



RAINFOREST-SAFE KIDS' BOOKS:

How Do Publishers Stack Up?

INTRODUCTION

No U.S. publisher intends to print its children's books on paper that destroys rainforests. Unfortunately, many publishers are now doing just that.

As publishers print more and more books overseas, particularly in China, the top importer of Indonesian pulp and paper¹, the risk of using paper coming from rainforest destruction has skyrocketed.² In the spring of 2010, Rainforest Action Network (RAN) had thirty American children's books from the top children's book publishers tested by an independent laboratory. All had been printed in China. The lab found that 60 percent of the books tested contained paper with wood fiber linked to Indonesian rainforest destruction.³

Sinar Mas Group's Asia Pulp & Paper (APP) and Royal Golden Eagle Group's Asia Pacific Resources International (APRIL) are among Indonesia's most destructive corporations. Collectively, they produce approximately 80 percent of Indonesia's pulp and paper, using a business model that relies on clear cutting rainforests, draining carbon rich peatlands and replacing them with unsustainable plantations.

Throughout the U.S. book publishing industry, the urgency of preventing further deforestation in Indonesia is widely acknowledged. Some

Rainforest Action Network developed this report and consumer guide to help consumers make environmentally-friendly choices at the bookstore and to encourage publishers and booksellers to make more responsible choices about what paper they buy and what books they sell.

Indonesia's rainforests are vanishing at a rapid rate. With this report and guide, book-buyers, sellers, publishers and printers can be part of the solution.

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DRAINING AND CONVERTING
PEATLANDS TO PULPWOOD PLANTATIONS
IS A LEADING CAUSE OF GREENHOUSE
GAS EMISSIONS IN INDONESIA

Indonesia's rainforests are some of the most valuable on earth because of their immense biodiversity, unique forest peoples and their ability to prevent climate change through naturally storing and sequestering carbon. However, these rainforests are being lost at an unprecedented rate. Today, only about half of Indonesia's original forests remain, and these are under threat as international demand for cheap paper increases.

publishers have already taken action to stop buying and using paper that is contributing to the destruction of endangered forests, and others have acted quickly to ensure that they are not contributing to the loss of Indonesia's rainforests. However, some of the leading American children's book publishers have yet to adopt measures that prevent rainforest-destroying fibers from entering their supply chains. The lack of action by these publishers means that books are still hitting the shelves containing paper that is actively contributing to the destruction of rainforests in Indonesia.

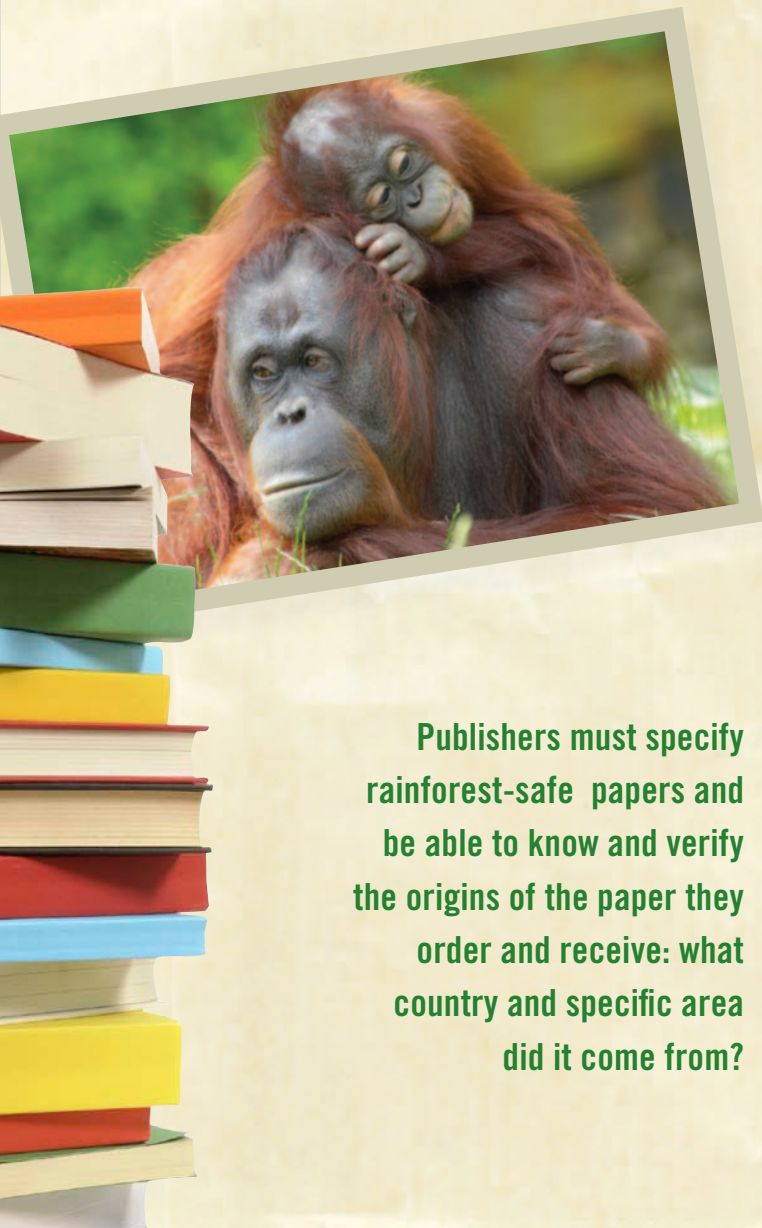


HOW CONSUMERS CAN PROTECT INDONESIA'S RAINFORESTS

Consumers can play an important role in protecting Indonesia's rainforests by using this report and associated guide (www.ran.org/bookguide) as tools to make rainforest-friendly book purchasing decisions. RAN recommends supporting publishers who are taking action and avoiding those who are not. Consumers can also become advocates for rainforest-safe books by learning more about which papers are rainforest- and environmentally-friendly. In addition, consumers can join RAN's efforts to move the publishing industry away from rainforest destruction and towards environmental and social responsibility by contacting publishers and booksellers directly with their concerns.⁴



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HOW PUBLISHERS CAN PROTECT INDONESIA'S RAINFORESTS

In order to help protect Indonesia's rainforests, publishers must ensure they are not purchasing paper with controversial fiber from Indonesia or from suppliers APP and APRIL and affiliated companies until key reforms are undertaken.⁵ In order to do this, publishers must specify rainforest-safe⁶ papers and be able to know and verify the origins of the paper they order and receive: what country and specific area did it come from? What tree species does it contain and how was it produced? Did they receive the paper that they ordered?

To ensure that they do not simply shift their demand away from Indonesia and towards other high-risk regions and destructive practices, publishers should adopt and implement comprehensive public procurement policies that cover all wood and paper products throughout their global supply chain. Comprehensive policies include time-bound, measurable goals for eliminating controversial fiber sources⁷ and suppliers; reducing consumption and improving efficiency; maximizing the use of recycled content and for virgin fiber needs, maximizing fiber from Forest Stewardship Council (FSC) certified forestry operations; and minimizing the company's carbon footprint. Publishers should also measure, verify and publicly report on their progress in meeting their environmental goals.

CONSUMER GUIDE METHODOLOGY & RANKING

RAN has given each publisher a consumer ranking of **RECOMMENDED**, **CAN DO BETTER**, or **AVOID** based on both their specific actions to protect Indonesia's rainforests and their overall environmental commitments. In order to develop each company's ranking, RAN evaluated companies based on their answers to a paper procurement survey conducted in August 2010, public company statements and available information on companies' environmental policies and commitments. After an initial scoring, RAN shared its assessment with each publisher and requested their feedback and further clarification; RAN then re-evaluated the rankings. Companies were given one of three consumer designations:

RECOMMENDED:

Recommended publishers are leaders in the industry. They are publishers who have taken action or publicly committed to take time-bound action to phase out controversial suppliers APP, APRIL and affiliates, and to stop buying paper containing controversial Indonesian fiber until key reforms are achieved. Recommended companies also recognize that to be environmentally responsible, their commitments to Indonesia's rainforests must be paired with larger environmental commitments in the form of a comprehensive paper policy and implementation plan.⁸

CAN DO BETTER:

Publishers that can do better are those who have implemented environmental paper policies and eliminated or publicly committed to eliminate controversial Indonesian wood fiber from their supply chain until key reforms are achieved. However, these companies' paper policies are not publicly available or reported on, and they have not yet taken full steps to ensure that their products are not contributing to Indonesian rainforest destruction because they are still purchasing from controversial suppliers APP and APRIL. Overall these publishers are concerned about their impacts on Indonesia's rainforests and the environment and are taking some actions, but they are not yet industry leaders.

AVOID:

Publishers to avoid are those that have failed to respond or provide conclusive information to the public or to RAN. To our knowledge, they have not taken action to protect Indonesia's rainforests by eliminating controversial Indonesian fiber or suppliers. These companies do not have public, environmental paper purchasing policies.



RECOMMENDED LIST

Candlewick Press, Hachette Book Group, Houghton Mifflin Harcourt, Macmillan, Penguin Group(Pearson), Scholastic, and Simon & Schuster

Candlewick Press

Candlewick Press, the U.S. subsidiary of Walker Books Ltd. (London), uses the U.K.-based Publishers' Database for Responsible Environmental Paper Sourcing (PREPS) to obtain chain-of-custody information on their paper sources and has a policy to use three-star and above grades, which excludes pulp of uncertain or high risk origin, including controversial Indonesian fiber and papers.⁹ Candlewick does not purchase papers from controversial suppliers APP, APRIL or their affiliates and will not do so until key reforms have been adopted. The company has a public paper policy that eliminates the use of paper from controversial sources and is currently using papers containing recycled content that are FSC-certified whenever they are available.¹⁰

Hachette Book Group

Hachette Book Group (HBG) has an industry leading policy that includes all the elements of a comprehensive policy and a plan for its implementation. The policy includes a commitment to protecting endangered forests, explicitly recognizing Indonesia as a high-risk area.¹¹ In accordance with this policy, HBG is committed to avoiding controversial Indonesian fiber, suppliers and their affiliates until key reforms are achieved. Starting in 2011, HBG will include this language in all new vendor contracts.¹² HBG is also an industry leader on environmental issues, in part by helping to chair the Book Industry Environmental Council (BIEC), which proactively engages its peers on improving the industry's environmental footprint.¹³



RECOMMENDED

**Candlewick Press
Hachette Book Group
Houghton Mifflin Harcourt
Macmillan
Penguin Group (Pearson)
Scholastic
Simon & Schuster**



CAN DO BETTER

**Random House
Sterling Publishing**



AVOID

**Disney Publishing Worldwide
HarperCollins**

continues >



RECOMMENDED LIST

Houghton Mifflin Harcourt

Houghton Mifflin Harcourt is committed to eliminating controversial Indonesian fiber, suppliers APP and APRIL and their affiliates until key reforms are achieved.¹⁴ The company is also committed to working with RAN and others to develop a comprehensive paper purchasing policy before 2012.¹⁵ Currently Houghton Mifflin Harcourt is instituting measures to track and verify the chain of custody relating to the papers used in their books. This new chain of custody system will require its vendors to disclose the origin of all fiber used in their book papers and will verify their claims using independent fiber testing.¹⁶

Macmillan

Macmillan is committed to eliminating controversial Indonesian fiber and paper from controversial suppliers by June 2011.¹⁷ Macmillan currently specifies a preference for paper that is not manufactured by Indonesian mills or with controversial Indonesian fiber, and the company is committed to independently testing fiber used by its Asian printers to verify that they are in compliance with Macmillan's policy prohibiting the use of such fiber.¹⁸ Macmillan has been developing a paper policy that it will finalize and make public by June 2011. The company will solicit review from RAN and other stakeholders as it further evolves and refines its policy.¹⁹

Penguin Group (Pearson)

Pearson has a public paper policy with performance benchmarks, a chain of custody tracking system and strong public reporting mechanism. All suppliers are reviewed against its public paper policy, and Pearson is committed to eliminating fibers and paper grades that do

not meet its paper purchasing standards. This includes controversial fiber and suppliers from Indonesia, most notably APP and APRIL.²⁰ The company's policy, which is applicable to Pearson's subsidiaries including Penguin Group USA, is comprehensive, except that it is missing public time-bound, numeric goals to increase FSC and recycled fibers.²¹

Scholastic

Scholastic has a comprehensive, industry-leading policy.²² The company has aggressively avoided paper from Indonesia and other controversial sources. In fact, Scholastic was the first company in the sector to exclude controversial Indonesian fiber and suppliers APP and APRIL from its supply chain and has an industry-leading chain of custody certification and verification system.²³ The company has recently adopted independent fiber testing to bolster this system. Within the industry, Scholastic has positioned itself at the forefront of innovation in responsible paper procurement by taking a leadership role on the Book Industry Environmental Council. The company has also engaged and educated schools and other key constituencies by using its consumer facing and direct marketing channels to profile environmental issues.

Simon & Schuster

Simon & Schuster has committed to eliminating controversial Indonesian fiber and paper from controversial suppliers by the first quarter of 2011.²⁴ The company has a comprehensive paper policy, which excludes the use of controversial sources and sets quantitative targets to increase recycled content and FSC certified papers.²⁵ Their policy has recently been extended to cover all overseas manufacturing operations as well as domestic operations.²⁶



CAN DO BETTER LIST

Random House, Sterling Publishing

Random House

Random House has instructed their vendors to eliminate papers with any controversial Indonesian fiber until key reforms are achieved, and the company has committed to use independent fiber testing to verify that their vendors comply.²⁷ The company has not, however, taken the step to eliminate controversial suppliers APP and APRIL. Random House was an early adopter of an environmental paper policy and has conducted advocacy to bring their peers on board with adopting similar policies. The company has a comprehensive policy with time-bound goals and benchmarks for recycled fiber and FSC certified papers, but neither the policy nor the company's progress reports are publicly available.²⁸

Sterling Publishing

Sterling Publishing is committed to eliminating controversial Indonesian fiber from its supply chain in 2012 but has not yet set similar targets for eliminating controversial suppliers APP and APRIL.²⁹ The company has a paper policy that sets goals for maximizing recycled content, reducing paper consumption, and giving preference to FSC certified papers.³⁰ However, their policy is not public nor does it incorporate key provisions of a comprehensive paper policy, such as eliminating sourcing from controversial sources.



AVOID LIST

Disney Publishing Worldwide, HarperCollins

Disney Publishing Worldwide

Disney Publishing Worldwide has made no specific commitments to avoid controversial Indonesian fiber or suppliers, despite the fact that their parent company, the Walt Disney Company, aims to have a net positive impact on ecosystems³¹ and has invested in protecting forests in places such as the Amazon, Congo, and the United States.³² As part of its Corporate Social Responsibility program, the Walt Disney Company plans to release a paper policy, which will apply to all paper sourced for products and packaging in its wholly-owned businesses, in March 2011.³³ The company was unwilling to share details of the policy or its implementation at this time so was awarded an "avoid" rating.

HarperCollins

HarperCollins has made no commitments to avoid controversial Indonesian fiber or suppliers, and has no public paper purchasing policy or stated commitments to develop one. The company's lack of a public policy is puzzling given that their sister company HarperCollins UK has a public policy with a commitment to avoid fiber from endangered and ancient forests and a preference for FSC certified fiber.³⁴ Moreover, HarperCollins' parent company News Corporation has committed that each of its business units will become climate neutral in their operations by 2010, though it should be noted that this goal does not include greenhouse gas emissions from the use of paper.³⁵

CONCLUSIONS

There is no excuse for printing children's books or any books on paper that is contributing to the destruction of Indonesia's rainforests.

As RAN's consumer guide demonstrates, many publishers are taking serious steps to get rainforest destruction out of their paper. The actions of leading publishers clearly demonstrate that it is possible to eliminate controversial fiber and suppliers from Indonesia and elsewhere. RAN urges those who are not yet rated "Recommended" to sever financial and supply chain ties with APP and APRIL and their affiliates, and to ensure that no controversial Indonesian fiber is used in the manufacturing of their books until key reforms are undertaken.

RAN recommends that consumers support those publishers who have prioritized action to protect Indonesia's rapidly disappearing

rainforests. RAN will continue to track the progress of publishers included in this guide, as well as others, and intends to publish a second consumer guide next year. It is our hope that this and future versions of this guide will

encourage publishers, booksellers, and others in the publishing industry to prioritize supply chain action to protect Indonesia's vanishing forests and endangered forests worldwide. Our climate and the futures of local communities, endangered species and Indonesia's remaining rainforests depend on it.

RAN recommends that consumers support those publishers who have prioritized action to protect Indonesia's rapidly disappearing rainforests— Our climate and the futures of local communities, endangered species and Indonesia's remaining rainforests depend on it.



ENDNOTES

1. FAOSTAT, Food and Agriculture Organization of the United Nations, accessed October 22, 2010, <http://faostat.fao.org/default.aspx>.

2. For example, from 2000-2009, Chinese sales of children's picture books to the U.S. ballooned by more than 400 percent, averaging an increase of more than 45 percent per year.

3. "Turning the Page on Rainforest Destruction," Rainforest Action Network, accessed October 22, 2010, <http://www.ran.org/bookreport>.

4. To join RAN's efforts, consumers can join RAN's listserv at <http://tinyurl.com/rfsignup>.

5. "An Open Letter to Customers of and Investors in the Indonesian Pulp and Paper Sector," Rainforest Action Network, accessed October 22, 2010, http://ran.org/sites/default/files/join_id_letter_to_pulp_and_paper_sector.pdf.

6. We consider books in the "Environmental Improved" and "Environmental Superior" categories of the EPN's Paper Steps hierarchy to be rainforest-safe. For more on rainforest-safe books, visit <http://www.ran.org/readinglist>.

7. Controversial sources include areas, regions, or nations with high rates of illegal logging; areas with social conflict or disputed tenure as demonstrated by legal challenges, media reports, credible community or civil society opposition or concerns; areas or eco-regions of high conservation or carbon value and ecosystems identified as bio-

diversity hot spots or threatened by WWF, CI, IUCN, or peer-reviewed science; and suppliers or supply chain partners that pose a credible reputational or material risk.

8. Comprehensive paper policies include goals to increase resource efficiency, increase use of recycled and FSC papers, and eliminate wood fiber from the world's endangered forests and other controversial sources.

9. "Candlewick Cares," Candlewick Press, accessed November 19, 2010, http://www.candlewick.com/candlewick_cares.html.

10. Ibid

11. "Corporate Social Responsibility," Hachette Book Group, accessed October 22, 2010, http://www.hachettebookgroup.com/about_CorporateSocialResponsibility.aspx.

12. Pete Datos, response to Rainforest Action Network's Paper Use and Environmental Footprint Survey, September 10, 2010.

13. The BIEC is a group of publishers, printers, paper manufacturers, non-profit organizations, and others, that works to set industry standards for reducing greenhouse gas emissions and its forest footprint, track the industry's environmental progress, and develop an environmental label to distinguish publishers that have made notable environmental commitments and progress. More information available at <http://www.bookcouncil.org>.

14. Sandy Grebenar, email to Rainforest Action Network, October 20, 2010.

15. Sandy Grebenar, email to Rainforest Action Network, October 28, 2010.

16. Sandy Grebenar, email to Rainforest Action Network, October 26, 2010.

17. Bill Barry, email to Rainforest Action Network, October 29, 2010.

18. Ibid

19. Ibid

20. Alan Miller, response to Rainforest Action Network's Paper Use and Environmental Footprint Survey, September 3, 2010.

21. "Paper Purchasing Policy – Environmental Guidelines," Pearson, PLC, accessed October 22, 2010, http://www.pearson.com/media/files/enviro-reports/2007_Paper_Policy.pdf.

22. "Paper Procurement Policy," Scholastic, accessed October 22, 2010, <http://www.scholastic.com/aboutscholastic/paperprocurement.htm>.

23. Lisa Serra, response to Rainforest Action Network's Paper Use and Environmental Footprint Survey, September, 10, 2010.

24. Karen Romano, email to Rainforest Action Network, November 1, 2010.

25. "Simon & Schuster Paper Policy," Simon & Schuster, accessed October 22, 2010, <http://www.simonandschuster.biz/corporate/paper-policy>.

26. Karen Romano, email to Rainforest Action Network, October 29, 2010.

27. Michael Defazio, email to Rainforest Action Network, October 28, 2010.

28. "New Random House, Inc. Environmental Initiative: Tenfold Increase in Use of Recycled Paper by 2010," Random House/Bertelsmann, accessed October 22, 2010, http://www.randomhouse.biz/media/pdfs/eco_friendly.pdf.

29. Marcus Leaver, email to Rainforest Action Network, November 6, 2010.

30. Kim Brown, response to Rainforest Action Network's Paper Use and Environmental Footprint Survey, November 3, 2010.

31. "The Walt Disney Company Corporate Responsibility Fiscal Year 2009 Interim Update," The Walt Disney Company, accessed October 22, 2010, http://corporate.disney.go.com/media/responsibility/FY09_CR_Update_Final.pdf.

32. "The Walt Disney Company Makes Significant Commitment to Protect Threatened Forests in the Amazon, Congo and United States," The Walt Disney Company, accessed October 22, 2010, <http://corporate.disney.go.com/responsibility/20091103-amazon-congo-and-us.html>.

33. Jonathan Friedland, email to Rainforest Action Network, October 20, 2010.

34. "HarperCollins UK – Paper Purchasing Policy," HarperCollins, accessed October 22, 2010, http://marketing.harpercollins.co.uk/Contents/Green/Pages/paper_policy.aspx.

35. "Commitments, Targets and Goals," News Corporation, accessed October 22, 2010, <http://www.newsco.com/energy/commitments.html>.