



# Building a Greener Business Seminar

## WELCOME

Karina Urquhart, Executive Director, BIC

[www.bic.org.uk](http://www.bic.org.uk)

@BIC1UK #lbf20bgb

This webinar is kindly sponsored by:



and



# Some housekeeping before we get started

## **Reducing background noise:**

We kindly ask that all non-speaker attendees mute themselves to reduce any background noise.

## **Questions for speakers:**

Questions will be invited at the end of each session (time permitting). If you would like to ask a speaker a question, please indicate this by messaging the meeting organizers (only) in the chat box on GoToMeetings. You will then be invited to ask your question by the meeting organizer. *Remember to unmute yourself!*

## **Recording:**

This session is being recorded for BIC to use in its marketing and to allow people unable to attend today to still enjoy the event later. Unless you speak, you will not be identified in the recording.

## **Social media:**

We will be tweeting during this event using the hashtag below. Feel free to join in!

@BIC1UK  
#lbf20bgb

# Programme

## **SECTION ONE: SETTING THE SCENE (10:00 – 10:25)**

### **10:00 – 10:05 Welcome**

Speaker: Karina Urquhart, Executive Director, BIC

### **10:05 – 10:20 Context: The Environmental Health of the Planet**

Speaker: Jo Shaw, Sales Director, Book Discovery & Commerce Solutions, Nielsen Book

*10:20 – 10:25 Questions for Jo*

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# Programme

## **SECTION TWO: THE ENVIRONMENTAL HEALTH OF THE BOOK INDUSTRY (10:25 – 11:45)**

### **10:25 – 10:50 Making the Books**

Speakers: Lisa Faratro, Director of Environment & Sustainability, CPI Books

Fiona McIntosh, Orion Group Production Director, Orion Books

*10:50 – 10:55 Questions to the speakers*

### **10:55 – 11:35 Distributing, selling and returning the books**

A set of 3 mini-sessions exploring the environmental impact of getting books to the reader.

#### **1. Marrying operational efficiency targets with being green – the perfect partnership?**

Speaker: Stephen Day, formerly Senior Vice President, Supply Chain, Global Operations, Pearson PLC

#### **2. Impact of packaging**

Speaker: Neil Springall, Head of Operations, Penguin Random House

#### **3. Impact of Selling – Processes and Environment**

Speaker: Kate McHale, Campaign Manager, Waterstones (TBC)

*11:35 – 11:45 Questions to the speakers*

# Programme

## **SECTION THREE: THE FUTURE (11:45 – 12:30)**

### **11:45 – 12:15 Looking Ahead: Panel Session / Discussion with Audience – Change for Now and Tomorrow**

Speakers: Meryl Halls, Managing Director, The Booksellers Association  
Brian O’Leary, Executive Director, Book Industry Study Group  
Victoria Bostock, Sales Director, Leo Paper Products UK

### **12:15 – 12:30 Next Steps, Wrap-Up and Close (Call to Action)**

Speaker: Nick Poole, CEO, CILIP and BIC’s Executive Board Chairperson

**Session ends**

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# More information

**Full programme, speaker and sponsor information can be found on our website here:**

<https://www.bic.org.uk/211/Building-a-Greener-Business-Seminar-LBF-2020/>

**If you're new to BIC, find out more about us here:**

[www.bic.org.uk](http://www.bic.org.uk)

**Subscribe to our Green Mailing list here:**

<https://www.bic.org.uk/188/Join-our-mailing-lists/> (List 4)

**Social media:**

We're on all the usual platforms/channels.

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# CONTEXT: THE ENVIRONMENTAL HEALTH OF THE PLANET

Jo Shaw

Sales Director , Book Discovery & Commerce Solutions,  
Nielsen Book

# OVERVIEW & CONTEXT

- 1 Key Global Trends**
- 2 Key Business Trends**
- 3 Consumer Behaviour**



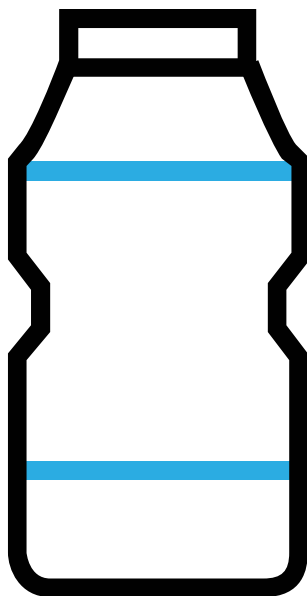
# GLOBAL CONTEXT

# GLOBAL SUSTAINABILITY GOALS

## Sustainable Development Goals



Source: UNITED NATIONS



**PLASTICS**

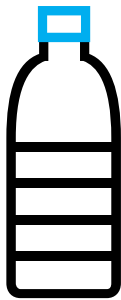
# MANUFACTURING : OUTWEIGHED

We produce more plastic than our combined weight each year



**316 MT**

WEIGHT OF HUMANITY



**322 MT**

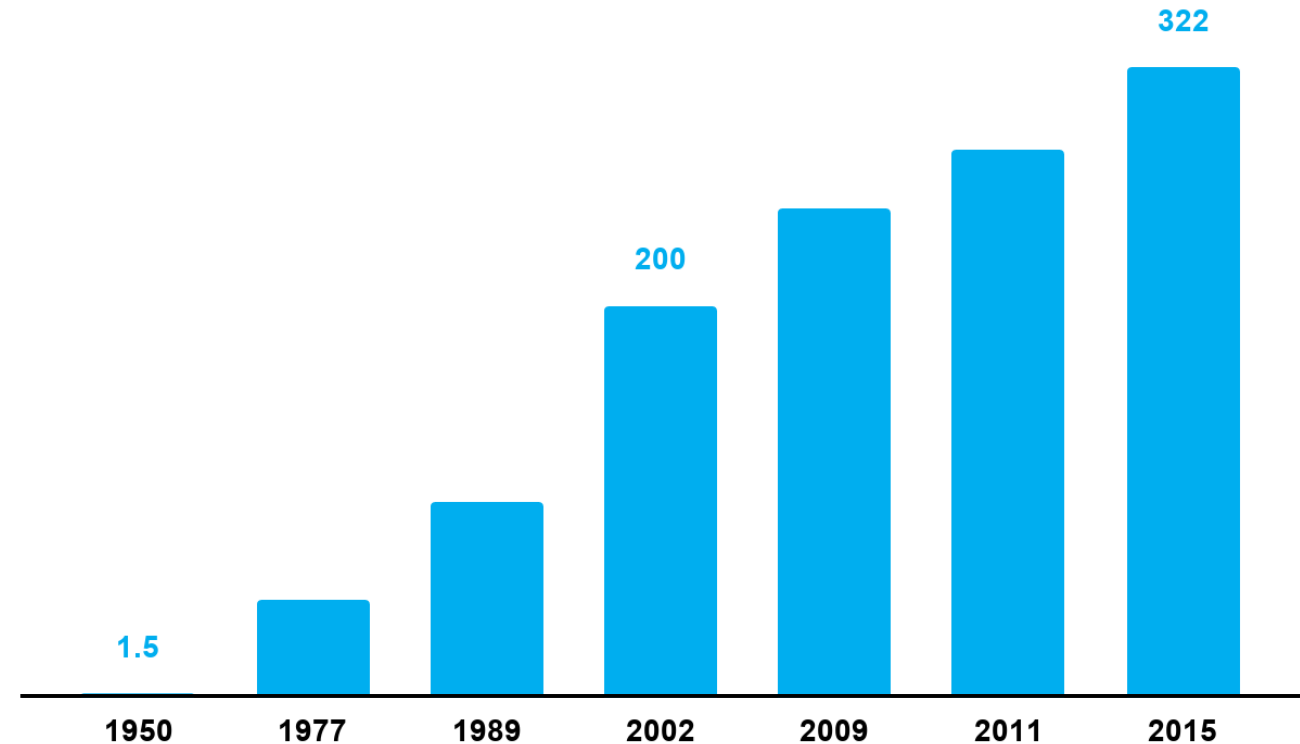
ANNUAL PLASTIC PRODUCTION

# SUPPORTING WORLD'S PLASTIC BINGE

Plastic production set to double in the next 20 years and quadruple by 2050



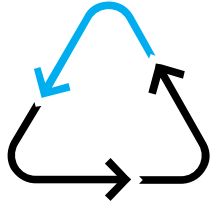
ANNUAL GLOBAL TOTAL PLASTIC PRODUCTION  
IN MT





# PUBLIC OUTCRY

Consumers are willing to change but expect the same from companies



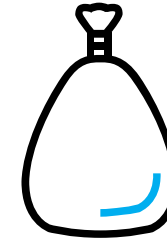
## 81%

Of respondents feel strongly that companies should help improve the environment.  
(85% for millennials, 68% in Europe)



## >1:1

By 2025 there will be 1t of plastic for 3t of fish; by 2050 there will be more plastic than fish in the oceans.



## 63%

Of rubbish found on UK beaches comes from 10 companies. Out of which:



# ENGAGING THE PUBLIC

Measures announced by EU and local governments



To recycle **ALL** plastic waste by 2025;  
Tax on packaging not made from recycled material. Ban on cups, plates, straws, cutlery and mixers from 2020 & 2021.



**Zero avoidable waste** by 2050;  
Zero avoidable plastic waste by 2042;  
Tax on virgin plastic as of 2022.



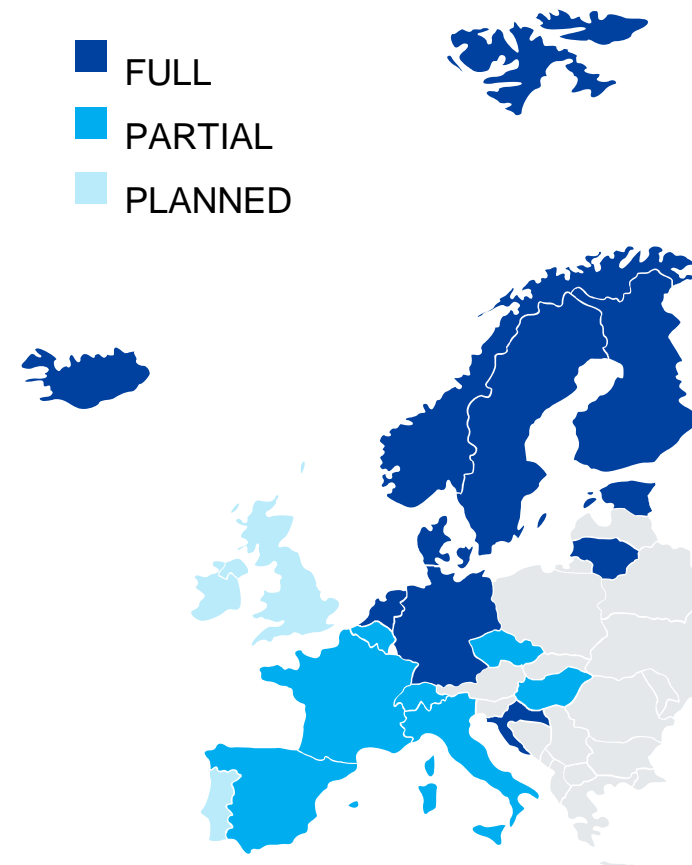
Target to collect **90%** of all plastic bottles for recycling by 2025.



Deposit return scheme for recycling is active in **10 EU** countries.

DRS (deposit return scheme)  
in EEA

- FULL
- PARTIAL
- PLANNED



# GOODBYE PLASTIC STRAWS

EU parliament voted complete ban on a range of single use plastics



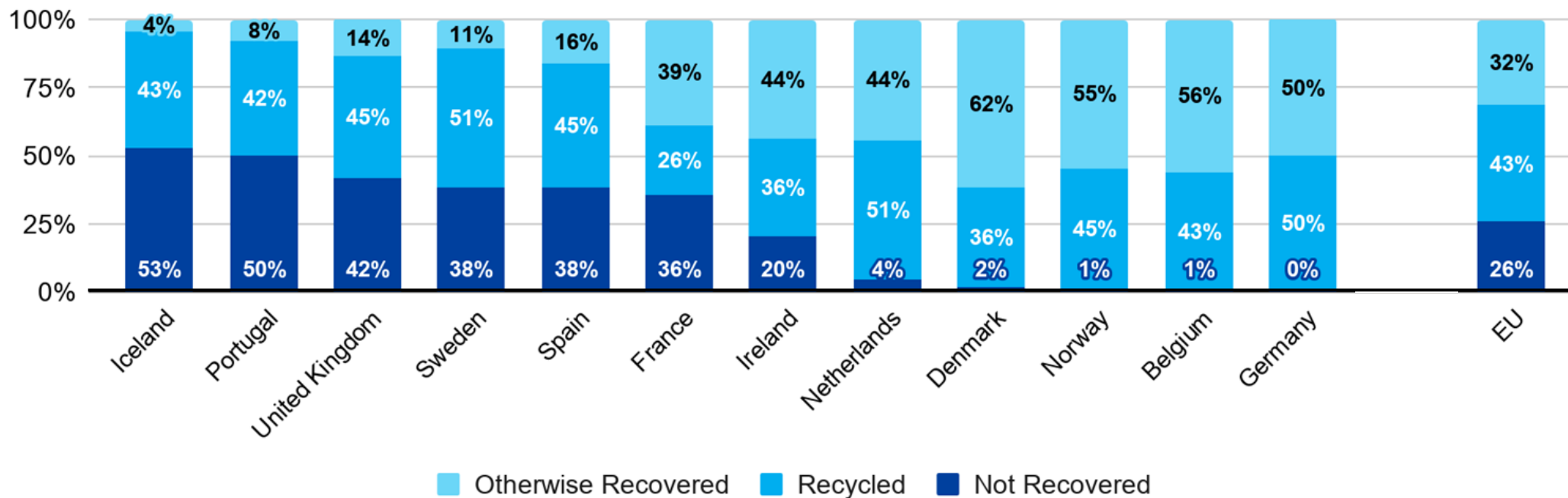
Source: News



# WE NEED TO REUSE MUCH MORE

Only 43% of plastic packaging is recycled in EU

## PLASTIC PACKAGING: WASTED OR RECOVERED?

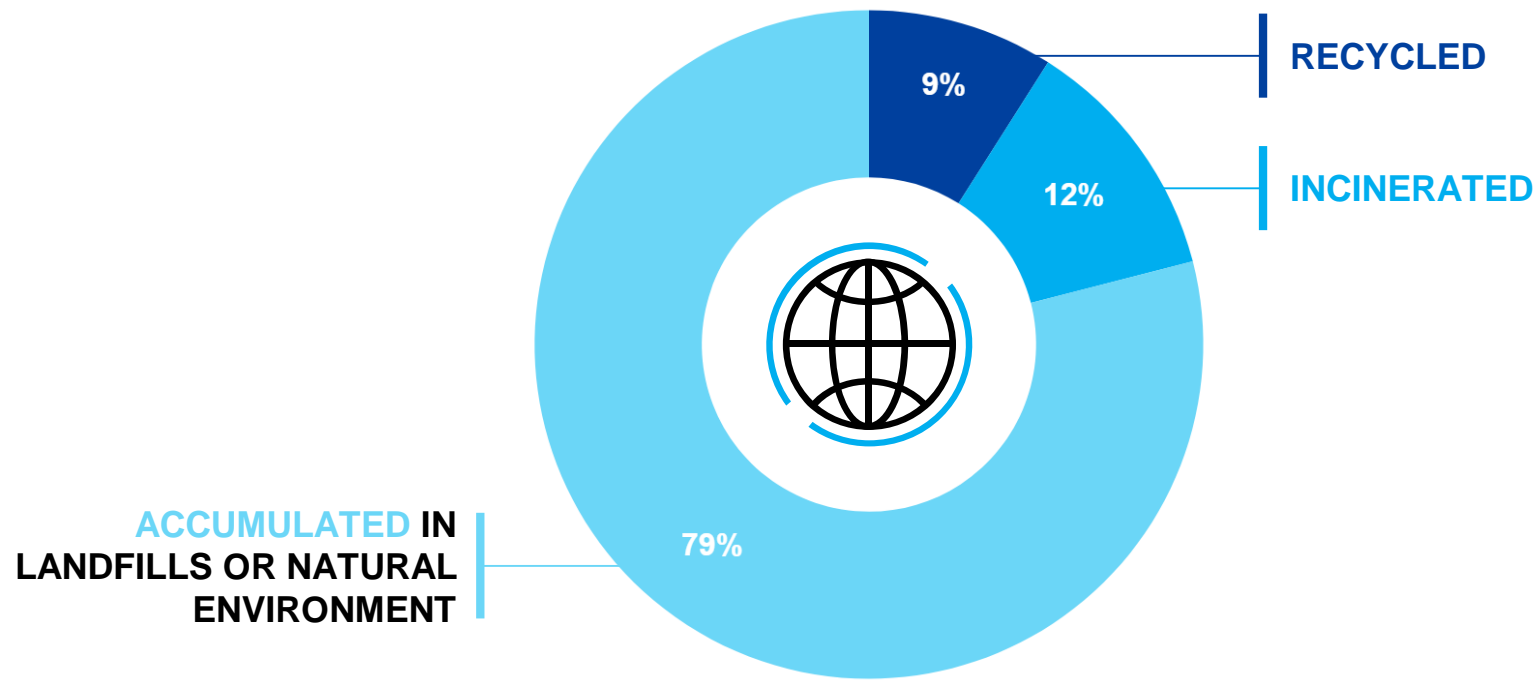


**BY 2050 THE PLASTIC INDUSTRY WILL EAT UP 20% OF ALL CRUDE OIL PRODUCTION!**

# A FRACTION IS BEING RECYCLED

Out of all the plastic waste (not just packaging) we produced in 2015 almost 80% is left in landfills or environment

## GLOBAL TOTAL PLASTIC WASTE IN 2015





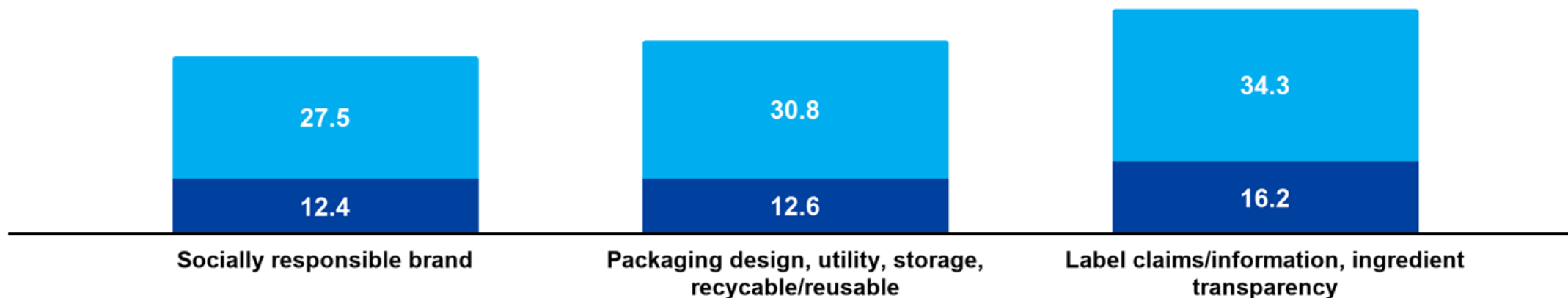
# IMAGE, PACK & LABEL MATTERS

To be sustainable today you have to tick more boxes

How much following influences you to try new brands or products, or switch from your favourite brands or products?

IN % OF RESPONDENTS

ALWAYS OFTEN



Source: Global Nielsen Consumer Loyalty Survey (Europe data)

# COMMUNITY PROJECTS

Public is self-organizing to maintain convenience & reduce waste



An app which tells you where to find free water on the go.



One of Wales' largest mosques has gone plastic-free and hopes to save on 70,000 items over Ramadan alone.



Supported by Mayor of London & MIW, installing the network of drinking fountains

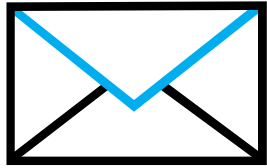


In Berlin, among other German cities, you can borrow reusable bamboo mug for a small deposit and return it at another café later.



# IS ONLINE A THREAT TO RECYCLING?

Rise in online sales may be a reason UK to miss recycling target by a decade



**1.9 BILLION  
PARCELS**

delivered in UK annually



**50%**

projected growth in next 10 years

# GREEN LOGISTICS: TRAVEL

*Not a single country in the world, developed or developing has achieved sustainable mobility*

## HOPE! Case Study : Success in China

Group D for air pollution - some cities saw decrease of 22.7% 2013 (vs.) 2017

Adopted stringent fuel efficiency , quality, & emission standards (EU)  
(China VI) 2020 will cover light duty & heavy duty vehicles

Promotes Electric cars, hybrid and electric buses on massive scale, e-bike  
Developed High quality walking & cycle infrastructure  
Extensive network of high speed rail

**GREEN LOGISTICS - clean shipping, subsidies for shore-based electric power equipment in Shanghai port**



# KEY BUSINESS TRENDS

# BUT DO THEY WALK THE WALK?

Pledge to end plastic pollution, but continue to drive its production



Self made alliance to end plastic pollution, but at the same time they are among the world's **biggest investors in new plastic productions plants**.

**Shell**, produce **1.6m** tonnes of polyethylene each year.

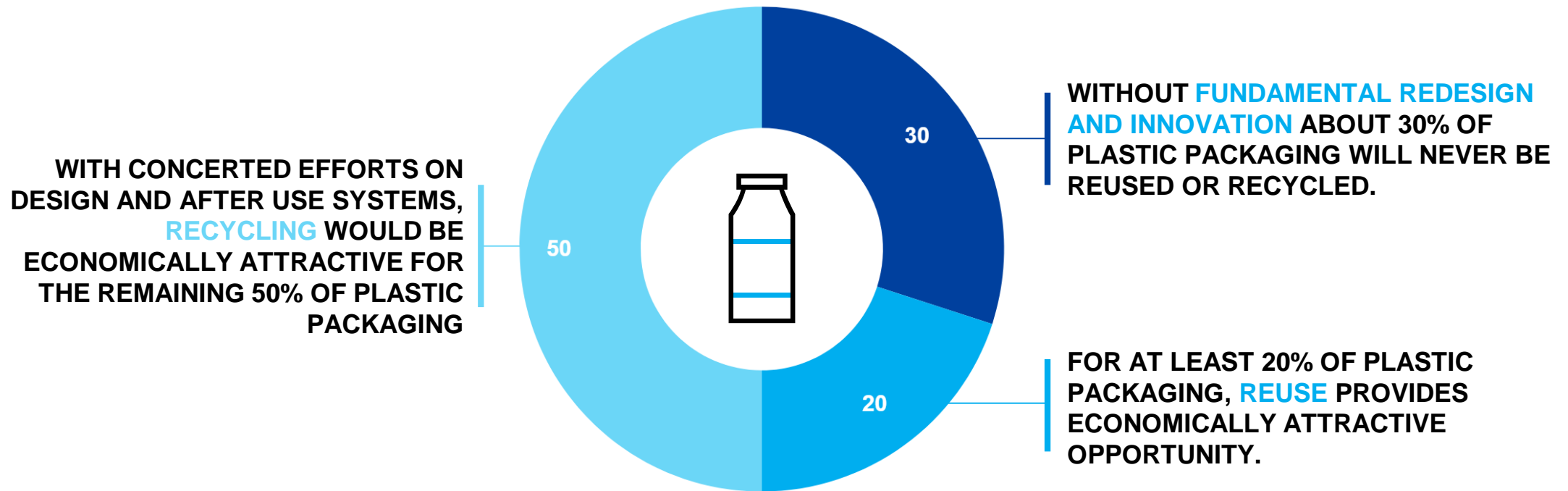
**ExxonMobil**, is building a new production line at its plant in Mont Belvieu, increasing the production to more than **2.5m** tonnes a year.

Saudi **Aramco** and **SABIC** are building one of the world's largest oil-to-petrochemicals factories as they move away from reliance on crude oil revenues and **shift to plastic production**.



# THE NEW PLASTIC ECONOMY PROJECT

Global momentum for plastic rethink is greater than ever



# STRONG COMMITMENT

## 35 corporates in support of the new plastic economy

We urgently need to transform global plastic packaging material flows if we are to continue to reap the benefits of this versatile material. This report marks a major milestone, calling our specific actions to capture opportunities for redesign and innovation, reuse, and recycling. It's now up to us all to get it done.

**PAUL POLMAN**

*CEO, Unilever (until January 2019)*

Resources management should not be summarised as a matter of cost optimisation but as a powerful driver of shared value creation. This belief runs through our entire business at Danone, fundamentals to our relationships with suppliers, partners and our customers. Danone has embedded the principles of the circular economy in its value chain, managing now plastic as a cycle rather than as conventional linear supply chain. We are hugely supportive of the New Plastics Economy report as it lays out actions to turn the challenges posed by plastics today into an opportunity that will deliver value tomorrow. I am excited that Danone is taking a leading role in this initiative to help drive systematic change.

**EMMANUEL FABER**

*CEO, Danone*

It will take a concerted effort involving various stakeholders to make the systematic changes needed to transition to a circular economy. This is especially true for plastics. Veolia believes that the New Plastics Economy initiative provides an excellent collaborative platform to catalyse the transition. The initiative's latest report, "The New Plastics Economy: Catalysing action", builds on the findings of the previous report and provides a clear roadmap of priority actions for 2017 to drive progress towards a global plastics system that works: a system that will capture material value and contribute to improved economic and environmental outcomes. Veolia looks forward to its continued participation in these efforts.

**ANTOINE FRÉROT**

*CEO, Veolia*

Carrefour fully supports the New Plastics Economy initiative. Our group pledges to continue its worldwide efforts working with industry partners and other stakeholders to move toward a circular model for plastics. Together we will create innovative and tangible actions to achieve this goal.

**GEORGES PLASSAT**

*Chairman and CEO, Carrefour (until July 2017)*

A new circular plastic paradigm will create great value for business and society. Many actions can be taken individually, but we can need collaborate effort to make a meaningful shift. This report on catalysing action by the New Plastics Economy initiative provides an excellent view of the opportunities across the plastics value chain while explaining the interplay between design innovation and after-use systems. The action steps put forward are practical ideas that will help bring a new plastics economy from vision to reality.

**ANDREW AULISI**

*Senior Director, Global Environmental Policy, PepsiCo*

Packaging has an outsized impact on our planet. As a global consumer goods company, we need to find ways to drastically improve the environmental, as well as economic, impact of plastic packaging, while keeping protecting and presenting our products effectively. Mars joined the New Plastics Economy initiative as a core partner in order to proactively drive this effort in our industry. We applaud this report and fully support the initiative's ongoing efforts to promote a circular economy approach for plastics.

**BARRY PARKIN**

*Chief Sustainability and Health & Wellbeing Officer, MARS, Incorporated*

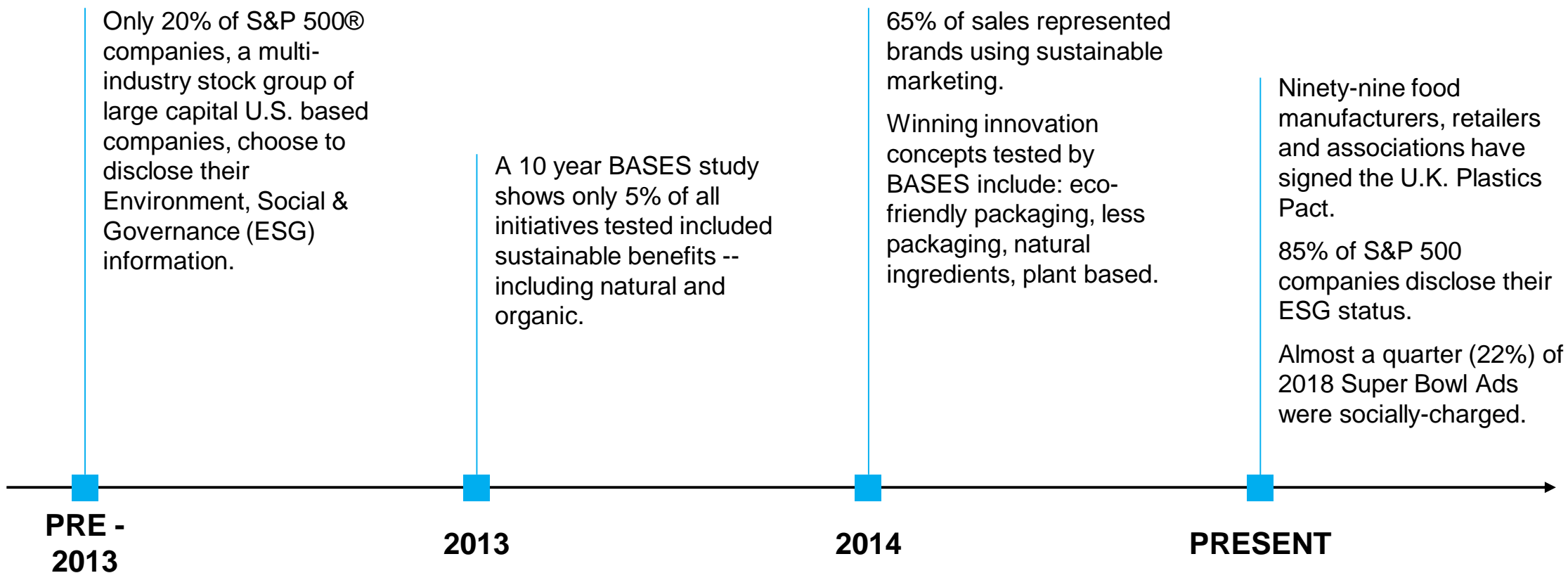
At Coca-Cola we've been a long-time proponent of circular thinking, particularly when it comes to packaging. We introduced refillable bottles 120 years ago. As market and consumer preferences shifted so did we, offering recyclable PET bottles and then we fully recyclable PET bottle made partially from plants. It's time for another change-a plastics system fully aligned with the circular economy. The market and environment demand it and Coca-Cola is proud to support the New Plastics Economy Initiative. We applaud the Ellen MacArthur Foundation as they lead this innovative and responsible endeavor.

**BEA PEREZ**

*Chief Sustainability Officer, The Coca-Cola Company*

# CORPORATE GAINING TRACTION

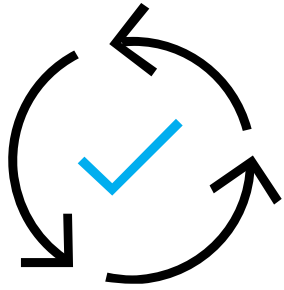
Corporate sustainability gains steam over last five years



Source: Nielsen Global Sustainable Shopper

# COCA-COLA COMPANY IS ON-BOARD

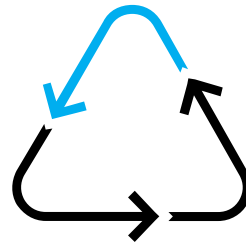
Aligning its targets with The New Plastic Economy



**56%**

of bottles and cans TCCC refilled or helped recover globally equivalent to what they introduced into the marketplace.

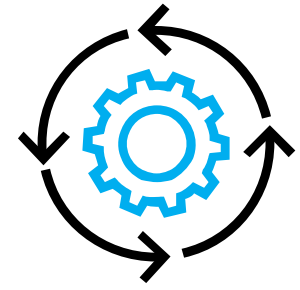
- 2020 goal 75%
- 2030 goal 100%



**88%**

of Coca-Cola Company's consumer packaging is recyclable.

- 2025 goal 100%



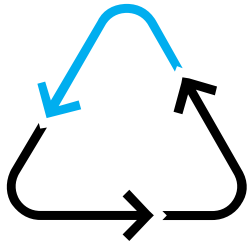
**30%**

of recycled material was used in packaging globally in 2018.

- 2025 goal 50%

# CCEP ACTION ON PACKAGING

CCEP commits to drive sustainability

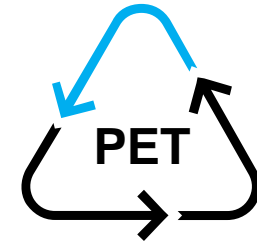


**98%**

of primary packaging is recyclable.



**TRIAL OF REVERSE VENDING  
MACHINES DURING SUMMER OF  
2018 IN GB**



**28%**

of the PET used in plastic bottles was  
recycled PET.

# KEEPING UP WITH THE CHANGE

## Reducing single use plastic



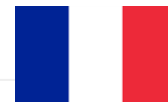
**Bring your own container** for product like pasta, rice and cereals. Reduced plastic packaging for fruit and vegetables. Wine, beer, detergents and washing up liquids **refills** are also offered as a trial during June-August '19.



Disposable items should be removed by 2020 and that **all packaging should be reusable in 2022**. By 2030, the packaging should be made of recycled plastic, or completely fossil-free raw material.



In 2018 Iceland commit to go plastic-free within five years. The current plastic packaging would be replaced with **paper and pulp trays and paper bags**.



All plastic bags will be removed from Colruyt in October 2019. They will be replaced by **reusable polyester nets** 100 times machine washable.



# LOOP, THE INNOVATIVE SOLUTION?

Shop online and get your favourite brand in reusable packaging



DEVELOPED BY TERRACYCLE  
WORKING WITH CONSUMER  
PRODUCT COMPANIES:

Mondelēz  
International

Coca-Cola  
EUROPEAN PARTNERS

MARS

PEPSICO

THE  
BODY  
SHOP

BIC

Beiersdorf

DANONE  
ONE PLANET. ONE HEALTH

CLOROX

Lesieur  
DEPUIS 1908

Nestlé

JDE  
JACOBS DOUWE EGBERTS

P&G

Unilever

... AND  
MANY  
MORE.

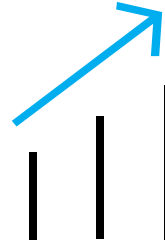
# UNILEVER'S SUSTAINABLE LIVING

Sustainable living brands drive Unilever's business



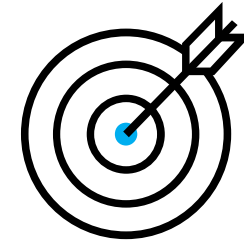
**6**

Of the biggest Unilever brands are included in "sustainable living" brands.



**46%**

"Sustainable living" brands grew 46% faster than the rest of the business.



**70%**

"Sustainable living" brands delivered 70% of Unilever's turnover growth.



# KEY CONSUMER TRENDS

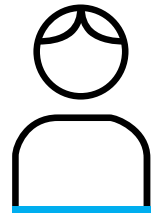
# GEARING UP FOR FUTURE CONSUMER

Focus on younger consumer who are the strongest advocates that companies should implement eco friendly programs

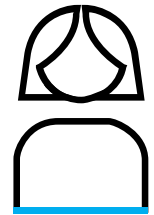
Percentage of respondents who said that it's "extremely" or "very" important that companies implement programs to improve the environment



OF GLOBAL  
RESPONDENTS



80%  
OF MEN

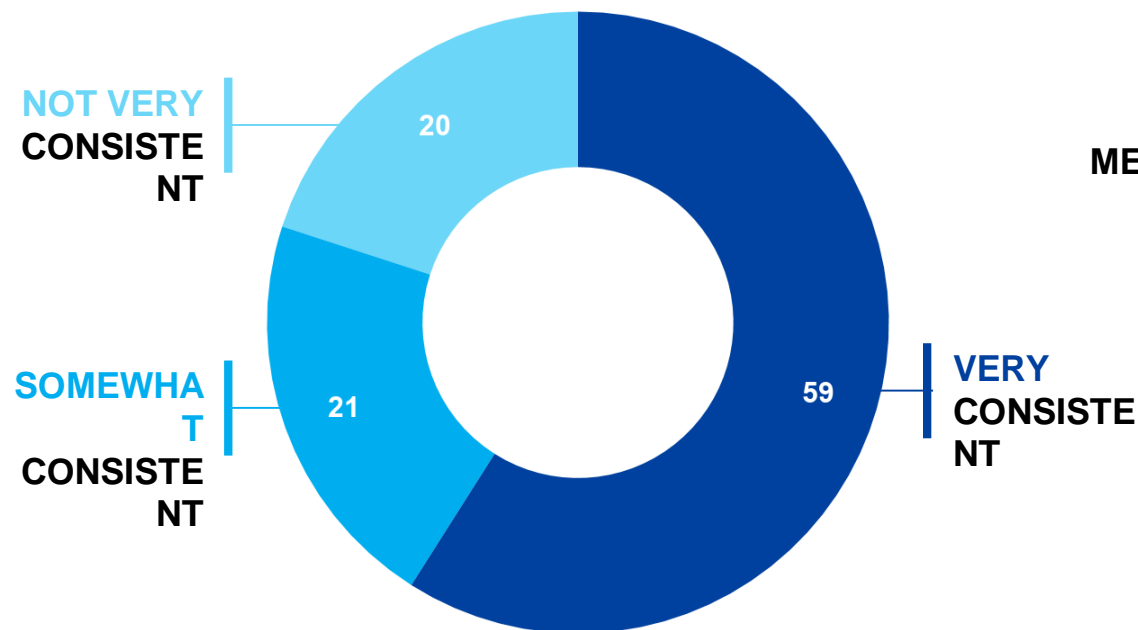


81%  
OF WOMEN



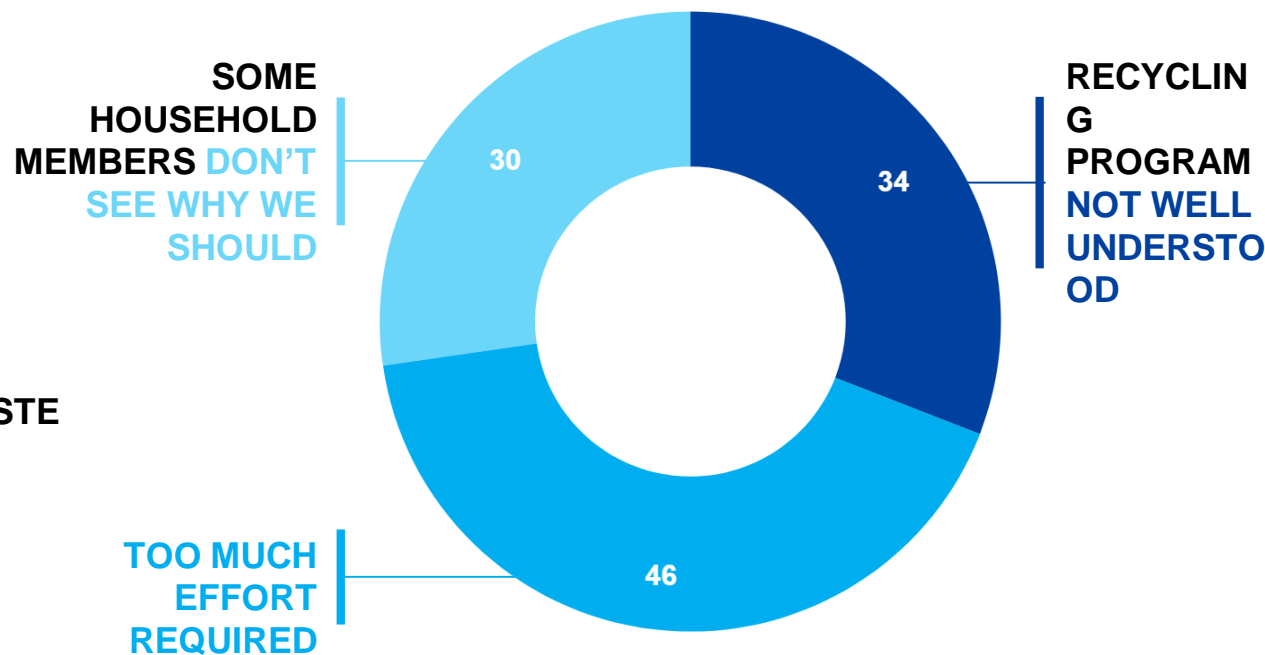
# GOOD PART OF PUBLIC NEEDS A NUDGE

Lack of effort/caring is driving unreliable recycling habits



**41% OF CONSUMERS INDICATE LAPSES IN HOUSEHOLD RECYCLING BEHAVIOR**

"How consistent is your household about separating recyclable packaging for collection?" (n=2048)



**77% OF CONSUMERS ATTRIBUTE NOT RECYCLING TO THE AMOUNT OF EFFORT/CARE REQUIRED.**

"Why do you think your household is inconsistent about recycling?" (n=403)

# RISE IN BUYING HEALTHY & SUSTAINABLE PRODUCTS



**FRESH/NATURAL  
/  
LESS  
PROCESSED**

**+6PP**



**NEW &  
DIFFERENT  
FLAVOURS**

**+3PP**



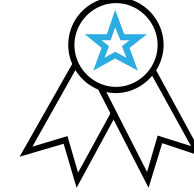
**BETTER FOR THE  
ENVIRONMENT**

**+5PP**



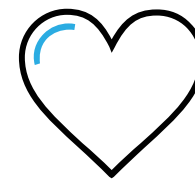
**SNACKING  
ON-THE-GO**

**+3PP**



**VALUE FOR  
MONEY**

**+5PP**



**HAND-MADE OR  
CRAFT-  
PRODUCED**

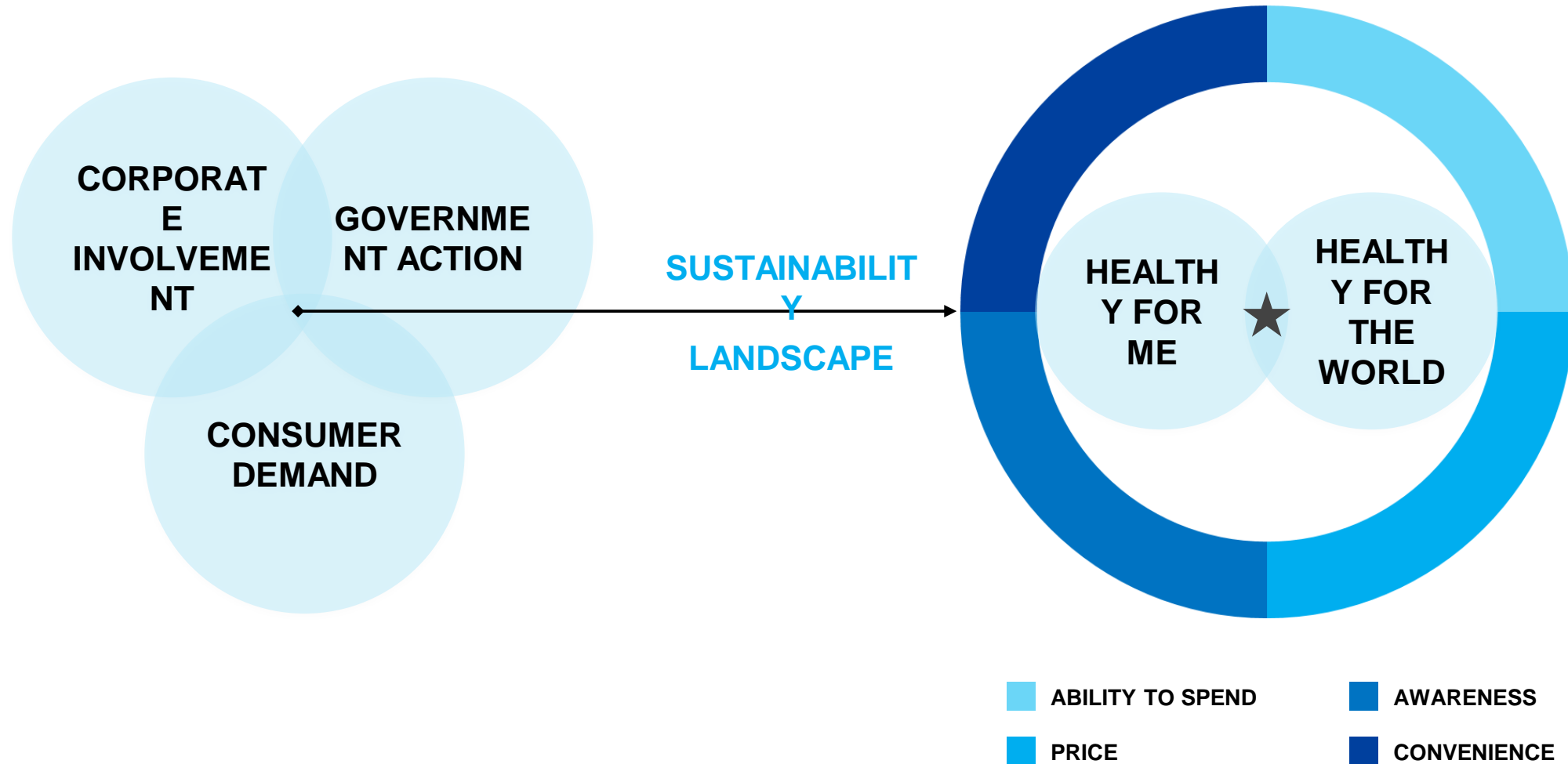
**+3PP**



**SMALLER SERVE  
PACKS**

**+3PP**

# PRODUCTS LIVING IN THE SWEET SPOT WILL THRIVE



# SO, WHAT SHOULD YOU DO NEXT:

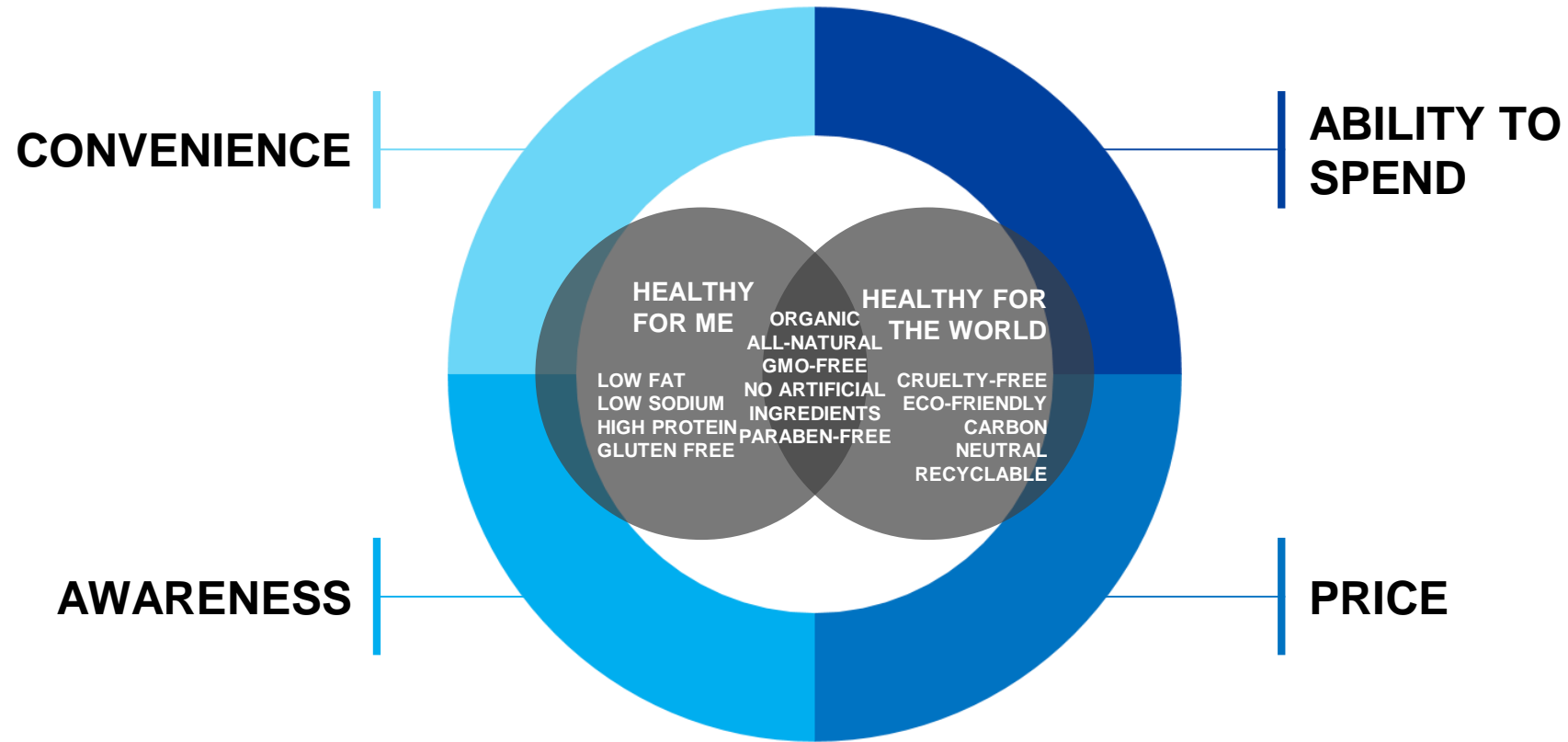


SHOPPERS WANT CHANGE BUT  
THEY ARE RELYING ON YOU TO  
CREATE THE CHOICE FOR  
CHANGE

- You can ride a trend BUT not all products created equally
- Less packaging where possible
- Don't pass off cost of changes
- Specific trends will morph into personalised trends
- Challenger brands will grow with socially-charged advertising
- Integrate trends and consumer touchpoints into marketing

# SUSTAINABILITY IS PERSONAL

Growth is to be found at the intersection of healthy for me and healthy for we





# LINKED TO PREMIUM FACTORS

Almost half of consumer are willing to pay premium for high quality products

## HOW WILLING ARE YOU TO PAY A PREMIUM FOR PRODUCTS THAT PROVIDE THE FOLLOWING ATTRIBUTES OR BENEFITS?

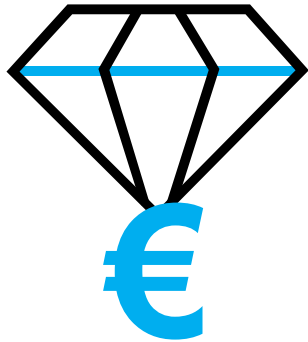


Source: Nielsen Sustainable Shoppers The Conference Board Global Consumer Confidence Survey, conducted in collaboration with Nielsen Q2 2017



# STATUS SYMBOL

Reusable bottles are becoming a fashion trend, a threat to bottled water business



**6.2BN**  
reusable bottle industry worth.

New industry endorsed by famous actress and models such as Julia Roberts and Gisele Bündchen.



# NOT JUST ABOUT THE PLASTIC

Sustainability is entering every aspect of our lives, even online search



Search the web to plant trees...



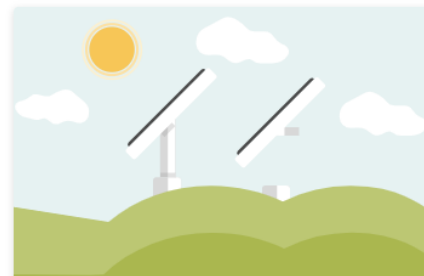
58,372,188

Trees planted by Ecosia users



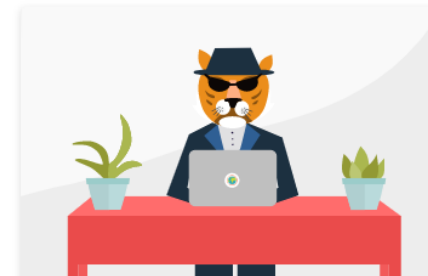
## Completely transparent

We publish our monthly financial reports, so you see exactly where the income from your searches goes.



## More than CO<sub>2</sub> neutral

Our servers run on 100% renewable energy, and every search request removes 1kg of CO<sub>2</sub> from the atmosphere.



## Privacy friendly

We don't sell your data to advertisers, have no third party trackers and anonymize all searches within one week.

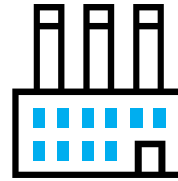
# VEGAN LIFESTYLE

Veganism is entering mainstream combining personal and planet's health



**25%**

of UK consumers are replacing meals containing meat with vegetarian/vegan options.  
1 / 10 eating vegetarian/vegan option at least once a week.



**160**

Vegans use 160 times fewer land resources than meat-eaters.



**10**

One calorie of animal protein requires about 10 times the input of fossil fuel energy than a single calorie of plant protein.

# THE FUTURE OF SUSTAINABILITY

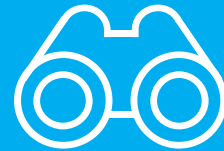
The bigger the pollution impact, the more likely it is for governments to lean into corporations to support and drive their sustainability initiatives

## SUSTAINABILITY SAVVY WILL GROW IN EMERGING MARKETS

- Local brands will use sustainability as a venue for cross-border sales.
- We'll see an exponential rise in demand for sustainable products and sustainable-focused retailers in emerging markets.

## CHALLENGER BRANDS WILL GROW WITH SOCIALLY-CHARGED ADVERTISING

- Brands must be careful to not overstep the line and be seen as capitalizing on human tragedy.
- Before making their bold statement, they must evaluate and understand the consumer response at a high level of granularity.



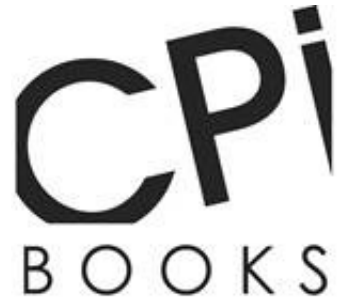
## SPECIFIC SUSTAINABILITY WILL MORPH INTO PERSONALIZED SUSTAINABILITY

- Technology will enable consumers to match the right ingredients to their needs or ailments.
- Companies will need to clearly communicate and have the data to prove how their sustainable factors help consumers.

## SUSTAINABLE COMPANIES WILL GROW IN INFLUENCE

- Consumers will reward brands that keep them, their families and the world safe.
- Governments will recognize corporations that are driving major change, improving the lives of their constituents.

# THANK YOU



# Making the Books Publisher to Printer



# Stats

- ▶ 190 + million books sold last year in the UK
- ▶ Carbon footprint per book – 2.71-4kg CO<sub>2</sub>
- ▶ Sold books equivalent to the weight of 190,000 African Forest Elephants





# Environmental focus / targets

- ▶ Green Energy
- ▶ Zero to landfill
- ▶ Carbon footprint reduction
- ▶ Circular economy

# Supplier Selection for your book

- ▶ Environmental accreditations including FSC certification
- ▶ Environmental policy and targets
- ▶ **R**emove
- ▶ **R**educe
- ▶ **R**ecycle
- ▶ **R**e-use

# Book Materials

## ▶ Paper

- ▶ Sustainable resource - well managed forests
  - ▶ European forests grown by 44,000 km<sup>2</sup> since 2005 to 2015 (latest data)
- ▶ Recycling from printer
  - ▶ Corrugated packaging
  - ▶ Newspaper
  - ▶ Tissues and hygiene products

## ▶ Ink

- ▶ Sheetfed inks – vegetable based inks
- ▶ Web offset coldset inks – mineral based

## ▶ Glue

- ▶ Mineral based or animal bi-product

# Cover Finishes

- ▶ Laminate
  - ▶ Recyclable as a book
  - ▶ Recyclable as a sheet
- ▶ Foil
  - ▶ Circular economy
  - ▶ Fully recyclable in raw form
  - ▶ Recyclable as a sheet / book
  - ▶ No foil to landfill
- ▶ UV varnish
  - ▶ Zero VOC's
  - ▶ Recyclable as a sheet / book
- ▶ Embossing
  - ▶ No additional materials

# Waste segregation

- ▶ Plastic
  - ▶ Strapping / shrinkwrap / pallet wrap
    - ▶ Recycled for re-use into injection moulded plastics such as drain pipes
- ▶ Plates
  - ▶ Aluminium
    - ▶ Recycled for re-use as Aluminium plates
    - ▶ Recycled for re-use in automotive / construction industries
- ▶ Dyes
  - ▶ Magnesium
    - ▶ Recycled – mixed metals
- ▶ Ink/chemicals
  - ▶ Bio-digestion

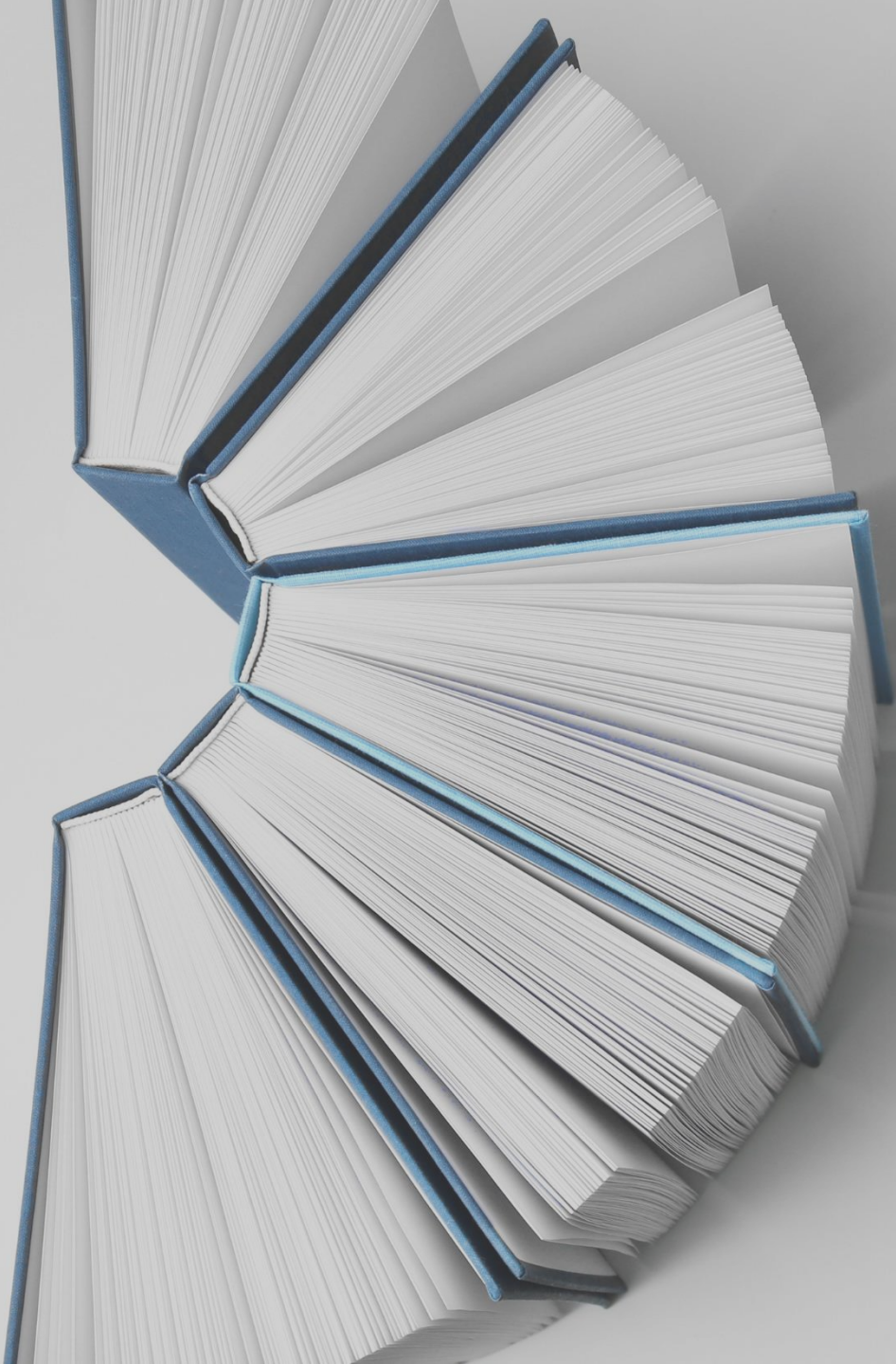
# What have we done already?

- ▶ Reduced Inventory through - POD / ASR / ZI
- ▶ Invested in digital technologies to reduce waste and energy use
- ▶ Direct deliveries from printers to retailers.
- ▶ Global print solutions (GPS)
- ▶ Waste segregation

# Next Steps

- ▶ Identify Areas we can reduce / remove/ re-use
  - ▶ Publish facts
- ▶ End to end - Supplier engagement
- ▶ Circular economy





# **Building a Greener Publishing Supply Chain**

**Stephen Day**

# The environmental cost.....

## DID YOU KNOW?

*The cost of scrapped inventory is more than just financial. For example, the resources used to produce the \$100 million worth of books pulped by just one publisher include: \**



524,554 trees



Energy to power  
9888 homes for a year

CO<sub>2</sub>

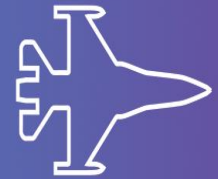
Emissions equal to those  
from 12, 217 cars for a year



Water to fill 656  
swimming pools



1930 rubbish  
trucks waste



Enough aluminum plates  
to build 51 F-18 fighter jet

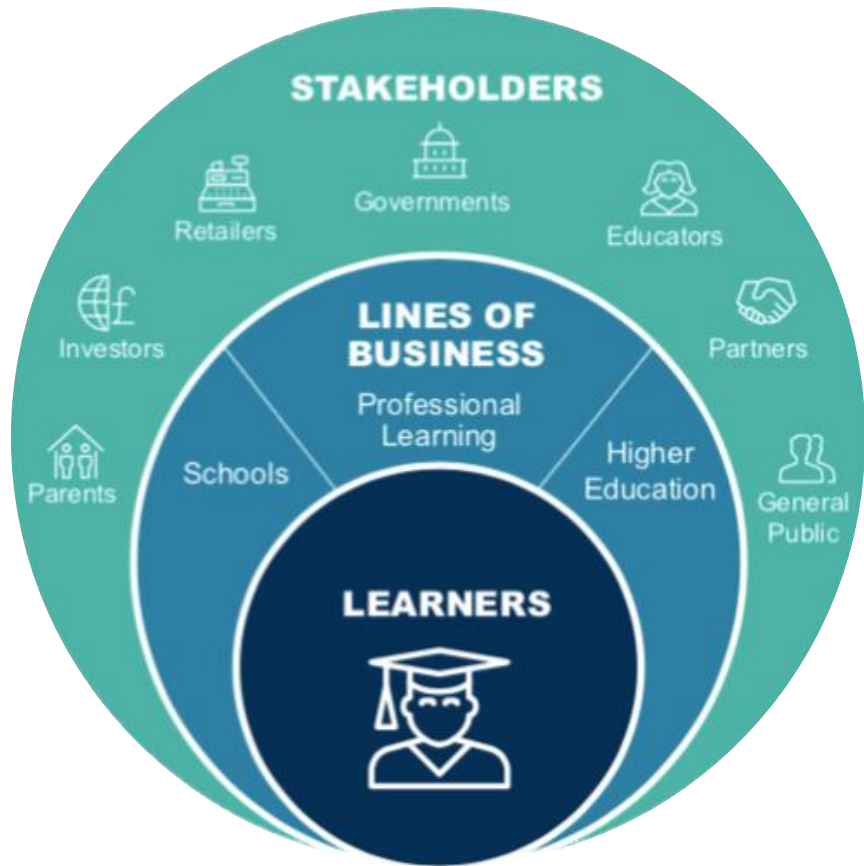
\*Source: HP Internal Calculations

# Relevance of print in the future of education ?

## Power of print in a digital age ?

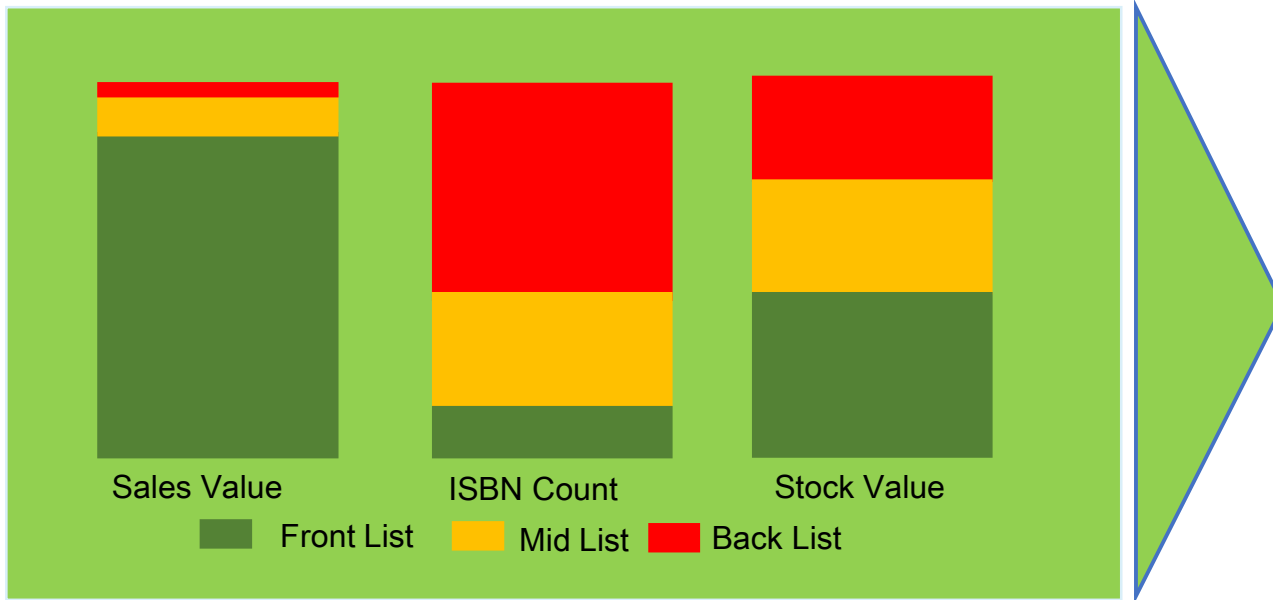
- A recent study by **Two Sides**, a Not For Profit Organization cited:

- 88% of people surveyed in their study believe they retain or use information better when they read it in print
- 68% of people in the same survey said that books are more likely to encourage learning & the development of other skills, other than using screens
- 88% believe print helps with better knowledge retention
- Issues of affordability and enrolment vs digital learning
- Print continues to be a very relevant format.....although format's need to change
- ...and yet learners will have greater choice than ever, in



# The cost of inventory to the environment ?

## Illustrative Inventory composition of a typical publisher



## Little environmental awareness of inventory

- Current measures incentivize over production
- Little data flow between channels to understand channel inventory ( unlike FMCG)
- **Pulping** together with **book miles** travelled to fulfil demand represent a significant environmental costs, as yet unrecognized

- 80% of sales is generated from a small % of catalogue
- A large stock holding representing a high proportion of costs

# Environmental concerns evolving into new areas.....

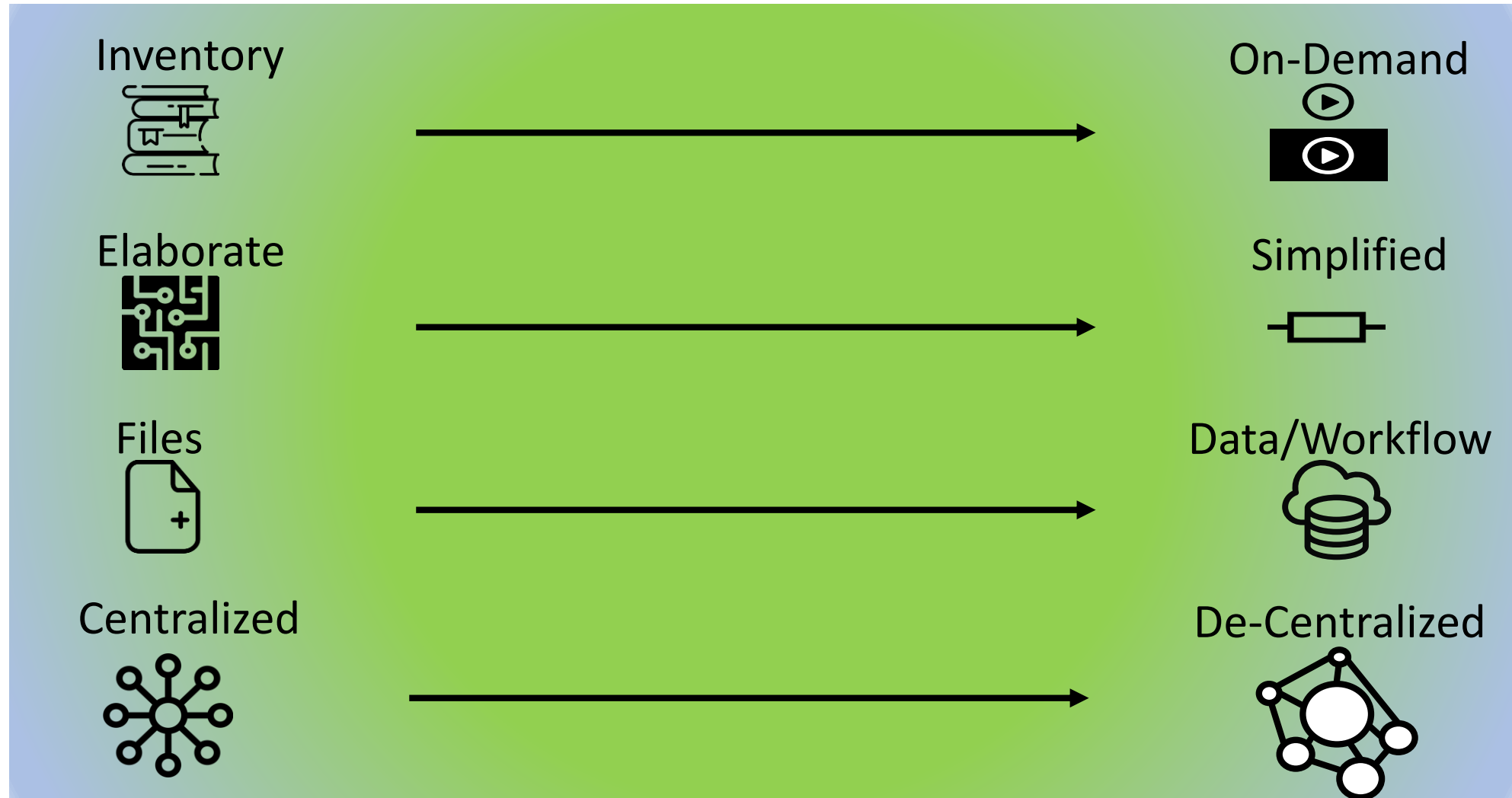


## Environmental awareness has become a prominent topic

- Initial concerns centered around, sustainable paper supply and working practices
- China has reduced the amount of recycled paper in the supply chain, due to concerns around the recycling process
- Shifting focus towards over production in the supply chain and the amount of **pulping** together with **book mile** travelled to fulfil demand
- The environmental impact of **data**



# Operational changes to improve environmental impact



# Reminders

**Full programme, speaker and sponsor information can be found here:**

<https://www.bic.org.uk/211/Building-a-Greener-Business-Seminar-LBF-2020/>

## **Reducing background noise:**

We kindly ask that all non-speaker attendees mute themselves to reduce any background noise.

## **Recording:**

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@BIC1UK  
#lbf20bgb





Penguin  
Random House  
UK

# Sustainability

**Neil Springall**

Head of Distribution Operations





Penguin  
Random House  
UK

# Just a thought

---

Over 40% of all global plastic usage is in packaging.







Penguin  
Random House  
UK

# Just a thought

---

“The greatest threat to our planet is the belief that someone else will save it.”

- Robert Swan





Penguin  
Random House  
UK

## Making a change

---

We studied our total plastic usage figures within our operation in 2018.

Our most notable usage was in plastic shrink wrap and carton filling.

With significant investment, figures at the end of December 2019 show a reduction on **inbound in excess of 85% and 50% for outbound.**







Penguin  
Random House  
UK

# Pallet lids

---

We invested in **multi use pallet lids**.

These prevent the need to shrink wrap each pallet for transportation purposes.





# Pallet lids

---

Inbound stock from printers has been a great success.

Outbound goods are a bigger challenge, with each pallet lid used we save 49m of shrink wrap.

We've found that customers and wholesalers share our passion for making sure the supply chain is as sustainable as possible.







Penguin  
Random House  
UK

# Void Fill

---

We invested in shredding equipment to reutilize our transit cardboard packaging.

A solution that is flexible and effective at protecting ISBNs whilst in transit.







Penguin  
Random House  
UK

## What else?

### Internally:

- Onsite environmental plans to reduce our carbon footprint
- Power reduction initiatives, LED lights, light sensors, carpark timer switches & light sensors.
- Reduction in single use plastics in onsite restaurant.

### Externally:

- Working with transportation companies to improve route planning and reduce excess mileage.
- Sharing best practice across the industry.



We are working on  
**green partnership**  
to reduce usage  
and wastage.





Penguin  
Random House  
UK

# Coming soon...

---

Penguin Random House will be **climate neutral** by 2030. The focus over the next ten years will be on our sites, products, and our employees.

Within the next month, we will begin trials on a new **re-usable shipping carton** coming from our Colchester distribution site.

And...

- New electric vehicle charge points installation
- Start a review of our global shipping operation.







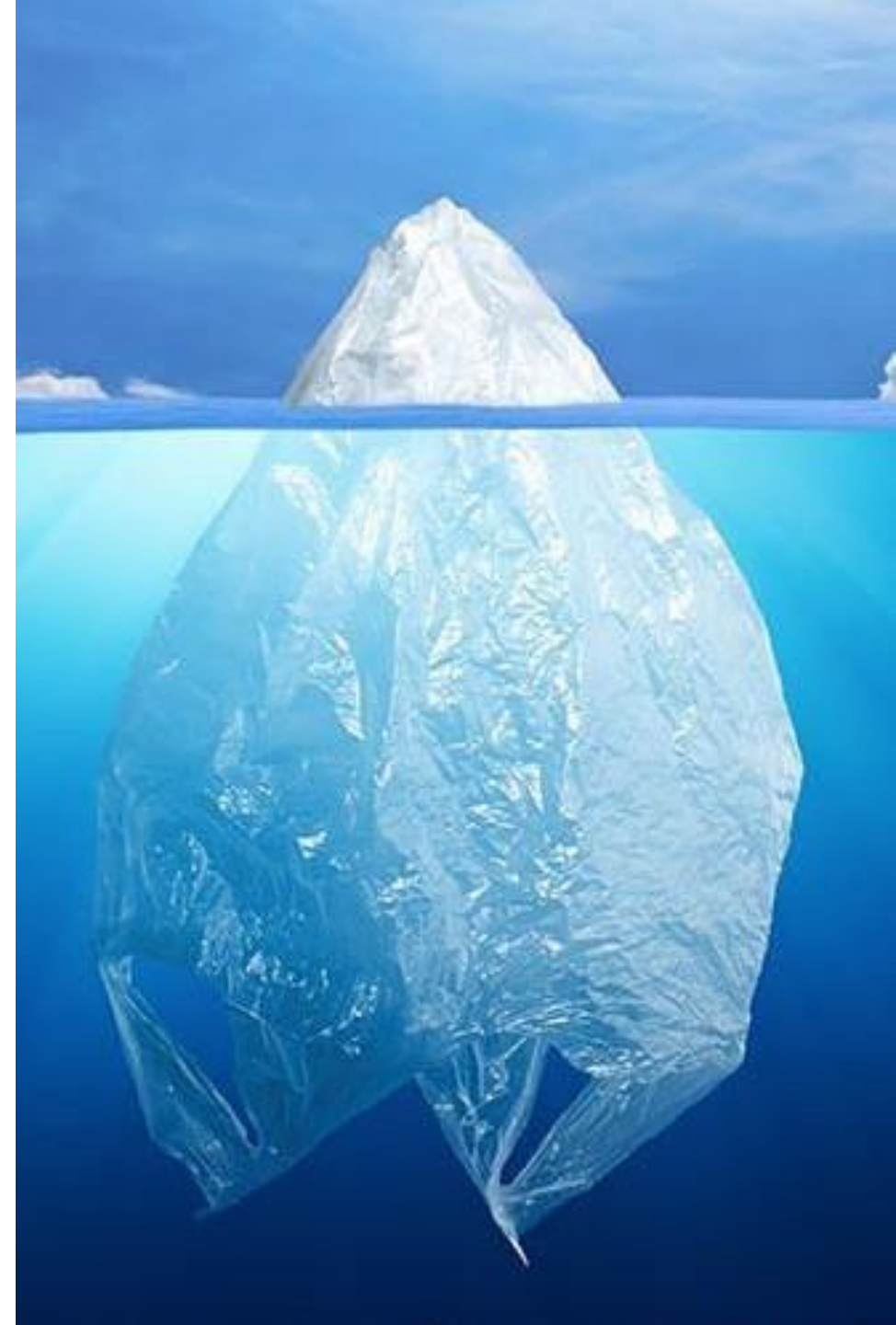
Penguin  
Random House  
UK

# Our journey

---

After extensive trials we are seriously investing to make a difference.

And we want our suppliers and customers to join us on this journey.



# **Building a Greener Business:**

## **Impact of Selling**

Waterstones

# In Our Shops



- New range of paper bags
- Recyclable gift cards made from card
- Reduction in till receipt printing
- Changing and reducing packaging in Cafe W
- Project to reduce food waste

W

# Process Changes



- Review of consumables across the business, including stationery.
- Improving the recycling process through clearer information.
- Ongoing focus on energy usage, including making changes through better technologies and reassessing behaviours.

W

# The Hub

- Reviewing all aspects of packaging, with 9 tonnes of plastic waste already eliminated this year.
- Changing or reviewing packing materials for all types of shop and customer deliveries.
- Working with suppliers to change delivery processes, with a focus on making them more efficient and less wasteful.



W



“We already have all  
the facts and  
solutions. All we have  
to do is to wake up  
and change.”

-Greta Thunberg



W

# Reminders

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# Building Tomorrow's Greener Book Industry

Change for Now and Tomorrow

Panel Discussion with

Victoria Bostock, Leo Paper Products U.K.

Meryl Halls, Booksellers Association

Brian O'Leary, BISG

Karina Urquhart, BIC

# Change for Now and Tomorrow

## Panel Discussion

### Measuring and Sharing our Successes

- Do we need to establish a base-line?
- How do we go about it?



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# Change for Now and Tomorrow

## Panel Discussion



### **A U.K. effort**

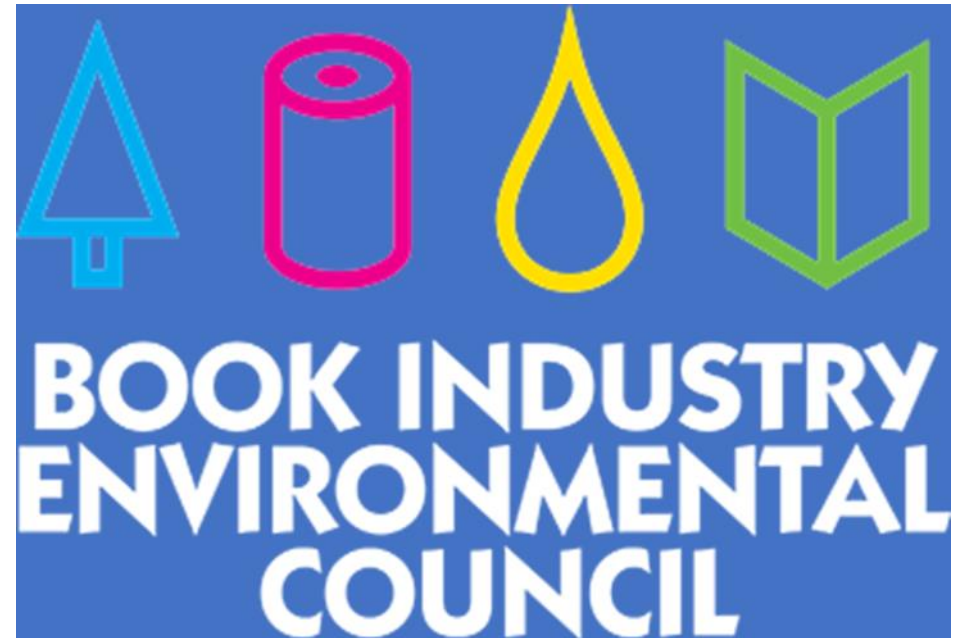
- What is the BA'S Green Manifesto?
- Where is it headed?

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# Change for Now and Tomorrow

## Panel Discussion

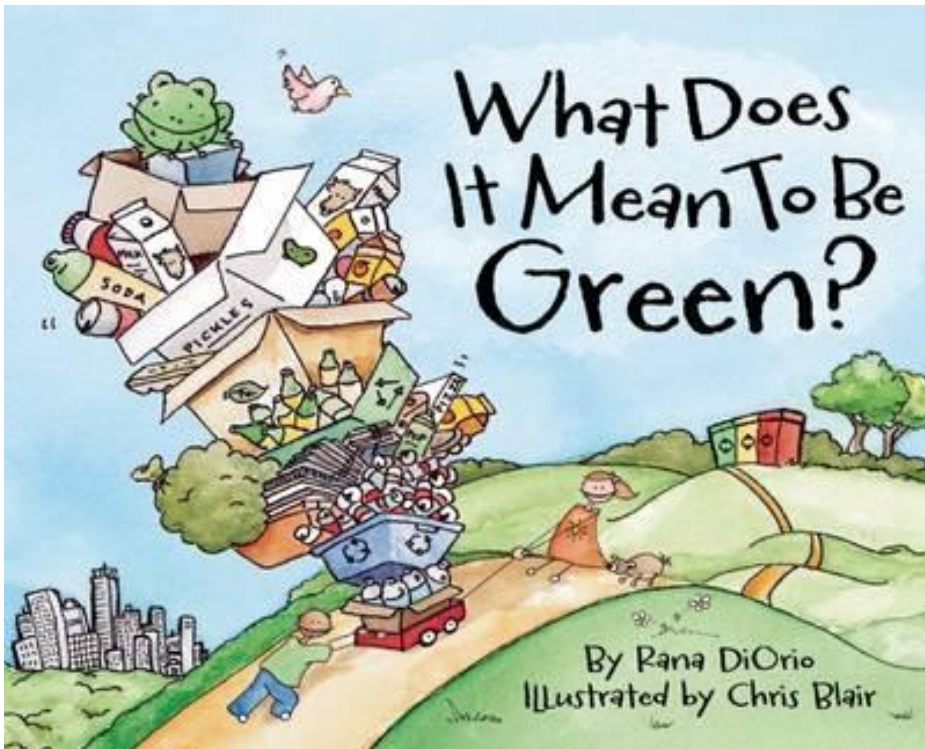
- **A U.S. effort**
- Where is the U.S. book industry?
- Where is the U.S., more generally?



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#lbf20bgb

# Change for Now and Tomorrow

## Panel Discussion



### Moving forward

- Key changes in six months?
- Key changes in five years?

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# Change for Now and Tomorrow

## Panel Discussion



### Returns

- Can returns be managed in a more eco-friendly manner?
- How do we manage returns down?

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# Change for Now and Tomorrow

## Panel Discussion

### **Momentum**

- What can we do now?
- Smaller footprints?
- "Slow" publishing?
- A new USP?



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# Next Steps, Wrap-Up and Close (Call to Action)

**Nick Poole, CEO, CILIP and BIC's Executive Board Chair**



@BIC1UK  
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# Building a Greener Business Webinar

**THANK YOU!**

#LBF20bgb @bic1uk [www.bic.org.uk](http://www.bic.org.uk)

Presentation slides will be made available on our website shortly  
A recording of this session will be posted to BIC's YouTube channel



This event was kindly sponsored by

and

