

## **Is an e-book green?**

**Doug Wallace**

04 June 2008

**At this week's SYP speaker meeting on Production Ethics, irrepressible 'green guru' Ashley Lodge of HarperCollins made clear that he wouldn't rest until he saw "an end to any returns being shredded".**

This would be achieved, he said, "by pushing returns into closed markets in developing countries," thus improving English literacy and helping the environment simultaneously. He acknowledged that this was an unusual solution to a serious problem and that it would require industry-wide agreement to increase and develop the relevant warehousing and distribution facilities.

Reed Elsevier's Alex Markham proved to be another fervent eco-advocate as he enlivened a potentially dull report of Reed's 'full life cycle analysis of Fuel magazine'. The summary, summarised: an e-book is no greener than a tree book. Why? End-users' repeated downloads from energy hungry data centres and inefficient home printing means that traditional printing and distribution is comparable in terms of carbon and ecological footprints.

Egmont's Sam Mawson put the passion into paper with his presentation of the endlessly impressive work that Egmont's Production Director, Alison Kennedy, pioneered in producing the PREPS system for sourcing and tracking ecologically sound paper for book printing. For full details on all things green and bookish the SYP highly recommends [www.green4books.org.uk](http://www.green4books.org.uk), which is the shiny new website from the BA/PA Environment Action Group.

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