

Thomas Nelson goes green

Kimberly Maul

06 February 2008

US Christian publisher Thomas Nelson announced an environmental initiative last week, which was developed in consultation with the Green Press Initiative.

The publisher plans to reduce paper consumption by 30 percent and to increase the amount of recycled content in all manufacturing processes by 2012. In October, the publisher announced that it will produce the first green Bible, certified by the Forest Stewardship Council (FSC).

"As the world's largest Christian publisher, it is our responsibility to protect the resources God has bestowed upon us," said Michael Hyatt, president and c.e.o. of Thomas Nelson. "Our vision is to dramatically reduce our carbon footprint over the next five years and lead the publishing industry in creating revolutionary ways to be both environmentally sustainable and profitable."

Over the next several years, Thomas Nelson will attempt to use an average of 30 percent recycled fiber in its products and will use paper from forests certified by the FSC for at least 20 percent of paper for domestic consumption. The publisher has also created an environmental task force that will help increase awareness and education programs for their suppliers, employees and customers.

"These environmental goals are significant and will help improve both Thomas Nelson's and the industry's impacts on climate, forests, and people," said Tyson Miller, director of the Green Press Initiative. "We are hopeful that this leadership will motivate other Christian publishers to follow suit."

Source: www.thebookseller.com