



Book Industry Communication's Building a Better, Greener Business Seminar 2022

Thursday 7th April 2022

10.00 am - 12 noon BST

The Olympia Theatre, The Olympia Room, Ground Floor, London Book Fair, Olympia

@bic1uk #LBF22bbgb

Join us in this two hour session where you will hear from book industry experts on a variety of topics, all focussed on helping you build a more efficient, sustainable business.

Programme

10.00 am **Welcome**

Karina Urquhart, Executive Director, BIC

10.05 – 10.20 **Post-Pandemic Trends & Supply Chain Responses**

Ruth Jones, Director Global Sales, Digital Services, Ingram Content Group

The pandemic brought significant pressures to supply chains globally, and the book industry was quick to adapt to the increased demand and shift in patterns. What lessons can we learn from the past two years, and how can we use these lessons to drive changes for a sustainable and resilient book supply chain?

10.20 – 10.35 **Book Industry - Overview of Buying Patterns & Recent Trends**

André Breedt, Managing Director, Nielsen BookData

Nielsen will discuss the impact of the supply chain disruptions in the context of the book market performance and some general trends observed both during and post-lockdowns using data from the Books & consumer tracking panel and the BookScan retail measure. With many consumers changing buying habits during these periods, Nielsen recorded a shift in the format and subject of purchase reflective of the changing circumstances for the everyday buyer.

10.35 **Questions**

10.40 – 11.00 **Accelerating Paris: International Efforts to Address Climate Change**

Rachel Martin, Global Director of Sustainability, Elsevier and Michiel Kolman, PhD, SVP, Elsevier; Chair Inclusive Publishing, IPA; board member FEP

In the wake of COP 26, many in the publishing sector made pledges and took action to reduce greenhouse gas emissions. One critical element needed to accelerate the pace of change relies on collaboration. The International Publishers Association (IPA) have been critical in convening the key players across the book sector and across borders to discuss how collaboration will enable us all to increase the pace of change. In this presentation, Chair of IPA's Inclusive Publishing and Literacy Committee, Michiel Kolman will outline the activities and international approach that is currently being developed. Rachel Martin, Global Director of Sustainability at Elsevier, and Chair of the BIC Green Supply Chain Committee will then outline how this international approach fits into the workplan of BIC's committee and projects already underway.

11.00 – 11.10 **Sustainable Book Publishing: What Do We Do Now?**

Brian O'Leary, Executive Director, Book Industry Study Group (BISG)

The book publishing industry is increasingly committed to operating in concert with the U.N.'s sustainable development goals. But what should the industry do now, and next? In this session, the

Green Book Alliance shares its near-term plans, how it is working with other organizations, and how organizations across the supply chain can get involved.

11.10 Questions

11.10 – 11.30 From Smarter Ordering to a Smarter Supply Chain

Stephen Long, Independent Book Supply Chain Consultant

2021 saw BIC launch a project to agree, document and promote ordering best practice in the physical book supply chain. Why? Because responsible consumption and production through sustainable practices are key aspects of BIC's role in developing supply chain best practice. They also support the United Nations' Sustainable Development Goals. How? By leveraging BIC's expertise to create and promote lifelong learning opportunities in the supply chain, we are supporting the next generation of book industry professional. The outcomes of the Ordering Best Practice Project will shape a more informed, responsive, and efficient way of working through structured book ordering, tracking, and receipting routines. This presentation will highlight key project insights and outcomes.

11.30 Time for questions

11.35 – 11.55 Publishing Standards and Sustainable Development

Graham Bell, Executive Director, EDItEUR and Chris Saynor, Standards Editor, EDItEUR

Publishing metadata standards support a progressive industry and a more sustainable supply chain, through the ability to highlight a publisher's climate credentials, the manufacturer's use of sustainable raw materials, and by helping booksellers and readers discover and choose books which are accessible, which support sustainable development goals, or which exemplify today's values of justice, equity, diversity and inclusion. The presentation touches on aspects of ONIX and *Thema* that publishers and booksellers can use to strengthen the appeal of their books.

11.55 am Time for questions

12 noon Thanks and Close

Karina Urquhart, Executive Director, BIC

About BIC

BIC is a not-for-profit members organisation working at the heart of the UK book industry to promote supply chain efficiency in all sectors of the book world through e-commerce, best practice, training, events, and the application of standards. BIC helps organisations become more efficient, save money, become less wasteful and ultimately greener. Holding a unique position of trust, BIC facilitates UK and international industry-wide collaboration, reaching agreement on dependable standards and best practice in the supply chain. Find out more at www.bic.org.uk and follow via @bic1uk BIC is a founder member of the Green Book Alliance (www.greenbookalliance.org).

Stay connected

Keep up to date with all of our industry activities by signing up to our mailing list:

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

Book Industry Communication Ltd, 4 Aztec Row, Berners Road, London N1 0PW
+44 (0) 20 4551 1570 | www.bic.org.uk | @bic1uk

The UK Book Industry's Supply Chain Organisation