

Publishing standards and sustainable development

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7th April 2022

About EDItEUR

- a not-for-profit membership organisation
- develops, supports and promotes metadata and identification standards for the global book, e-book and audiobook supply chains
- acknowledged centre of expertise on standards and metadata for the industry
- best known for the ONIX and *Thema* standards, also manages ISNI-IA
- based in London, but a global membership of publishers, distributors, wholesalers, retailers, subscription agents, libraries, system vendors, rights organizations and trade associations

ONIX

- **detailed XML-based framework for communicating book metadata**
 - comprehensive bibliographic data
 - rich marketing collateral
 - commercial distribution and pricing details
- **adopted across many markets, by many publishers, booksellers, intermediaries and by some libraries**
 - works with any language and script
 - best way to communicate product details to large online retailers
 - rich ecosystem of IT vendors

**EDItEUR believes book buyers
will in future prefer products
with known sustainability credentials**

- **for example, use of FSC or PEFC paper**
- **‘greener’ ink and adhesive options**
- **online alternatives to physical products (particularly if data centres can be powered by renewable energy)**
- **from publishers and intermediaries that can demonstrate their commitment to sustainability and climate neutrality**

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- intend to build this out so publishers and suppliers within the supply chain can refer to carbon footprint and greenhouse gas audits
 - <https://sciencebasedtargets.org>
 - <https://www.bsigroup.com/en-GB/PAS-2060-Carbon-Neutrality>
 - avoid greenwashing

Thema

- **subject category scheme, multilingual, intended for global use**
 - for physical and digital products, High Street and online bookselling
 - commercial focus, with regular revisions to maintain relevance
 - established international governance process to ensure stability
- **adopted across many markets, by many publishers and booksellers**
 - gradually superseding many national schemes
- **can be used to support diversity and inclusion – <https://bit.ly/3x57U27>**
- **version 1.5 to be released later this month**

Diversity and inclusion – using *Thema* and ONIX to improve discoverability

With the huge range of published books available to the reading and listening public, good metadata is vital to help guide searches, allowing booksellers, librarians and educators to discover titles and make informed choices, as well as improving the discoverability of titles by readers themselves. Subject classification schemes are one of the key areas of metadata to aid improved discoverability and thereby drive improvements in sales.

Two aspects of book discoverability are particularly relevant: a desire to find books that increase awareness of the importance of diversity and inclusivity, and books which themselves are exemplars of diversity and inclusion. In book publishing for children and teenagers in particular, one important aim is to help young people understand the world around them, as well as their own situation and life. And for child and adult readers alike, it may reflect a desire to find books that they can identify with, or that help them expand their own horizons.

Diversity is the range of human differences including, but not limited to, culture, ethnicity, gender and gender identity, sexual orientation, age, socio-economic status, physical ability or attributes, disability, religious or ethical value system, national or regional origin, political beliefs, family structure, etc. Inclusion is the deliberate act of welcoming diversity and creating an environment where all kinds of people can thrive and succeed. An inclusive culture makes people feel respected and valued for who they are as an individual or group and lessens feelings of being marginalised or excluded by society.

Booksellers, educators and librarians spend time and effort searching for titles that are suitable for the communities they serve, and it's often hard to find all the relevant information – so the better the quality of the book metadata, and the better its availability, the greater the potential sales. It can be frustrating for a bookseller who has to wade through hundreds or thousands of titles with minimal metadata just to find two or three that are suitable for some specific need – it's far better if they can select the two from only ten that are pre-selected for their relevance.¹

Potential readers may feel excluded if they find it difficult to discover titles they can relate to or identify with. Minority or marginalised groups of potential readers should be able to find titles as easily as anyone, and publishers and booksellers should be making use of all the information available about contributors and titles to facilitate the discoverability of these titles.

New and diverse voices find it harder to be heard if the information available about their titles is too broad and generic, or too basic, giving none of the relevant metadata for the content of the work or its potential audiences. The sales of these titles may be directly affected by the difficulties in discovering them, which may in turn deter publication of future works by diverse voices.

¹ the document *Thema for booksellers* gives a good introduction and overview:
<https://www.editeur.org/151/Thema/#Documentation>

Thema

multilingual, intended for global use

products, High Street and online bookselling

regular revisions to maintain relevance

governance process to ensure stability

used by many publishers and booksellers

international schemes

diversity and inclusion – <https://bit.ly/3x57U27>

available this month

Thema qualifiers

1	Place qualifiers...	*
2	Language qualifiers...	*
3	Time period qualifiers...	*
4	Educational purpose qualifiers...	*
5	Interest qualifiers...	*
6	Style qualifiers...	*

Thema qualifiers

Notation	Category heading	?
5	Interest qualifiers...	*
5Y	Relating to special / particular aspects of the content...	*
5YA	Relating to non-stereotypical gender roles	*
5YS	Relating to UN Sustainable Development Goals (SDGs)	*

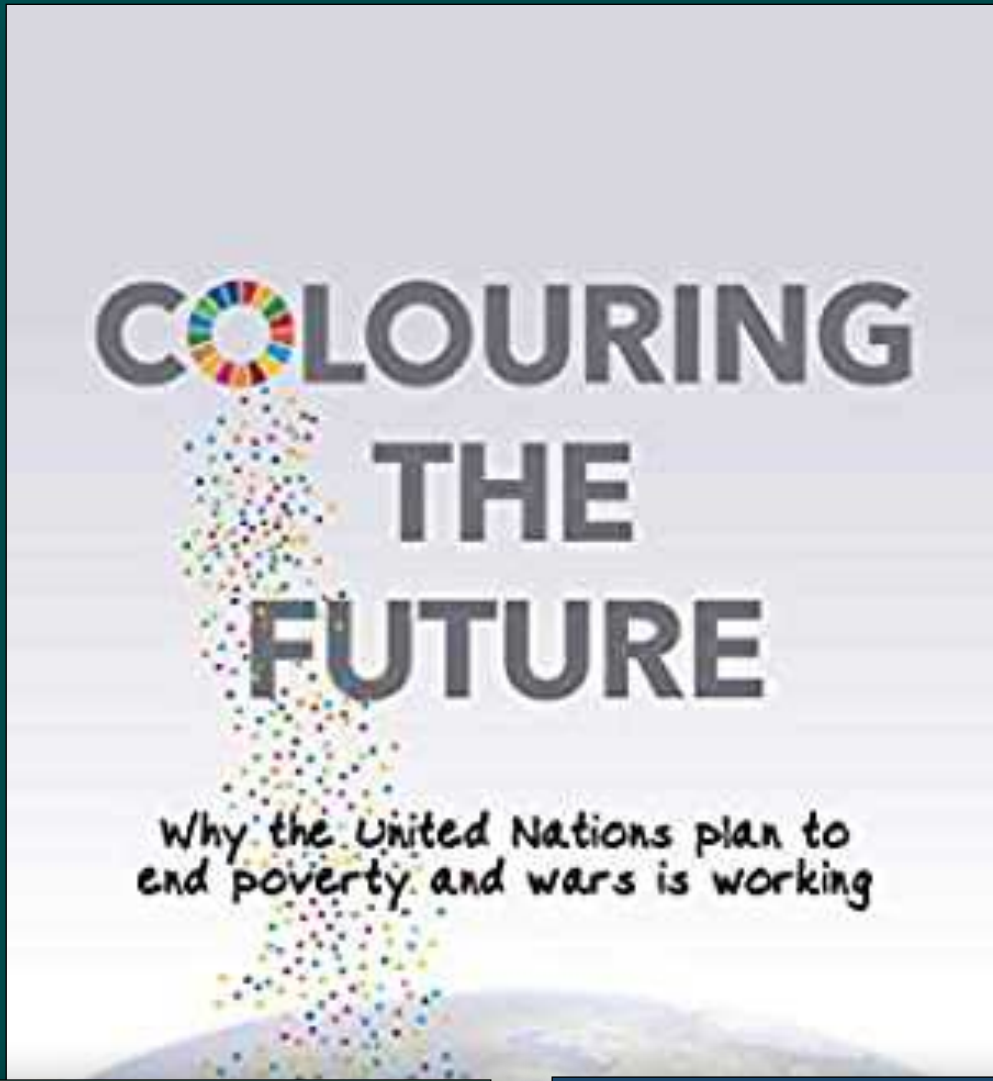
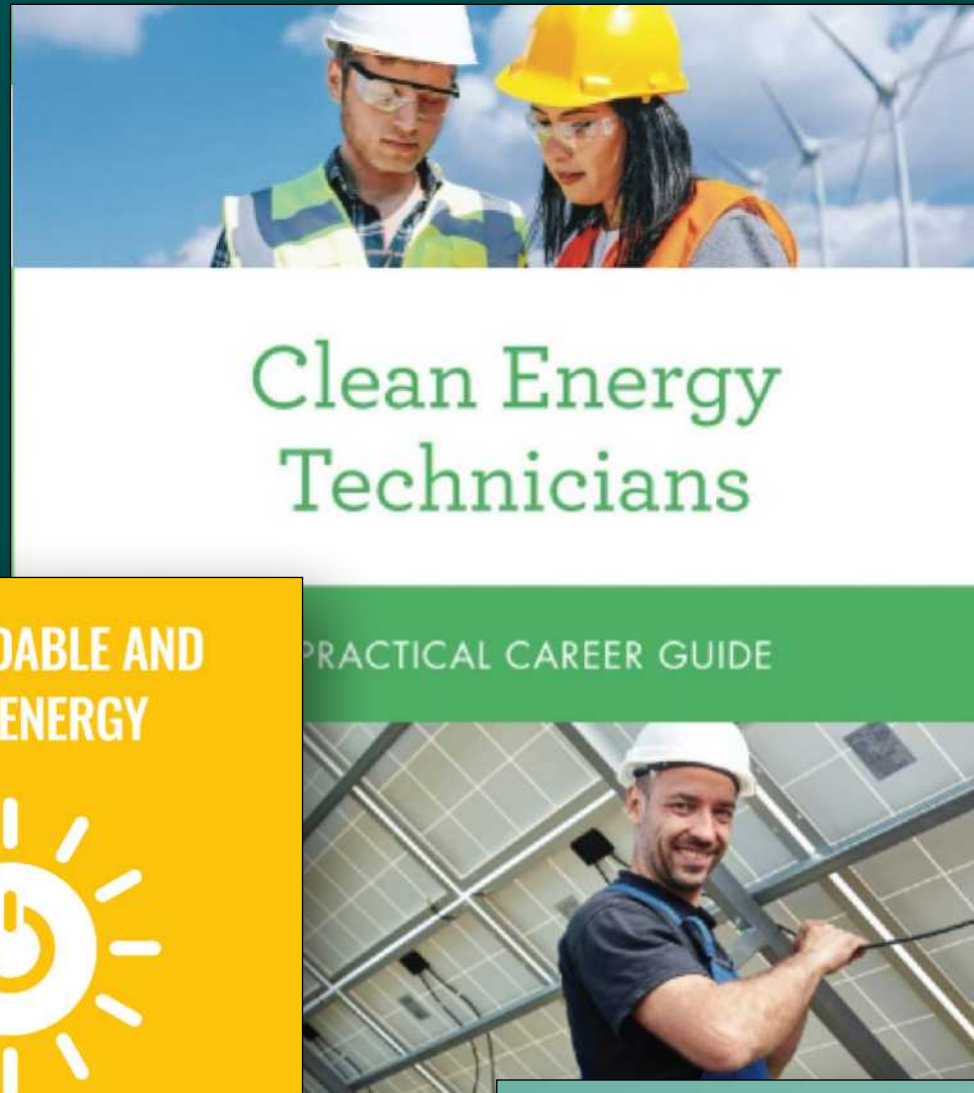
Thema qualifiers

Notation	Category heading	?
5	Interest qualifiers...	*
5Y	Relating to special / particular aspects of the content...	*
5YA	Relating to non-stereotypical gender roles Use for: works that are purposefully written to actively challenge a gender stereotype or norm around gender roles or includes positive representation of non-stereotypical gender roles, e.g. YBC* or YF* codes for children's stories. NB: Further details of why this qualifier is being used should be sent in other descriptive metadata	*
5YS	Relating to UN Sustainable Development Goals (SDGs) Use for: works where the contents are specifically about or advance some or all of the UN SDG goals or the title is part of a SDG Book Club list. NB: Details of the specific SDG goals (1 to 17) covered and why this is qualifier is being used should usually be sent in other descriptive metadata	*

15 LIFE ON LAND

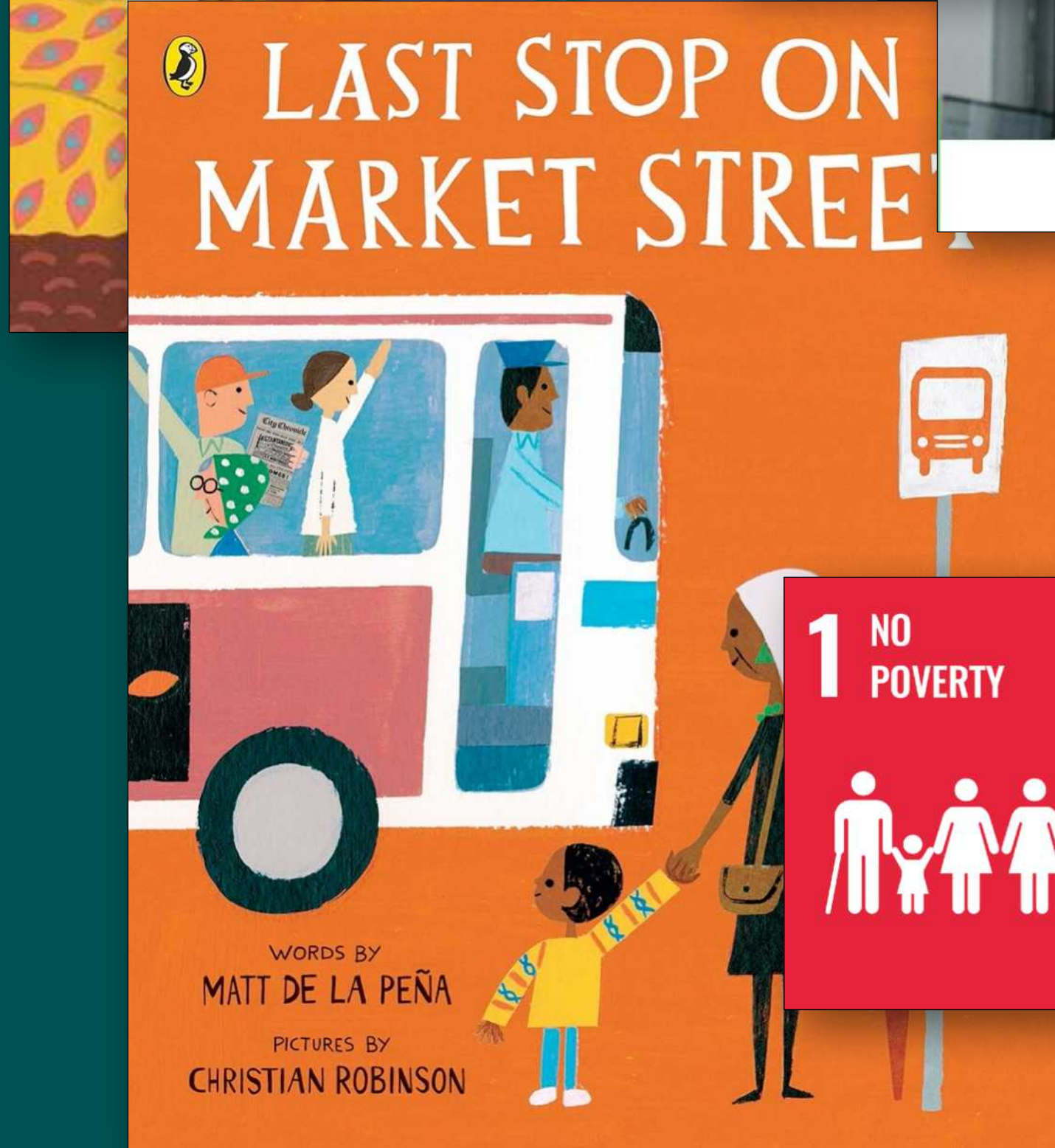


7 AFFORDABLE AND CLEAN ENERGY

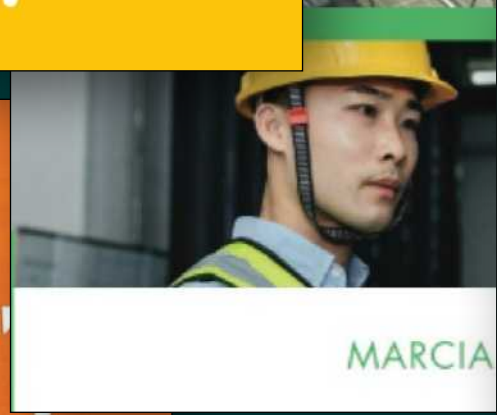


17 PARTNERSHIPS FOR THE GOALS

2 ZERO HUNGER

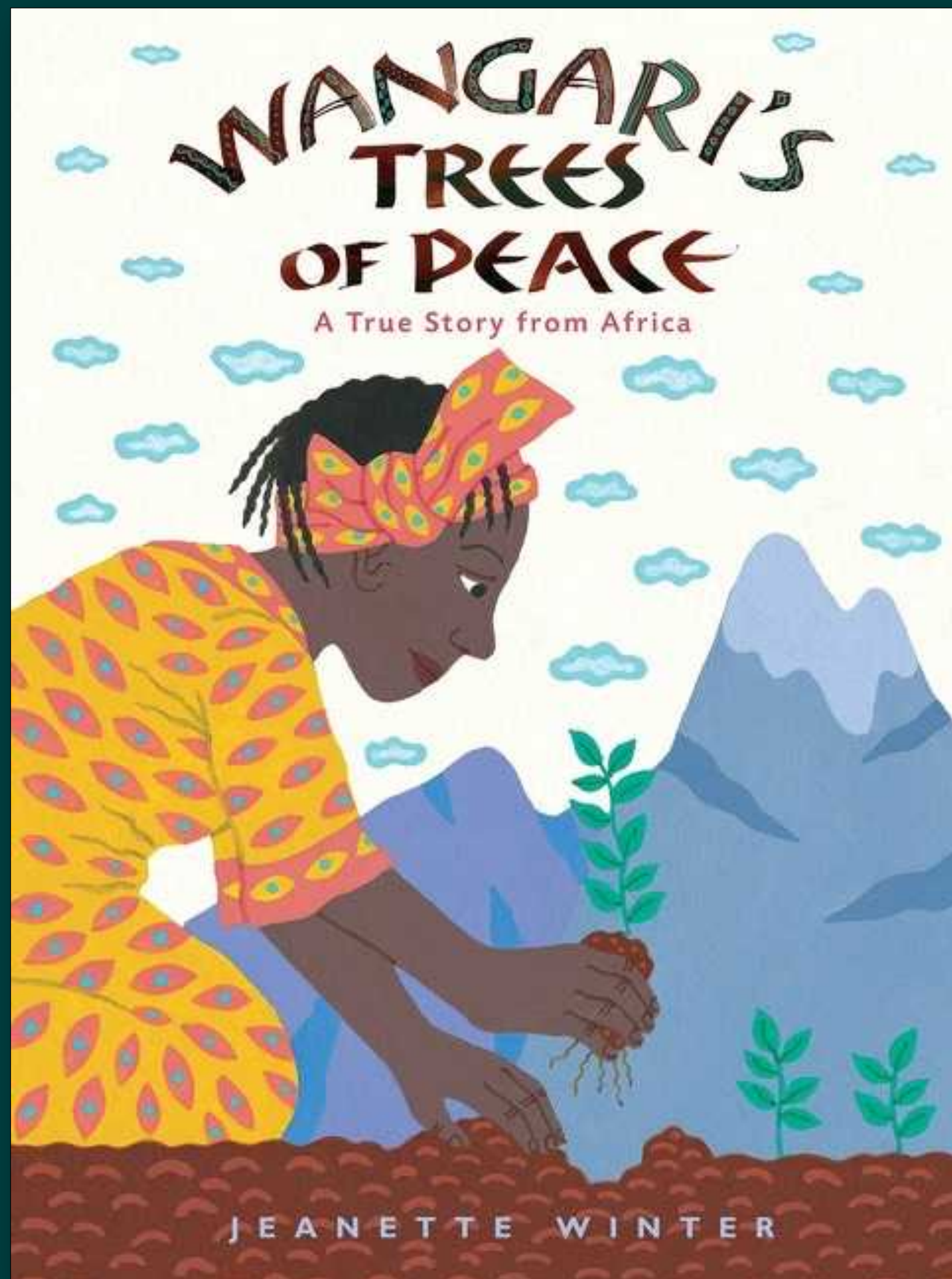


1 NO POVERTY



5 GENDER EQUALITY

5YS – Relating to UN Sustainable Development Goals (SDGs)



YNB – Children's / Teenage general interest: Biography and autobiography <MainSubject/>

YXZG – Children's / Teenage personal and social topics: Environment, sustainability and green issues

YBC – Children's picture books

1HFGK – Kenya

5AD – Interest age: from c 4 years

5YS – Relating to UN Sustainable Development Goals (SDGs)

Sample of ONIX

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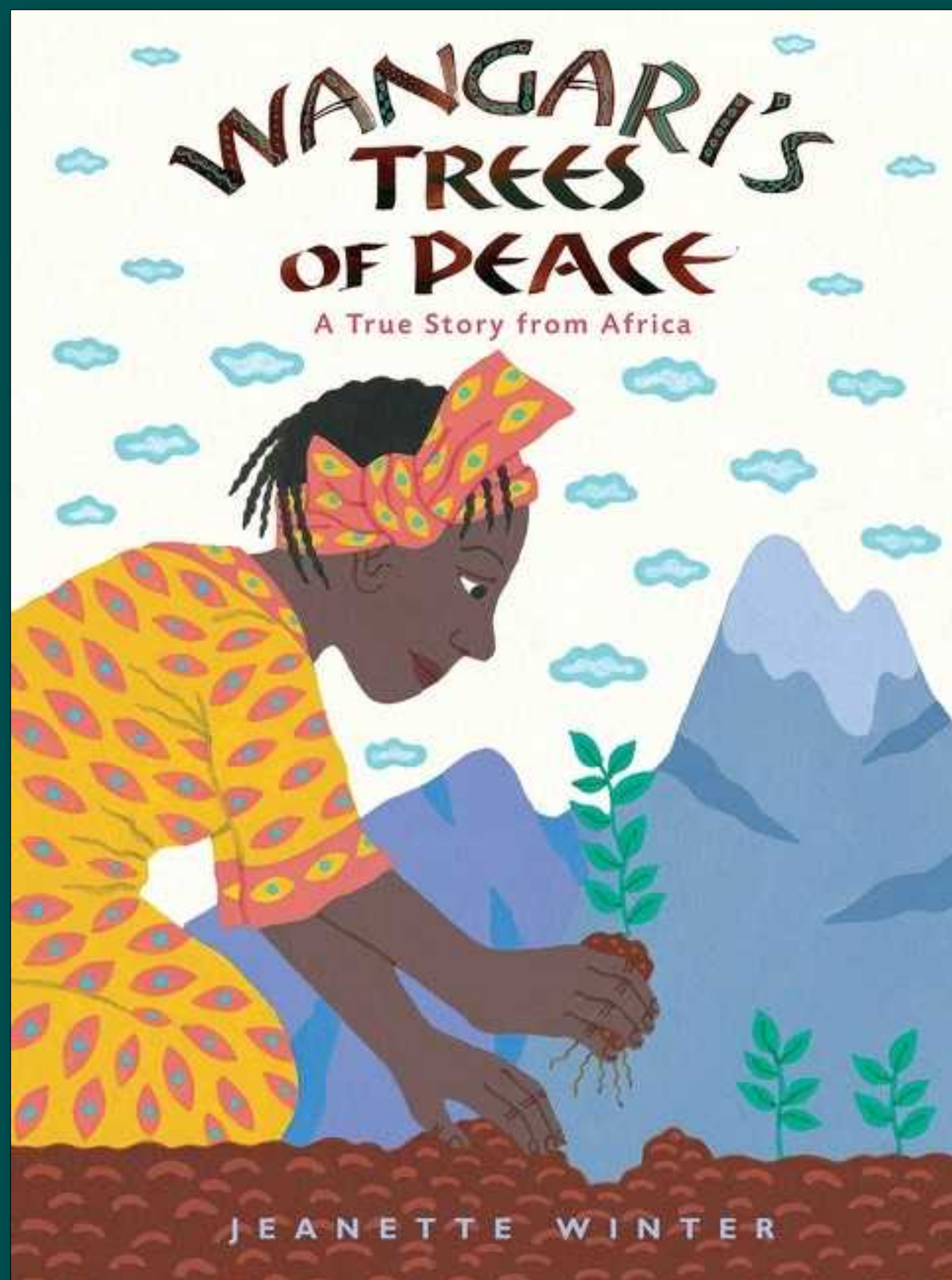
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YNB – Children's / Teenage general interest: Biography and autobiography <MainSubject/>

YXZG – Children's / Teenage personal and social topics: Environment, sustainability and green issues

YBC – Children's picture books

1HFGK – Kenya

5AD – Interest age: from c 4 years

5YS – Relating to UN Sustainable Development Goals (SDGs)

Alternative sample of ONIX

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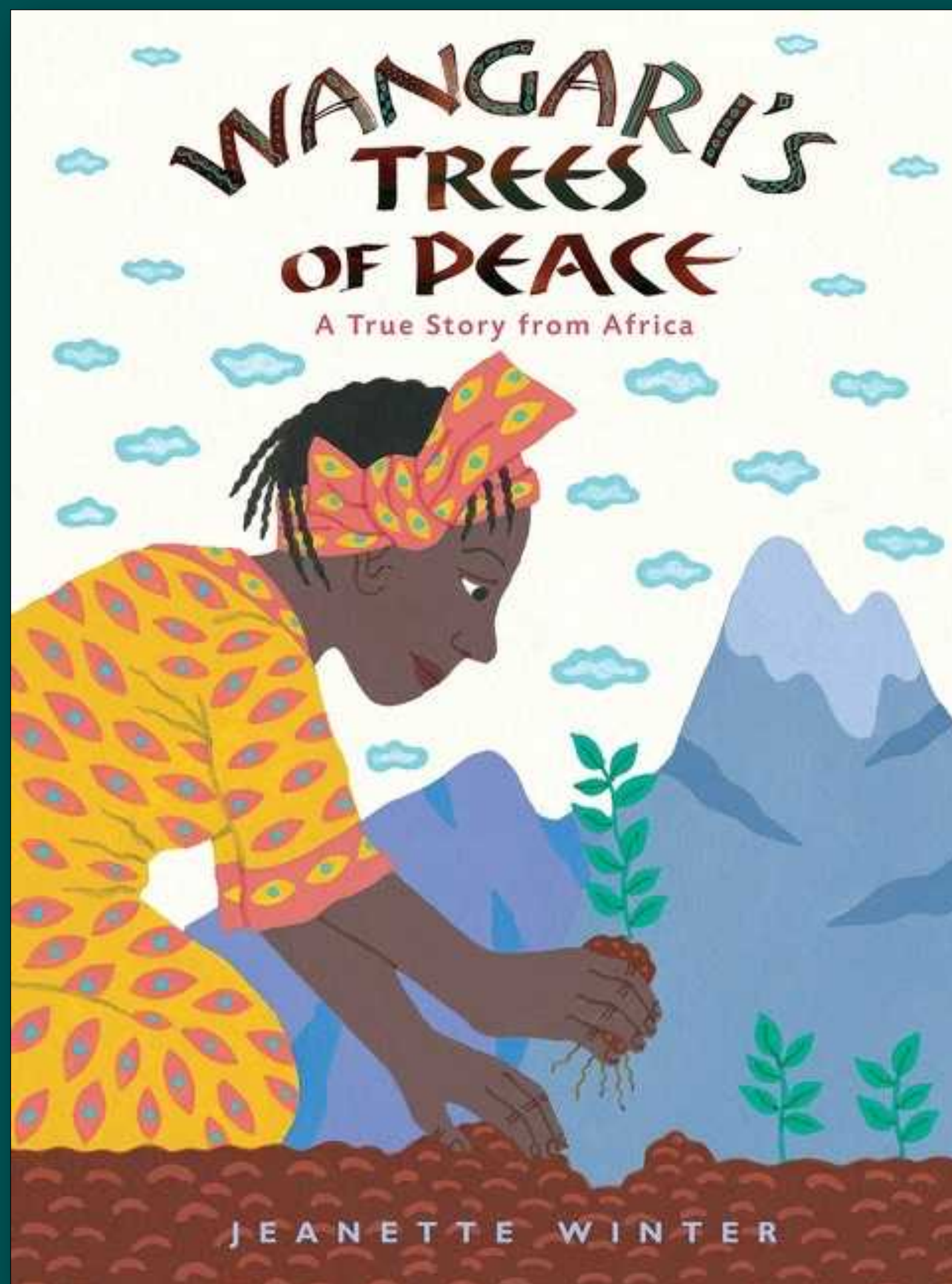
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<ResourceLink><https://www.un.org/sustainabledevelopment/sdgbookclub/></ResourceLink>

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YNB – Children's / Teenage general interest: Biography and autobiography <MainSubject/>

YXZG – Children's / Teenage personal and social topics: Environment, sustainability and green issues

YBC – Children's picture books

1HFGK – Kenya

5AD – Interest age: from c 4 years

5YS – Relating to UN Sustainable Development Goals (SDGs)

Sample of ONIX

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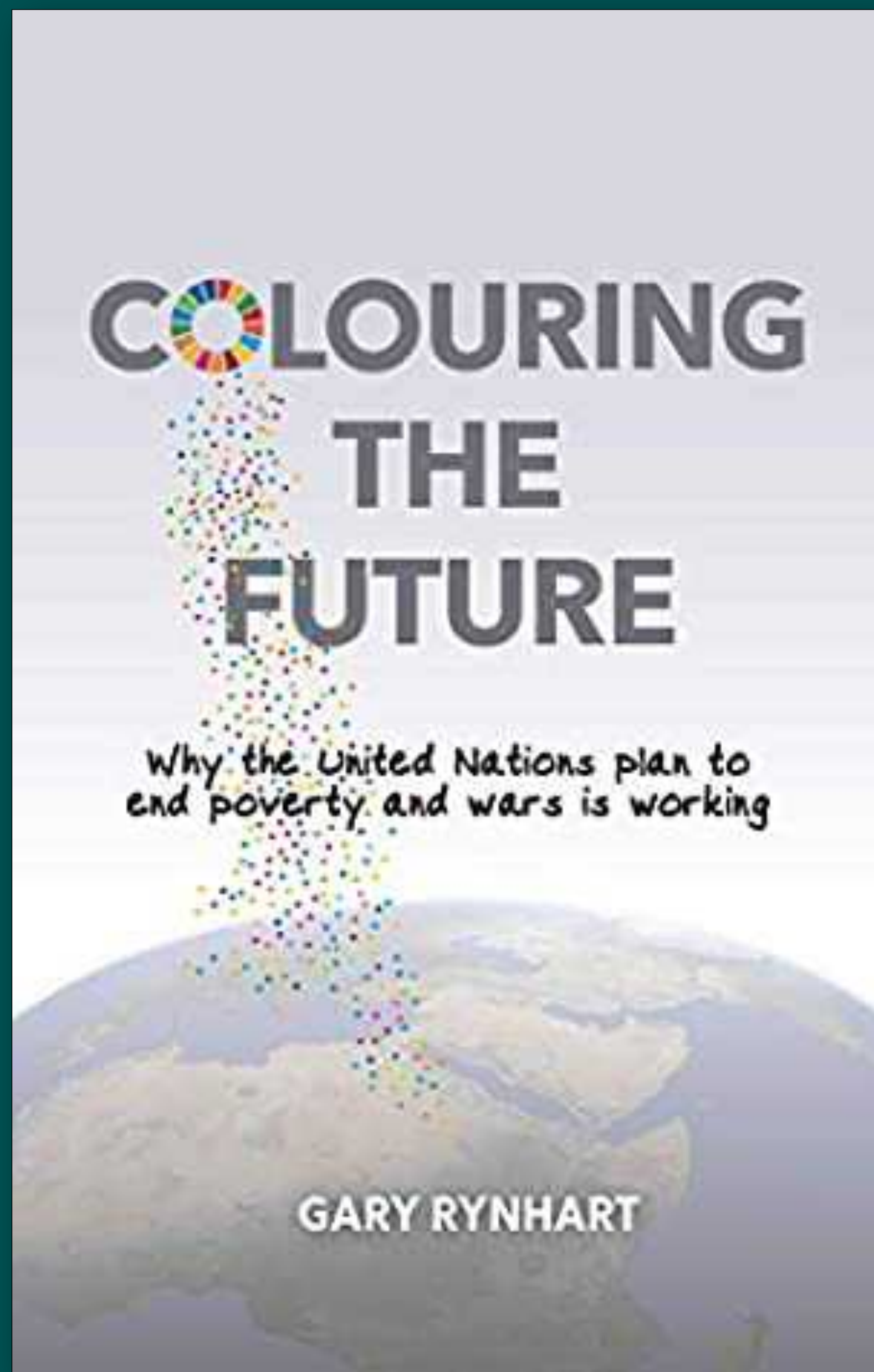
<!-- ISNI -->

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</NameIdentifier>

<PersonName>Wangari Maathai</PersonName>

</NameAsSubject>



RNU – Sustainability <MainSubject/>

JPSN – International organisations

KCVG – Environmental economics

JBF – Social and ethical issues

1QFU – United Nations

5YS – Relating to UN Sustainable Development Goals (SDGs)

Sample of ONIX

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<TextType>03</TextType>

<!-- Description -->

<ContentAudience>00</ContentAudience>

<!-- Unrestricted -->

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<p>Gary Rynhart has worked within the UN system for two decades, wrestling with difficult problems in many different countries around the world. He is optimistic that a combination of the SDGs and the fresh perspective of the young can deliver the massive changes that the world so badly needs.</p>

<p>The book begins by providing an insider's insight into how big global deals like the SDGs are negotiated behind the scenes. It continues by looking in turn at critical issues and showing how UN agencies have tackled them in the past and plan to do so in future in the arenas of human rights, decent work, democracy, conflicts and disasters. It concludes by examining the political context: a world dogged by populism and fake news but in which the engagement of Generations Y and Z promises to ride to the rescue.</p></Text>

</TextContent>

- **ONIX**

- <https://www.editeur.org/83/onix-overview>

- <https://ns.editeur.org/onix>

- <https://www.editeur.org/93/release-3.0-downloads/>

- <https://groups.io/g/onix> (e-mail onix+subscribe@groups.io to subscribe)

- ***Thema***

- <https://www.editeur.org/151/thema>

- <https://ns.editeur.org/thema>

- <https://groups.io/g.thema> (e-mail thema+subscribe@groups.io)

- **EDItEUR**

- <https://www.editeur.org> (e-mail info@editeur.org)

THE LIMITS TO
growth

Donella H. Meadows
Dennis L. Meadows
Jørgen Randers
William W. Behrens III

*A Report for THE CLUB OF ROME'S Project on the
Predicament of Mankind*



A POTOMAC ASSOCIATES BOOK



UN SDG Publishers Compact

- **EDiTEUR has committed to the UN SDG Publishers Compact**
- Compact is designed to inspire action during the 'decade of action' (to 2030)
- launched via online announcement at Frankfurt Book Fair in 2020
- a pledge to support the SDGs
- ten specific action points for publishers and other organisations in the book trade





- **publicly committing to the SDGs and the Compact**
- **raising awareness of the SDGs among staff**
- **nominating a specific member of staff to promote and coordinate action**
- **acquiring and actively promoting publishing content that advocates for the themes represented by the SDGs**
- **reporting annually on progress towards sustainable development**



- **raising awareness and promote action on the 17 SDGs across the supplier base**
- **becoming an advocate for the SDGs to customers and other stakeholders in the industry**
- **collaborating with other organisations to make progress on sustainable development**
- **dedicating budget to accelerating progress on sustainable development**
- **taking specific action on at least one sustainable development goal**

<https://www.un.org/sustainabledevelopment/sdg-publishers-compact/>



graham@editeur.org
chris@editeur.org
<https://www.editeur.org>