

## **Green target is set**

### **Industry carbon emissions to drop by 10%. Roger Tagholm reports**

23 November 2007

The book trade's cross party Environmental Action Group, which is chaired by Penguin General MD Helen Fraser, has agreed a target for the industry to reduce its carbon emissions by 10% by 2015. It also believes that environmental initiatives must be part of the criteria for the Publisher of the Year and retail categories at both the British Book Industry Awards, organised by Publishing News, and the Bookseller Retail Awards.

Ian Hudson, Random House Deputy Chairman and co-Chair of the BA PA group, told PN: "The Environmental Action Group is now starting to look at how it operates. It has established a quick wins working party to look at areas such as transport, packaging and paper; and it has a party looking at longer term issues such as returns and the supply chain." Rather in the way that 'organic' becomes an increasingly common part of supermarkets - rather than a special shelf tucked away - so, environmental concerns are now coming to the fore in the way publishers and retailers operate. Among many initiatives being discussed by the group is some sort of logo that will signify that certain criteria have been met.

Hudson said: "The BA PA group welcomes the call to reduce emissions and the EAG is now looking at how we measure it and how do we achieve the reduction. We all want a greener industry and we want to bring people with us. The enthusiasm for the subject across the industry is enormous. When we interview it's an area we are asked about often. People want to know what we are doing."

Bodies such as the Carbon Trust can give an evaluation of a company's performance in green areas. Random House has already reduced its amount of travel, with video conferencing reducing the number of trips to Ealing and TBS.

Source: [www.publishingnews.co.uk](http://www.publishingnews.co.uk)