed on ancient forest friendly paper in Spain and Italy; Random House Germany committed to printing all its books on FSC certified paper from the beginning of 2006; and the largest publisher in the Czech Republic, Albatross, has pledged to move a quarter of its titles onto recycled paper by the end of 2006.

## Footballer's new book supports ancient forests

This summer, Harper Collins published the first of five books about the life of internationally recognised footballer Wayne Rooney on paper certified by the FSC. The first book documents Rooney's football experiences at school, his Premiership debut at 16 and being the youngest player for England at 17. Harper Collins is committed to printing all its books on recycled and FSC paper in the long term.



©Greenpeace/Lenormen

*Wildlife, like this Siberian tit, is dependant on ancient forests for their survival.*

## Biggest UK publisher left behind

Whilst most of the major players are making progress, the biggest UK publishing house, Hachette, which owns Hodder Headline, Orion, Little Brown and Octopus, is still refusing to meet with Greenpeace and explore the possibility of going ancient forest friendly.

Hachette, which controls 17% of the market, sources virgin fibre from ancient forest areas like Finland, as well as using pulp from Russia, where Greenpeace has uncovered illegal logging practices (see opposite). Hachette is also printing books in South East Asia, possibly using paper linked to Indonesian rainforest destruction, as has been the case with other publishers.

Despite highlighting these concerns to Hachette, the company stated in recent correspondence that its paper is: 'sourced from wood grown in managed, sustainable and reputable forests' and that its 'procurement policy is extremely similar to that of the more enlightened of our competitors.'

However, Hachette failed to provide a copy of its paper procurement policy with the letter and has also refused to make it available to interested journalists and have not put it on their website. In addition, Hachette made only passing reference to FSC certified fibre in the letter and made no reference at all to recycled fibre. These are the main ways that the company can ensure its books are printed on environmentally and socially responsible sources.

If you are an author who publishes with Hodder Headline, Orion, Little Brown or Octopus, please use your influence to encourage Hachette to start moving towards recycled and FSC certified paper. Write a letter requesting that your next book is printed on ancient forest friendly book paper. Please send us a copy of letters you send and any replies that you receive.



©Greenpeace/Meckenmann

Russian forests, supplying illegal timber to sawmills and pulp mills in Finland.

## Illegal Russian timber in Finnish mills

A new Greenpeace report reveals how illegally logged timber from Russia is being imported into Finland's pulp and paper factories. The report, 'Partners in Crime: A Greenpeace investigation into Finland's illegal timber trade with Russia, documents widespread illegal logging in the Russian Republic of Karelia.

During undercover field research between June and August 2006, Greenpeace campaigners witnessed timber being harvested in violation of Russian forest and environmental laws. They tracked this illegal timber being transported across the Finnish border to be processed by mills belonging to industry giants UPM Kymmene and Stora Enso – the latter being a major supplier of book paper to the European market.

The report is available at [www.greenpeace.org/forests/illegal-logging-finn-russia](http://www.greenpeace.org/forests/illegal-logging-finn-russia)

Russian coniferous forest.



©Greenpeace/Mizukoshi

'I join with other writers in urging the publishing industry not to act as an accomplice in the destruction of the primary forests and to employ environmental and social criteria when purchasing paper.'

Isabel Allende

## WHAT ELSE YOU CAN DO

### Write to your publisher

If your publisher is already supporting the book campaign let them know how pleased you are. Request they print your next book on ancient forest friendly (recycled and/or FSC certified) book paper.

If your publisher is not yet supporting the campaign, please write, requesting that your next book is printed on ancient forest friendly book paper.

### Spread the word

Encourage other authors to support the campaign. They can fill out the author's pledge at [www.greenpeace.org.uk/forests/authors.cfm](http://www.greenpeace.org.uk/forests/authors.cfm)

Please send Greenpeace a copy of letters you send and any publisher's responses received.



©Egmont

*Kensuke's Kingdom has both the text paper and book cover printed on FSC certified paper.*

## Look for the FSC logo

*Author and former Children's Laureate Michael Morpurgo explains, in the introduction to Kensuke's Kingdom, why it was so important for him to print his book on FSC certified paper.*

Imagine what Kensuke's Kingdom would have been like without the forest, without the trees. No coconuts or fruit to eat, no palm leaves for shade, no sap for paintbrushes, no wood for a fire and certainly no gibbons or orang-utans for company. Without the forest, would Kensuke or Michael have been able to survive as well as they did?

Believe it or not, in some parts of the world this is fast becoming a reality. In Asia and South America, even in parts of Europe, forests are being chopped down illegally, without permits, to make way for roads, to clear the way for crops such as palm oil, or simply for the valuable wood itself. In Sumatra and Borneo orang-utans themselves are in danger, not just because of hunters, but because their home is disappearing. In the last twenty years 80% of their forest has been chopped down – they could become extinct in the wild within 10 years.

But we need wood; to build homes, to make paintbrushes, to make paper, even the book in your hands was once part of a forest. It's a matter of balance. We need to carefully manage our forests to make sure they don't disappear but are there in the future, for the creatures that live in them and the people that rely on them. We need to make sure that they are sustainable.

That's why I am so pleased that this book is printed entirely on paper certified by the FSC, one of only a small number of books in the world to have achieved this standard. This means you can be sure that the wood used to make it has come from well managed forests.

The people at Egmont are working hard to make sure that all of the paper they use is made of trees that have been harvested without breaking the law and over time they will be printing more and more of their books on FSC paper.

So next time you're looking for a book or your parents are buying furniture, think of Kensuke and look for the FSC logo.

## CONTACT DETAILS

**Belinda Fletcher coordinates 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**

**For the most recent information about the campaign, visit our website [www.greenpeace.org.uk/forests/authors.cfm](http://www.greenpeace.org.uk/forests/authors.cfm)**



FSC-GBR-628  
FSC Trademark ©1996 Forest Stewardship Council A.C.