

## Greener Publishing Guide checklists

The APA is supporting effective climate action and sustainable practices within the industry across five realms:

1. [Greener products](#)
2. [A green supply chain](#)
3. [Better business practices](#)
4. [Promote environmental content](#)
5. [Collaboration, standards and targets](#)

The checklists below are actions Australian publishers can take *now*, while the APA develops a national action plan to improve sustainability in the book supply chain.

Our sustainability goals are:

- Carbon neutral operations
- [Become part of the circular economy](#)
- Reduce single use plastic
- Reduce polluting and toxic chemicals

### 1. Greener products

#### Paper stock:

- Make it company policy to only print on FSC recycled or FSC paper and cover stock

#### Covers:

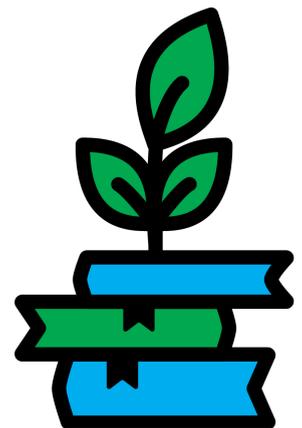
- Lamination*: try machine varnish instead of plastic lamination
- Finishes*: cut out glitter, reduce foil

#### Inks:

- ask your printer for information about the types of ink available

#### Process:

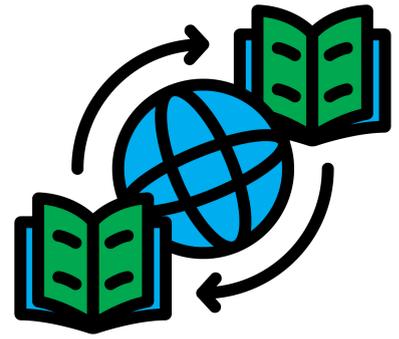
- Circulate the [Book Chain Project Design Guide](#) (UK) among your editorial, production and marketing staff, and encourage them to discuss how they might make more sustainable choices



## 2. A green supply chain

### Paper & Printing:

- Paper profiles:* Ask your printer for the 'paper profile' of the paper stocks you regularly use and available alternatives: select paper with lower embedded carbon emissions.
- Print runs:* Aim to hold print quantities to only what's really needed, to minimise pulping unwanted stock.



### Shipping & Freight:

- Freight in and out:* Ask your clearing agent and outbound freight company (or distributor) for their plan to move away from fossil fuel-based transport of your books.
- Shipping:* Print locally where you can, to avoid shipping books long distances.
- Reduce single use plastic in packaging:* Find alternatives to shrink wrap in book bundles and on printer pallets (e.g., plastics with a high proportion of recycled plastic, or cartons with metal straps).

### Marketing & promotion:

- Advances and proof copies:* Minimise printed advances and proof copies; offer digital comps; ask printer to pack small parcels in paper or cardboard for batch delivery
- Printed marketing materials:* Seek alternatives to high volume printed marketing materials.
- Plastic merch:* Avoid plastic merch; try bamboo, cork, jute, corn, cotton
- Plastic lamination:* Avoid plastic lamination on printed promotional material; try a water-based coating.
- Mailings:* Avoid large promotional mailings



### 3. Better business practices

#### Energy use:

- Electricity: switch to 100% renewable electricity in the office
- Aircon: select energy efficient settings
- Lighting*: switch all office lights to energy-saving LED
- Kitchen Zip taps*: adjust to 'sleep' outside office hours to save energy

#### Travel, meetings & events:

- Offer work from home as ongoing option; reduce general business travel
- Install EV charging points in company carpark and have hybrid or EV for company cars
- Provide parking spaces for staff bicycles
- Select carbon free courier/delivery options
- Use video conferencing to reduce travel, and for major events like sales conferences or author talks try Hybrid Immersive Experience style virtual events
- Find alternatives for single use plastic plates, glasses, cups, cutlery when catering events

#### Materials:

- Office paper*: select recycled or FSC for printer paper, toilet paper, kitchen towels, hand towels in bathroom, tissues
- Packaging*: use padded bags made from recycled paper and corn starch packaging peanuts; avoid bubble wrap and non-compostable packaging peanuts; re-use book cartons

#### Reducing waste & recycling:

- Recycle*: paper, glass, soft and hard plastic
- Compost*: office food waste (there are commercial collection services)
- Kitchen supplies*: biodegradable, low scent detergents; biodegradable dishcloths; compostable cling wrap and bin liners (not 'biodegradable'); plastic-free teabags or tea leaves; ground coffee for plungers rather than coffee pods

#### Chemical use:

- Bathroom supplies*: biodegradable, low scent hand wash
- Cleaning supplies*: biodegradable, low scent cleaning fluids

#### Superannuation:

- Select a superannuation partner with a credible sustainable investment policy (ESG)

## 4. Promoting environmental content

- Publishing*: Feature your publications with environmental themes
- Website*: Add a statement to your website outlining your company's environmental policies
- Sustainability metadata*: Show booksellers and readers you produce books sustainably. Use ONIX codes to indicate 'green' inks, paper and adhesives in your book production, and link to your organisation's environmental responsibility statement.
- Company culture*: Involve staff in improving sustainability in your organisation



## 5. Collaboration, standards and targets

By joining APA-led efforts to reduce carbon emissions across the Australian industry and improve sustainability, you are participating in an international publishing industry mobilisation for sustainability. It's easier and more powerful to work together on this.

If you'd like to become involved in our sustainability work, please get in touch with the APA office.