



**Book Industry
Communication**

**2024-25 Strategy
April 2024**

Mission

We make the UK book supply chain more **efficient and sustainable**, by developing standards and encouraging their adoption.

We **define best practice and connect experts** and stakeholders to enable measurable innovation.



2022-2025

3 Strategic Pillars



Supply Chain Efficiency & Sustainability

- Industry facilitation leading to resolution
- Standards & best practice creation & implementation
- Events, training & resources to support industry
- International engagement
- Supply chain experts



Value Delivery

- Focus on timely projects & initiatives that provide demonstrable & measurable value
- Focus on industry implementation & adoption
- Agile, relevant & responsive



Communications & Community

- Awareness raising: Supportive & consistent engagement & messaging with BIC members and wider industry community
- Industry links & advocates
- Visibility & presence

2024-2025

4 x Strategic Priorities



Greening The Supply Chain

- Green Supply Chain Work Plan – delivering measurable projects
- Green Book Alliance
- Industry governance & collaboration
- 2030 Publisher Accelerator Project
- Sustainability regulations



Supply Chain Efficiency

- Projects & initiatives from BIC's x 5 Strategic Committees
- Review of BIC committees, ensuring relevance & that they remain fit for purpose.
- TRADACOMS & EDIFACT review
- BIC Realtime review



Adoption, Awareness, Education

- Standards & best practices: Implementation & adoption strategy
- Training & events programme review & development



Communication & Engagement

- Communication & engagement strategy
- Member feedback
- Industry links & advocates
- Continue to develop BIC website as a "Destination for Knowledge"

Strategic Priorities – more detail

Greening the Supply Chain

Green Supply Chain Work Plan	Continue to deliver against BIC’s refreshed Green Supply Chain Work plan. Maintenance of BIC Green Hub on website. Follow up on / review findings of the DIMPACT project and establish if a Best Practice Project would be welcomed/appropriate. Produce a Value-Chain Report on work completed so far.
Environmental Consultant	Continue with this role in place to deliver against BIC’s Refreshed Green Supply Chain Work Plan.
Green Book Alliance	Continue work here with BookNet Canada and BISG (US). Collaborate on project plan and strategy for year ahead
Industry Governance and Collaboration	Work with The Sustainability Industry Forum (SIF), the IPA, and the Green Book Alliance to ensure consistent messaging, appropriate division of effort, avoidance of duplication, and awareness of BIC as the supply chain organisation for the UK & Ireland book industry. Progress relationships the SIF members independently of the SIF meetings.
Publisher 2030 Accelerator Programme	Continue to monitor and liaise with key stakeholders. Follow up on Carbon Emissions of a Print Book Methodology - White Paper
Sustainability Regulations	Maintain a Watching Brief on significant sustainability/environmental regulations impacting the book industry supply chain.

Strategic Priorities – more detail

Supply Chain Efficiency

Committee Projects/Focus – emphasis always on measurable and demonstrable value

Physical	<p>2 x INITIATIVES: 1) Refresh and re-promote the Trade Technical Clinic – encourage an online, collaborative community with access to our technical experts and like-minded people from other BIC member organisations across the book industry supply chain. ii) Supply Chain Excellence Accreditation Scheme refresh</p> <p>2 x PROJECTS: i) Allow/plan for Books Across Borders, contingency and provide regular opportunities for members to meet & discuss import/export challenges, build on best practice & determine further training & support requirements as the supply chain evolves to ensure this becomes an on-going initiative reinforcing BIC’s remit. ii) Follow up on 2022’s IRI project to address “Future Focus” areas, follow up on stakeholder commitments, provide a forum for feedback and understand potential barriers to adoption.</p>
Digital	<p>2 x INITIATIVES: i) Continue “Focus on Accessibility”: (to include devices, & platforms in addition to content) in light of European Accessibility Act 2025 to establish best practice recommendations. Link with The Publishers Association and organisations specialising in accessibility. ii) ONIX Block 8 - Encourage adoption, with particular focus on Digital Audio.</p> <p>1 x NEW PROJECT: i) Downloading & Streaming Content – Best Practice for Channel Differentiation – to be included with the Data Recipient Best Practice Project (Metadata Committee).</p> <p>1 x EVENT: Host an Introduction to AI in the Book Industry Workshop (covering metadata creation, metadata information about AI (e.g., auto generated text, images, content, voice generation etc.) implications on workflow, how to keep up to date with information/technology etc., BIC Members only.</p>



Supply Chain Efficiency (continued)

Metadata 4 x INITIATIVES: i) Continue to promote the MCD and pause further development for 12 months as BIC conducts value story initiative to drive engagement. Use findings to re-visit approach/re-promote value. ii) Continue the Focus on Discoverability and Conversion initiative - the key data elements & feed into Metadata Excellence Accreditation (MEA) review iii) Encourage ONIX Block 8 Implementation with Digital Supply Chain Committee. iv) Highlight accessibility metadata elements in MEA scheme & encourage their use/adoption in light of European Accessibility Act 2025.
1 x PROJECT: Data Recipient Best Practice (trade) Project - leading to a future bookseller accreditation scheme. Phase 2 (post 2024-25 to include Library Suppliers' Best Practice).

Libraries 3 x INITIATIVES: i) Continue Library Communication Framework (LCF) maintenance and promotion ii) Continue greater focus on sustainability and co-ordinate with other trade organisations (e.g., CILIP, NAG, Libraries Connected, ICOLC etc.) to avoid doubling of effort. iii) BIC to be the bridge between the library and trade sectors with regards to highlighting sustainability efforts in both e.g., combine both areas in BIC Green BIC Brunches, speaking opportunities at industry events etc.
2 x NEW TRAINING: i) Linked Data for Librarians - start with a BIC Brunch and then consider training sessions/programme; ii) Metadata for non-metadata library people.
EVENTS: Expand BIC Brunch programme to include more library sector sessions/topics.

Committees Review

INITIATIVE: Finish review of BIC's Strategic Committees – to ensure relevance & that they remain fit for purpose. Review still to examine Terms of Reference, chairs, agenda & remit.

EDI (Trade & Libraries) Review

INITIATIVE: Life Cycle Management of EDI: Agree strategic view on the 1980's style messages versus the newer messages XML / JSON messaging.

INITIATIVE: Review both sets of BIC Realtime (Trade and Libraries) messages in comparison to EDItX to help inform the next steps with regards to encouraging adoption and any further development.

INITIATIVE: Review the TRADACOMS and EDIFACT standards to establish what may require updating and agree areas of responsibility with EDItEUR.

Strategic Priorities – more detail

Adoption, Awareness, Education

Standards & Best Practices: Implementation & Adoption Strategy

Implementation & adoption value	1 x INITIATIVE: Greater emphasis here for 2024/25: Monitor/report on BIC past projects' implementation rates and adoption value and barriers to adoption to aid driving wider industry adoption and implementation, and so furthering BIC's value proposition
Smaller organisation engagement and focus	1 x NEW PROJECT: BIC's Standards and Best Practices audit for smaller organisations and self-publishing platforms. 1 x INITIATIVE: Re-evaluate lower tier subscriptions
Implementation initiative	1 x INITIATIVE: Review all BIC's Standards, Best Practices, Projects, Accreditations and other tools to create targeted marketing and communications plans to show-case, promote and encourage adoption. Where appropriate include case studies, training etc., to establish a framework for support & adoption of standards. Share and promote live project information. Work with BookMachine to promote/market.

Training and Events Programme Development

New courses, subsidised training, audit, events, website resources	3 x INITIATIVES: i) Consider subsidised training e.g., with Book Trade Charity, Book Careers etc. ii) Expand the BIC Brunch webinar series for 2024/25. iii) Training and supply chain technical skills audit. 2 x NEW COURSES: ii) Metadata for non-Metadata Library People, ii) Linked Data for Librarians
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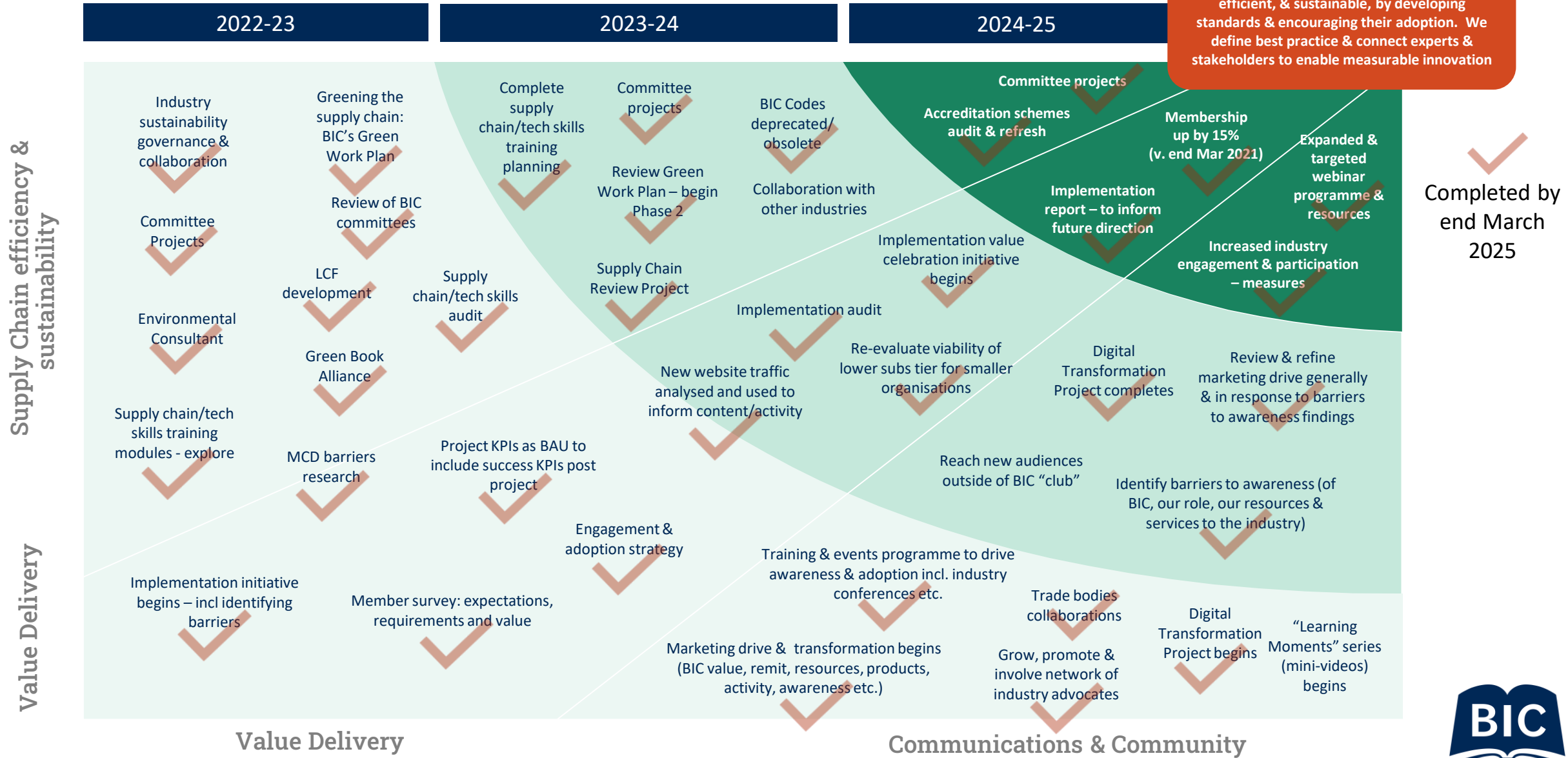
Strategic Priorities – more detail

Communication & Engagement

<p>Communication & engagement strategy</p>	<p>4 x INITIATIVES: i) Continue to work with marketing team to establish a robust, agile communication and engagement strategy to ensure current member engagement and retention, value recognition and an increase in new members. ii) Continue to develop and grow easy to understand/communicate value proposition regarding BIC’s remit, opportunities and overall contribution to the book industry at large. iii) Consider how to reach new audiences and platforms outside of the BIC “club”. iv) Ensure greater use of industry press relationships to promote BIC projects, products & events</p>
<p>Feedback</p>	<p>1 x INITIATIVE: To ensure relevance and identify barriers (for adoption, engagement, participation etc.) conduct both BIC member and BIC non-member surveys to gather information regarding a) the requirements and expectations of the membership and b) understand barriers to joining for non-members.</p>
<p>Industry links & advocates</p>	<p>2 x INITIATIVES: i) Continue to grow relationships with key industry stakeholders & trade bodies to encourage greater BIC advocacy & promotion of BIC’s value. ii) Shape and develop an advocacy programme.</p>
<p>Continue to develop BIC website as a “Destination for Knowledge”</p>	<p>Following the successful launch of the new BIC website, BIC to ensure its potential is maximised. 3 x INITIATIVES: i) User journeys and site analytics to be reviewed regularly to inform potential improvements. ii) Resource Centre use to be monitored and content expanded over time and iii) Rolling document and web page review programme to be followed –move to BAU next year.</p>

BIC Strategy Schematic 2022 - 2025

Making the UK book supply chain more efficient, & sustainable, by developing standards & encouraging their adoption. We define best practice & connect experts & stakeholders to enable measurable innovation



2024-2025

Ongoing/BAU



Training and Events

- ONIX
- Thema
- Production
- eBook Creation
- LBF Seminars
- BIC Brunches
- Workshops
- Attendance at key industry events



Committees & UK National Groups

- Digital
- Physical
- Libraries
- Metadata
- Green Supply Chain
- ONIX
- Thema



Membership

- Membership retention & recruitment drive
- Networking opportunities



Accreditation Schemes

- Supply Chain
- Metadata
- Libraries



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