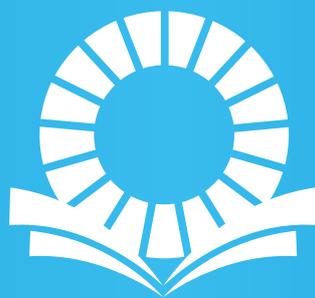


Publishers and The United Nations

SUSTAINABLE
DEVELOPMENT **GOALS**



Published by International Publishers Association
and Norwegian Publishers Association



THE NORWEGIAN
PUBLISHERS ASSOCIATION

Publishers and The United Nations Sustainable Development Goals

Publishers and the United Nations Sustainable Development Goals

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THE NORWEGIAN
PUBLISHERS ASSOCIATION

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Moving publishing to a more sustainable future

By Dr. Michiel Kolman, Senior Vice President,
Information Industry Relations, Elsevier.
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*Photo: Qua Foto |
Jeannette Cornelisse*

The Sustainable Development Goals (SDGs) are a set of 17 ambitious goals that provide a framework to help the world achieve a more sustainable and equitable future by 2030. These goals are the result of a process of consultations involving all parts of society and lay an important plan for all 193 UN member states to end extreme poverty, fight inequality and injustice. To achieve these goals, it will take an unprecedented effort by all parts of our society and the publishing industry has a crucial role to play.

Publishers are uniquely positioned to drive progress in the areas highlighted by the SDGs. We are able to both focus on our own business practices, ensuring we operate in a sustainable and equitable way. However, we are also agents of change, able to drive progress across our local industries, especially focused in areas of education, equality and justice, giving a voice and platform to those who can shape society and our culture for the better.

This report, commissioned by the International Publishers Association, is the first of its kind to collate and organise the various activities initiated by publishers using the framework of the SDGs. Inclusivity is at the heart of the SDGs; no nation should fall behind. It is in this spirit that we have looked at activities implemented at both large and small publishing houses, by publishing associations and through various partnerships and collaborations. It is a unique report that serves to both recognise the important work publishers do, but to also inspire our industry and uncover areas where we can and should be doing more.

I urge you all to continue to collaborate and inspire one another to make continued progress so that our industry may answer the call of the United Nations to make the next decade one of action.

Sincerely,
Michiel Kolman

Executive Summary

This report highlights publishers' activities and progress that relate to each of the 17 SDG goals. In some cases, these activities are core to what publishers do best, for example ensuring quality education. For other goals, such as clean water, the activities may be more indirect, and this report has been instrumental in expanding our perception of the broad range of ways in which publishers contribute to the SDG agenda.

In each goal, there are reoccurring themes that are required as a basis in order to achieve the set targets. For example, there are clear links between improving literacy and ending extreme poverty. This executive summary will help make articulate these themes and also highlight areas where the industry can drive progress. The key findings are summarised below:

1. Content is king: What we publish remains core to progress the SDG agenda

Publishers are uniquely positioned to drive change through the content and products that are published and created for our various sectors and customers. The report highlights how collectively publishers have provided vital platforms to discuss themes represented by the SDGs such as poverty, health, equality and the environment. Each goal provides an opportunity to showcase relevant books, be it a book on microplastics in water or a children's fiction book, *One Well*: that describes the importance of water in our lives. Both are vital in helping society understand the issues surrounding water and link this back to the SDGs. Increasingly, publishers are using the SDG framework to categorise their catalogues providing an easy way for booksellers and distributors to frame content in ways which will promote the SDG agenda.

Arguably, the ability to achieve the SDG goals largely depends on the next generation to be aware of the issues in society and to find innovative solutions for their local communities. This was one of the founding reasons for the SDG children's book club. Brought to life through a collaboration between the IPA and the United Nations, together with IBBY, IFLA, EIBTF and Bologna Book Fair, the club has created a curated list of children's books that relate to each of the 17 SDG goals in 6 official UN languages. The initial successes have spurred additional book clubs in Norway and Indonesia and provide a great framework and inspiration for others to develop similar projects that engage the whole book chain.

2. Equal opportunities for all: the power of diversity and inclusion

The theme of diversity and inclusion runs through multiple SDG goals and is perhaps best encapsulated by SDG 5: Gender Equality and SDG 10; Reducing Inequalities. This report highlights the progress made within the industry to better understand exactly how diverse the workforce is and also activities designed to make everyone feel welcome. This is best highlighted by two key initiatives, the first being the UK Publishing Association who has been a trailblazer in establishing a benchmarking survey of diversity within the UK

publishing industry combined with an action plan that has seen great progress made on women leadership and in ethnic representation. The second has been the establishment of the PublisHer network, founded by IPA's Vice President Bodour Al-Qasimi, that aims to provide a network to support and advance women into leadership positions within the industry. Both of these initiatives are using data collection to get unique insights into the industry's workforce characteristics, attitude and perceptions. These insights would be better served by a global perspective and it would be encouraging to see other national publishing association initiative similar surveys.

Additionally, equal opportunity is also something to consider for our audiences and customers. The content that is published is increasingly being used in different ways, on different platforms and there is a clear case to ensure the publishing industry is mindful of making books accessible to those with visual impairments. The IPA have led an initiative to gather support for accessible publishing by promoting the Accessible Books Consortium Charter. With over 100 signatories, from small to the largest publishing houses across the world, it is a firm commitment from the industry about how serious accessible publishing is for the industry. It is again, another way publishers of all sizes can support the SDG goals.

3. Building smarter generations: Education remains a key focus

Being able to read and acquire knowledge is fundamental to fighting poverty and hunger, it contributes to education and development, secures work and economic growth and simply builds a smarter generation for the future. The educational goal therefore stands as possibly the most important goal, laying the foundation for success for many other aspects of the SDGS. It is also the core of what publishers contribute and do on a daily basis. An example is Pearson, an educational publisher who have established [The Pearson Affordable Learning Fund](#), launched July 2012 to invest in companies that build solutions for affordable and high quality education services across Africa, Asia and Latin America. The report also shows that education is also an issue in the global north. The UK Publishers Association has in collaboration with the Department for International Trade, launched The Literacy Project with the goal to match the assets of the publishing industry (people, authors and books) with organisations and local initiatives, in a bid to drive up low levels of literacy and facilitate social mobilisation in the country's poorest communities.

These are a handful of projects that are undertaken to improve literacy and in pursuit of improving education. This report serves as a reminder that local industries need to continue to invest and develop these projects in order to equip the next generation with the skills and open minds needed to achieve the goals.

It is also pertinent to highlight how publishers, internationally, have risen to the challenges of the COVID-19 pandemic. The World Bank Estimates that as of March 2020, school closures impacted at least 1.5 billion children and youth in over 160 countries. Suddenly students of all ages were faced dramatic disruptions to their learning, no longer able to

physically attend classes and courses or even graduate in some countries. There was a sudden demand for virtual learning and digital resources and educational publishers have worked in cooperation with teachers and the educational ministries to enable access in many innovative ways. An example of this was in Portugal where Educational publishers opened their digital platforms to allow close to 1 million students free access to digital learning resources. Other examples sought to address educational inequalities highlighted from lockdown measures such as the Flemish Belgium Association who established a site providing laptops for people without access to digital material.

4. Stopping climate change: Publishers are getting serious about their footprints

Last year, 2019, was reported to be the second warmest year on record with the United Nations issuing a stark warning that world is currently “way off track” to meet current targets aimed at combating global warming. The publishing industry has a good track record for implementing a coordinated response for sustainable supply chains with regards to responsible sourcing of paper and printing. However, this report highlighted that many publishers, both large and small, have made clear commitments to reducing their carbon footprints. For some, such as Macmillan USA, these commitments have been in place for 10 years leading to a lowering of carbon emissions of 50 percent. For others, such as Bertelsmann, ambitious targets have been set to achieve carbon neutrality by 2030.

While it is encouraging to see climate action firmly on the radar of publishers worldwide, it is also an opportunity for our industry to collaborate on clear standards, reporting and green accounting specifically focused on carbon reductions and sustainable practices.

5. Let’s work together: Partnership and collaboration remain important

The importance of partnering and working together is such a critical element to achieving the SDG goals, that the final goal, SDG 17 is completely dedicated to this theme. The publishing industry is a people’s business, relationships, collaborations and partnerships are at the heart of what publishers do each day. This report highlights just how many successful activities that are related to the SDG goals have been achieved through dynamic collaborations and partnerships. However, the publishing industry often faces tough times, operating in local markets, sensitive to economic and political circumstances. Improved sharing of best practices and reporting of data, will help the industry to drive innovations that help us achieve the global goals encapsulated by the SDGS.

Methodology

This report sought to compile a comprehensive view of all activities, related to the SDG framework, undertaken by the publishing industry globally. The research for the report was completed by external desk research, compiling information from publishing and trade association websites, media articles and selected member outreach. This research

was then combined with qualitative interviews with selected members specifically focused on key SDG goals as defined by the 2018 IPA member survey:

- SDG 4: Quality Education
- SDG 5: Gender Equality
- SDG 16: Peace, Justice and Strong Institutions

In addition to these goals, the advisory committee decided to include a focus on a further three goals, and conducted additional desk research and interviews:

- SDG 12: Responsible Consumption and Production
- SDG 13: Climate Action
- SDG 17: Partnership for the Goals

Introduction: The United Nations Sustainable Development Goals

SUSTAINABLE DEVELOPMENT GOALS



In January 2016, the 17 Sustainable Development Goals, developed by the United Nations and subsequently adopted by world leaders at an historic UN Summit, officially came into force. These goals set an ambitious agenda for sustainable development that will over the next fifteen years, mobilise global efforts to end all forms of poverty, fight inequalities and tackle climate change, while ensuring that no one is left behind.¹ The 2030 Agenda for Sustainable Development, consists of 17 Sustainable Development Goals (SDGs) with 169 specific targets providing an urgent call for action by all countries - developed and developing - in a global partnership.

Resource links:

<https://www.un.org/sustainabledevelopment/>

<https://www.un.org/sustainabledevelopment/why-the-sdgs-matter/>

<https://www.un.org/sustainabledevelopment/sustainable-development-goals/>

¹ United Nations, <https://www.un.org/sustainabledevelopment/development-agenda/>, (accessed 19.2.2020).

Engaging the next generation: The Sustainable Development Goal Book Club



Image: UN

The 2030 Agenda for Sustainable Development clearly identifies young people as “critical agents of change”. Much of the success in achieving the 17 SDG goals relies on changing established parts of how our society thinks and functions and much of this task will be left to the next generation - our children. Reading and learning are essential parts in a child’s growth and development. Books provide a gateway to inspire, foster new understandings and experience different perspectives. Launched during the Bologna Book Fair in April 2019, the SDG book club enables children to interact and better understand the principles behind the SDG goals.

The book club was developed for children aged between 6--12, and provides a curated reading list of books from around the world, available in all six official UN languages—Arabic, Chinese, English, French, Russian, and Spanish.

“Imagine children in Asia reading about diversity and inclusion in Chinese; kids in South America enjoying Spanish language books on the importance of water in their lives. All children should have the opportunity to learn about and shape their world through the prism of the SDGs. We are convinced that the SDGs are attainable by 2030 and we hope that we can contribute to achieving this important goal.”

– Michiel Kolman, Former IPA President (2017–18)

The SDG book club has provided publishers with an excellent way to highlight books that speak to the topics of equality, the environment and sustainability. The list includes every type of children’s book, from fiction, to picture books and even comics. It includes famous books such as Nobel Peace Prize laureate Malala Yousafzai’s *My Story of Standing Up for Girls’ Rights* (Hachette Children’s Group) for SDG 5: Gender Equality, and less widely recognised books, such as *The Lunch Thief* by Anne C. Bromley with illustrations by Robert Casilla (Tilbury House Publishers) for SDG 2: Zero Hunger.

The driving force behind this initiative is to inspire children to take action and the book club is more than just a list of books, it is an opportunity for children to come together in their local community to promote reading alongside the SDG goals. Books that are part of the SDG book club, have been featured in storytime sessions across the world. An example of this was when Elizabeth Suneby read her book “Razia’s Ray of Hope”, part of the SDG book club for gender equality to children at the United Nations book shop in New York. Even during the pandemic, Storytime moved online, with authors reading their SDG book club books for virtual storytime sessions for any child to attend. The project is also a showcase of how the book industry can come together to inspire children to take action. The project was a joint collaboration between the United Nations, International Publishers Association (IPA), the International Federation of Librarian Associations (IFLA), European and International Booksellers Federation (EIBA), International Authors Forum (IAF), and International Board on Books for Young People (IBBY).



Photo: Rachel Martin, Elsevier

Resource links:

<https://www.un.org/sustainabledevelopment/sdgbookclub/>

<https://un.or.id/blog/80-news/292-perserikatan-bangsa-bangsa-di-indonesia-menerbitkan-klub-buku-sdg>

<https://www.fn.no/Undervisning/1-7-trinn/baerekraftsbiblioteket>



Image: United Nations Indonesia

Inspiring more book clubs: Indonesian SDG Book Club

Part of the concept of establishing an SDG book club, was to activate children across the world to interact with the SDG goals through great children’s literature.² The SDG Book Club was originally set up in each of the official UN languages, but has inspired other regions and countries to develop their own clubs in their local languages.

On World Book day 2020, The United Nations in Indonesia launched its SDG Book Club, aiming to get Indonesian children to learn about sustainable development and to empower them through stories. The Book Club presents reading tips and a reading list with suggested reading in Indonesian for different age groups covering all of the SDGs.

“Reading and learning are very important for the growth of children,” said UN Deputy Secretary General, Amina Mohamed, during the launch of the global initiative. “We hope the SDG Book Club will foster a love for reading and sharing knowledge with parents and friends. I invite you to join the United Nations in working together to achieve the SDGs together, anywhere and with anyone.”³

The Indonesian SDG Book Club is organised by the United Nations Information Centre Jakarta, in collaboration with various organisations in Indonesia and internationally.

² <https://un.or.id/blog/80-news/292-perserikatan-bangsa-bangsa-di-indonesia-menerbitkan-klub-buku-sdg>, (accessed 12.5.2020).

³ <https://un.or.id/blog/80-news/292-perserikatan-bangsa-bangsa-di-indonesia-menerbitkan-klub-buku-sdg>, (accessed 12.5.2020).

How can you make a locally adapted SDG Book Club?

Norwegian Sustainable Development Goal Library



Image: United Nations Association of Norway

Norway has been one of the first countries to introduce the SDG Book Club concept outside of the official UN languages.

In August 2019, the Norwegian Publishers Association took the initiative to establish a local SDG Book Club. The vision is that the chosen books will support the already strong engagement children and young adults have for climate and environmental issues. Another hope is that authors will be inspired into writing books that support the SDGs, and that publishing houses will focus more on SDGs in their editorial strategies. Titles from new languages or territories can be translated, and publishers, libraries and bookstores will have an excellent opportunity to focus on the SDGs in their dissemination. Schools can also be involved, using the books and webpage as a teaching resource.

In October 2019, the Norwegian Institute for Children's books (NBI) took the helm, summoning stakeholders from schools, libraries, authors organisations and the publishing industry to start the collaboration. The initial collaborators are Norwegian Publisher Association, Norwegian Institute for Children's Books, Norwegian Literary Writers and Translators Association, Norwegian Literature Festival, Norwegian Children's and Youth Book Authors, Reader Seeks Book and The Association !Read.

The Norwegian SDG Library is to be available for free, online, on the UN Association of Norway's educational pages.



Youtube: Bærekraftsbiblioteket

The Norwegian SDG library is going to be an entry point for children aged 6-12 years to reflect on the sustainable development goals. The format will be reading circles consisting of three elements:

- 17 children's books lists, one per SDG, where all titles are presented and designed for children.
- An educational programme per booklist, including a short presentation of the respective sustainable development goal, designed for children.
- A guide for adult facilitators of the reading circles.

The follow-up material is designed to activate the participants of the reading circle, in order to make them aware of their thoughts and attitudes towards the sustainable development goals. This helps to form durable knowledge that can develop as participants grow older.

- The sustainable library facilitates discussions about the goals.
- The project is a national initiative, which is open and accessible to schools and libraries throughout the country.
- The project is developed by a wide range of children's literature experts.

The preparation is coordinated by a secretariat set up by the Norwegian Children's Book Institute for this purpose. The secretariat ensures that the various players contribute with their unique competence in the development of booklists, follow-up material, guides, information and accessibility.

Once the project is launched and the materials published, the secretariat will continue to inform and inspire the forming of reading circles, keep contact with schools and public libraries. The secretariat will make sure that the material is accessible and will assist the reading circle facilitators. One year into the program, the secretariat will carry out an evaluation, and renew and revise materials in the sustainable library accordingly.

Design

In order for the library to be taken to full use by schools, libraries, and other spaces for children, the material was made public with free access from the launch on 4 May. By Autumn 2020 a full sustainable library is available to all.

Each booklist is a collection of a minimum of five titles with content that inspires reflection on the sustainable development goal in question. All titles in this library are published in Norwegian, there are both non-fiction and fiction titles, all of a high quality. Some have a Sami, indigenous Norwegian, base. The booklists are organised into accessible titles suitable for children aged 6-8, 8-10 and 10-12 years old, with a corresponding level of reading skills. There will be a short presentation of each title, for an easier choice of book and topic.

Each booklist comes with educational aids on how to use each book as a starting point from which to discuss and reflect on the corresponding sustainable development goal. What does it entail and how might one get involved? An inspirational video will be made available, where one of the authors on the list talks about working on the book and their relationship to the relevant sustainable development goal.

The educational material is developed for the adult facilitator, and contains a presentation of the sustainable library, suggestions on how to develop a reading circle for children and how to get hold of the books. It also has a model for literary conversations based on a personal approach to literature and an introduction to methods for reading circle roleplay. Each booklist has information on preparations for suggested activities, more information on the relevant sustainable development goal, as well as indications on where in the current national curriculum the materials may fit and how.

Please see Appendix 1 for suggestions on how to make a local version of the SDG Book Club.



Zero Hunger: The world's best food by Neha Naveen and Håkon Forfod Sønneland, Gyldendal

The background image is a blue-tinted photograph of the McMillan Memorial Library. The building features a prominent portico with two large, fluted columns. Above the columns, the words "MCMILLAN MEMORIAL LIBRARY" are inscribed in a classical font. The entrance is a dark doorway with a decorative pediment. In the foreground, several people are seen on the wide stone steps leading up to the entrance. The overall scene is captured in a low-angle shot, emphasizing the grandeur of the architecture.

**PUBLISHERS WORK
ON THE SUSTAINABLE
DEVELOPMENT GOALS**



No Poverty

- Invest in schools and develop accessible learning material
- Invest and engage in literacy projects

This goal aims to:

- eradicate extreme poverty for all people everywhere, currently measured as people living on less than \$1.25 a day
- reduce at least by half the proportion of men, women and children of all ages living in poverty in all its dimensions according to national definitions
- implement nationally appropriate social protection systems and measures for all, including floors, and by 2030 achieve substantial coverage of the poor and the vulnerable⁴

The UN's first goal is to eradicate extreme poverty. How can our industry work to reach this goal? A key role will be to contribute to the provision of education for children in severely affected areas. Knowledge is a way out of poverty and various players in the industry have initiated measures to strengthen local educational opportunities, provide educational resources, and support literacy projects.

Pearson Affordable Learning Fund: Investments in schools in Ghana, South Africa, Kenya and the Philippines

The UN's first goal is to eradicate extreme poverty. How can our industry work to reach this goal? A key role will be to contribute to the provision of education for children in severely affected areas. Knowledge is a way out of poverty and various players in the industry have initiated measures to strengthen local educational opportunities, provide educational resources, and support literacy projects.

There are many different ways in which publishers and publishing companies can work on sustainability goals, develop strategies and implement measures:

- improve access and affordability regarding products and services and to collaborate to reach underserved learners
- shape the future of learning by building skills that strengthens employability and inclusive economic growth
- be a trusted partner that respects customers and communities, protects the environment and builds a sustainable supply chain

⁴ United Nations: <https://www.un.org/sustainabledevelopment/poverty/>, (accessed 21.1.2020).

The 2020 Sustainability Plan is designed to support the company's business and global efforts to address the world's lack of access to education, growing inequality, youth unemployment, migration, digital disruption and pressure on the nature.

On their website, Pearson presents all of the Sustainable Development Goals, and identify which goals their business can have the biggest impact on through their practices, products, programs and partnerships.

These goals are SDG 4: Quality Education, SDG 8: Decent Work and Economic Growth and SDG 10: Reduced Inequalities. Pearson delivers an annual sustainability report⁵ The presentation on the publisher's website s a good example of how to communicate the way a publisher can work with a selection of goals.



Pearson: Our 2020 Sustainability Plan

Pearson supports the right to free education for all children. However, they recognise that there are privately funded local initiatives that provide much needed learning and education. Pearson has made investments in some school groups that supply low cost schools for students in countries including Ghana, South Africa, Kenya and the Philippines. This will enable children to access education where it is not provided by local governments.⁶ The Pearson Affordable Learning Fund, launched July 2012, invests in companies that build solutions for affordable and high quality education services across Africa, Asia and Latin America. The fund has also made investments in HarukaEdu, a Jakarta based start-up, that offers online learning for higher

⁵ Pearson, Annual Sustainability Report 2018, https://www.pearson.com/content/dam/one-dot-com/one-dot-com/global/Files/sustainability/2018-reports/Pearson_2018_Sustainability_Report.pdf, (accessed 21.1.2020).

⁶ New Pearson investment fund to enhance education opportunity among the world's poorest, <https://www.pearson.com/news-and-research/announcements/2012/07/new-pearson-investment-fund-to-enhance-education-opportunity-ammo.html>, (accessed 21.1.2020).

educational institutions.⁷ They have also been working with the NGO Camfed (Campaign for Female Education) to help improve learning access and outcomes for girls from low-income rural communities in African countries, like Zimbabwe and Tanzania.⁸

The Publishers Association: The Literacy Project

It is estimated that 1.8 million disadvantaged children in the UK have low reading skills. One in seven adults in the UK lack the literacy skills expected of an 11 year old. The link between low levels of literacy and poverty is strong in many areas of the UK, and the British Publishers Association has, in collaboration with the Department for International Trade, launched The Literacy Project.

In a targeted and concentrated initiative, the goal is to match the assets of the publishing industry (people, authors and books) with organisations and local initiatives, in a bid to drive up low levels of literacy and facilitate social mobilisation in the country's poorest communities.

The way it works is that a publisher, or a group of collaborating publishers, identify a community they want to work with. Together with The National Literacy Trust, they work with local literacy networks and programmes, using their assets to support existing initiatives and launch new ones.⁹

The National Literacy Trust Hubs will be a key player and “bring together local partners to tackle literacy issues in communities across the UK where low levels of literacy are seriously impacting on people’s lives.”¹⁰

HarperCollins is one publisher participating in The Literacy Project, working in Glasgow, Stoke-on-Trent and Southwark, London¹¹. They are key players in driving reading engagement in local communities and increasing literacy and reading skills. These are some of the activities they participate in:

- Weekly activities with volunteers from HarperCollins including book sharing
- Sponsoring book gifting for families in the programme
- Book provision for selected libraries
- Working with local businesses and recruiters
- Helping young adults get employment skills
- Providing books and resources to aid student development

Through their support of educational projects abroad, these two publishers show the possibilities of working internationally with SDG 1: No Poverty. It is also possible to work towards this sustainable development goal locally, to help create opportunities for work and support for local development projects, by ensuring the accessibility of literature and the promotion of literacy.

⁷ Pearson Affordable Learning Fund Makes Investment in Indonesian Online Higher Education Startup, <https://www.pearson.com/news-and-research/announcements/2016/11/pearson-affordable-learning-fund-makes-investment-in-indonesian-.html>, (accessed 22.1.2020).

⁸ Pearson extends partnership with Camfed to improve girls’ education in Africa, <https://www.pearson.com/news-and-research/announcements/2017/02/pearson-extends-partnership-with-camfed-to-improve-girls-educati.html>, (accessed 22.1.2020).

⁹ The Publishers Association, The Literacy Project, <https://www.publishers.org.uk/activities/reading-and-literacy/the-literacy-project/>, (accessed 22.1.2020).

¹⁰ National Literacy Trust, Communities and local areas, <https://literacytrust.org.uk/communities/>, (accessed 22.1.2020).

¹¹ HarperCollins Publishers, The Literacy Project, <https://www.harpercollins.co.uk/corporate/the-literacy-project/>, (accessed 22.1.2020).



Zero Hunger

- Empower innovation through the latest scientific research on agriculture and the environment
- Publish stories for children about growing food, inequalities
- Raise awareness of your hungry neighbour through books

This goal aims to:

- end hunger and ensure access by all people, in particular the poor and people in vulnerable situations, including infants, to safe, nutritious and sufficient food all year round
- end all forms of malnutrition
- double the agricultural productivity and incomes of small-scale food producers
- increase investment, including through enhanced international cooperation, in rural infrastructure, agricultural research and extension services, technology development and plant and livestock gene banks, in order to enhance agricultural productive capacity in developing countries, in particular least developed countries¹²

How can the international publishing industry contribute to solving hunger issues?

According to the United Nations, as a result of man-made conflict, climate change and economic downturns, more than 820 million people regularly go to bed hungry, and about 135 million suffer from acute hunger. The problem of hunger affects all nations and our industry can contribute to the solution in two main aspects by providing access to information and sources related to food production and agriculture in vulnerable and affected areas, and be part of the promotion of sustainable food production. Also, through content we can generate a greater social focus on sustainable food production. Children are eager to learn about their own environments, which opens great opportunities for children's books on sustainable food production, both fiction and non-fiction. It also provides an opportunity to promote the awareness of hunger within our own society from multiple perspectives; promoting good sustainable food choices, awareness of social issues around hunger and promoting solutions and activities that will help end hunger.

Here are some examples of this type of work:

¹² United Nations, <https://www.un.org/sustainabledevelopment/hunger/>, (accessed 23.2.2020).

Empowering Africa through knowledge

Access to the latest scientific knowledge and insights related to agriculture, health, and the environment can transform the food production in parts of the world that suffer from hunger. Research4Life is a public-private partnership that provides affordable access to scientific research through their various programs.

The goal of Research4Life is to reduce the knowledge gap between high-income countries and low- and middle-income countries and since 2002, the five programmes – Research in Health (Hinari), Research in Agriculture (AGORA), Research in the Environment (OARE), Research for Development and Innovation (ARDI) and Research for Global Justice (GOALI) – have provided researchers at more than 9,000 institutions in more than 120 low- and middle-income countries with free or low-cost online access to almost 100,000 leading journals and books in the fields of health, agriculture, environment, applied sciences and law.¹³

In Malawi, Research4Life's AGORA-programme allows Bunda College of Agriculture to help teachers, students and the public get access to online resources not only in the library, but also outside of the institution. This service is open to anybody in Malawi who wants information on agriculture, rural development and related subjects.¹⁴

In Nigeria, agricultural researcher Edward Oyekanmi used these online resources to help better his research into soil fertility management. Having had access to AGORA as a student, he convinced his employers at the Wesley University of Science and Technology, Ondo, Nigeria, that they should apply for access to this programme. Over 10 articles by Oyekanmi have been published in national and international journals, assisted by this programme. This has gone on to encourage other local researchers to get their work published, thus promoting deeper understanding of agricultural development in this area.¹⁵

Research4Life also organises training for local researchers to help them get the most out of the Research4Life platform.¹⁶

Books for children and young adults raising awareness about hunger

The SDG Book Club highlights how books can help tell stories of hunger from differing viewpoints. The following are selections from the French and Arabic reading list:

¹³ Research4Life, <https://www.research4life.org/about/>, (accessed 21.1.2020).

¹⁴ Research4Life, <https://www.research4life.org/casestudies/geoffrey-salanje/>, (accessed 21.1.2020).

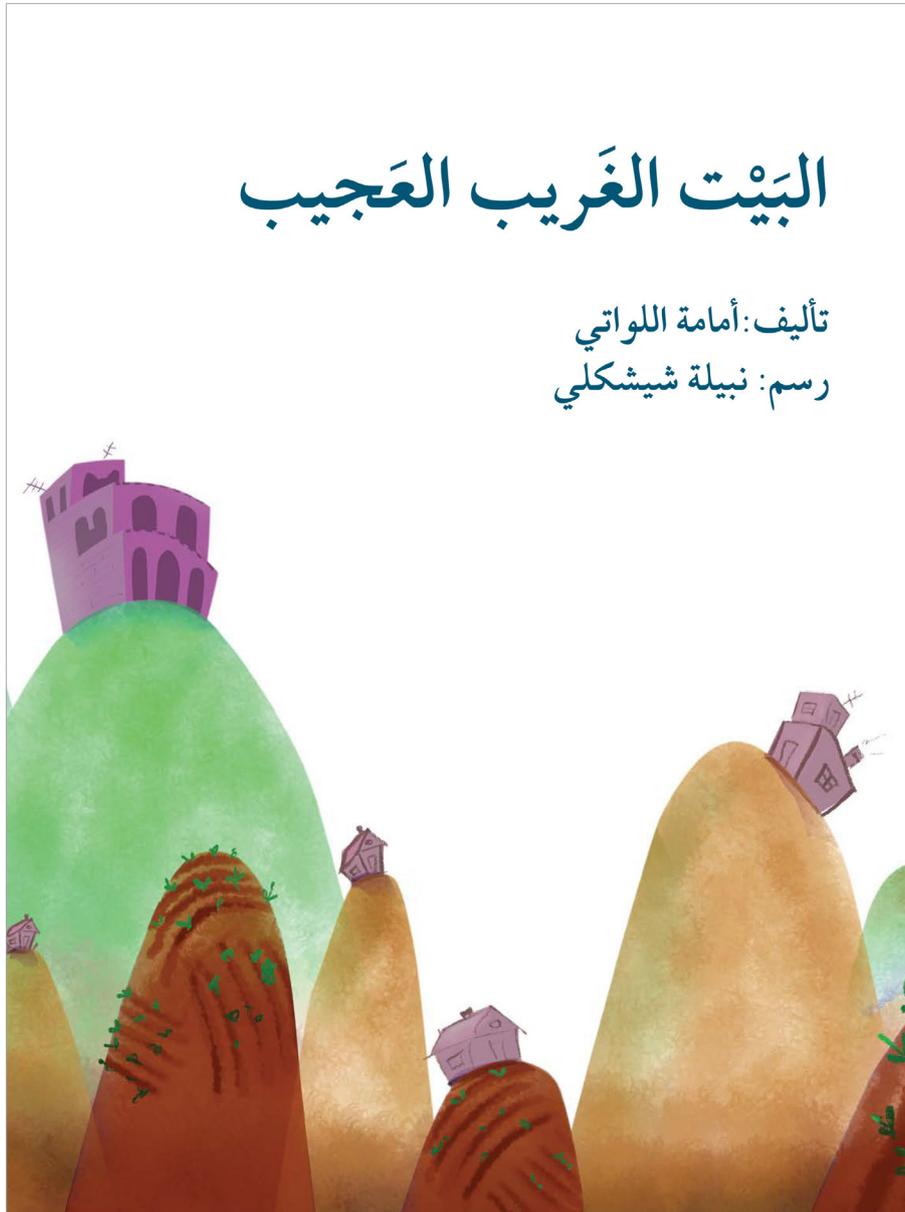
¹⁵ Research4Life, <https://www.research4life.org/casestudies/edward-oyekanmi/>, (accessed 22.1.2020).

¹⁶ Research4Life, <https://www.research4life.org/news/research4life-in-papua-new-guinea-this-will-make-my-life-much-easier/>, (accessed 22.1.2020).

The story of the strange strange house

The story of the strange strange house addresses the issue of poverty by highlighting the housing and simple possessions of the poor. The story begins with the child's displeasure with her humble home and small field, and her wise old woman looks at features that are in her home compared to other homes. The story focuses on contentment, and draws children's attention to happiness that can be found in simple things.¹⁷

Authored by: Imam Al-Lawat Publisher: Al- Asala Publishing

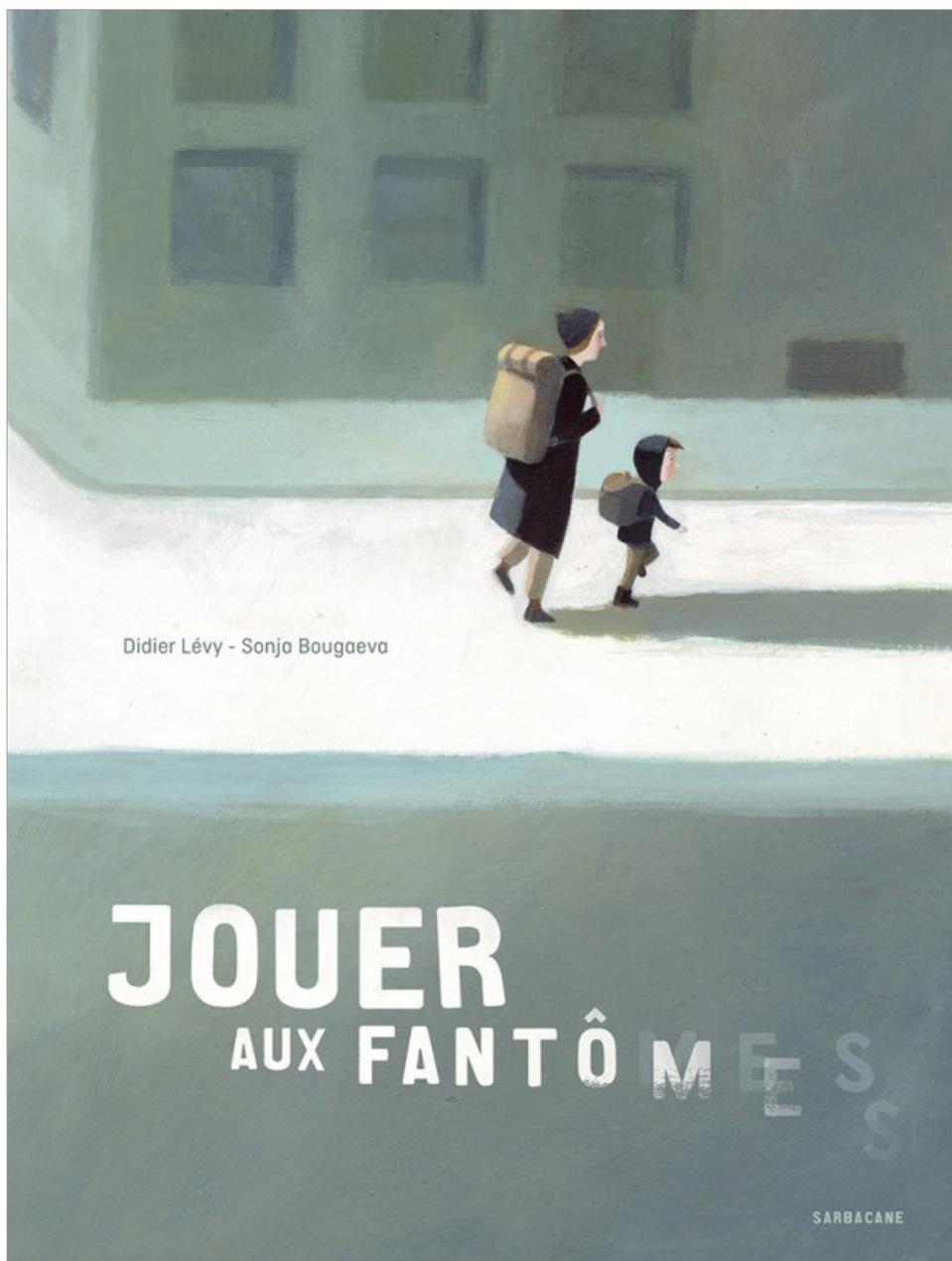


Author: Imam Al Lawat Illustrator: Nabila Shishakli | Publisher: Al- Asala Publishing House

¹⁷ <https://www.un.org/sustainabledevelopment/ar/sdgbookclub/> (accessed 19.6.2020).

Play ghosts

Illustrated book, presenting very beautiful illustrations. Directly addresses the issue of poverty and homelessness. Moving book, which helps to demystify poverty, treated as something that can happen to everyone. This book will help open the eyes - and the hearts - of young readers to the surrounding misery. The work is not miserable however, on the contrary, it teaches to use a good heart against bad fortune.¹⁸



Author: Didier Levy & Sonja Bougaeva | Illustrator: Sonja Bougaeva | Éditeur: Sarbacane

¹⁸ <https://www.un.org/sustainabledevelopment/fr/club-de-lecture-objectif-1/>, (accessed 19.6.2020).



Good health and well-being

- Publish books that promote perspectives on well-being and health
- Promote the health benefits of reading
- Ensure the well-being of your employees

This goal aims to:

- reduce global maternal mortality rate to less than 70 per 100,000 live births
- end preventable deaths of newborns and children under 5 years
- end the epidemics of AIDS, tuberculosis, malaria, tropical diseases, hepatitis, water-borne and communicable diseases
- strengthen the prevention and treatment of substance abuse
- halve the number of global deaths and injuries from road traffic accidents
- ensure access to sexual and reproductive health-care services¹⁹

Publishers can promote both physical and mental wellbeing both within their own organisations and by providing a platform for content that promotes well-being. For example, publishers are increasingly addressing mental health within the workplace and many have established employee groups that promote awareness around issues such as disabilities and work-life balance. Additionally, Publishers and their trade associations continually promote the health benefits associated with the very act of reading.

Publishers contribute to raising awareness around health-related issues through the content they publish. Publishers can produce an array of relevant work on key issues related to health, for example, on mental health, substance abuse and health diseases such as HIV. This content ranges from scientific articles, fiction books that foster greater social acceptance to books for children and youth.

Mental health awareness in the workplace

Awareness and understanding around mental health, particularly in relation to balancing work has been steadily increased over the past few years. According to Time to Change, 39 percent of employees have experienced poor mental health where work was a contributing factor in the last year. Within the workplace, publishers can openly signal their commitment towards their employees by creating an action plan that promotes healthy workplace habits.

An example of this is in the UK, where organisations can sign the Time to Change employer pledge to tackle mental health stigma and discrimination. The organisation also helps to outline a set of actions that any organisation can follow to improve the mental health of their workforce.

¹⁹ United Nations, <https://www.un.org/sustainabledevelopment/health/>, (accessed 23.1.2020).

Springer Nature UK was the first academic research publisher to sign the Time to Change employer pledge to tackle mental health stigma and discrimination.²⁰

One goal for Springer Nature UK is to raise awareness about mental health, and they encourage employees to talk freely about their experiences of mental health issues. They readily provide information for their staff on mental well-being, and teach their management ways to encourage open discussion about these previously taboo issues. 17 wellbeing champions have been trained as mental health first aiders to provide support to colleagues struggling with mental health issues.

Promoting health and well being

As well as promoting mental health in the workplace, the industry has a unique opportunity to spread knowledge of children and adult's health. Trade publishers worldwide publish many titles every year that address mental health, physical health and self-help. Scientific, Technical and Medical (STM) publishers publish the latest in research and academic literature. While educational publishers can integrate concepts around health into learning resources and their products.

An example of the power content can be seen in the series from the world leading medical journal, The Lancet, who has embraced the SDG goals in a series of Lancet Commissions specifically addressing the SDG goal of good health and wellbeing. The commissions outline the current progress, challenges and solutions that are needed from the research community and society in order to achieve the 2030 SDG 3 targets. Commissions include a review of the "Elimination of viral hepatitis by 2030" and "A UNAIDS–Lancet Commission on Defeating AIDS—Advancing Global Health".

Did you know

Research has demonstrated that the act of reading is important for us to feel well promoting calm and wellness. The report on mental wellbeing, reading and writing (National Literacy Trust, September 2018) explored the "relationship between children's mental wellbeing and their reading and writing enjoyment, attitudes and behaviours." The analysis of the data from 49,047 children show that children and young people with good reading skills have greater mental well-being compared to their contemporaries who don't read as much. Children who read a lot have three times as much chance of better mental health compared to those who don't read. In the transition between primary and secondary school "their levels of literacy engagement and mental wellbeing both begin and continue to decline."²¹

The link between health and reading was made more prominent during the COVID-19 pandemic. A UK study from The Reading Agency indicated that 31 percent of people were reading more since lockdown restrictions were imposed in the UK. Similar trends were seen across the globe and served as inspiration for the IPA lead project "Read The World"

²⁰ Springer Nature, <https://group.springernature.com/gp/group/media/press-releases/springer-nature-signs-englands-time-to-change-pledge/16402358>, (accessed 22.1.2020).

²¹ National Literacy Trust, <https://literacytrust.org.uk/research-services/research-reports/mental-wellbeing-reading-and-writing/>, (accessed 22.1.2020).

launched as a response to the isolation imposed on children and young people during the coronavirus pandemic.

The initiative is a collaboration between the IPA, the World Health Organization (**WHO**) and the UN Children's Fund (**UNICEF**) and provided a platform for children's authors to read extracts of their books and promote the benefits of reading to the next generation.²²

#readingmatters. Literacy is important on so many levels. It is important to learn to read, and it is important to continue reading. This leads us to our next selected goal, SDG 4: Quality Education.

²² Read the world, <https://www.internationalpublishers.org/covid-reaction/168-covid-19/965-ipa-who-unicef-launch-read-the-world>, (accessed 17.6.2020).



Quality Education

- Establish partnerships that will address educational gaps within your market
- Continue to develop quality learning materials for all children
- Integrate the latest learning techniques into educational products

This goal aims to:

- ensure that all girls and boys complete free, equitable and quality primary and secondary education leading to relevant and Goal-4 effective learning outcomes
- ensure that all girls and boys have access to quality early childhood development, care and preschool education so that they are ready for primary education
- ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university
- substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship
- ensure that all youth and a substantial proportion of adults, both men and women, achieve literacy and numeracy²³

Social Development Goal 4: Quality Education

“Obtaining a quality education is the foundation to creating sustainable development. In addition to improving quality of life, access to inclusive education can help equip locals with the tools required to develop innovative solutions to the world’s greatest **problems**.”

According to the UN, over 265 million children are currently out of school, 22 percent of them are of primary school age. ... Basic literacy skills have improved tremendously, yet bolder efforts are needed to make even greater strides for achieving universal education goals. For example, the world has achieved equality in primary education between girls and boys, but few countries have achieved that target at all levels of education.”²⁴

As publishers, education is simply part of the collective contribution to society across all sectors of the industry. Education is core to educational publishers who aim to provide trusted learning resources that teachers need to best implement local curricula. Trade publishers provide different stories and perspectives for children and adults alike to learn more about our society and environment. Whilst STM publishers continue to simulate the debates and discussions that enhance our scientific understanding of our world.

²³ United Nations, <https://www.un.org/sustainabledevelopment/education/>, (accessed 23.1.2020).

²⁴ United Nations, <https://www.un.org/sustainabledevelopment/education/>, (accessed 30.1.2020).

In addition to these everyday tasks of publishers, it remains important that the industry continues to address gaps related to literacy and access to education. This can be done by promote a love of lifelong learning through unique partnerships and collaborations across the globe.²⁴

Penguin Random House UK has joined forces with the likes of the National Literacy Trust and the Publishers Association to roll out the Read On. Get On. campaign. Their joint mission is to eradicate illiteracy for the next generation, and work together so that, by 2025, all children aged 11 can read well.²⁵

Penguin Random House UK has also announced that they will donate 500,000 books to charity by 2020. For example, they have donated more than 3000 books, through the Read North East Project, to families and libraries in the area. The publishing house has also donated 8000 books for the World Book Night 2018, and is supporting prisons through the donation of free copies of books to the members of 10 reading groups.²⁶

Publishers association's actions: donations, seminars, StarMark books

As part of their PROSE award, the Association of American Publishers donate hundreds of copies of books, written by award nominees, to colleges and universities.²⁷ Up to 400 academic and professional books are given to various colleges and universities following the announcement of the annual PROSE award winners.

The Indonesian Publishers Association hosted a Symposium on Education to help identify improvements to the overall system. The symposium was held in collaboration with the International publishers Association (IPA), The Indonesian Agency for Creative Economy and Indonesia Ministry of Education & Culture.²⁸ The goal was to learn about new trends in education to improve the national educational strategies and to improve learning outcomes.

This is a good example of collaboration between governmental stakeholders and the publishing industry to identify challenges and work together on improvements to the educational system, and also to identify how new technology can meet the needs of more students with relevant and adjusted learning material.

The **Publishers and Booksellers Association of Thailand**²⁹(PUBAT), together with the Ministry of Culture, recognised their responsibility to help improve standards of literacy in Thailand. They created The Star-Project, with the aim of promoting good quality books for young readers. The project stars the books they deem worthy, within the following categories: children & young adult 0-15, fiction, non-fiction, translated books and graphic novels.

²⁴ United Nations, <https://www.un.org/sustainabledevelopment/education/>, (accessed 30.1.2020).

²⁵ Penguin Random House, Creative Responsibility, <https://www.penguin.co.uk/company/creative-responsibility/reading.html>, (accessed 22.1.2020).

²⁶ *ibid.*

²⁷ AAP, <https://publishers.org/about/giving-programs>, (accessed 22.1.2020).

²⁸ IKAPI, International Symposium on Education, <https://www.ikapi.org/language/en/2019/08/22/international-symposium-on-education/>, (accessed 22.1.2020).

²⁹ PUBAT, Starred books, <https://pubat.or.th/%e0%b9%82%e0%b8%84%e0%b8%a3%e0%b8%87%e0%b8%81%e0%b8%b2%e0%b8%a3%e0%b8%ab%e0%b8%99%e0%b8%b1%e0%b8%87%e0%b8%aa%e0%b8%b7%e0%b8%ad%e0%b8%95%e0%b8%b4%e0%b8%94%e0%b8%94%e0%b8%b2%e0%b8%a7/>, (accessed 22.1.2020).

LitCam

LitCam (Literacy Campaign) is a German organisation working for educational equality and integration. Launched in 2006 at the Frankfurt Book Fair, in cooperation with UNESCO Institute for Lifelong Learning and the Bundesverband Alphabetisierung und Grundbildung eV, the initiative has been a non-profit organisation since 2010.



The aim is to raise awareness of the importance of education in all groups of society and to impart life skills through various engaging projects. LitCam wants to improve educational opportunities for everyone, regardless of their material or social requirements. In addition to the nationwide project “Football meets culture”, LitCam, together with the Börsenverein des Deutschen Buchhandels and the Frankfurt Book Fair, launched the “Books Say Welcome” initiative, which gives refugees easy access to learning and reading materials.³⁰

Inspiring children to read with Börsenverein’s Vorlesewettbewerb

The reading competition, organised by the German Publishers Association, Börsenverein in corporation with bookstores, libraries, schools and cultural institutions, is one of the largest nationwide student competitions in Germany. Established in 1959, over 600,000 students take part every year to present their favourite book and read a short passage from it.



³⁰ What is the LitCam, Background, <https://www.litcam.de/de/>. (accessed 14.5.2020).



From the IPA and Dubai Cares award ceremony at the Sharjah Book Fair 2019³¹. Photo: IPA

Promoting literacy, book access, indigenous languages and library restoration in Africa. International Publishers Association and Dubai Cares: The Africa Publishing Innovation Fund

During the Sharjah Book Fair in October 2019, the IPA announced that seven African publishing-related projects will share USD 170,000 from an innovation fund in 2020. The innovation fund is created by IPA and the development organisation Dubai Cares “for activities to promote literacy, book access, indigenous languages and library restoration in Africa.”³² The recipients were chosen by application, and they represent a variety of projects:

Accord Literary (Ghana) will work to stimulate African authors to write for younger readers.

The publisher **Cassava Republic** in Nigeria is about to produce and translate ten children’s books into three Nigerian languages and wish to establish a reputation for publishing in local languages.

Akada Books in Nigeria are working to give teachers, parents and pupils access to books via mobile phones.

Positively African, in Kenya, wants to invest money in a Story Jukebox and distribute audio books on the African continent via digital platforms, as well as partnering with Universities and centres for blind people.

The world’s largest refugee camp, **Kakuma** in Kenya, wishes to receive funding to build libraries for pupils in the camp.

The Africa Publishing Innovation Fund was created following the agreement of a Memorandum of Understanding in May 2019 between Dubai Cares, part of Mohammed bin

³¹ From left to right: Angela Wachuka (Book Bunk), Elinor Sisulu (PUKU Foundation), Bibi Bakare-Yusuf (Casava Republic), Gbadega Adedapo (President, Nigerian Publishers Association), Dr. Tariq Al Gurg (Dubai Cares), Boudour Al Qasimi (IPA Vice-President), Hugo Setzer (IPA President), Laurence Njagi (President, Kenya Publishers Association), Brian Wafawarowa (Chair, IPA Inclusive Publishing and Literacy Committee), Okechukwu Ofili (OkadaBooks), Stephanie Braquehais, Wanjiru Koinange (Book Bunk)

³² IPA, Seven African publishing-related projects to share \$170 000 from innovation fund in 2020, <https://www.internationalpublishers.org/news/910-seven-african-publishing-related-projects-to-share-170-000-from-innovation-fund-in-2020>, (accessed 22.1.2020).



Rashid Al Maktoum Global Initiatives, and the International Publishers Association (IPA). As part of the understanding, Dubai Cares committed USD 800,000 over four years to expand the reach of IPA's programmes in Africa as well as cooperate on new initiatives at the nexus of sustainable development, education, and publishing.

Dubai Cares has been working towards providing children and young people in developing countries with access to quality education through the design and funding of programs that aim to be integrated, impactful, sustainable and scalable. As a result, the UAE-based global philanthropic organisation has successfully launched education programmes reaching over 18 million beneficiaries in 57 developing countries.

Book Bunk

Another project receiving funding is **Book Bunk**. This project to restore the McMillan Memorial Library in Nairobi, has been awarded \$50,000 towards work on the library's Kaloleni branch. Book Bunk works with the Nairobi authorities to encourage community engagement in libraries, through events, walking tours and film screenings.

Read more about Book Bunk under goal 11.



Elinor Ssisulu and Rosie Katz. Photo: Private

Interview: A view from South Africa – Puku Foundation

One of the projects that received funding was Puku Children’s Literature Foundation in South Africa, a non-profit organisation working to spread children’s literature, education and reading skills in southern Africa. We asked Elinor Sisulu, Executive Director, to talk about the work of Puku.

Could you tell us what Puku is?

The Puku Children’s Literature Foundation is a reading promotion and book development organisation that aims to improve the quality and quantity of children’s books in all South African languages. Puku’s vision is a book for every child, in every language, everywhere. Puku is a collaborative initiative that facilitates and fosters cooperation between producers, promoters, disseminators and consumers of children’s literature. Puku is the only organisation that focuses on reviewing children’s books in indigenous languages.

What do you consider your main challenges when it comes to promote children’s literature in your country?

- Lack of access to books by the vast majority of children, especially culturally relevant quality books in local languages.
- Lack of investment in children’s literature by the education system
- Children’s literature is not seen as a serious area of academic enquiry
- Content producers are inadequately recompensed so there is little incentive to enter the field.
- Poverty and inequality – the majority of people cannot afford books.
- Lack of support for individual and organisations working in the sector.

Is there one particular SDG that you find important for your daily work or that is close to your heart?

The SDG most important for our daily work is SDG 4: Inclusive Education. Equality, equity and lifelong learning are important principles in Puku’s work.



Gender equality

- Ensure gender balance in published content
- Support female leadership in publishing
- Buy good books for translation on equality matters

This goal aims to:

- end all forms of discrimination against all women and girls everywhere
- adopt and strengthen sound policies and enforceable legislation for the promotion of gender equality and the empowerment of all women and girls at all levels
- ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life³³

Social Development Goal 5: Gender Equality

“While the world has achieved progress towards gender equality and women’s empowerment under the Millennium Development Goals, women and girls continue to suffer discrimination and violence in every part of the world.

Gender equality is not only a fundamental human right, but a necessary foundation for a peaceful, prosperous and sustainable world. Unfortunately, at the current time, 1 in 5 women and girls between the ages of 15-49 have reported experiencing physical or sexual violence by an intimate partner within a 12-month period, and 49 countries currently have no laws protecting women from domestic violence. Progress is occurring regarding harmful practices such as child marriage and FGM (Female Genital Mutilation), which has declined by 30% in the past decade, but there is still much work to be done to completely eliminate such practices.

Providing women and girls with equal access to education, health care, decent work, and representation in political and economic decision-making processes will fuel sustainable economies and benefit societies and humanity at large. Implementing new legal frameworks regarding female equality in the workplace and the eradication of harmful practices targeted at women is crucial to ending the gender-based discrimination prevalent in many countries around the world.”³⁴

³³ United Nations, <https://www.un.org/sustainabledevelopment/gender-equality/>, (accessed 23.2.2020).

³⁴ United Nations, <https://www.un.org/sustainabledevelopment/gender-equality/>, (accessed 13.2.2020).

How can the international publishing industry support SDG 5: Gender Equality?

The first step towards gender equality must come from ensuring the publishing industry understands and recognises gender equality as an issue that needs action. Core to SDG5, is the need for women to have equal representation at leaderships levels, in addition to receiving equal pay. This is a discussion that is already occurring within our industry with examples of new women’s networks and action plans that are gathering results.

Secondly, Publishers should focus on content that raises awareness of equality for women and girls. This may take the form of prompting women authors, especially in the STEM community or through women characters and representations in published works.

In this report, we have selected various examples of the different ways publishers have worked towards achieving this sustainable development goal: The export of literature (publishing), a series of books on women playing football (editorial) and the international network of publishers, PublisHer (partnership, leadership).

Also worth mentioning is that Belarusian Nobel Laureate Svetlana Alexievich is launching a Publishing House for female writers only.³⁵

Literature Export: Norwegian book *Fearless Females* sold to 27 countries



Photo: Sabine Felber / Norla

This picture shows renowned Canadian author Margaret Atwood reading the Norwegian comic book *Women in Battle: Freedom, Equality and Sisterhood* (Cappelen Damm 2018) by Marta Breen and Jenny Jordahl at the hand-over ceremony during the Frankfurt book fair, October 2019.³⁶ This title has now been sold for translation to 27 countries, including

³⁵ The Moscow Times, Belarusian Writer Alexievich Starts All-Women Publishing House, <https://www.themoscowtimes.com/2020/01/14/belarusian-writer-alexievich-starts-all-women-publishing-house-a68892>, (accessed 13.2.2020).

³⁶ NRK, Norske kvinner med suksess i utlandet, <https://www.nrk.no/kultur/norske-kvinner-med-suksess-i-utlandet-1.14734534?fbclid=IwAR2fUAVuxNC9UeVPD2hGATcRVAelvFyBgD2Yn8c7HslMIAITAcGHliiMHGVM>, (accessed 23.1.2020).

Albania, Egypt, Russia and the Republic of Korea. In this book about women's 150 years of freedom, equality and sisterhood, Breen and Jordahl tell inspiring stories of the women's movements and many hard-won battles. Written as a comic, the book is easy to read, accessible and fun, and is a good choice for discussion in schools and reading circles.

"We have experienced enormous interest for *Kvinner i Kamp* (Women in Battle). This is a book with an engaging topic which has evidently hit a global nerve. The book has so far been published in 27 countries on five continents. It has also been given a special mention during the Bologna Ragazza Awards," says Ingvild Haugland, Foreign Rights Director at Cappelen Damm Agency. Foreign sales figures indicate that the book appeals to several age groups, and that it can be read by boys and girls, men and women alike. In this way, one title can have a big impact on readers worldwide, and help to shine a light on both historical and contemporary equality issues.



Photo: Cappelen Damm Agency/Anna Pfeifer

Swedish publisher Olika's series of books for children about Sweden's female football stars

The Swedish publisher Olika, run by Marie Tomičić i, has in the last five years developed a series of books about Sweden's top female footballers. Olika is a publishing house focusing on diversity for young readers. They have a pronounced sustainable perspective, and work purposefully with their own climate policy and system for sustainable production. Accessible information on these policies is easily found on their website alongside details of their work on equality and diversity. To inspire the industry to follow suit, Olika is part of the initiative A Fossil Free Sweden.

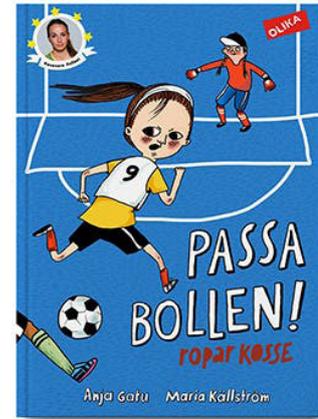


Image: Olika Förlag

Clearly visible in the content and production of their children's series is a focus on the environment along with a wider awareness of all the sustainable development goals. One series of books has been particularly successful about top female players on the Swedish national football team. "Our goal is to contribute to increased equality and that means mirroring strong female athletes but also mirroring male athletes working for equality," publisher Marie Tomičić told Publishing Perspectives, October 2019. "When choosing male athletes, we choose people who want to contribute and who are, as people, contributing to equality."³⁷ She also told that the publishing house had been invited to support the team in a match against Slovakia, and there she had spoken about the series, together with one of the football stars, Therese Sjøgran, in a meetup arranged by Forza Football. Another star of the series, Nilla Fisher, attended the Gothenburg Book Fair to talk about the books, combining the two worlds of sports and literature.

The author wrote the series in collaboration with the footballers. The books contain stories from their childhood, and are a mix of fiction and non-fiction. On the publisher's website, book descriptions include [YouTube](#)-interviews with each of the football players.

³⁷ Publishing Perspectives, Marie Tomičić at Sweden's Olika: Winning Football Books for Girls, <https://publishingperspectives.com/2019/10/marie-tomicic-sweden-olika-football-books-for-girls-climate-change/>, (accessed 13.2.2020).



Photo: The PublisHer Events

PublisHer: A network for women in publishing

PublisHer started as an informal group in 2018, and grew through meetings at the London Book Fair March 2019, Nairobi June 2019, the IPA regional seminar in Amman and at the book fairs in Frankfurt and Sharjah. IPA Vice-President Bodour Al Qasimi and Maria Pallante of the Association of American Publishers embraced the challenge and launched a network to promote women’s role in shaping leadership in the publishing business.

“PublisHer is a call to action led by female publishing leaders to address their industry’s entrenched gender imbalances, and to drive an international agenda for change,” according to their website womeninpublishing.org. It goes on to say: “PublisHer is an empowered community, seeking creative, viable solutions to the many gender-based inequities that have long characterised world publishing and other creative industries.”

The Executive Committee is made up of seven women from different parts of the world holding different positions in the industry. The group will focus on how exclusion and gender bias affect women in their careers and impacts on content and diversity in books, and how diversity and inclusivity can be prioritised in the publishing industry. Women should support female colleagues, support diverse authors and take positions in organisations such as IPA, the International Federation of Reproductive Rights Organisations (IFRRO) and the World Intellectual Property Organization (WIPO). Several organisations and companies have become sponsors of PublisHer, including the IPA, the Association of American Publishers, the Kalimat Group, and Copyright Clearance Centre (CCC)³⁸.

³⁸ Publishing Perspectives, The PublisHer Women’s network, at Frankfurt and Sharjah, <https://publishingperspectives.com/2019/11/the-publisher-womens-network-at-frankfurt-and-sharjah/> (23-1-2020)

“PublisHer’s great strength is its convening power – the ability to bring together individuals to advance the common goal of gender equality at all levels of the global publishing industry. Right now we’re developing some ideas into programmes that will be rolled out in the coming months, including a pilot mentorship scheme with PublisHer as matchmaker, and a series of virtual first-person encounters with some inspiring bookwomen from around the world. So many publishers are going through a very difficult time at the moment - professionally and personally - and we will continue to listen and look for ways to enable the members of the PublisHer community to support each other and help each other emerge from this crisis stronger.”

– IPA Vice-President Bodour Al Qasimi



Clean Water and Sanitation

- Support innovations through awards
- Publish research and books that addresses the importance of access to clean water

This goal aims to:

- achieve universal and equitable access to safe and affordable drinking water for all
- expand international cooperation and capacity-building support to developing countries in water- and sanitation-related activities and programmes, including water harvesting, desalination, water efficiency, wastewater treatment, recycling and reuse technologies³⁹

A key global challenge is access to clean water for all. How can our industry support this goal?

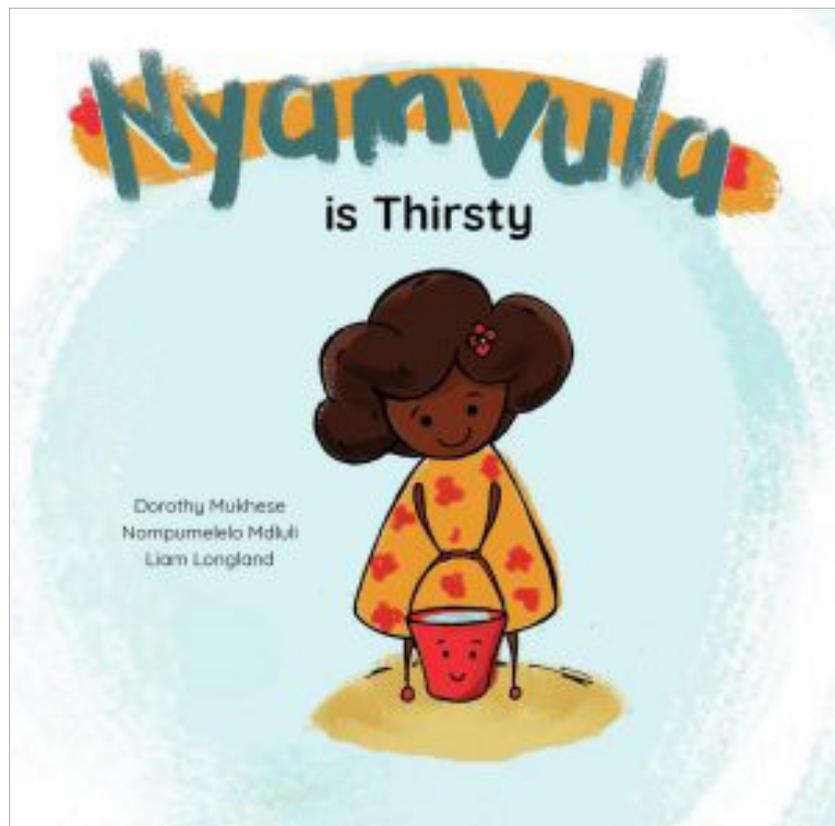


Image: PUKU Foundation⁴⁰

³⁹ United Nations, <https://www.un.org/sustainabledevelopment/water-and-sanitation/>, (accessed 23.2020).

⁴⁰ <https://www.puku.co.za/books/nyamvula-is-thirsty/>, (accessed 12.5.2020).

RELX Environmental Challenge and Resource Centre

RELX is a global provider of information-based analytics. RELX also work actively with the Sustainable Development Goals (SDGs), to provide useful and substantial information in their [SDG Resource Centre](#). Their SDG News Tracker stores all relevant global news articles in Spanish, English, Chinese, German, Arabic, French and Russian, searching more than 75,000 news articles on a daily basis.

The RELX Environmental Challenge 2019 award winner was [SolarSack](#). Each year since 2011, this award is given to “projects that demonstrate how they can provide sustainable access to safe water and sanitation.”



SolarSack purifying water. Photo: SolarSack

Books about clean water & climate

The International Water Association (IWA) has its own publishing programme, IWA Publishing, that works to further knowledge on water resources. Their programme includes 15 peer reviewed journals and 800 books.⁴³

The New York Times bestseller *A Long Walk to Water* by Linda Sue Park tells the story of Salva, a boy from a rural village in what is now South Sudan. At 11, during the Sudanese civil war, he had to flee his country. Following 10 years in a refugee camp, he got the chance to move to America. Upon learning that his father in South Sudan was very ill due to water-borne parasites, he was inspired to help his country provide access to clean water. This was the start of Water for South Sudan, a charity working with water, sanitation and hygiene programmes.⁴⁴

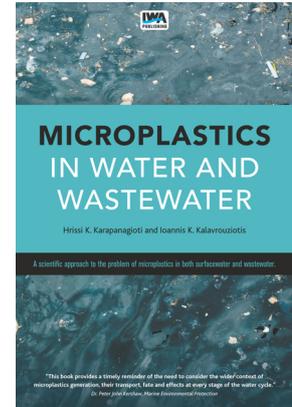


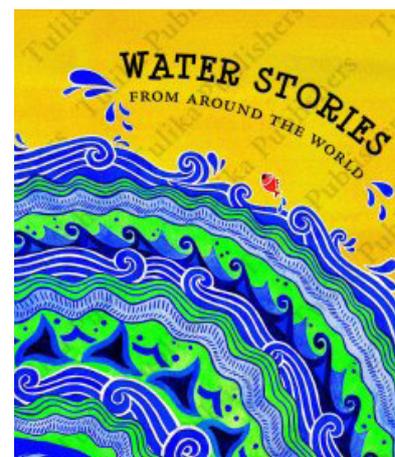
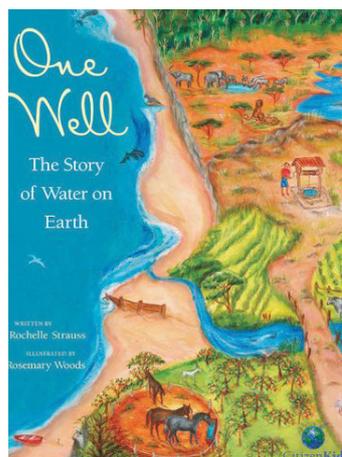
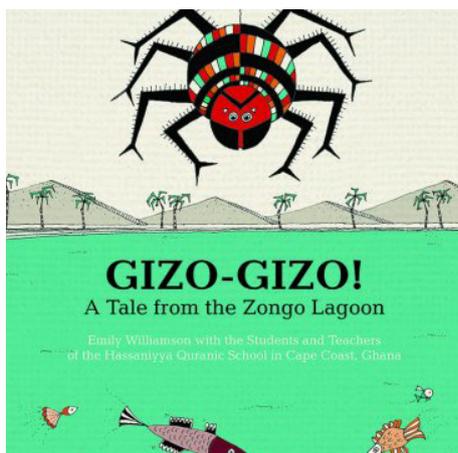
Image: IWA Publishing

SDG Book Club: Clean Water and Sanitation Reading List

One Well: A story about how essential water is to our lives, and the impact of environmental damage.

Water Stories from Around the World is about why clean water and sanitation matters.

Gizo Gizo tells the story of a spider who pollutes the lake and damages its whole community and shows the reader the impact of water pollution.



⁴³ IWA Publishing, <https://www.iwapublishing.com/>, (accessed 23.1.2020).

⁴⁴ Water for Sudan, <https://www.waterforsouthsudan.org/for-educators>, (accessed 23.1.2020).

How does running water work?

The book tells children about water and water structures: springs, wells, wells, canals, helps to figure out how a modern water supply works, and even tells you how to fix a dripping tap! This is a unique publication, which in an unusual form tells not only about the properties of water, but also about the structures through which we can use this water.⁴⁵

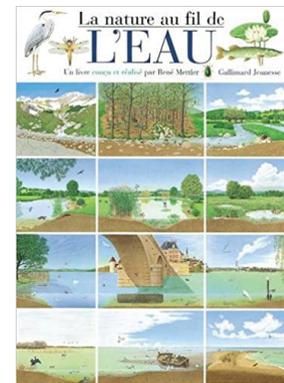


Author: P. Voltsit | Publisher: Avanta

Nature along the water

This work is a beautiful educational book which tells the story of a river from its source to its mouth. Over the seasons, the reader discovers a variety of landscapes and more particularly the flora and fauna that reside there.

The book and its beautiful illustrations show the reader the richness of species and the importance of water for the ecosystem.⁴⁶



Author: René Mettler |
Éditeur: Gallimard Jeunesse

⁴⁵ <https://www.un.org/sustainabledevelopment/ru/sdgbookclub-6archive/>, (accessed 19.6.2020).

⁴⁶ <https://www.un.org/sustainabledevelopment/fr/club-de-lecture-objectif-6/>, (accessed 19.6.2020).



Affordable and Clean Energy

- Understand current energy consumption and sourcing
- Investigate options to switch to renewable or more sustainable sources of energy
- Learn about environmental standards and certifications for operations

This goal aims to:

- ensure universal access to affordable, reliable and modern energy services⁴⁷
- increase substantially the share of renewable energy in the global energy mix
- double the global rate of improvement in energy efficiency

Many of the key themes of the SDG goals are interconnected. For SDG 7; affordable and clean energy, the theme of energy consumption and environmental impact are also seen in SDG 12: Responsible Consumption and Production and SDG 13: Climate Action. In all three goals, publishers have a responsibility to reduce energy consumption and switch to clean and sustainable sources of energy in their operations.

One example is Penguin Group USA, who buy renewable energy credits that offset 100 percent of the electricity used by their distribution centre in Westminster, Maryland. In addition, their Crawfordsville, Indiana facility receives approximately 20 percent of its power directly from wind turbines. Another example is Relx Group, who report that they purchased 96 percent of their electricity from renewable energy sources in 2019. Their 2020 goal is to certify that 50 percent of the business adheres to the standards of the ISO 14001 Environmental Management System.⁴⁸

Otava Book Printing in Keuruu, Finland opted to work with Greenled when they were looking to renew their lighting system. Their lighting hardware is produced in Finland, and is fully recyclable. The combination of smart controls and LED lights have generated energy savings of 75 percent and the reduction of 91 tonnes of CO2 emissions.⁴⁹

For companies considering renewable energy, R100 led by The Climate Group in partnership with CDP, aims to accelerate a global shift to clean energy and zero carbon grids. The project encourages companies to make a commitment to go '100 percent renewable'. Within the publishing industry this includes RELX and Pearson, the world's largest education company. Pearson has been 'climate neutral' since 2009, an approach it has renewed and refreshed every subsequent year. As part of that commitment it has a policy to only purchase the electricity it uses in its buildings from renewable sources, something it first achieved in 2012 and has maintained ever since.

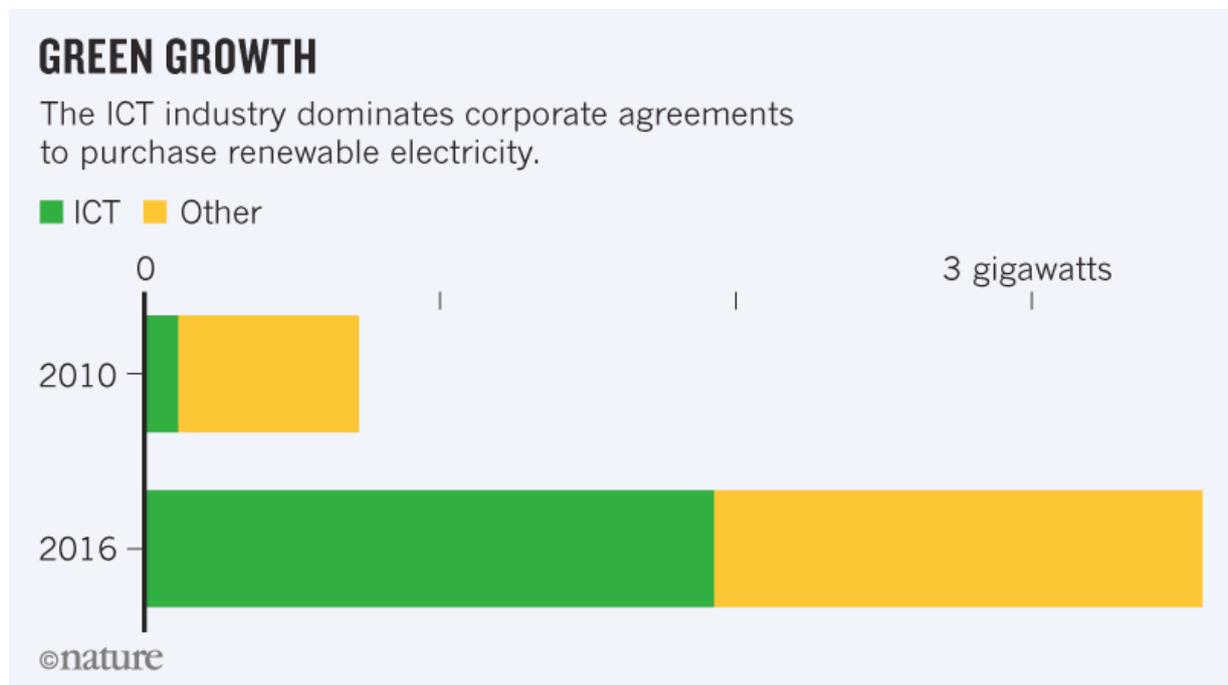
⁴⁷ United Nations, <https://www.un.org/sustainabledevelopment/energy/>, (accessed 23.1.2020).

⁴⁸ RELX, Environment, <https://www.relx.com/corporate-responsibility/being-a-responsible-business/environment>, (accessed 30.1.2020).

⁴⁹ Greenled, Otava Printing House, <https://greenled.com/references/otava-printing-house/>, (accessed 30.1.2020).

Impact of transitioning to digital

By 2025, it's estimated that 463 exabytes of data will be created each day as data output increases the size and demand for data storage and digital infrastructure also increases.⁵⁰ Most of the environmental impact from digital infrastructure, comes from energy consumption. Recent research suggests in a worst-case scenario, that by 2030, electricity usage from ICT will contribute up 23 percent of greenhouse gas emissions, making ICT a larger contributor to greenhouse gas emissions than the automotive and aviation industry. The main contributor to greenhouse gas emissions are data centres, who require constant temperature control. One solution is to use renewable energy and many organisations such as Google, Facebook and Apple have made commitments to use 100 percent renewable energy.



Source: *How to stop data centres from gobbling up the world's electricity. Nature.*⁵¹

Today, modern publishing is increasingly using digital infrastructure. For example, RELX, the parent company of Elsevier, an academic publisher, have committed to 100 percent renewable energy use and reports that energy use in their data centres is responsible for 40 percent of total energy usage (offices account for 57 percent and warehouses 3 percent). This demonstrates the significant role data centres and ICT infrastructure will play in achieving sustainability.

⁵⁰ <https://www.raconteur.net/infographics/a-day-in-data>, accessed 22.6.2020).

⁵¹ <https://www.nature.com/articles/d41586-018-06610-y>, (accessed 22.6.2020).



Decent Work and Economic Growth

- Sign Modern Slavery Act statements
- Develop internship programmes
- Secure diversity in your publishing house
- Corporate Sustainable Responsibility (CSR) strategy

This goal aims to:

- sustain per capita economic growth in accordance with national circumstances and, in particular, at least 7 per cent gross domestic product growth per annum in the least developed countries
- achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labour-intensive sectors
- achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value
- substantially reduce the proportion of youth not in employment, education or training⁵²

As publishers and employers, we can work on this goal internally, focusing our attention on developing corporate statements on diversity and inclusion, on providing decent salaries for employees, and investing in innovations and adaptations to secure economic growth for the company.

Education is the key to economic growth. Literacy and decent learning materials are fundamental to quality education. This way, publishers can influence economic growth through our work on the provision of quality educational resources and our continued participation in literacy programmes.

This section highlights some measures that positively contributes to economic growth and employment.

Protecting human rights

Publishers often operate in international markets and it is important that the industry remains vigilant and aware of the working conditions in each market and throughout the supply chains. The UN Global Compact, specifically designed to support and align businesses to operate sustainably has outlined 10 principles related to human rights, fair

⁵² United Nations, <https://www.un.org/sustainabledevelopment/economic-growth/>, (accessed 23.1.2020).

and non-discriminatory labour practices, the environment, and anti-corruption. Publishing companies are encouraged to join the UN Global Compact. Within the publishing industry, some publishers have committed to protecting human rights, these include:

Pearson has clarified their position on this SDG in their statement against modern slavery, 29 February 2018. This statement underlines that “modern slavery is contrary to our mission and our company values to be brave, imaginative, decent and accountable.” The company will work to prevent modern slavery and human trafficking in all supply chains.⁵³

The RELX group, with 30,000 employees worldwide and offices in more than 40 countries in six continents, signed their third Modern Slavery Act statement in February 2019.⁵⁴

Simon & Schuster UK have adopted a zero-tolerance policy to the use and exploitation of forced and bonded labour. As part of the ViacomCBS group, they have a clear Anti Modern Slavery UK statement.

Egmont, a leading international media group with head offices in Copenhagen, Denmark, has specifically chosen to work with the SDGs, and is publishing reports on their work with selected goals. The company has been a signatory to the UN Global Compact since 2013.

Additionally, back in 2003, a collaboration of publishers founded the Publishers Resolution of Ethical International Manufacturing Standards. This standard was based on the International Council of Toy Industries and provided a practical, thorough and fair system of monitoring conditions and treatment of workers in factories outside the EU. This standard is widely adopted by publishers within the UK.

Stimulating opportunities to enter the industry

Penguin Random House published a new Creative Responsibility Report in 2018, focusing on progress in the four key areas of reading, community, inclusion, and sustainability. The publishing house, in the last year, have helped 450 young people gain a two-week work experience placement and encouraged 1,170 teenagers to take part in a careers workshop. Furthermore, six authors discovered through the WriteNow talent initiative have had their books published by Penguin Random House UK. 99.6 percent of the paper used for book printing now comes from FSC-certified sources, and they decreased their carbon footprint by 10percent in 2018.⁵⁵

⁵³ Pearson, <https://www.pearson.com/corporate/about-pearson/our-position-on/modern-day-slavery.html>, (accessed 23.1.2020).

⁵⁴ RELX, <https://www.relx.com/~media/Files/R/RELX-Group/documents/responsibility/relx-slavery-statement-2019.pdf>, (accessed 23.1.2020).

⁵⁵ Penguin, <https://www.penguin.co.uk/company/creative-responsibility.html>,

Egmont: Zero tolerance policy

CSR Highlights



The Sustainable Development Goals

Egmont has identified goal 4, 8 and 12 as its focus areas. Each goal has been identified based on the potential negative impact and the best opportunities that the Egmont Group may have to positively impact the goal.

Source: Egmont CSR Report 2018

Egmont, a Danish publisher has put their commitment into action. In 2005 the business group implemented the Egmont Social Compliance Programme to ensure that all suppliers respect human rights and safeguard the salary conditions and safety of their workers. The programme includes, for instance, the mapping of manufacturers; their health and safety assessments, social audits, and their compliance to the Egmont Code of Conduct.⁵⁶ The resulting information, along with a report on their CO2 emissions, is compiled into a report that can be read in full [here](#).

Egmont's Zero Tolerance Policy:

- No violation of local minimum wage regulations
- No forced, bonded or compulsory labour
- No child labour
- No risk of losing life and/or limb
- No corruption and/or bribery

To make it financially possible for young people to come to London and work in publishing, the publisher James Spackman and the **UK Publishers Association** set up the Spare Room Project. This project works to match interns from outside London with publishers who have a room to spare. This makes it possible to recruit new people who may not have the economic resources to pay for expensive London accommodation.⁵⁷ The PA also states that they “work alongside publishers and industry stakeholders to improve inclusivity in the industry.”⁵⁸

⁵⁶ Egmont, CSR Report, https://www.egmont.com/sites/default/files/2019-06/CSR_Report_2018.pdf p 17 (accessed 29.1.2020).

⁵⁷ The Publishers Association, <https://www.publishers.org.uk/activities/inclusivity/spare-room-project/>, (accessed 23.1.2020).

⁵⁸ The Publishers Association, <https://www.publishers.org.uk/activities/inclusivity/>, (accessed 23.1.2020).



Industry, Innovation and Infrastructure

- Understand circular economy
- Find solutions to recycle and re-use materials
- Find new solutions for book distribution

This goal aims to:

- upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes, with all countries taking action in accordance with their respective capabilities
- promote inclusive and sustainable industrialisation and, by 2030, significantly raise industry's share of employment and gross domestic product, in line with national circumstances, and double its share in least developed countries

A central term in the discussion on climate change, environmental protection and sustainability is circular economy. According to a 2019 report on circular economy by the Norwegian environmental NGO Framtiden i våre hender (Future in Our Hands), society reuses only nine percent of the raw material we extract from the earth, that means 91 percent of the resources are wasted. This demands a larger focus on resource management.⁵⁹

For the publishing industry, there are various aspects in which our products can be reused and considerations for the future in terms of the sustainability of the innovations and digital products that are emerging in many sectors. Some examples are below:

Re-cycling

Books have always been a product that has been easily reused and recycled. Two initiatives demonstrate this:

RecycLivre: the French RecycLivre (Recycle Books), based in Paris has two main commitments: one to sustainable development and the other to the social and solidarity economy. They sell second-hand books over the internet and donate 10 percent of their profits to educational charities. They also collect books from the homes of customers in Paris, Bordeaux, Lyon, Lille, Nantes, Strasbourg, Toulouse and Madrid who want to rid themselves of books they have read. RecycLivre uses only electric freight vehicles. On their website, reasonably priced second hand books can be ordered and delivered to mainland France and Corsica.

⁵⁹ Boye, Ebba, Sirkulær framtid – og skiftet fra lineær til sirkulær økonomi, <https://www.framtiden.no/aktuelle-rapport-er/874-sirkulaer-framtid-om-skiftet-fra-lineaer-til-sirkulaer-okonomi/file.html>, s 52, (accessed 18.2.2020).

The idea is to change consumer habits and design a movement that encourages people to be more aware of the environmental issues facing modern societies. This method is different from the way antiquarians operate who mostly buy carefully selected books and collector's items, like first editions, to sell for profit.

Box to read: RecycLivre has also launched the collaborative project Box to Read, which features on an online map with the location of more than 4000 free boxes of books. In February and March 2020 they collaborated with the clothing brand Des Petits Hauts to set up book boxes in all their shops for customers to deliver or take books for free.⁶⁰

These solutions are good examples of measures that simultaneously encourage reuse, reading and new ways of thinking about infrastructure and the lifecycle of books. Through collaboration with different players, RecycLivre makes themselves visible to new audiences. In their employment policy, there is an emphasis on diversity and inclusion.



Image: Des Petits Hauts

E-waste and technology

If we consider modern publishing, the industry has built a robust electronic infrastructure that facilitates our communication and publishing processes. It is with this consideration that publishers should think about their own electronic waste or WEEE (Waste Electrical and Electronic Equipment). This term refers to disposal of faulty and obsolete electronic devices that businesses discard. Often, e-waste is not recorded or reported and if

⁶⁰ Des Petits Hauts. <http://blog.despetitshauts.com/?p=1742>, (accessed 18.2.2020).

disposed of incorrectly directly threatens progress towards a circular economy because valuable and scarce resources are wasted.

The global e-waste monitor reported in 2017, that although 66 percent of the world's population was covered by e-waste legislation, only 20 percent of an estimated 44.7 million metric tonnes (Mt) of e-waste was recycled. The important part publishers can play is to help with the data and reporting of their own efforts to recycle electronic waste appropriately.⁶¹

⁶¹ <http://ewastemonitor.info/>. (accessed 19.6.2020).



Reduced inequalities: Diversity and Inclusion

- Internal workforce audit
- Diversity charters
- Strategies to strengthen work force diversity
- Accessible books charter

This goal aims to:

- empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status
- ensure equal opportunity and reduce inequalities of outcome, including by eliminating discriminatory laws, policies and practices and promoting appropriate legislation, policies and action in this regard
- adopt policies, especially fiscal, wage and social protection policies, and progressively achieve greater equality⁶²

Do employees reflect the population as a whole? Is there a good age variation between the youngest and oldest employees? Can people with disabilities access the facilities and conditions they need, and does the company embrace people of different sexual orientation and ethnic background? These are core questions that can be best categorised under the term diversity and inclusion.

Diversity has long been associated with anti-discrimination compliance and HR practices, but increasingly it is being seen as an opportunity for businesses, and their respective industries, to become more innovative and improve performance.⁶³ The publishing industry is uniquely positioned to take advantage of such opportunities by:

- ensuring diverse and inclusive workplaces
- ensuring balance in authors, characters and editors
- Making our products accessible to the visually impaired

“The first step to creating change is to really understand where you stand. For diversity this means we need to collect data about the type of people who work within our industry. This enables us to understand where the gaps within diversity lie and to give us a chance to make meaningful change.”

– Michiel Kolman

⁶² UN, <https://www.un.org/sustainabledevelopment/infrastructure-industrialization/>, (accessed 23.2.2020).

⁶³ The business case for diversity in the workplace is now overwhelming, <https://www.weforum.org/agenda/2019/04/business-case-for-diversity-in-the-workplace/>, (accessed 17.6.2020).

Data collection is the starting point to better understanding the baseline of diversity and to becoming more inclusive. There is no global publishing industry survey, however there are interesting insights gained from surveys in the United Kingdom and United States.

UK PA: UK Publishing Industry Diversity & Inclusion Workforce Survey

In 2017, the UK PA launched an industry-wide 10-point action plan to ensure that publishing reflects the UK population. As part of this plan, the PA has committed to do an annual survey of the workforce demographics of UK publishing houses.⁶⁴

In 2019 the PA undertook their first annual industry-wide survey, conducted by EA Inclusion. All organisations took part by sharing an online questionnaire with their employees. 57 organisations provided information on their gender balance and workforce demographics, with 12,702 responses. You can read the full survey [here](#).

There were two sets of information being surveyed:

Women in Senior Leadership

Key findings:

The survey shows that for the first time, the PA's five-year target has been achieved, with more than 50 percent of leadership positions and executive level roles being occupied by women.

The proportion of women in executive leadership rises from 45 percent in 2018 to **53 percent** in 2019.

The proportion of women in senior management positions declined slightly from 56 percent in 2018 to 55 percent in 2019.

The proportion of women in combined executive leadership & senior management positions rose from 54 percent in 2018 to 55 percent in 2019.

	2017	2018	2019
Women in Executive Leadership	48%	48%	53%
Women in Senior Management	49%	56%	55%
Combined Executive Leadership & Senior Management	49%	54%	55%

Source: PA&EA Inclusion

⁶⁴ PA, <https://www.publishers.org.uk/activities/inclusivity/survey-of-the-publishing-workforce/>, (accessed 9.3.2020).

Diversity & Inclusion Workforce Survey

Key findings:

- Age: The main working force is aged between 25-44 years, the age group 55+ only represents 8.1 percent of the workforce.
- Gender: A female dominated industry, with females accounting for more than two-thirds of the respondents.
- Nationality: 87.7 percent of respondents identified as British or Dual British.
- Ethnic Group: 84.8 percent of respondents reported being white, 13 percent being BAME (Black, Asian, Minority Ethnic). Within the BAME group, 6.4 percent are Asian. This is slightly higher than the UK population. The PA has set a 5 year industry target aiming for at least 15 percent of publishing employees to be BAME by 2022.

The survey also analyses the workforce religion, disabilities/impairments, mental health, education level, childhood location and sexual orientation.

The workforce is mainly white and young, leaving improvements to be made regarding age and BAME diversity. Regarding sexual orientation, it is interesting to observe that 10.3 percent of respondents identify as LGBT+, which is significantly more than the UK population (2 percent).

Such surveys have inspired some publishers within the UK to make their own commitments. For example, Penguin Random House has made it their goal to be as diverse as British society by 2025. All new employees and all new titles published must reflect the country's population with regards to ethnicity, gender, sexual orientation and class.⁶⁵

Canada's ACP: Diversity and Inclusion Working Group

In March 2019, The Association of Canadian Publishers (ACP) released the results of its 2018 survey measuring diversity in the English-language Canadian book publishing industry, this being the first survey of its kind. The survey was conducted over the summer of 2018 by ACP's Diversity and Inclusion Working Group. Key findings were that people with indigenous and non-white background are underrepresented in the industry, with 82 percent of the respondents identified as white.

372 publishing professionals responded to the online survey, which also included data on age, gender identity, sexual orientation and disability. Furthermore, it invited the respondents to identify initiatives that would encourage a diverse and inclusive industry. The working group will make recommendations to the ACP for future inclusion and diversity measurements.⁶⁶

US: Does publishing remain white? The Diversity Baseline Survey by Lee and Low⁶⁷

In response to criticism over the lack of diversity in the US publishing industry, Lee & Low Books released a diversity survey in 2015, aiming to establish concrete statistics about the

⁶⁵ <https://www.penguin.co.uk/company/creative-responsibility.html>, (accessed 12.5.2020).

⁶⁶ ACP, <https://publishers.ca/wp-content/uploads/2019/03/190320-DiversitySurveyRelease-1.pdf>, (accessed 11.3.2020).

⁶⁷ Lee & Low Books, The Diversity Baseline Survey, <https://www.leeandlow.com/about-us/the-diversity-baseline-survey>, (accessed 12.3.2020).

diversity of the publishing workforce. At that time, the number of diverse books published each year for the last twenty years had been stuck at an average of 10 percent. The basic question stands: If the people who work in publishing are not a diverse group, how can diverse voices truly be represented in its books?

Tendencies:

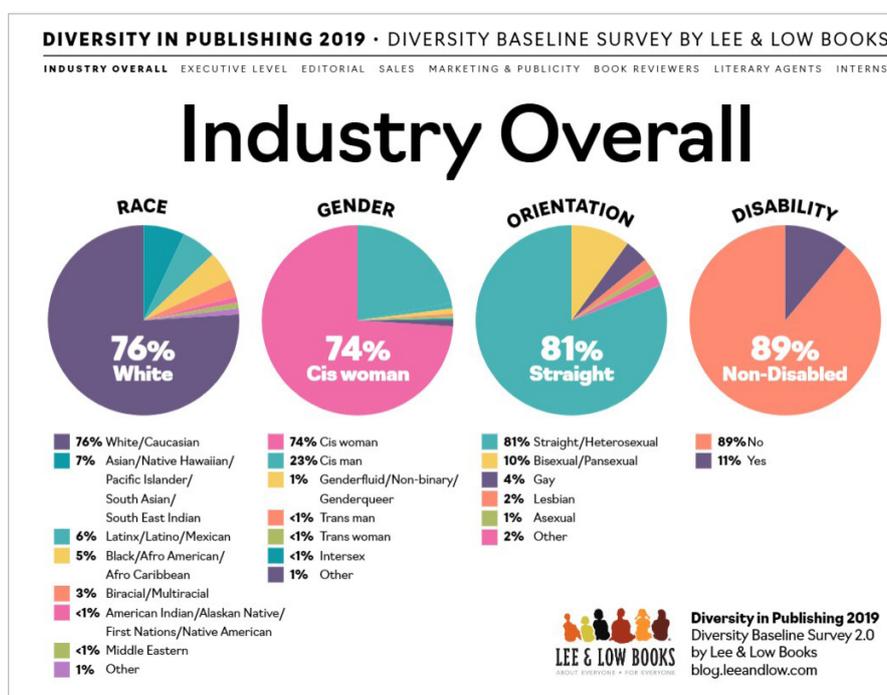
Responses from 34 publishers in North America and eight review journals showed that 79 percent of the overall working force were White/Caucasian, 4 percent Black/African-American and 7 percent Asian. 78 percent were cis woman, 21 percent cis man, 88 percent straight and 92 percent non-disabled.⁶⁸ On an executive level the only main change was on gender, where men represented to 40 percent versus 59 percent women.

How had this changed by 2019?

In 2019 the survey was repeated and expanded, this time with 7893 responses, representing a 112 percent increase from 2015.

Key findings show that 76 percent report being White/Caucasian, 7 percent Asian, 6 percent Latino and 5 percent Black/African-American. 74 percent are cis woman, 23 percent cis man, 81 percent straight and 89 percent non-disabled.⁶⁹ For the executive level, figures are 78 percent white, 60 percent cis women, 82 percent straight and 90 percent non-disabled.

The survey shows that the numbers are much the same as in 2015, with a minimal 3 percent decline in the white workforce.



Source: Lee & Low Books

⁶⁸ Lee & Low, The Open Book Blog, Where is the diversity in publishing? The 2015 Diversity Baseline Survey Result, <https://blog.leeandlow.com/2016/01/26/where-is-the-diversity-in-publishing-the-2015-diversity-baseline-survey-results/>, (accessed 12.3..2020).
⁶⁹ Lee & Low, The Open Book Blog, Where is the diversity in publishing? The 2019 Diversity Baseline Survey Result, <https://blog.leeandlow.com/2020/01/28/2019diversitybaselinesurvey/>, (accessed 12.3.2020).

What can be done to improve diversity and inclusion?

The first practical step to improving diversity and inclusion is to start the conversation. In a 2020 IPA member survey, 67 percent of IPA members either strongly agree or agree that their association promotes diversity. While 50 percent had active programs and activities around diversity and inclusion, some barriers that were identified included the **lack of best practices, tools and resources** to start diversity initiatives (61 percent) followed by **lack of interest and commitment from individual publishing companies** (50 percent) and finally a **general attitude of indifference within the industry** (33 percent).

The results demonstrate how important diversity and inclusion is as a topic for trade associations and publishers to discuss and share best practices. An example of how this could be done was the Norwegian Publishers Association (NPA), hosting a diversity seminar in 2019. The aim was to highlight the topic of diversity in the industry and in Norwegian book titles, building awareness around the following core questions:

- Why have a better diversity representation among employees, reflecting the population as a whole, and how?
- How to increase the recruitment base for the publishing industry?
- How to increase diversity among authors?

How to attract a variety of artistic voices? NPA will continue its diversity project, which will map the industry and present guidelines in order to increase awareness during employment processes and attract new voices. Another way to promote diversity is through national reading day campaigns and promotions. Reading aloud helps to connect people from all different types of backgrounds with national reading days and promotion of reading campaigns positively contributing to reducing inequalities and promoting diversity. For example, in 2020, Germany is promoting “Europe and the World” as a key theme during their National reading day to highlight the different geographic and cultural diversity in society. It is hoped that the theme will promote multilingual reading, songs and rituals, games or dishes from different nations.⁷⁰

It is equally important to strive for diversity in titles, content and illustrations, in both adult and children’s books. Research shows that exposure to underrepresentation and stereotyping can lead to educational and vocational pathways that are based on gender or ethnicity, rather than on individual talents and interests. It was on this basis that the Dutch Publishers Association requested research into representation in Dutch textbooks. The research conducted by Professor Judi Mesman of Leiden University found systematic underrepresentation of female characters, with an average of 41 percent across the 33 books. Similarly, characters of colour (with a non-Western/non-White background) were underrepresented in the text of the books, with an average of 9 percent, compared to national Dutch statistics reporting 13.4 percent of people in the Netherlands belonging to this group. Finally, representation of LGBT+ characters was completely absent in all books. These insights have been used by educational publishers to help tailor their materials but have also sparked discussion about what publishers want to achieve with their content.

⁷⁰ Über den Bundesweiten Vorlesestag, <https://www.vorlesetag.de/vorlesetag/>, (accessed 17.6.2020).

“When reflection is the goal, underrepresentation of women among scientists in the books, or lower-status jobs for persons of color would be justified, because this reflects the actual situation in our society. If publishers want to contribute to emancipation that goes beyond the current situation, character representation might actually be different than a reflection of our society. It is up to the publishers to have these challenging discussions and formulate their explicit vision to guide the contents of the next editions of their books.”

– Professor Mesman

Resource pages on diversity in children’s books

1. Children’s book illustrators that focus on diversity: https://www.troisdorf.de/MediaLibrary/Content/System/stiftung-illustration/DF_stiftungillu_workshop_2019.pdf
2. A platform for diversity in children’s rooms: <https://tebalou.shop/>
3. Interview: <https://www.svz.de/ratgeber/recht-gesetz/Gleichstellung-in-Kinderbuechern-Mehr-Momo-wagen-id25365042.html>
4. A seal for diverse children’s books: KIMI <https://kimi-siegel.de/verlage-und-autorinnen/>

Making books available to everybody: Accessible Books Consortium⁷¹

The International Publishers Association are a founding member of the Accessible Books Consortium (ABC), a multi-stakeholder initiative that aims to increase services available in accessible formats for people living with a visual impairment. The ABC is an important outcome of the Marrakesh Treaty which facilitates access to published works for people who are blind, visually impaired or otherwise print disabled. The World Health Organization, estimates that there are 253 million people living with a vision impairment. As publishers, it is critical for our industry to ensure that our books, articles and services can be used by everyone. As such, the ABC encourages publishers to:

- Commit to accessible publishing by signing their publishers charter
- Adopt accessibility features within their publishing processes, for example using alt text descriptions and EPUB3 standards
- Include descriptions of the accessibility features of their products in the information they provide to retailers and others in the book supply chain.

Resource pages on accessible books:

1. On an accessible catalogue enriched by numerous youth titles in France: <https://www.sne.fr/actu/rentree-litteraire-pour-tous-un-catalogue-accessible-enrichi-par-de-nombreux-titres-jeunesse/>
2. Accessible Book Portal, Brazil: <https://livroacessivel.org.br/>
3. Hachette Livre as 100th Signatory to ABC’s Charter for Accessible Publishing: https://www.wipo.int/pressroom/en/articles/2019/article_0009.html

⁷¹ <https://www.accessiblebooksconsortium.org/portal/en/charter.html>, (accessed 13.5.2020).



THE NORWEGIAN
PUBLISHERS ASSOCIATION

Publishers and The United Nations
Sustainable Development Goals

4. Announcement of Accessible Book Awards 2020 shortlist:
<https://www.internationalpublishers.org/news/948-accessible-book-awards-shortlist-announced-2>
5. LIA, Fondazione Libri Italiani Accessibili, (Italian foundation of accessible books):
<https://www.fondazionelia.org/>



Sustainable Cities and Communities

- Investigate ways to reduce transportation and travel
- Adopt flexible and remote working
- Promote research on SDG challenges

This goal aims to:

- empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status
- ensure equal opportunity and reduce inequalities of outcome, including by eliminating discriminatory laws, policies and practices and promoting appropriate legislation, policies and action in this regard
- adopt policies, especially fiscal, wage and social protection policies, and progress

The United Nations estimates that the world's cities occupy just 3 percent of the Earth's land, but account for 60–80 percent of energy consumption and 75 percent of carbon emissions. While this puts pressure on the environment it also highlights that those who live in urban areas are exposed to air pollution levels at least 2.5 times higher than the safety standard. Research⁷² shows that transportation is responsible for 24 percent of direct CO₂ emissions and in countries such as the UK and US, the transport sector is the largest contributor of greenhouse emissions.⁷³

How does our industry contribute to this and what can we do to make our cities more sustainable?

Embrace more flexible working

The business case for remote working is steadily building. According to Forbes, research shows that remote workers are an average of 35–40 percent more productive than their office counterparts, and have measured an output increase of at least 4.4 percent. However, there are also environmental benefits from remote working. Enabling staff to work from home reduces the need to commute daily either by car or public transport lowering their individual carbon footprint. Increased flexible hours can also empower staff to commute outside of “peak hours” reducing the carbon emissions by avoiding traffic congestion. Another way publishers can ease the environmental impact of commuting is to explore office locations outside of major capital cities. For example, Hachette UK opened a regional office in Manchester, taking the first steps to move away from the reliance of London as the main location for staff.

⁷² <https://www.iea.org/reports/tracking-transport-2019>, (accessed 17.6.2020).

⁷³ <https://www.epa.gov/ghgemissions/sources-greenhouse-gas-emissions>, (accessed 17.6.2020).

Rethinking Distribution

The publishing industry contributes to the environmental impact of cities through the transportation of books and products. Investigating ways to innovate traditional publishing processes, such as mailing proofing copies, can also positively contribute to sustainability within our cities. Another example can be found in Paris where Night Distribution publishers are distributing books at night in a bid to reduce transport costs and emissions. From 2008, various pilot schemes were tested in the Paris region to find out how best to organise the scheme. Reducing both noise and air pollution in the city, the night time distribution of books is done by quiet, electric vehicles. So far, 50 booksellers are part of the project, which is currently being scaled up to include other cities in France.

The book industry also still relies on shipping. According to Publiship, this is one of the most carbon friendly ways to move books.

“Moving a 40’ container of books weighing 18 tonnes door to door from factory in Shenzhen, China to Warehouse, Oxford by sea would generate approximately 1.17 tonnes of carbon. The same cargo moving by truck from Milan, Italy to Oxford would generate over 1.3 metric tonnes and from Bratislava, Slovakia it would be over 1.53 metric tonnes.”⁷⁴

The shipping industry is also looking at ways to reduce their carbon footprint. The International Maritime Organisation (IMO) has set a target to reduce CO₂ emissions by 50 percent by the year 2050. Publiship also states that modern container ships are 40 percent more efficient than those deployed 10 years ago, with improved engines and propellers, and their huge size means the emissions per tonne/kilometre is much lower.

Better understanding sustainable cities –The Springer Nature Grand Challenges Programme

Another way publishers contribute to sustainable cities, is to better understand the research and understanding around the impact our cities have on the environment. In 2017, academic publisher Springer Nature launched their Grand Challenges programme (GCP) aiming to help develop solutions to some of the most pressing challenges of our time with sustainable cities as one of their target challenges.

The study, published by Palgrave Macmillan and featured under the GCP, studied 185 Chinese cities of different sizes over a period of seven years. The study concluded that a reduction of air and water pollution had the effect of increasing direct foreign investment inflows. This shows that it is of economical interest to invest in the improvement of water and air quality.⁷⁵ International firms prefer to invest in greener cities due to their commitment to the wellbeing of their employees.

⁷⁴ <http://publiship.com/a-look-at-the-environmental-impact-of-bookshipping/>, (accessed 23.6.2020).

⁷⁵ Springer Nature, Why it Pays to be Green, <https://grandchallenges.springernature.com/users/254611-christina-tuballes/posts/50610-why-it-pays-to-be-green>, (accessed 30.1.2020).



Wanjiru Koinange and Angela Wachuka, at the Eastlands branch in April 2019. Photo: @ Paul Munene

Interview: A view from Kenya: Book Bunk's Angela Wachuka

“Our vision is to help establish ‘Palaces for the People’, inclusive public spaces that reflect the funk and vibe of Nairobi and its residents.”

Book Bunk is an independent organisation based in Nairobi which restores existing public libraries and installs new ones in public places. We got in touch with one of the founders, Angela Wachuka, just as their first project is kicking off. The Kaloleni Library, a branch of the grand McMillan Memorial Library in Nairobi, will be restored into a children’s library.

What is your aim with Book Bunk?

Wanjiru Koinange and I were inspired by a core belief that our public spaces are more essential than ever to our collective imagination. We imagine that public libraries can be steered to become more than just repositories. We see them as sites of heritage, public art, popular memory and as critical spaces in our creative economy, and this is essentially why we started this project; to play a role in reinvigorating our city’s public spaces.

Who are you in partnership with?

Our first partnership was with the Nairobi City County government. In March 2018, we formalised a milestone partnership that granted us the mandate to drive restoration efforts and gather resources for McMillan Memorial Library and two of its branches in Kaloleni and Makadara. As part of this agreement, Book Bunk's responsibilities include the sourcing and management of fiscal and other support; the steering and management of architectural restoration; and management of the three public library spaces including the design and delivery of a programme of events.

During 2019, 21 public events were held in partnership with the city's residents. We launched a call for applicants, this was a public call-out, and artists applied to host their events at all three spaces, supported by a grant from one of our partners, The British Council, through their #CultureGrows programme. Over the course of 2019, we worked with 18 different collaborators, with additional support for children's activities provided by Goethe-Institut Nairobi.

We continue to work with a growing number of partners including National Bank of Kenya, Dubai Cares, Sharjah World Book Capital, Sigrid Rausing Trust, Text Book Centre and British Council. With partnerships, we focus on these three pillars;

Research and Inventory: We began audience research in April 2017, and our data indicates that the average user is under 35 years old and would like immediate improvements to include activities for children and extended library hours. Between April – December 2019, an inventory process catalogued over 130,000 items, and produced the library's first ever digital catalogue.

Programming: Audience feedback and other research has informed the expansion of our arts programme. Public programming now ranges from storytelling for children to film screenings, book launches and music lessons! One of our most popular programmes over the course of 2019 was HEPA JAM! - we like to call this our Nairobi traffic-evading happy hour, extending opening hours from 5pm to 8pm on weekdays and from 1pm to 4pm on Saturdays. We just recently sent a call-out for the public to volunteer hours and skills (<http://bit.ly/volunteerbunk>) and are excited to see what additional sessions we will now add!

Architecture: We have taken a phased approach to this aspect – it is the most capital intensive of the three pillars! We have just begun the restoration of the Kaloleni branch, and are actively fundraising for similar work on the Eastlands branch, located in Makadara. In the next year, we intend to assess the main branch as fully as possible – as this is a listed building, the series of consultations required are different from the other two.

What is the history behind the McMillan Memorial Library?

The library was built by Lady McMillan in honour of her husband, William Northrup McMillan, an American who died in 1925. After negotiations with the Council of Nairobi,

the library opened its doors in 1931, although to Europeans only. The library was managed by the McMillan Trust, with the support of the Carnegie Corporation and was regarded the best in the region with books published as far back as the 1800s. Its facilities were unparalleled for the time – and for an exclusive group of people.

Whispers of an independent Kenya made investors nervous and the library’s funds began to dwindle. The board of trustees decided that the library needed to be run by an institution with the capacity to manage it and approached Nairobi City Council. The council agreed, on one condition, that the library was made available to all. On New Years Day 1962, the McMillan Memorial Library was reopened by Nairobi City Council to all Nairobi residents regardless of race.

Why is it important to restore the Library?

Public libraries are a cornerstone of so much, including fostering civic space and participation. This project focuses on such reclamation, against a background of Nairobi’s rampant privatisation. It injects a considered and inclusive programme of events into public centres of culture and knowledge (“spaces of proximity”), and works to streamline public libraries, the experiences they offer, and their potential to be inclusive.



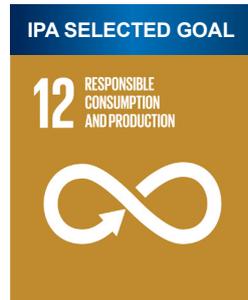
Youtube: Meet Book Bunk



Kaloleni Social Hall. Photo: @ Bill Muganda



This is the Book Bunk team – Photo: @ Paul Munene



Responsible Consumption and Production

- Put sustainability on the agenda
- Make your environmental strategies visible online
- Collect data and better understand the supply chain challenges

This goal aims to:

- ensure sustainable consumption and production patterns

Social Development Goal 12: Responsible Consumption and Production

“Sustainable consumption and production is about promoting resource and energy efficiency, sustainable infrastructure, and providing access to basic services, green and decent jobs and a better quality of life for all. Its implementation helps to achieve overall development plans, reduce future economic, environmental and social costs, strengthen economic competitiveness and reduce poverty.

At the current time, material consumption of natural resources is increasing, particularly within Eastern Asia. Countries are also continuing to address challenges regarding air, water and soil pollution.”⁷⁶

At the core of responsible consumption and production is the simple concept of doing more with less. With limited natural resources, the publishing industry needs to remain vigilant in ensuring that publishing processes, our distribution and products remain sustainable. There are many ways to support this goal.

Track record in paper sourcing

Even in today’s world of technology and with the shift from paper to digital in many of the industry, the book industry still relies and uses paper. It has always been the duty of publishers to ensure that the paper sourcing is both ethical and sustainable. The industry has a clear track record in introducing policies to govern how paper is purchased and sourced. For example, as a signatory of the Global Compact, Pearson led the industry in establishing their paper policy back in 2004, which involved mapping of paper sources and establishing partnerships with suppliers.

The result of these efforts have been to establish key standards related to sourcing paper. An example of this is the FSC forest management certification. This standard confirms that the paper sources is from a forest that is managed in a way that preserves biological diversity and benefits the lives of local people and workers, while ensuring it sustains economic viability. In many cases, publishers such as penguin Random House

⁷⁶ United Nations, <https://www.un.org/sustainabledevelopment/sustainable-consumption-production/>, (accessed 30.1.2020).

have commitments to have 100 percent of their paper sources with the FSC certification. Additionally, within the UK the four largest UK book publishers, Hachette, Penguin Random House, HarperCollins and Pan Macmillan all hold FSC Chain of Custody certification enabling them to label their products with the certification to clearly communicate to consumers.

It is not just large publishing houses who can make a difference with regards to sustainable production. The independent UK publishing house Happy Pineapple and winner of the “Be the Change Awards for Babies & Children 2019”, are making books on recycled paper using vegetable-based inks, in addition to avoiding plastic, using recycled envelopes in shipping and using Ecosia as their search engine. Even their website is hosted by Green WebHost, and online payments are processed by Stripe, a carbon-neutral company since 2017.

Increasing transparency throughout the supply chain

As an international industry, it is not always possible to ensure responsible production when working with international suppliers and printers. Back in 2010, the Rainforest Action Network (RAN) had thirty American children’s books from the top children’s book publishers tested by an independent laboratory. While these books were printed in China, 60 percent contained wood fibre linked to Indonesian rainforest destruction. In the last ten years, the industry has taken significant steps to address this issue and a notable example has been the book chain project that combining three separate projects – PREPS, PIPS and PRELIMS. This is now a single platform that helps publishers make informed buying decisions. The platform covers forest sourcing, chemicals and materials, labour and environment. It involves 28 leading book and journal publishers, over 400 print suppliers, and more than 300 paper manufacturers.

Publishers Associations’ Initiatives

The French Publishers Association (SNE) includes environmental strategies and surveys on their website, which serves to promote their commitment to the SDGs. They have an Environment Committee, with the aim of highlighting issues related to sustainable development in the book trade.⁷⁷ They also conduct surveys regarding environmental issues. In 2018 they presented a Survey on the Environment and Manufacturing, covering the period 2015 – 2018. The report concluded that, over time, French publishers gradually adopted more eco-responsible policies throughout their supply chain. From 2012 to 2016, the use of certified paper increased from 70 percent to 91 percent. In 2016, the paper consumed was 205,600 tonnes due to new school textbook programmes. 100 percent of the textbooks were printed on recycled or certified paper. In 2016, 93 percent of the paper purchased by publishers was certified or recycled compared to 73 percent in 2012.⁷⁸

SNE also publish news regarding these issues online, such as when high schools in France, as part of the French Bacculaureate reform, had to renew textbooks for two levels when the school year started in Autumn 2019. Veolia, a global firm specialising in resource management and circular economy, and Les Editeurs d’Education offered all 4000 schools

⁷⁷ SNE, <https://www.sne.fr/commissions/environnement/>, (accessed 29.1.2020).

⁷⁸ SNE, <https://www.sne.fr/actu/enquete-papier-93-du-papier-achete-par-les-editeurs-de-livres-est-certifie-ou-recycle/>, (accessed 27.1.2020).

in mainland France an opportunity to take part in a mass recycling operation. Following this Écogeste lycées 2019 initiative, textbooks were sorted and transformed into raw materials by Veolia and transformed into recycled paper. All profits are being donated to charity.⁷⁹

In Germany the IG Pro (Interest Group for Processes, rationalisation and organisation) have started to develop guidelines for climate protection within Börsenverein. The goal is to collect data from publishing houses and examine their supply chain from an ecological point of view.⁸⁰

Brazilian Book Chamber: The incredible book machine

Another aspect of responsible production and consumption is circular economy. Launched in 2018, *The Incredible Book Machine* is a book bus with a difference. It ‘transforms’ read books into new books, using pure magic! Readers can put one of their books (in decent condition) into the book machine, press the relevant button, ‘child’ or ‘adult’, and pouff - a new book appears for the reader to bring home. The bus travels around different Brazilian provinces, publicising its stops on the way.

The book machine is the result of a collaboration between Infinito Cultural and the Brazilian Book Chamber. Their goal is to stimulate reading and the reuse of books. The project supports several sustainable development goals, such as those focusing on education, poverty and literacy.

According to Vitor Tavares, president of the Brazilian Book Chamber (CBL), “Actions that encourage the habit of reading and promote the dissemination of culture through access to books is extremely important. As members of the publishing sector, we have a duty to contribute to and support this type of initiative. We are always happy to share and participate in The Incredible Book Machine.”⁸¹

Make a visible commitment: the importance of talking about progress

Publishers have different ways to make their commitment to responsible production visible online. Some share information openly on websites, featuring fully accessible reports and statements. For others, their strategies are less visible, which makes it more difficult for customers or investors to navigate. It is important for the industry, that publishers are encouraged to not only create a policy concerning sourcing and production, but that clear targets are set and progress regularly communicated. Some good examples include Penguin Random House UK, who have stated that by 2020 they aim for 100 percent of their paper to be FSC certified and to measure and reduce their carbon footprint by 2020. Houghton Mifflin Harcourt also clearly state their targets to achieve 75 percent FSC certified paper in domestic products and 80 percent in international products. The Norwegian Publishing House Cappelen Damm describe their ethical guidelines and state that all printed documents are eco-labelled, and all of Cappelen Damm’s suppliers will have to accept their Code of Conduct, regulating working conditions and health and safety.⁸²

⁷⁹ SNE, <https://www.sne.fr/actu/les-editeurs-deduction-lancement-ecogeste-lycees-2019/>, (accessed 27.1.2020).

⁸⁰ IG Pro wants to create guidelines for climate protection, https://www.boersenblatt.net/2019-11-14-artikel-ig_pro_will_leitfaden_fuer_klimaschutz_erstellen-_kologie_ganz_oben_auf_der_agenda.1760362.html, (accessed 13.5.2020).

⁸¹ A incrível máquina de livros roda o Brasil transformando um livro já lido em outro, <http://cbl.org.br/imprensa/noticias/incrivel-maquina-de-livros-roda-o-brasil-transformando-um-livro-ja-lido-em-outro>, (accessed 29.1.2020).

⁸² Cappelen Damm, <https://www.cappelendam.no/cappelendam/om-forlaget/article.action?contentId=84472>, (accessed 29.2.2020).



THE NORWEGIAN
PUBLISHERS ASSOCIATION

Publishers and The United Nations
Sustainable Development Goals

The Swedish publishing house Norstedts also display their environmental strategy online, stating that they print all books on FSC-certified paper, and all non-books are CE-certified according to European regulations.

Otava Publishing Company in Finland state on their website that they have transferred the entire group to green energy. A significant part of the paper and printed material used in their printing house is of domestic, certified paper. Waste is sorted and recycled. 97percent of production by-products are circulated.



Climate action

- Reduce carbon emissions
- Use renewable energy
- Report on progress

This goal aims to:

- Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters in all countries
- Integrate climate change measures into national policies, strategies and planning
- Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning

Sustainable Development Goal 13: Climate Action

Climate change is now affecting every country on every continent. It is disrupting national economies and affecting lives, costing people, communities and countries dearly today and even more tomorrow. Without action, the world's average surface temperature is likely to surpass 3 degrees centigrade this century.⁸³

The Paris Agreement is the first ever universal agreement, signed by 194 states and the European Union to tackle the issues surrounding climate action. At the heart of the agreement is the recognition that globally we need to significantly reduce greenhouse gas emissions in order to keep the increase in global average temperature to well below 2°C above pre-industrial levels. The United Nations have stated in 2019, that the world is not on track to meet this target. Our industry and our individual businesses have a responsibility to take act in addressing climate action.

Reducing Travel

Greenhouse gas emissions from commercial air travel is growing faster than previous estimates. The United Nations forecasts that airplane emissions of carbon dioxide will reach just over 900 million metric tons in 2018, and then triple by 2050.⁸⁴ The latest research from the International Council on Clean Transportation found that air travel is increases 1.5 times faster than the UN estimate.

Travel is a significant part of the publishing industry. Whether it is for meeting, event, seminar, book fair, literary festival or even a publicity tour to launch a book, many of us

⁸³ United Nations, <https://www.un.org/sustainabledevelopment/climate-change/>, (accessed 30.1.2020).

⁸⁴ https://www.icao.int/Meetings/A40/Documents/WP/wp_054_en.pdf, (accessed 17.6.2020).

are often in planes, cars and trains travelling to do business. The question for the industry is how can we approach this differently?

Re-thinking festivals, and fairs

Organisers of book fairs and festivals rely on exhibitions and events to attract visitors both locally and internationally and often require travel. Some examples of events rethinking this concept include:

Klima og Litteratur (Climate and Literature), a literary climate festival, held in Copenhagen, Denmark in 2019 ensured all visiting authors came by bus or train and no programs or posters were printed for the event with promotion done through social media.

Bologna Children's Book Fair 2020: Due to the travel restrictions imposed by COVID-19 pandemic, the 57th Bologna Children's Book Fair became a special online virtual event attended by 60,000 visitors (75 percent of non-Italians) with over 400,000 pageviews. The online platform also enabled business to continue with 500 publishers registered on the Global Rights Exchange platform. The success of this virtual event means that the implemented platforms will now become one of the fair's permanent assets.

As of June 2020, the Frankfurt Book Fair, the world largest book fair has announced a hybrid format of both physical and virtual events for their 2020 book fair. Although, these new formats are the result of restricted travel due to COVID-19, it is an opportunity for the industry to rethink industry events and incorporate a reduction in the need to travel and contribute to greenhouse gas emissions.

Participating in festivals without flying

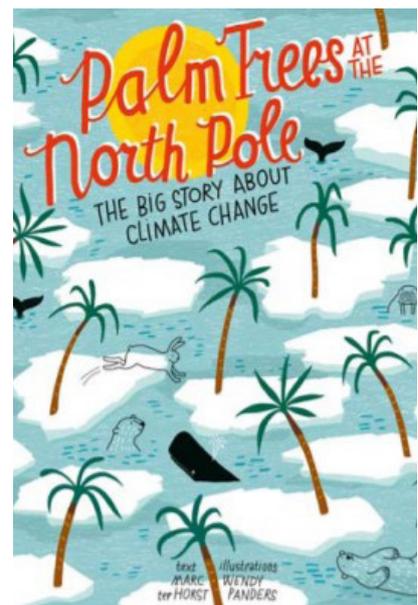
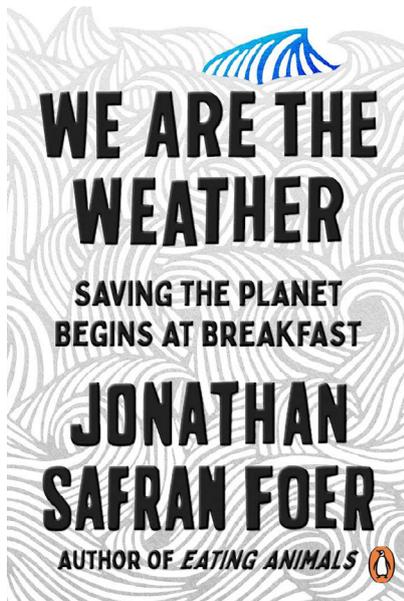
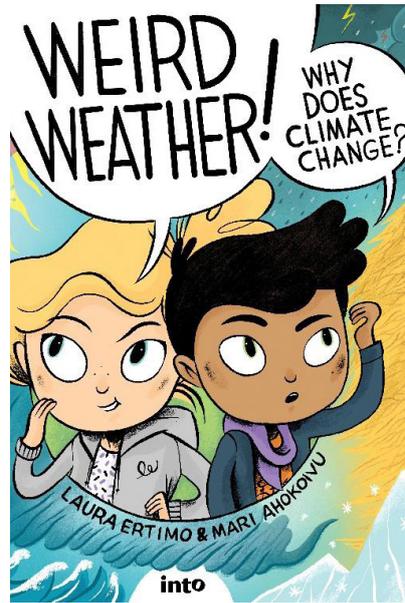
It is not just publishing events that are triggering people to rethink the environmental impact of travel. One author who has pledged to stop flying is the award-winning American author Lydia Davis. When she was invited to the literary festival *God natt*, Oslo 2019 (Good night, Oslo) she politely refused. However, she did agree to be interviewed on stage via Skype, a solution, according to her translator, that worked well. In a printed interview in the Norwegian newspaper *Klassekampen*, 2 November 2019, Lydia Davis says: "The last few years I have felt uncomfortable to continue my life as an author as usual, and continue as though nothing has happened. I have felt uncomfortable to travel around the world and talk about literature as if the world wasn't facing serious problems. Although I have, either out of politeness or indecision, felt that I had to read and talk about my authorship as usual, rather than saying: 'The next 45 minutes, I am only going to talk about climate change.'" The Norwegian author Maja Lunde, who is internationally known for her novels on climate change, is facing a similar dilemma. "Travelling is my climate dilemma," she says in an interview with the Norwegian newspaper *Aftenposten*, 14 September 2019.⁸⁵ She now chooses sustainable means of transport when necessary, and in a bid to stop flying she abstains from touring over long distances with new titles.

⁸⁵ *Aftenposten*, *Reising er mitt klimadilemma*, <https://www.aftenposten.no/kultur/i/4qvd0e/maja-lunde-reising-er-mitt-klimadilemma>, (accessed 24.1.2020).



*Lydia Davis in conversation with her translator Johanne Fronth-Nygren at the Good Night Oslo festival September 2019.
Photo: Marthe Thu, God Natt Oslo*

Technology can help provide inspiration to how authors can connect with audiences virtually and how publishers can market and promote new book launches. During the pandemic Spanish author Javier Castillo released his book “the Snow Girl” from Suma, an imprint of Penguin Random House Grupo Editorial just two days after Spain announced their lockdown measures. Instead of a 30-city tour, the author and publisher took Instagram for an informal interview and answered questions over Twitter. Speaking to Publishing Perspectives Castillo says “It was an exhilarating experience. I still feel how nervous I was beforehand—and the thrill of finding more than 60,000 people there, including people from Uruguay, Argentina, Brazil, the US, Mexico, Italy.”



Reducing carbon footprint

Key to addressing climate change is the need to reduce greenhouse gas emissions. For business and industry, it is important that they take into account their carbon footprint, which is essentially the amount of carbon dioxide that is emitted into the air simply by operating your business. Publishers are increasingly adopting policies with clear targets to reduce their carbon footprints with the ultimate aim of being carbon neutral in line with the SDG targets and Paris Agreement.

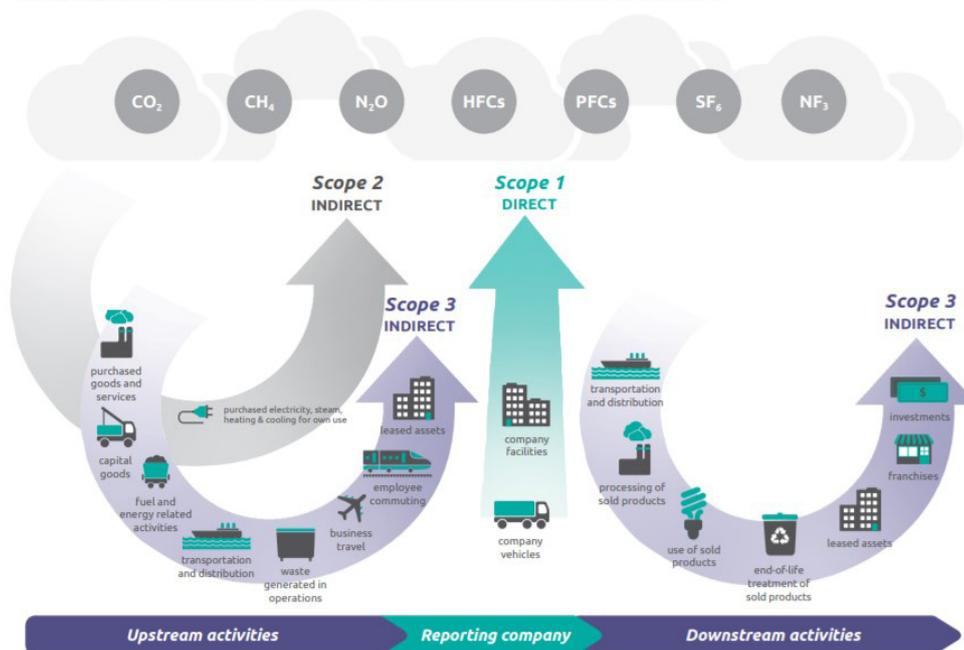
The GHG Protocol Corporate Accounting and Reporting Standard

To help organisations better understand, calculate and track their carbon footprint, many organisations are using the GHG protocol standard. This standard has three phases in which organisations can commit to tracking and reporting on carbon emissions:

1. Scope 1: covers direct emissions from owned or controlled sources
2. Scope 2: Covers indirect emissions from the generation of purchased energy
3. Scope 3: Covers all indirect emissions (not included in scope 2) that occur throughout the value chain

Hachette Livre was the first publisher in France to commit to a Scope 3 carbon footprint analysis every three years. Changes to production, circulation and distribution reduced the footprint of each book published by 16 percent between 2009 to 2012. In 2012, Hachette Livre introduced the carbon labelling of its books, informing readers of each book's carbon footprint.⁸⁶

Figure [1] Overview of GHG Protocol scopes and emissions across the value chain



Source: Figure 1.1 of Scope 3 Standard.

Source: GHG Protocol

⁸⁶ Hachette, <https://www.hachette.com/en/social-and-environmental-responsibility/>, (accessed 14.2.2020).

Another example is Macmillan, who in 2009 set the goal of reducing their Scope 1, 2 and 3 carbon emissions by 65 percent by 2019. John Sargent, CEO of Macmillan USA, states this on the Macmillan webpage on [sustainability](#):

“Over the last nine years, we have lowered our carbon emissions by roughly 50 percent, and with our offsets, we have been carbon neutral globally for the last two years.”⁸⁷

Penguin Random House (PRH) global CEO Markus Dohle states in a message to PRH employees that the strategy for achieving this goal is to “avoid unnecessary or excess emissions, reduce emissions where possible and offset unavoidable emissions.”⁸⁸ PRH has already made the commitment to reduce carbon emissions by 20 percent by 2025 and switch to green energy by 2022.

Green energy sources are something that other publishers are also increasingly aware of. Otava Publishing Company in Finland state on their website that they have transferred the entire group to green energy.

However, it can also be just as powerful to clearly set targets. In 2020, Thomas Rabe, chairman and CEO for Bertelsmann, announced the company’s environmental target goal: To be Climate Neutral by 2030. The programme includes a 50 percent reduction in greenhouse gases, elimination of more than 500,000 tonnes of CO₂ compared to the 2018 level, 100 percent green electricity and an offset of remaining emissions. Rabe states that “With our decision to achieve climate neutrality by 2030, we are taking responsibility in the battle against climate change and global warming.”⁸⁹ To this effect, Bertelsmann has become one of around 800 companies worldwide to join the Science Based Targets initiative. The initiative supports companies in setting scientifically sound climate targets.

New industry label: Holtzbrinck with carbon neutral goal and badge

The Holtzbrinck Publishing Group, including publishing houses Droemer Knaur, Kiepenheuer & Witsch, Rowohlt, S. Fisher and Argon, announced in the beginning of March 2020 that they are labelling their new books with a new green logo on climate neutrality, referring to the [klimaneutralerverlag.de](http://www.klimaneutralerverlag.de) (climatneutralpubliser), and committing to climate neutral production and transparency in climate communication.



The green logo: © Holtzbrinck

⁸⁷ Aftenposten, Reising er mitt klimadilemma, <https://www.aftenposten.no/kultur/i/4qvd0e/maja-lunde-reising-er-mitt-klimadilemma>, (accessed 24.1.2020).

⁸⁸ Publishing Perspectives, Bertelsmann and Penguin Random House. Climate Neutrality by 2030, <https://publishingperspectives.com/2020/02/bertelsmann-and-penguin-random-house-climate-neutrality-by-2030/>, (accessed 19.2.2020).

⁸⁹ Bertelsmann Announces Ambitious Environmental Target, <https://www.bertelsmann.com/corporate-responsibility/engagement/project/bertelsmann-announces-ambitious-environmental-target.jsp>, (accessed 19.2.2020).

Joerg Pfuhl, CEO of Holtzbrinck book publishers, states that there are numerous of climate logos, but none so far for the book industry, and hopes for a discussion within the industry, resulting in a global logo with clear criteria. They are also intensifying environmental measures concerning book production, location decisions and house cleaning; supporting company bicycles, avoiding plastic bottles and reduce business trips by plane.^{90,91}



Source: Bertelsmann

What is the best practice to achieve this goal?

- Rethink how events can be blended into physical and virtual
- Publish books that treat the topic of climate change in an accountable way.
- Set targets to reduce carbon footprint

⁹⁰ Börsenblatt, Switch to green, https://www.boersenblatt.net/2020-03-02-artikel-weichen_auf_gruen_gestellt_-holtzbrinck_buchverlage.1819991.html?nl=newsletter20200303&nla=artikel1819991&etcc_newsletter=1, (accessed 6.3.2020).

⁹¹ Wir müssen eine Vorreiterrolle spielen, https://www.boersenblatt.net/2019-06-07-artikel-wir_muessen_eine_vorreiterrolle_spielen_-holtzbrinck_und_macmillan_produzieren_seit_2014_klimaneutral.1667635.html, (accessed 6.3.2020).

Interview: Green growth in the publishing industry – the view from Norway



Photo: Ina Strøm

The publishing industry needs a universal system for reporting, says Terese Moe Leiner, member of the Norwegian Publisher Association's working group on sustainability.

Terese Moe Leiner works as Head of Design at the Norwegian publisher Kagge. As part of her Executive Master of Management at the BI Norwegian School of Business, she has written an assignment on green growth and competitiveness.

In your assignment you explore how the Norwegian publishing industry relates to green growth. What made you choose this topic?

I am very curious and concerned about environmental issues, and want to learn more about it: To learn the language, how to talk about it, to find the arguments and the substance of the matter. I wanted to get an overview of the science behind the knowledge we have today. I had a feeling that it is important and something that will be increasingly topical. There will be changes to how we think about the economy and growth. Large changes are necessary in order to meet the challenges we will face as a result of climate change.

You carried out a qualitative study and interviewed many of the key players in the Norwegian publishing industry. The core questions asked were: What are the publishers doing to reduce their footprint, what changes can they make in production and how can they influence the fight against climate change in their published titles? How were you met by the publishers?

Some of them were reluctant to reveal strategies, but many had done a lot of thinking and had good ideas on how to make a green shift in the industry. What surprised me, was that very few had concrete and verifiable goals for reducing their own footprint.

What were your main findings?

There are no Norwegian publishers who are reporting on their own climate budget. In order to operationalise green growth, it is important to develop a common industry standard for how to report on, for instance, CO2 emissions.

We have discussed this need in the working group I am a member of. Setting verifiable goals is the only way to monitor the development. However, reporting is challenging, and it is crucial to have the right tools. This is why we need to look at whether we can develop industry specific standards and reporting tools.

Your working group in the Publishers Association has recently completed a big project on responsible sourcing of printed material. Among other initiatives, you have made a guide showing the publishers how to ensure that they are printing on sustainably sourced paper. Have you found other areas to focus on?

Lots of work has been done regarding paper, certification and tracking of wood, and responsible sourcing of printed material, but little has been done in terms of the industry itself and the reduction of CO2 emissions.

One area that has not been looked at much is transport, which makes up a large part of the global emissions. Our industry can take effective measures with regards to transport. It is of course important to recycle and look at what happens in our own homes, but it is often other places that the majority of emissions happen. Most Norwegian publishers use the same printers in Europe, but no one is making demands on how they handle emissions relating to transport and energy use.

Would you say this is one of the main challenges the publishing industry is currently facing?

Absolutely! The transport of books produces large emissions, and this can be tackled. Some publishers are transitioning over to electrified transport. The industry must put pressure on to accelerate this development. A manager of one of the larger publishers said that they were waiting for the industry to set standards, and that they then would be ready to follow.

Direct emissions from under the roof of the publishing house are not the only emissions that need to be accounted for. Emissions from suppliers nationally and abroad must be included, and this must be taken into account by the reporting systems. No one is doing green accounting yet. Many probably think that it is too complicated to enter into, but my opinion is that we just have to start.

We simply have to start by getting things down on paper, and include what happens in businesses we collaborate with. The systems exist, like the Global Reporting Initiative, the Carbon Disclosure Project, and the Greenhouse Gas Protocol.

Circular economy is also a key term in sustainability. How could the industry approach this?

90 percent of what we extract from the earth today is wasted. Only 10 percent is recycled. Every link in the chain is responsible for huge volumes of waste. It is important to create

things that can be used more than once. We are starting to be good at recycling paper and books, for which there are already well established systems. But when it comes to transport, we should utilise the resources better. Better utilisation is at the core of the idea of green growth. You eliminate the resource dissolution, whilst still creating value. Previously, being sustainable was thought of as more expensive, but now we see that it can be more costly not to be. That is when you get a shift. It can be expensive not to be part of the green shift. But we must stop talking only about money and growth, but also social responsibility.

Is it possible to combine economic growth and green growth?

A green growth that ensures both sustainability and economic growth is possible. Organisations that put steps in place now will, in the long run, have an advantage over those who haven't changed. This will come from an increasing societal demand, that both the private and public sectors act in a way that is beneficial to society as a whole. Where conventional growth exhausts our natural resources, creating large divisions in the world, green growth will contribute to a more stable society. Green companies will eventually outperform the others. Profitability will help drive development in the right direction.

What is your best advice for the industry?

Get an industry standard on green accounting in place. Choose sustainable forms of transport. Put pressure on printers and distributors so that they can transition to zero carbon transport and renewable energy.

And it goes without saying that we publishers take a look at our own 'house cleaning. '; Do we recycle, think about power consumption, packaging, food waste and consumption in general? One should not think that individual contributions are so small that they do not help. Everything helps.



Life Below Water

- Publish books about water pollution for all age groups
- Cooperate on water saving activities
- Reduce use of plastic materials

This goal aims to:

- prevent and significantly reduce marine pollution of all kinds, in particular from land-based activities, including marine debris and nutrient pollution

Water and paper

The process of paper manufacturing uses more water to produce one ton than any other industry. The Food and Agriculture Organization of the United Nations has estimated that to produce one A4 sheet of paper it can on average between 10 and 20 litres of water.⁹² Additionally, the bleaching process of paper is chemically intensive, with studies finding that toxic chemicals from some mills are discharged as effluent into waterways. The US Environmental Protection Agency found in 2015, the pulp and paper sector contributed the most toxic waste into water compared to other industries.⁹³

For publishers, in addition to understanding where their paper is sourced, it is also equally important to understand how their paper is produced. The publishing industry must work with and encourage pulp and paper mills to develop and adopt new technology that will enable them to be more sustainable. There have been advancements in water-free production as well as safer bleaching techniques such as Totally Chlorine Free (TCF) and Elemental Chlorine Free (ECF). Publishers such as Hachette and Harper Collins have made commitments in their environmental policies to source paper only from vendors who demonstrate environmentally responsible manufacturing processes that includes using paper from either TCF or ECF processes.

Another project is the Book Chain Project whose Component & Chemical Screening program enables print suppliers to submit exact chemical breakdowns of each book component that can then be screened and flagged to publishers in order to substitute any components of concern.⁹⁴

Plastic Pollution

Plastic pollution in the world's oceans is a topic of concern for many people. Globally it is a significant problem as plastic destroys sea life, which undermines the fragile balance of

⁹² FAO Yearbook of Forest Products 2010-2014, p 186, <http://www.fao.org/3/a-i5542m.pdf> from which all the per capita consumption figures are also taken. Published, 2016.
https://environmentalpaper.org/wp-content/uploads/2018/04/StateOfTheGlobalPaperIndustry2018_FullReport-Final-1.pdf
<https://www.hachettebookgroup.com/wp-content/uploads/2018/02/hbg-environmental-policy-2017-2020.pdf>
(All accessed 23.06.2020)

⁹³ https://www.epa.gov/sites/production/files/2016-06/documents/2015-annual-eg-review-report_june-2016.pdf, (accessed 23.6.2020).

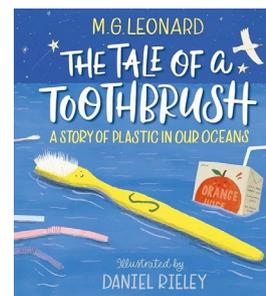
⁹⁴ <https://bookchainproject.com/process#cm>, (accessed 23.6.2020).

nature. Creatures in the sea die from eating plastic, and microplastics accumulate in the food chain. The most important thing we can do is to significantly reduce the use of plastic overall, and ensure a responsible waste management of the plastic we do consume. Non-fiction books for children is one of the hot-spots in publishing at the moment. It is thriving on the momentum of deep concern amongst young people to learn more about climate change and pollution.

The book *Plastic. Past, Present and Future*, written by Eun-Ju Kim, illustrated by Ji-won Lee, was originally published by Woongijn Thinkbig. The English translation was published in June 2019 by Scribe UK. This book takes the reader on a journey through the life cycle of plastic, from production to waste. It explains how plastic survives, and why it is harmful to our environment.



Authors, illustrators and book reviewers, back in 2018, urged British publishers to avoid plastic in their production chains. Author Lauren St. John came up with the idea when she ordered a drink in a bookshop, a drink that came with a straw. She soon approached her friends, asking them to sign up to a campaign, urging the industry to ditch plastic. St. John also launched the website Authors4Oceans, containing tips to how to reduce plastic waste. British Author M.G. Leonard, one of St. Johns co-founding authors, launched *The Tale of a Toothbrush* in early 2020. The book, illustrated by Daniel Rieley, follows the journey of a plastic toothbrush once it has been thrown away, encouraging a positive understanding of how plastics affect the environment.



What is the best practice to achieve this goal?

- Secure safe waste deposit throughout the whole value chain
- Ensure that in-house waste recycling disposes of plastic waste in a secure way to avoid environmental damage
- Reduce the use of plastic in products and production
- Reduce the use of plastic in the office
- Avoid padded envelopes, use recyclable cardboard for shipping
- Publish books that teach children and adults about plastic and how to avoid plastic pollution



© Moomin Characters™

#oursea Moomin Campaign

The Baltic Sea is one of the most polluted seas in the world. Eutrophication is the biggest and most visible problem, where excessive input of nutrients from the land causes plankton growth, light and oxygen reduction, leading to changes to the ecosystem. To mark the 75th anniversary of the Moomins, the Moomin Characters Ltd is launching the #oursea campaign. This campaign is arranged in cooperation with the John Nurminen Foundation, an organisation working to save the Baltic sea and its heritage. As a result of the foundation's projects, the eutrophying phosphorus load to the Baltic Sea has been reduced by 1696 tonnes.⁹⁵ The goal is to raise one million euros to support the foundation's work to save the Baltic Sea. The Moomin characters are displayed on a website asking for donations and telling stories about the pollution of the Baltic Sea. The #oursea Moomin campaign collection is on sale, and the Moomin characters, through a series of compelling drawings, show 10 ways you can make a difference when it comes to saving the ocean.⁹⁶



Plastic waste in the ocean, shows how the ocean, the seabirds' feeding ground, is becoming a rubbish dump.
Photo: © Magnus Hegdal

⁹⁵ Pr 12.5.2020.

⁹⁶ <https://oursea.fi/>, (accessed 24.1.2020).



Life on Land

- Publish green
- Secure environmentally responsible paper sourcing

This goal aims to:

- ensure the conservation, restoration and sustainable use of terrestrial and inland freshwater ecosystems and their services, in particular forests, wetlands, mountains and drylands, in line with obligations under international agreements
- promote the implementation of sustainable management of all types of forests, halt deforestation, restore degraded forests and substantially increase afforestation and reforestation globally
- combat desertification, restore degraded land and soil, including land affected by desertification, drought and floods, and strive to achieve a land degradation-neutral world

Waste Management and landfill

Improving waste management practices has been on the agenda for most organizations, businesses and individuals for over a decade. However, according to the World Bank, waste generation rates are rising, and this more acute in lower income countries.⁹⁷ This section will explore how the publishing industry has taken steps to divert and reduce waste going to landfill.

Book recycling

The cornerstone for most publishers' environmental policies revolve around reusing, reducing and recycling. Critical to achieving these goals is to avoid over producing books that will remain unsold and unwanted, eventually ending up in landfill. Recycling can help and an extreme example of this was in 2003, when two and half million copies of unsold Mills and Boon novels were used for a 16-mile stretch of highway in the United Kingdom because it helped prevent the surface of the road splitting apart.

For the publishing industry, technology has helped with managing waste. Better technology has enabled greater insights into point of sales, to help better estimate print runs. Local printing and digital ebooks and audio books, all provide alternatives to paper waste. Publishers also continue to work with charities and organisations to donate and reuse books where needed.⁹⁸ (See SDG goal 4, 9 and 12.)

⁹⁷ <https://www.worldbank.org/en/topic/urbandevelopment/brief/solid-waste-management>, (accessed 23.6.2020).

⁹⁸ <https://www.telegraph.co.uk/news/uknews/1449742/Toll-road-built-on-pulped-fiction.html>, (accessed 23.6.2020).

The problem with plastic

Research published in Science Advances reported that the vast majority (79 percent) of the estimated 6.3 billion metric tons of plastic waste is not recycled and will ultimately end up in landfill.⁹⁹ These figures, along with other scientific studies and estimates have been used to increase awareness amongst consumers around the use of plastics, particular concerning wrapping and packaging.

Publishers mainly use plastic for shrink wrapping to protect books, magazines and journals during distribution and selling. Some publishers have taken measures to reduce the use of plastic in their packaging. For example, Springer Nature have in 2019 stopped wrapping all but the largest research books (where damage is more likely if unwrapped), reducing the number of units wrapped by 1.2 million and replaced two million plastic wallets, used for CDs, with paper alternatives.

However, there are challenges in moving towards plastic free alternatives. Plastic wraps and the use of “polybags” are sturdy, cost efficient ways to prevent wear and tear during mailing or distribution. Whilst greener alternatives exist, there is a trade-off between reducing plastic use and keeping distribution costs manageable. An example of this is MIT Technology Review. They decided in 2019, to evaluate their use of polybags to mail the 170,000 copies of each of its six annual issues to its subscribers. The polybags were made of a low-density polyethylene (LDPE) that is able to be recycled. However, subscribers wanted a non-plastic alternative. MIT Press concerned a number of greener alternatives which included using paper and paper envelopes to even just sending out naked copies without any protection. In each case, there were clear costs involved both in slower distribution and increased mail costs and they failed to find a viable alternative. Instead they have decided to promote digital copies and encourage recycling of the polybag.¹⁰⁰

It is not only publishing production that can contribute to landfill. Establishing clear policies within the workforce can also help reduce waste and in particular plastic waste. At Penguin Random House, UK they have established a green team which leads the office to make small, manageable changes such as using reusable cups to reduce waste.¹⁰¹

Case Study: Green publishing: Norwegian Publishers Association SDG committee develop ethical guidelines for production

When it comes to the publishing industry, this sustainability goal overlaps with SDG 12: Responsible Consumption and Production and SDG 13 Climate Action. In previous chapters we have covered initiatives by publishing associations and individual publishers to transition over to sustainable production, recycling and sustainability strategies. Under this goal we will take a look at the case study of Norwegian publishers’ ambition to go green.

In the European Union there are strict regulations to ensure that paper used in printed materials are not sourced from controversial sources, for example suppliers that may contribute to deforestation or conversion of natural forest. Suppliers outside of Europe

⁹⁹ Production, use, and fate of all plastics ever made, <https://advances.sciencemag.org/content/3/7/e1700782>, (accessed 19.6.2020).

¹⁰⁰ Why do we send out magazines wrapped in plastic? <https://www.technologyreview.com/2019/05/03/135492/why-do-we-send-out-magazines-wrapped-in-plastic/>, (accessed 19.6.2020).

¹⁰¹ <https://www.penguin.co.uk/company/creative-responsibility/sustainability.html>, (accessed 19.6.2020).

are not required to have the same standards and this introduces a risk for sustainability. In 2016 a working group was set up by the Norwegian Publishers Association to work on the topic “The green book trade.” Their goal has been to make it easier for publishers to choose their suppliers based on an internationally recognised set of criteria and guidelines, the main purpose of which is to exclude products with potentially controversial origins from the supply chain. The outcome *Responsible Sourcing of Printed Material*, is a guide to the sustainable procurement of paper, an introduction to procurement policies, a list of tools and measures to prevent the use of controversially sourced paper, and a system for rating individual books and paper quality. The guidelines can be downloaded [here \(English version\)](#)¹⁰²:



Image: Norwegian Publishers Association

¹⁰² https://forleggerforeningen.no/wp-content/uploads/2019/10/DnF_veileder_EN_Interaktiv.pdf

The procurement guide states that publishers should have a procurement policy for paper products. Elements of such a plan could include:

- Finding out where the pulp in the publisher's books comes from by identifying the supply chain, and checking the possibility of ecolabelling.
- Preparing a risk assessment procedure for the supply chain and forest of origin that can be used to identify the risk of possible controversial origins of wood fibres.
- Useful tools:
 PREPS ([Publishers' database for Responsible Environmental Paper Sourcing](#))
 FSC ([Forest Stewardship Council™](#))
 PEFC ([Programme for the Endorsement of Forest Certification schemes™](#))
- Verifying that the supply chain complies with the requirement by requesting documentation on the materials used for each product.
- Considering all documentation with a critical eye. Looking at the origins of the documentation on fibre content, the legality documents and sustainability certifications.

“The publishers can actively use their positions and roles to positively impact the environment.”

An interview with Roy Jensrud, Production Director at the publisher Cappelen Damm, and head of the sustainable working group of the Norwegian Publishers Association



Roy Jensrud. Photo: Private

“Being environmentally conscious is the morally right thing to do, it is a demand and it is profitable. Faced with our current challenges, it is both a matter of course and a duty to do what we can to improve the environment - both as individuals and as a manager or employee in a company. Be ambitious, make demands! The publishers can actively use their positions and roles to positively impact the environment,” says **Roy Jensrud**, Production Director at the publisher Cappelen Damm, and head of the sustainable working group of the Norwegian Publishers Association.

“The working group was tasked with looking at measures to prevent deforestation and conversion of natural forest. Our goals were to develop guidelines where the main aim was to exclude products with a potentially controversial origin from the supply chain. We started by defining paper as unacceptable once you had reason to believe that it completely or partly derives from an undesirable or unknown source. Any source not adhering to the accepted standards of forest certification is defined as a controversial source.”

You have recently launched the pamphlet *Responsible Sourcing of Printed Material*. How did you work with it?

We wanted to create a practical guide for the members of the Norwegian Publishers Association. Our aim was to produce something ambitious, but easy to use at the same time. Working with complex environmental questions can be challenging. Hindrances might include: Time management (difficulty with allocating time aside from daily production), cost, or a lack of information. That is why we recommended the use of the tools FSC¹⁰³, PEFC¹⁰⁴ or PREPS¹⁰⁵, as well as an easy system for rating paper. When it comes to environmental work, it can unfortunately prove difficult to find exact answers to complex questions. Neither FSC or PEFC are perfect, but they might be the best tools we have available to us today for ensuring a sustainable forestry.

Does a publisher have to be FSC certified in order to print FSC certified books?

No. Cappelen Damm was certified FSC and PEFC in 2010. As far as I am aware, we are the only Scandinavian publisher with this certification. However, all publishers can order books

¹⁰³ <https://fsc.org/en>

¹⁰⁴ <https://www.pefc.no>

¹⁰⁵ <https://bookchainproject.com/home>

from printers with an FSC certification and thus use an FSC logo. That is why we chose to present this as one of the solutions, as it is an easy way for publishers to certify individual products. It takes a lot of time and resources to get your own certification, but the result is the same; an FSC or PEFC certified book.

What is most important is that publishers continuously work to improve and professionalise by establishing an even greater degree of supplier management and procurement procedures, thereby excluding controversial suppliers and materials. This upholds the publisher's value chain and ensures that products meet the goals of responsibility and sustainability.

Which are the largest internal challenges in this work?

Working with environmental solutions is not free. There are costs and licences related to certification, costs relating to the PREPS [Publishers Database for Environmentally Responsible Paper Sourcing] and the time spent on it. But we have to set time and money aside to work on environmental issues. It is still important to remain a bit sceptical. The publishers must understand the importance of the various certifications. We have to remember that a product isn't necessarily approved immediately simply because it has some sort of environmental certification. Beware of various forms of 'greenwashing'. I think this is something we will see more of in the future.

Our industry has a moral responsibility, above profit, to promote sustainable solutions, and be a driving force for a green shift. A high level of environmental awareness is expected from most industries now, and this includes the publishing industry. I think our customers expect us to do whatever is in our power to trade sustainably. If we don't, we will have irrelevant products in the future. Non sustainable actions are the ways of losers, it is an arrogant and incredibly egocentric way of behaving.

What's next? What's on the horizon?

We have had preparatory meetings with several players to look at best practice with regards to further recommendations. There are so many challenges and possible measures, ranging from the obvious areas for improvement, to where the effect of change is more uncertain and where climate-positive changes can have other negative effects under the umbrella of 'green growth'.

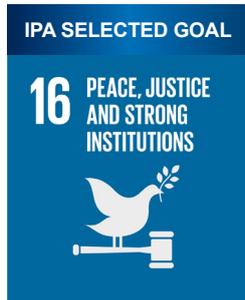
Through our work in the publishers association we can contribute to inform and motivate through seminars and other promotions.

Climate accounting is a relevant concern to consider. Climate accounting is both very simple and extremely complicated. In climate accounting there are many variables. Climate accounting is not like a normal financial account where everyone is familiar with the accounting principles, although established standards are emerging in climate accounting too. A climate account must, as with a business account, understand the

result and what is being measured, and have an action plan for future work to reduce the carbon footprint. That's when the job itself begins! This is a major challenge.

What do you think is most important in the work on the sustainable development goals for the industry going forward?

It sounds great to say that we work in accordance with the 17 UN Sustainable Development Goals. But that said; firstly, I think we have to understand the goals from the perspective of what we as an industry can influence, and from there choose some of the goals to focus on. From an environmental viewpoint, rather than talking about ownership and leadership, maybe we should talk about being stewards and consider sustainability before economic growth. Perhaps "business as usual" is no longer an option – sustainability must come first. As mentioned earlier - there are no easy answers to complex questions.



Peace, Justice and Strong Institutions

- Freedom to publish
- Freedom of expression
- Parliamentary Book Club

This goal aims to:

- substantially reduce corruption and bribery in all their forms
- broaden and strengthen the participation of developing countries in the institutions of global governance
- ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements
- promote and enforce non-discriminatory laws and policies for sustainable development

In order to reach this goal, it is essential to protect our fundamental freedom of expression and freedom to publish and shine a light on any situation that threatens peace and justice worldwide. It is in this regard that publishers and the IPA play a vital role in helping to achieve this important SDG.

Freedom to publish

The freedom to publish is a subset of the freedom of expression. The right to freedom of opinion and expression is at the basis of democracy and is of fundamental importance to the safeguarding of human dignity. The diversity of sources of knowledge and information is an essential prerequisite for cultural diversity, creativity, prosperity, tolerance, and the development of societies worldwide. As such freedom of expression is embodied in many international treaties and declarations including the universal declaration of human rights.

“Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers.”¹⁰⁶

It is within this mandate that the IPA defends the rights of authors and publishers to create and distribute their works of the mind in complete freedom. This work is carried out by the Freedom to Publish Committee who has issued a powerful manifesto. Critical to this important work, is the need challenge violations and to continue to drive the dialogue around issues related to the freedom to publish. Some examples include:

¹⁰⁶ Article 19, Universal Declaration of Human Rights.

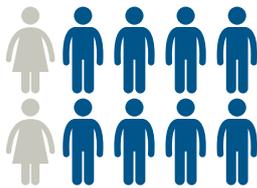
- Continued appeals for an international pardon for the imprisoned Egyptian publisher Khaled Lotfy who is currently serving a 5-year prison sentence for publishing an Egyptian edition of Uri Bar Joseph's *The Angel: The Egyptian Spy Who Saved Israel*
- The successful campaign alongside other NGOs that resulted in the Mauritanian blogger, Mohamed Cheikh Ould Mohamed Mkhaitir, being freed on 30 July 2019 following nearly two years of effective house arrest and 6 year after his initial arrest in 2014 for a Facebook post criticising the use of religion to justify discriminatory practices.

However, the freedom to publish is increasingly under pressure. The IPA awards the prestigious Prix Voltaire to recognise exemplary courage in upholding the freedom to publish. Nominees have usually published controversial works amid pressure, threats, intimidation or harassment, be it from governments, other authorities or private interests.

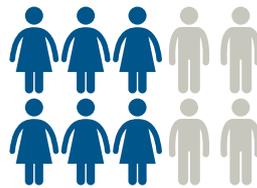
For a full report on Freedom to Publish, please see the IPA report *Freedom to Publish. Challenges, violations and countries of concern.*

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

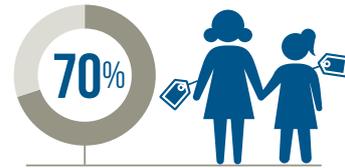
PROMOTE PEACEFUL AND INCLUSIVE SOCIETIES FOR SUSTAINABLE DEVELOPMENT, PROVIDE ACCESS TO JUSTICE FOR ALL AND BUILD EFFECTIVE, ACCOUNTABLE AND INCLUSIVE INSTITUTIONS AT ALL LEVELS



MEN MAKE UP AROUND 80% OF HOMICIDE VICTIMS OVERALL



BUT WOMEN CONSTITUTE 64% OF HOMICIDE VICTIMS OF INTIMATE PARTNER/FAMILY-RELATED HOMICIDE



70% OF DETECTED VICTIMS OF HUMAN TRAFFICKING ARE WOMEN AND GIRLS

MOST OF WHOM ARE TRAFFICKED FOR SEXUAL EXPLOITATION



UN RECORDED AND VERIFIED 397 ADDITIONAL KILLINGS

OF HUMAN RIGHTS DEFENDERS, JOURNALISTS AND TRADE UNIONISTS ACROSS 41 COUNTRIES (JAN.-OCT. 2018)



91 JOURNALISTS AND BLOGGERS WERE AMONG THE VICTIMS



BIRTH REGISTRATION



ONLY THREE QUARTERS OF CHILDREN UNDER AGE 5 GLOBALLY



LESS THAN HALF OF CHILDREN UNDER AGE 5 IN SUB-SAHARAN AFRICA

Source: UN¹⁰⁷

¹⁰⁷ United Nations, https://www.un.org/sustainabledevelopment/wp-content/uploads/2019/07/E_Infographic_16.pdf, (accessed 30.1.2020).

Parliamentary Book Club

Parliamentary Book Club - Australians get to nominate a book they think their leaders must read.

The Parliamentary Book Club, launched in August 2019, was the result of a collaboration between the Australian Publishers Association and Books Create Australia, an alliance of those working in the Australian publishing industry. The Parliamentary Book Club invites all parliamentarians to read the selected book, and then participate in a meeting at Parliament House to join the author in a discussion of the book's main themes.

All nominated books are required to have been written by Australian authors in the past five years. The intention is that the books will lay the foundation for discussion around aspects of Australian life, which could inform and inspire new ways of thinking.¹⁰⁸

The Parliamentary Book Club is led by Graham Perrett MP and Senator Hollie Hughes, both of whom are the co-chairs of the Parliamentary Friends of Australian Books and Writers group. This group is a forum for government members to meet and interact with the Australian book industry; publishers, authors, librarians, booksellers and print companies. The group was established in 2017.

Dark Emu by Bruce Pascoe (Magabala Books, 2014) was selected as the first book to be read by politicians. The book challenges preconceived ideas of Australia's Aboriginal past. The book explores the complex and sophisticated land management systems of pre-colonial Aboriginal society and calls for a recognition of this past as a way of addressing a shared future.

¹⁰⁸ APA, <https://www.publishers.asn.au/news/dark-emu-selected-as-the-first-book-for-parliamentary-book-club>, (accessed 17.2.2020).

IPA SELECTED GOAL

17 PARTNERSHIPS
FOR THE GOALS



Partnership for the Goals

- IPA partnerships
- Connect researchers, stakeholders and politicians
- SDG Book Clubs

This goal aims to:

Enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilise and share knowledge, expertise, technology and financial resources, to support the achievement of the sustainable development goals in all countries, in particular developing countries.

Sustainable Development Goal 17: Partnerships for the Goals

A successful sustainable development agenda requires partnerships between governments, the private sector and civil society. These inclusive partnerships built upon principles and values, a shared vision, and shared goals that place people and the planet at the centre, are needed at the global, national, regional and local level.¹⁰⁹

Strong international cooperation is needed to ensure that countries have the means to achieve the goals. The sustainable development goals can't be met without collaboration across national borders, between governments, scientists, academics and the private sector.

The goals are universal and interlinked, and multi-stakeholder partnerships will be crucial in the effort to reach them.

IPA partnerships

This configuration, supported by the IPA's large member network, enables a collaborative, flexible approach to programme delivery that means the IPA punches well above its weight. As well as our core mission to promote copyright and freedom to publish, other challenges we address together include development of publishing ecosystems, boosting literacy rates and reading culture, and making books universally accessible, in particular to people with visual impairments and print related disabilities.¹¹⁰

Current partnerships are:

- ADEA (Association for the Development of Education in Africa)
- APNET (African Publishers Network)
- Africa Publishing Innovation Fund

¹⁰⁹ United Nations, <https://www.un.org/sustainabledevelopment/globalpartnerships/>, (accessed 30.1.2020).

¹¹⁰ International Publishers Association, <https://internationalpublishers.org/our-work/partnerships-and-regional-action> (accessed 5.2.2020).

- Dubai Cares
- Emirates
- IBBY (International Board on Books for Young People)
- CERLARC (Regional Centre for the Promotion of Books in Latin America and the Caribbean)

Connect researchers with stakeholders, and stakeholders with politicians

There are many initiatives started by publishers and their network organisations.

The Springer Nature China New Development Awards were announced 22 August 2019. This new award recognises the contribution of Chinese research to sustainable development. Ten Chinese authors received the award in recognition for their research into areas as diverse as climate change, economic development, eco-development and green intelligent transportation systems. The full list of award-winning titles is published on the Springer Nature website.

China is one of the world's largest developing countries, with the fastest growing volume of significant scientific and scholarly research globally. The importance of this research to the international effort regarding the sustainable development goals is¹¹¹.

Furthermore, Springer Nature's Sustainable Development Goals Programme "aims to connect the researchers who are tackling the world's toughest challenges with practitioners in policy and business who desperately need those insights to achieve their goals on improving the world."¹¹² The programme achieves this by making their publishing activities more visible to key communities through a variety of channels.

In December 2019, The Association for the Development of Education in Africa (ADEA), the United States Agency for International Development (USAID), the Global Book Alliance (GBA), the African Union Commission (AUC), and the Ministry of Culture and Francophonie of Côte d'Ivoire, jointly organised a technical seminar on National Book and Reading Policies (NBRP) in Africa to support quality education through sustained and improved literacy for the benefit of African people and national development.¹¹³ The seminar took place in December 2019 in Kigali, Rwanda. The six participating anglophone countries were Cameroon, Ghana, Kenya, Nigeria, Rwanda and Uganda. Participants were guided through the process of developing national book and reading policies.

The seminar was arranged as a follow-up to a previous workshop on National Book and Reading Policies for Africa held in Nairobi, June 2019. Both the workshop and follow-up seminar validated the African Union Continental Framework on Book and Reading Policy, intended to support quality education for national development in 42 anglophone and francophone African countries. Furthermore, the collaboration is seen as instrumental to the attainment of the 2030 Agenda for sustainable development, in particular SDG 4: Quality

¹¹¹ The Bookseller. Sustained Success, <https://www.thebookseller.com/blogs/sustained-success-1070576>, (accessed 27.1.2020).

¹¹² Springer Nature, The SDG Programme, <https://www.springernature.com/gp/researchers/sdg-programme>, (accessed 27.1.2020).

¹¹³ Springer Nature, The SDG Programme, <https://www.springernature.com/gp/researchers/sdg-programme>, (accessed 27.1.2020).

Education, as well as the Continental Education Strategy for Africa 2016-2025 (CESA 16-25) and Africa's Agenda 2063.¹¹⁴

In December, a similar seminar took place in Abidjan, Côte d'Ivoire, which brought participants from ten French speaking countries. They too adopted the "African Union Continental Framework on Book and Reading Policies for Africa". According to the press release, "the deliberations enabled the full attainment of the workshop objectives by ensuring a common understanding of the motivations, pillars, methodology of formulating a national book and reading policy"

#LearningNeverStops

COVID-19 Education Response

UNESCO's Global Education Coalition

Education systems around the world have been disrupted by the Covid-19 Pandemic. An estimated 1.5 billion pupils are unable to go to school. While some have been able to adapt to continue their education from home, learning for many has been put on hold. Many educational publishers have come up with innovative online solutions but pupils, teachers and parents in some countries and regions need more.

3 April 2020, IPA joined UNESCO's Global Education Coalition "to support countries in scaling up their best distance learning practices and reaching children and youth who are most at risk."

The diverse list of coalition members will bring together expertise to build the missing links for education to continue remotely. Publishers will be key to strengthening and enriching the content that will be brought to pupils learning away from school. Read more about the coalition here.

¹¹⁴ http://www.adeanet.org/en/system/files/en_press_release_kigali_seminar_2019.pdf, (accessed 27.1.2020).

IPA calls for project proposals to tackle Africa's remote learning challenges in 2021-2022

The International Publishers Association (IPA) will from June 2nd accept project proposals to address the damaging impacts of Covid-19 on education in Africa, with grants from the \$200,000 Africa Publishing Innovation Fund (APIF) available to the best ideas.¹¹⁵



Africa-based entrepreneurs and innovators can pitch their ideas via the APIF website, at www.apinnovation.fund, after which the APIF will provide a detailed application form to be filled and returned to info@apinnovation.fund

After a thorough vetting process, the winners will be selected by the IPA Africa Publishing Innovation Committee, comprising senior publishing leaders from Ghana, Kenya, Nigeria, Tunisia and South Africa under the leadership of IPA Vice-President, **Bodour Al Qasimi**.

The APIF is a four-year, USD 800,000 fund provided by [Dubai Cares](#), a UAE-based global philanthropic organisation, and administered by the IPA. The decision to incentivise learning innovations to help African students pursue their education follows the unprecedented, near-universal lockdown. Around 190 countries have had to close schools and universities, affecting more than 1.5 billion school-aged children - around 90 percent of the world's student population.

Distance learning in Africa faces multiple difficulties, notably poor internet coverage in rural areas, cost, and students' lack of technical means and funds to follow courses. According to UNESCO, 89 percent of learners in sub-Saharan Africa have no access to a computer, 82 percent have no internet access, and around 56 million learners live outside mobile networks. These challenges create a worrying digital and remote learning gap.

IPA Vice-President, **Bodour Al Qasimi**, said:

'The immediate effects of lockdown are clear, but the risks of serious, longer-term harm to education are only beginning to be understood. Covid-19 has taught us that technology can protect people and enable life and learning to continue. But this technology is not accessible to everyone. We are looking for bright minds and clever solutions to overcome these challenges in Africa by bringing learners, teachers and educational materials closer at a safe distance.'

Speaking about the importance of overcoming the challenges that the publishing industry is facing in Africa as a result of COVID-19 outbreak, **H.E. Dr. Tariq Al Gurg**, Chief Executive Officer at Dubai Cares and Member of its Board of Directors said:

¹¹⁵ Press release, IPA call for project proposals, <https://www.internationalpublishers.org/news/984-ipa-calls-for-project-proposals-to-tackle-africa-s-remote-learning-challenges-in-2021-2022>, (accessed 5.6.2020).

“The COVID-19 pandemic could be seen as a tipping point to digital transition in the publishing industry in Africa. This global health crisis also represents an opportunity for African publishers to put forward innovative solutions that will help them map strategies to overcome future challenges. We look forward to witnessing a high turnout among entrepreneurs and innovators in Africa along with their unique solutions and ideas in support of the publishing industry.”

This will be the second round of bursaries awarded under a Memorandum of Understanding (MoU) signed in May 2019 between Dubai Cares, part of Mohammed bin Rashid Al Maktoum Global Initiatives, and the International Publishers Association (IPA), the world’s largest trade association for publishers. In 2019, five African projects each won \$20,000 from the fund, while a library restoration in Nairobi was allocated \$50,000.

Appendix 1: How to establish a sustainable library?

A roadmap if you wish to establish a local version of the UN SDG Book Club

1. Establish a secretariat

To administer the development of the Norwegian sustainable library, one salaried employee administered the project, and was in charge of compiling booklists and learning resources.

2. Find collaborative partners

In order to succeed, one is dependent on good collaborative partners with different skill sets, knowledge and contacts. In the Norwegian edition of this project, a wide range of literary organisations are working together for the best possible result. Early on, the project became a part of The United Nations Association of Norway's online learning resources, which is already linked to a large network of schools. Collaborative partners in the project represent different specialities, thus ensuring that the project reaches the entire target group. Some, for example, are experienced in the field of literary dissemination in schools and how to customise teaching, whereas others are experts in facilitation for libraries.

3. Find the right format for your target group

The composition of such a project may vary. Will the sustainable library be used in schools, public libraries or other places where children meet? Is it made for a wide audience or customised to a specific target group? These are some of the initial questions to answer. As dissemination of literature is a widespread activity already, it is important to ensure that the project is of a high enough standard, so that schools, libraries and others will want to use it. The creation and dissemination of a package of learning resources to be used by schools, libraries and in other settings where children meet, is one way to reach a wide target group.

4. Put together working groups

In order to share the workload and organise the collaborative partners, we created three working groups. One group is responsible for the development of concepts, booklists and learning resources, the second for the spreading of information and PR work, and the third group for the digital customisation of the project. A brainstorming process over the potential of digital solutions, resulted in a desire to make the project easily available for anyone who wants to use it. The United Nations Association of Norway's webpages, provides a platform for the project to be made readily available and consecutively updated.

5. Find a name and a concept to suit your audience

A word may have various meanings and connotations in different languages and cultures. Whether deciding to translate SDG Book Club into one's own language or find another word better suited to the target group, is up to each project. We landed on "Sustainable library,"

because book club has a commercial connotation in Norwegian, whereas a library is public and centred around reading and literature. In order to engage children from all relevant age groups, we chose the slogan “Read for the future.”

6. Compiling booklists and related tasks

The sustainable library consists of booklists of children’s literature, with activities related to all of the 17 SDGs. It offers participants a literary and conversation based understanding of the world’s communal action plan. The activities vary for each goal and include tasks such as writing, questions about the books and word bingo. Well developed and quality controlled booklists are the main ingredient for a successful project. We divided the target group into age groups, and found books suitable for all ages and reading abilities. The age groups are 6-8 years, 8-10 years and 10-12 years. It is important that there is something to read for everyone.

7. Apply for finances

Depending on the scope, funding may be necessary in order to complete the project. Look at available and applicable national grant schemes, as well as mapping out collaborative partners and their ability to contribute financially.

8. Planning the spreading of information

For the sustainable library to be known about, we are dependent on its promotion using all available channels. In our case, the partners have different areas of impact, reaching publishers, schools and libraries through their newsletters. One can also contact journals, blogs and podcasts in order to spread information further. As a part of our promotion we produced a short video, which works as a teaser for the sustainable library. It can easily be shared on social media and in newsletters.

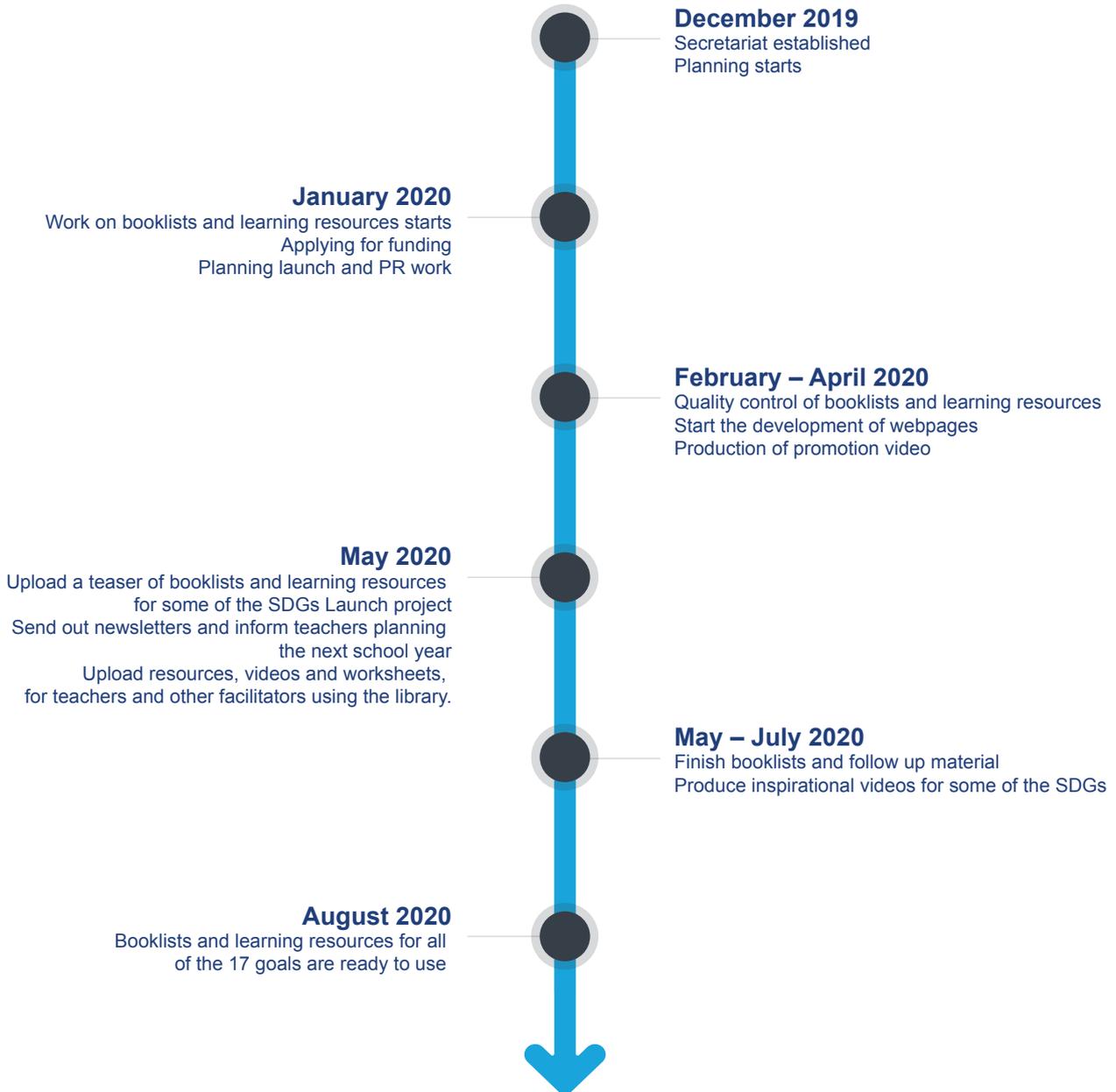
9. Launch

Timing is key. In the Norwegian project, we want schools to use the sustainable library when they start their Autumn term. With that aim, months before, in the Spring, we will launch the first SDGs and the sustainable library online. This way the teachers and other relevant users can get to know the concept and be ready to use the library when school starts after the summer holidays.

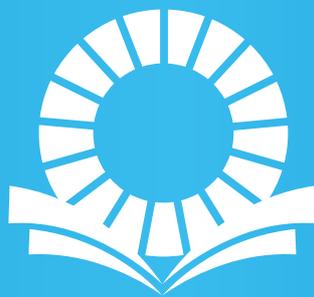
10. Updating throughout the project

In our case, the project is available online, and will be easy to update during the course of the project. There may be new books published that we want to add to the booklists, new learning materials or other changes that might be necessary to make. Uploading the project online allows for a more flexible approach, making it possible to keep the project current and relevant for users.

Timeline – The Sustainable Library



Publishers and The United Nations Sustainable Development Goals



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