



## Green Supply Chain Journeys – Conversations with BIC stakeholders

With its Green Book Alliance partners, Book Industry Study Group (BISG) and BookNet Canada, the Book Industry Communication (BIC) is engaged with companies across the book publishing industry about sustainable practices and how different organizations think about green initiatives.

In this series, we'll be interviewing book industry supply chain suppliers who are going green and taking serious steps to reduce their impact on the environment.

To start us off, we had the pleasure of interviewing Martin Klopstock (Digital and Operations Director) at Kogan Page Ltd. Located in London, Kogan Page publish in the area of sustainability and are fully committed to the overall goals of: Accessibility, Sustainability and Diversity & Inclusion.



### 1. Why green your publishing? What are some of the business reasons that led your company to incorporate environmental sustainability as a goal?

- [Kogan Page publish in the area of sustainability and are fully committed to the overall goals of: Accessibility, Sustainability and Diversity & Inclusion. We see these as an integral part of being a responsible publisher in the 21<sup>st</sup> century – and that means going beyond lip service]

### 2. Of the green initiatives you have implemented, which one made the biggest impact?

- [The biggest impact was measuring our carbon footprint to get an accurate view of our actual ghg emissions (we partnered with Carbon Neutral Britain to do the data collection and apply an accurate methodology to convert that into the calculation below:



This draws a line in the sand to see what we can further reduce.

- We also decided to offset the total carbon emitted by purchasing carbon offset credits (also via CNB) to become Certified Carbon Neutral in 2021. This has drawn a mixed response from the industry where there is a wide-spread perception that offsetting is a tokenistic approach to sustainability and always in danger of 'greenwashing'. We take a different view: a rigorous approach to sustainability based in SBT methods is essential, but has two issues: it's a long-term play (15+ years to reach net zero) and only companies who own many of the sources responsible for ghg emissions (e.g. their own building, warehouse, fleet vehicles, purchase their own paper etc) can directly influence how the SBTs are applied. Smaller businesses are

effectively disintermediated from many of the SBT-based initiatives and while these are still essential medium- to long-term goals, offsetting can support initiatives that *are already* contributing to the lowering of carbon in the atmosphere and can do so *today*. We think this is a credible position that complements SBT-based approaches and gives SME publishers a handle on their level of ghg emissions now, and then allows them to identify those sources of emissions that they might be able to further reduce directly with additional strategies.

**3. What resources or tools have you used to benchmark and keep track of your company's environmental impact, and what protocols and timeline are you working towards? And how do you know when you've been successful with your initiatives?**

4.

- See above. We worked with Carbon Neutral Britain to measure our ghg emissions. It is their methodology and data collection tools that were used in measuring our carbon footprint. Here are some of the assumptions informing this year's data collection exercise:

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## 4.3 Assumptions and Estimations

Where primary emissions data could not be collected, the following assumptions and estimations were used:

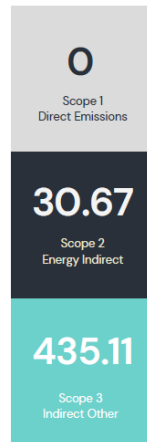
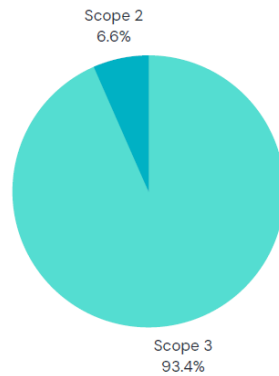
- Throughout the reporting period, staff worked remotely from home. Due to the unknown primary energy data from staff at home, the scope 2 energy usage was estimated based on market data figures for additional energy usage from home, 8 hours per day.
- Due to the unknown primary utility data from the office, the energy, water and waste emissions were estimated based upon the floor space, building energy performance certification, and staff numbers.
- Scope 3 inbound and outbound delivery emissions were calculated using aggregate weight and estimated distances of travel by region, along with UK DEFRA freight emission factors for the predominant delivery type. For worldwide deliveries, it was assumed that the predominant delivery was a 50/50 split between air and sea freight.
- Paper manufacturing emissions were calculated using UK DEFRA emissions factors for the material type. This factor covers the extraction, primary processing, manufacturing and transporting materials to the point of sale of the supplier.
- Any incidental emissions less than 1% of the total organisation carbon footprint were not included within this report.

And this was the output:

## 5.1 Summary

### Kogan Page Limited Carbon Emissions

Reporting Period - 01/01/20 - 31/12/20



**5. How do you investigate the sustainability of your supply chain partners (publishers, distributors, retailers, printers, shippers, etc.)? Is having supply chain partners that also support environmental sustainability important to you?**

- [Very much so. We do a sustainability audit once annually of the key supply chain partners – particularly printers. We require them to be FSC and ISO 14001 accredited and ask for their certificates, which we save centrally]

**6. What roadblocks do you face within the industry when trying to implement sustainable practices? What broader industry commitments need to be made to make the book industry more environmentally sustainable?**

- [The answer to this is really contained in the answer to question 2. The current approach to sustainability in publishing is heavily influenced by large corporates with senior sustainability staff. Smaller publishers would struggle to emulate these corporate efforts exactly and I hope that at some point the focus shifts on the many SME publishers who can't afford some of the tools/solutions on offer and have a mature debate about what kind of approach to sustainability is, as it were, 'sustainable' for smaller organisations. Kogan Page has made a small step in that direction, but we would welcome a debate focused what is achievable by companies like ours or smaller entities.]

**BONUS:** We all know that achieving these goals is an ongoing process, but what do you think are some quick wins for organizations or even individual employees?

[see answer to question 2]