

# Parlament de l'Ecoedició 2024

## CONCLUSIONS OF 2024 ECO-PUBLISHING PARLIAMENT

Barcelona, February 23rd of 2024

- 1** Eco-publishing is a concept and a proposal that, little by little and with a long look, has made a space in the Catalan publishing and cultural panorama. Catalonia becomes, in this sense, the first country in the world to have an entity dedicated to study, disseminate and verify about eco-publishing.
- 2** Eco-publishing is the calculation, minimization and verified communication of the ecological footprint of paper books. Eco-publishing is the management of publications under verified sustainability criteria.
- 3** The practice of eco-publishing is carried out through the eco-publishing seal, a calculation and improvement tool at the service of the book industry (edition, design, printing...). The seal is an Environmental Product Declaration that incorporates all the environmental information of the paper book.
- 4** Communicating the environmental impact of a book in a truthful, relevant and verified manner is a right for the reader and an obligation for the publisher. This communication goes beyond the communication of greenhouse gas emissions, and communicates the consumption of raw materials, water, electricity, and waste generation.
- 5** Any untruthful, irrelevant and unverified labeling is *Greenwashing*, a harmful and reprehensible practice.

- 6** Civil Society, in all its magnitude, usually is a step ahead in the transformation proposals. Currently, there is a very nice situation in which the Public Administration walks and coincides with the environmental concern of the book world. We must take advantage of this meeting point to apply improvements.
- 7** The Government of Catalunya, through its General Directorate of Climate Change and Environmental Quality has evaluated the eco-publishing Seal and has determined that it meets the requirements of the international standards, so it is a robust and reliable tool for communicating environmental information in books and magazines.
- 8** The Department of Culture of the Catalan Government (Institut Català de les Empreses Culturals) is implementing a The C\* - Culture for Climate programme, that helps cultural companies to apply impact minimization measures. From the year 2025 on, the use of certified paper will be mandatory in order to access certain grants for the publication of books.
- 9** As part of this requirement, the Seal of the eco-published book, magazine or publication will be accepted as a badge that accredits it. Over time, the requirement criteria must be increased. This will allow publishers to reduce their ecological footprint.
- 10** Both in Spain and in Europe, and in countries such as France, Colombia, Argentina and Mexico, the public administrations and the publishing organizations are showing great interest in the recognition of eco-publishing. The General State Administration has a green procurement plan that includes, for publications, an Eco-publishing Manual.
- 11** The local administration can also play a role in promoting eco-publishing, either by demanding eco-publishing criteria in tenders and suppliers, or with creative formulas that make this reality visible. A good example will be the Sabadell Eco-publishing Book Fair (June 1 and 2, 2024), which aims to connect the practice of eco-publishing with the general public and families.
- 12** Libraries and bookstores are the main meeting point of the publishing world with the reading public, they are our; "temple";. Their commitment, beyond the greening practices of the spaces, must focus on the green collection, and ensure that it incorporates books published with eco-publishing criteria and communicate it to their public. These "temples"; act as an agent of change.

- 13 Environmentalism must ensure that eco-publishing commitments imply concrete and relevant actions. The environmental impact of the book world is not one of the highest, but its social impact indeed is. We want to take advantage of this to spread environmental behavior.
- 14 To minimize the environmental impact of paper books, publishers and the printing industry have at their service criteria and a tool that allows them to do so.
- 15 The first two criteria are local production (in the distribution territory) and the use of 100% recycled and FSC-certified paper, which is currently the most robust paper certification and which has also developed a 'toolbox'; to adapt to the new European Union Regulation of Deforestation (EUDR), which will be applied at the end of 2024. Paper, and certified paper, also offers the possibility of becoming carbon sinks.
- 16 The main tool is the bookDAPer, a tool based on scientific calculations that, while calculating the environmental impact of the book, provides information so that the publisher or printer can reduce its impact. This tool will soon present its second version, much more agile, as well as deeper.
- 17 Apart from local production and the use of certified paper, the eco-publishing criteria go further and propose taking measures of eco-design, choice of inks, environmental management of organizations, use of energy from renewable sources, or weighting of print runs, among others.
- 18 Ecodesign is explained with the three R's: recognize, rethink, and reclaim. Recognize that design has an impact throughout the object's life cycle. Rethink the way we do it so that the impact is minimal. And reclaim the role of the designer as an agent of change that, when participating in the whole process with an eco-design perspective, can help to achieve an ideal result.
- 19 Eco-publishing is a collaborative proposal that involves the entire book ecosystem and all its value chains. Printers, because of their knowledge, are key players in helping in the eco-design of collections and books to minimize their impacts.
- 20 There are leading companies all over the world that are suppliers of printing products in addition to paper: inks, solvents, plates, rubbers.... To find out about them, publishers and design studios can talk to printers to see what choices to make.

# Fes un bon paper



## Escull ecoedició

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**21** Eco-publishing coincides with the Net Zero strategy of minimizing emissions as much as possible, knowing that it is impossible to reach zero, and opening the gate to compensation measures with criteria. It also opens the door to the question of whether we can have a positive impact on nature.

**22** More and more publishers and printers are joining the eco-publishing movement. Some are small, some are large. Sometimes in different ways. There are many ways to do the same thing well. Eco-publishing embraces this ecosystem and incorporates the needs, concerns and singularities of this bibliodiversity.