



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.

For the third in our series, we had the pleasure of interviewing Michelle Petty (Managing Director) at Ulverscroft Limited.



Questions about greening your own company and its supply chain

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

Is the question really, why wouldn't we green our publishing, our business, how we live our lives? The impact of industry, travel, deforestation, mining, waste disposal, etc., etc., on our environment has been well publicised for years.

Obviously as both publisher and distributor of printed books and audiobooks, our requirement for paper and plastic cases is an intrinsic part of our operation. If we can at least ensure we require our books to be printed on FSC certified paper and use a printer who is also committed to the environment; require our plastic jackets to be re-cycled, and for the companies we deal with to have similar greening objectives, some balance is achieved.

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

Moving towards print on demand, thereby avoiding risk of pulping/destroying excess unsold stock; moving away from bubble wrap as a packing material, moving to LED lights.

- 2. 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?**

This is a difficult one. There are a number of changes that can be implemented swiftly, others over a longer period. (e.g., moving to all full electric cars as current leases come to an end; reviewing our heating and lighting systems overall.)

- 3. 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?**



Ask for evidence of their own policies on a regular basis.

4. 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?

There needs to be a clear picture as to what our industry considers to be good practices, whilst ensuring that it is possible for all sectors of the market to work towards good practice to varying degrees. Not all will be possible in every area of the industry but if we can, identify those that should be possible for ALL, e.g., being aware of use of LED lighting, ensuring good recycling of waste is in place. Other indicators of good practice may be harder for some areas of the industry to achieve/practice.

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?

Turning off lights and electrical appliances when leaving the office or not in use for a period of time. Considering how you travel to work. (Our subsidiary company already has the bike to work scheme in place and with quite a few employees within cycling distance we are looking to introduce here.) Look for opportunities to sponsor replanting/reforestation either locally or further afield. A five-year plan of goals is possible on both an individual and company-wide level. Many initiatives are either foc or low cost.