

SPREAD THE WORD

GREENPEACE BOOK CAMPAIGN – NEWS UPDATE

MARCH 2008

Welcome to the last edition of our newsletter, which helps to keep UK authors up to date with the progress of Greenpeace's Book Campaign.

The campaign encourages UK book publishers to stop sourcing paper from ancient forests 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).

Almost 100 UK authors support the campaign including Andy McNab, Anne Fine, Ben Elton, Charlotte Bingham, Helen Fielding, Ken Finn, Michael Morpurgo, Ian Rankin, JK Rowling, John King, John O'Farrell, Maggie O'Farrell, Penny Vincenzi, Phillip Pullman and William Sutcliffe. They are part of a network of 250 authors worldwide who are encouraging their publishers to print their books on ancient forest friendly paper.

GREENPEACE



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Ancient forest at Lake Inari in North Finland.

Largest UK publisher goes green

Hatchette Livre, the UK's largest book publisher, has finally joined the Book Campaign. This achievement follows two years of campaigning, including ongoing pressure from Greenpeace, its own authors, and articles in the national and trade media highlighting the publisher's lack of progress.

Collaborating closely with Greenpeace, Hatchette Livre have developed a new ethical and environmental policy which was launched in November. The policy commits the company to 'giving preference to post-consumer recycled fibre' and aims to ensure that any virgin fibre is certified by the Forest Stewardship Council (FSC). Greenpeace is delighted with this commitment which should lead to many of the company's books being printed on FSC or recycled paper. This includes all of its imprints, such as Hodder & Stoughton, Hodder Headline, Orion and Little Brown.

Over the past four years, Greenpeace has encouraged many UK publishers to go green – including Egmont, Penguin, Random House, Bloomsbury and HarperCollins. Hatchette's new commitment means that all the largest UK publishers are now involved and nearly 60% of the UK book market is supporting the campaign.

These publishers are leading the way in developing environmentally friendly papers, which will mean many of the smaller players in the industry will now find it much easier to go green too. All in all, a great result!

'I firmly believe it is the responsibility of publishers to ensure readers can buy books without fearing that their pleasure is coming at the cost of destroyed ancient forests.'

William Sutcliffe

Egmont helps other publishers go forest friendly

For a number of years, another campaign signatory, Egmont Books, has been developing an auditing system to trace and improve the supply of all its paper fibre – including that sourced from South East Asia. Last year, the publisher invited 10 other publishing houses to join its initiative.

This initiative, called PREPS (*Publishers database for Responsible Environmental Paper Sourcing*), aims to provide all the companies with detailed sourcing information on the papers they buy and grade them according to their environmental credentials.

The database helps publishers identify and weed out the most controversial sources from their supply chain. Whilst we have welcomed this as a positive step forward, we would also like to see all these publishers commit to using only recycled and FSC certified paper for their books. Some companies within PREPS, such as Imago Publishing and Reed Elsevier, have not yet adopted forest friendly policies.



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JK Rowling wins an award for her contribution to saving the world's forests.

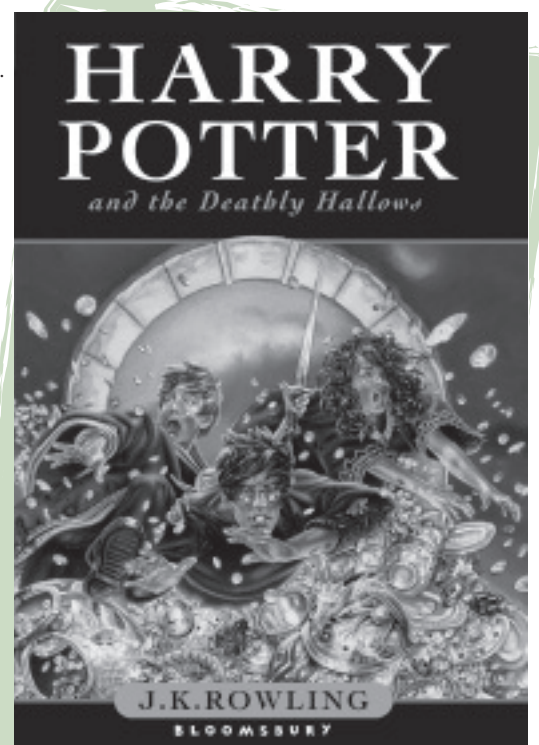
The greenest book in publishing history

It's official, with more of her books flying off the shelves than ever, JK Rowling's final installment in the Harry Potter series has become the greenest book in history. Canadian campaign group *Markets Initiative* have estimated that the English language editions of *Harry Potter and the Deathly Hallows* alone have saved almost 200,000 trees (an area almost 6 times the size of Hyde park) and 7.9 million kilograms of greenhouse gases (equivalent to taking 1,577 cars off of the road).

The UK version, published by Bloomsbury, was printed on a mixture of recycled and FSC paper – including the jackets. *Harry Potter and the Deathly Hallows* was published on forest friendly paper in 20 countries, including Canada, USA, Australia, Italy, Spain, France, Germany, Brazil, Israel and Mexico.

This forest friendly phenomenon has had a massive impact in showing the publishing industry how it can go green. As a result, JK Rowling became the first international author to receive the *Order of the Forest Award* in Canada last July from the *Markets Initiative*, in recognition of the role she has played helping save the world's forests.

Other authors including Günter Grass, Jose Saramago and Isabel Allende are now printing many of their books on ancient forest friendly paper internationally.





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Finland's ancient forests are home to some of Europe's last remaining brown bears.

Major developments in UK book sector

2007 was a great year for the Book Campaign. It is now becoming increasingly common to pick up a new book and find it printed on ancient forest friendly paper. UK publishing houses are no longer producing just one or two books on recycled and FSC certified paper, but are also using this paper for hardbacks and trade paperbacks.

A number of companies have also made some great leaps forward with the development of new ancient forest friendly papers. Early last year, for example, Random House developed the first FSC certified paper for mass market books and Harper Collins followed soon after with an FSC certified coated paper for colour books.

Meanwhile, Penguin announced that it was publishing its entire range of Penguin Classics (totalling 125 titles) on recycled paper. Two months later, Harper Collins followed suit, announcing that its Fourth Estate titles would be produced on 100% post-consumer recycled paper.

Examples of recent bestsellers that are available now on ancient forest friendly paper include: *The Autobiography* by Eric Clapton (Random House); *On Chesil Beach* by Ian McEwan (Jonathon Cape); *A Thousand Splendid Suns* by Khaled Hosseini (Bloomsbury); and *The Bedroom Secrets of the Master Chefs* by Irvine Welsh (Vintage).

'The campaign is a good opportunity for authors to play their part in helping to preserve the world's ancient forests by ensuring that the paper used in their books is not made with trees from ancient forests.'

Philip Pullman

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 to request that your next book is printed on ancient forest friendly book paper.

Spread the word

Encourage other authors to support the campaign.

Please send Greenpeace a copy of the letters that you send and any publisher's responses you receive.

Marks and Spencer	A	Top of the class, should still add more recycled content
Sainsbury's	A	
ASDA	B	Almost there, needs to drop last few dodgy products
CO-OP	B	Doing well, but needs to increase environmentally friendly content
Morrisons	C	Pleased to see commitment to improve by the end of the year
Tesco	C	Making progress, but needs to do more
SCA (Velvet/Naturelle)	C	Good recycled ranges, but failed to provide information on other products
Georgia Pacific (Lotus, Nouvelle)	D	Failed to provide information on key products
Superdrug	D	Improving, all products FSC certified by the end of the year, but where is the recycled?
Waitrose	D	Disappointing grade, but good to see commitments in place for next year
Kimberly Clark (Kleenex/Andrex)	E	Current purchasing poor, but better commitments going forward
Boots	E	Completely inadequate. Needs to fulfil long term promises
Somerfield	E	Terrible! No plans to be forest friendly
Proctor & Gamble (Charmin, Bounty, Tempo)	F	Failed to report

The league table is based on the analysis of each company's own brand of toilet rolls, tissues and kitchen towels, in stores as of September 2007.

Greenpeace tissue league table

The UK paper industry places huge pressure on the world's forests and so, in addition to the Book Campaign, Greenpeace has also been pressuring the tissue industry to go green.

At the end of last year, we released a league table of tissues and disposable products ranking major retailers and manufacturers according to their range of forest friendly products.

Sainsbury's and Marks Spencer came top of the league because all of their own brands of toilet roll, facial tissue and kitchen towel are recycled or FSC certified. Others like ASDA, Morrisons and Tesco were not far behind, partly due to promises to improve their sourcing in the near future.

However, some companies are still the tissue eco-villains of the high street. Despite commitments to go green in 1992, Boots has done virtually nothing to meet its forest friendly policy, while Somerfield has no plans to change its currently dubious sourcing.

If you want to make sure you are buying good tissue, check out the league table above and our tissue product guide at www.greenpeace.org.uk/tissueguide.

CONTACT DETAILS

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For the most recent information about the campaign and our other work to protect the world's ancient forests, please visit our website www.greenpeace.org.uk



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