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Book Industry
Communication
at
London Book Fair
2021



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The Green Book Alliance: Making the United Nations Sustainable Development Goals a Reality

1st July 2021



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About BIC



BIC (Book Industry Communication Ltd) is at the cornerstone of the book industry, creating standards, delivering best practice and improving margin.

If you are in the book industry supply chain you need to be a member of BIC.

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Forming the Green Book Alliance

- Formed in the summer of 2020, following leading work by BIC
- Joint effort of BIC, BookNet Canada, and BISG
- Promote information sharing, joint planning and research, events and other sustainability initiatives
- Announced late September 2020; benefits include:
 - Select and shape research projects of greatest interest
 - Create a book industry-specific global industry resource of shared information on sustainability efforts and best practices
 - Define and approve accreditation schemes and awards

Examples of GBA initiatives

- Collecting and sharing best practice information, standards
- Publishing environmental news of relevance to the book industry
- Environmental research, with an opportunity to align studies
- Offering a central resource for environmental information and ideas
- Hosting global green book supply chain events
- Developing an annual Green Global Supply Chain award
- Testing the idea of a Global Green Book Supply Chain accreditation
- Collaborating to develop a green program of work

Top-level survey results

- 90% have a sustainability policy or plan to adopt one
- Half ask at least some environmental questions of trading partners
- Much of the focus remains on product, not process, certifications
- Many organizations have taken steps to reduce carbon footprints
- Some organizations are setting KPIs and measuring impact
- About 85% expressed interest in participating in sustainability events
- Research priority: documenting the carbon footprint of the book supply chain

The GBA and the UN's SDGs

- BIC reviewed the SDGs to see where its efforts could be best applied
- Identified eight SDGs where immediate actions can be taken
- Both BIC and the GBA expect to focus on these areas
- Not minimizing the importance of other goals; picking a subset helps us get started

4 QUALITY
EDUCATION



Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

8 DECENT WORK AND
ECONOMIC GROWTH



Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



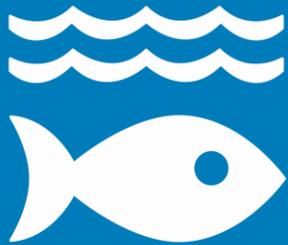
Ensure sustainable consumption and production patterns

13 CLIMATE
ACTION



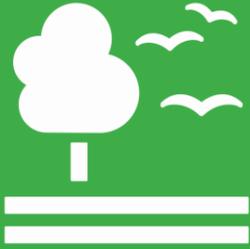
Take urgent action to combat climate change and its impacts

14 LIFE
BELOW WATER



Conserve and sustainably use the oceans, seas and marine resources for sustainable development

15 LIFE
ON LAND



Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss

17 PARTNERSHIPS
FOR THE GOALS



Strengthen the means of implementation and revitalize the global partnership for sustainable development

Next steps for the GBA

Firm commitments	<ul style="list-style-type: none">● Continued presentation of sustainability events, as embodied by BIC's Green Brunch series● Governance: forming an oversight council, soliciting support● Frame one or more research projects to support the UN SDGs
On the drawing board	<ul style="list-style-type: none">● Joint event with the IPA and its Publishers Compact at Frankfurt● Address the opportunities identified in the survey● Checklists on how to talk with trading partners about sustainability● Solicitation and publication of case studies

Benefits of joining the Green Book Alliance

- Select and shape research projects of greatest interest, cost-effectively sharing results across multiple markets
- Benefit from book industry-specific resources, including shared information on sustainability efforts and best practices
- Define and approve accreditation schemes and awards

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Thank you for your time

Presentation slides will be available on
the BIC and GBA websites shortly.

A recording of this event will be posted

to

BIC's YouTube channel



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