

Book Production Impacts

Books open up new worlds, continue the evolution of knowledge and provide societal benefits that are incalculable. The environmental impacts of book production, however, are calculable. On average, the U.S. book publishing industry consumes approximately one million tons of paper per year; requiring the consumption of nearly 20 million trees annually. Many of these trees are being sourced from Endangered Forest regions in Canada, Indonesia and the Southeastern U.S.



The Canadian Boreal forest is considered North America's Amazon

2.5 million acres are cut each year in the Boreal and 65% of the cut is used to make paper products
photos: Boreal Songbird Initiative



The mixed hardwood forests of the Cumberland Plateau in the U.S. Southeast are the most biodiverse on the continent.
photo: NRDC

The Southeastern U.S. is the world's largest fiber sourcing region for paper. Conversion from natural forest to chemically-managed plantations results in a 90% loss of species.
photo: Charlie Siefried



Innovation & Leadership

In an effort to reduce the book industry's ecological and social impacts, hundreds of North American publishers and other stakeholders have made formal commitments to:

- **Responsible Fiber Sourcing in Paper Production** through the elimination of book papers with fiber that originates from Endangered Forests.
- **Maximizing the use of FSC certified paper** as a means of ensuring that any virgin fiber used is managed according to the best and currently the only credible practice in sustainable forestry.
- **Maximizing the Use of Postconsumer Recycled and Alternative Fibers** as a means of supporting a non-wood fiber infrastructure that requires less energy, water, and chemicals in paper production.
- **Minimizing Consumption** as the most effective means of conserving resources.
- **Preferencing Chlorine Free Products** in an effort to support bleaching processes that minimize toxic discharges in our waterways.

A Call To Action

The Green Press Initiative invites you to join your counterparts in making transformations within the book and paper industries that will benefit the common good. Do what you can to be a corporate steward.

Take the Following Steps:

- Adopt a policy that is consistent with the GPI's paper-use goals and criteria [see template online]
- Communicate policy goals and work with vendors who will support your priorities
- Take steps (small or large) to make tangible shifts to environmentally responsible papers
- Keep track of and report progress

Signs of Change

Over the past four years, innovative companies have stepped up to advance transformations within their sector. Below are signs of progress:

- 90 U.S. book publishers have developed meaningful paper policies which are serving to guide their use of paper that conserves natural resources and helps to preserve Endangered Forests
- Over 20 new book papers with strong environmental attributes have been developed [see online listing]
- Over 15 U.S. book printers are stocking varying papers with recycled and/or FSC fiber [see online listing]
- In the past 3 years, participating publishers have reported printing 12 million books on recycled and/or FSC papers [these numbers are most likely much larger as many publishers haven't reported their progress]
- Many publishers are using recycled papers at cost parity or with minimal cost increases

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