

E-books greener than print "a misconception", says publisher

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The book industry should "get over the misconception" that digital publishing is more environmentally friendly than printing, an academic publisher and author has said.

Karen Christensen, chief executive of Berkshire Publishing and co-editor of the forthcoming title *The Business of Sustainability* volume 2, said the debate around green issues behind producing books had so far largely ignored the "vast" impact of data centres and the computer and mobile communications industry.

"I can't think of an issue where our beliefs about an issue are more out of line with the realities," Christensen said, whose book is due out in January.

"Both print and digital publishing have an impact on the environment, and we need to get over the misconception that digital publishing is inherently better than publishing on paper. It might be a lot worse."

Berkshire has pledged to provide "eco-audits" for its print publications and "comparable data" for digital editions "as it becomes available".

Source: www.thebookseller.com