

The background of the entire page is a light green color with a repeating pattern of white and yellow floral motifs. In the foreground, there are several stylized flowers with long, thin stems and flat, circular heads. The heads are decorated with various patterns, including solid colors, floral designs, and abstract shapes. The text "Sustainable Publishing" is written in a large, elegant, cursive font across the middle of the page.

Sustainable Publishing

GO GREEN WITH YOUR COMPANY'S PUBLICATIONS

If your company has an in-house publication, it may be time to take a closer look at the green credentials of your publisher and printer.

The paper-hungry magazine industry contributes significantly to deforestation and water and air pollution. For print media to be sustainable, responsible publishers know they have to take steps to lessen their impact on the environment.

In this white paper we'd like to share with you some of the lessons we learnt from publishing *Wild*, the wildlife and conservation magazine of the *Wild Card*. As *Wild* magazine is all about preserving our natural heritage it was essential for the magazine to be green in message and in practice right from the start.

It is important to consider each aspect of the publishing process and how just one magazine can influence the increasing carbon footprint left by global businesses.

Turning over a green leaf

Paper production is the reason for nearly 50 per cent of commercial logging. The Forest Stewardship Council (FSC) is an NGO that promotes the sustainable use of forests. If you as publisher want to go green, your paper should carry the FSC logo. This guarantees that the paper meets internationally recognised standards regarding responsible forestry and the consumption of forest products.

The paper mill also plays a major role in determining your carbon footprint since mills can use vast amounts of energy and water. Fortunately there are paper mills that make use of natural forms of power, such as wind and hydroelectric power, for paper production. Choosing the right supplier can significantly decrease your impact on the environment.

In order to become a magazine that proudly wears the conservation badge, *Wild* magazine insisted right from the start on printing on 'green' paper from renewable sources. There's a choice of local and imported paper stock that carry the FSC accreditation and reliable printers will give their clients the full option.

How do you make sure the paper you print on is environmentally friendly? The World Wildlife Fund has a Paper Buying Guide to help you determine the sustainability of the paper you wish to use. The guide provides steps for responsible paper use, as well as a user-friendly scorecard to help you source greener paper. You can download the WWF Paper Guide from http://assets.panda.org/downloads/wwf_paper_guide.pdf



Designer green

You might not immediately think that your choice of font could have an impact on the environment, but various fonts require different amounts of ink - and ink can be damaging to the environment.

In an attempt to reduce the amount of ink used, SPRANQ creative communications in the Netherlands developed the Ecofont. This font has been designed with tiny blank dots within the letters, which reduces the amount of ink required. While it might not be ideal for consumer magazines, Ecofont can be used when printing office documents or large scale reports. Ooligan Press did just that when it used Ecofont for display type in its publication [Rethinking Paper & Ink. \(http://ooligan.pdx.edu/\)](http://ooligan.pdx.edu/)

Studies have shown that Ecofont reduces ink use by 15% to 20%, which saves money and helps save the environment too. But you don't need a designer font to reduce your ink use. Simply decrease the font size and refrain from bolding to cut down on the ink required. You can download Ecofont by visiting www.ecofont.com

The colour of green

Inks contain a number of chemicals, such as solvents, pigments, resins and surfactants, which make printing a cinch, but don't do the environment any favours. These chemicals can also be harmful to factory workers who are exposed to fumes from the printing presses.

Wild magazine is printed by Paarl Media Cape, which has invested over R100 million into environmentally responsible practices. *Wild* is printed using alcohol-free ink and the regenerative thermal oxidizers absorb any chemicals that are produced during printing, ensuring that clean air is returned to the atmosphere and all toxic fumes are disposed of.

Publishers should also consider the use of inks that are vegetable-based such as soy ink. These inks are renewable and emit fewer toxic volatile organic compounds, which affect the environment and human health. The Prisma Presse Group, France's second-largest magazine publisher, use vegetable-based inks as regularly as possible as well as experiment with inks that need less energy to dry.

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Certain metallic and fluorescent colours should be avoided as they contain high levels of heavy metals such as chrome and copper, which leach into the ground water when thrown into landfills. These bright colours are also difficult to recycle, as the bleaching process of the paper is far more intensive, releasing more chemicals into the environment.

Signing off sustainability

The sign off stage is an important part of any publication and here too you can take steps to become more environmentally friendly. In the past, sign off depended primarily on receiving hard copies and manually signing off each page. On magazines this meant multiple copies - for the proof reader to check copy, for the art director to check bleed and colour accuracy, and for the editor to give the final go ahead.

Technological advances have enabled printers such as Paarl Media Cape to create an online electronic sign off process. This eliminates the use of hard copies, reduces waste and saves money. Where before multiple copies were required, now a single set of proofs can be used to check colour.

Since *Wild* is printed by Paarl Media Cape, the sign off process can be done electronically. This reduces travel time and decreases the carbon footprint left by long distance travel.

Environmental printing

Printers, paper mills and publishers should work together to find solutions that will help them become environmentally friendly corporates.

Publishers should consider areas such as the paper, the ink, the printing presses and the companies' recycling policies. It is not enough for the paper being used to be FSC accredited - the printers themselves should also bear this accreditation. The printers should have processes in place to recycle waste paper and counteract toxic fumes released during the printing process.

As a means to reduce their carbon footprint, *Wild* magazine uses web-based printing through Paarl Media Cape. The files are etched onto aluminum plates, which are recycled later. During the printing process, any fumes that are released are redirected into an internal ventilating system. Regenerative thermal oxidizers separate these fumes and clean air is released back into the atmosphere.

Sustainable delivery

The distribution of the publication can leave behind a considerable carbon footprint. While air travel may be quicker, sea freight is considerably less damaging to the environment. In fact, Barloworld Logistics did an analysis for Papersmith & Son of the comparison between sea freight and airfreight. The results showed that a ship travelling the distance of over 7000 km from Rotterdam to Durban holding 20 ft containers produced less than 21 kg of carbon emissions for the sea freight voyage.

If distributing locally, the publisher needs to look at the trucks doing the deliveries and the fuel efficiency of these trucks. At the same time, publishers need to make sure that trucks are not driving half empty. If this is the case, it may be necessary to change freight providers.

Be carbon wise

It's not possible to be entirely green and carbon neutral without giving back to the environment.

The best way of doing this is by carbon offsetting or investing in a project that reduces carbon emissions. Corporates have been doing this for quite some time to help re-stabilise the natural environment destroyed by carbon output. Carbon offset projects come in a variety of forms such as wind farms, hydroelectric dams and the planting of trees.

Discover in the United States of America decided that as scientific magazine it would measure its carbon footprint and through a detailed breakdown ascertained that the total emissions for one edition of the magazine was 962 tonnes of CO₂. In order to offset this, *Discover* purchased a carbon offset from Carbonfund.org that would be used to plant trees and invest in renewable energy.

How green is your office?

If you're looking to shrink your carbon footprint, then look no further than your surroundings: your office space. There are several steps you can take to make your business more environmentally friendly.

At *Wild* magazine, paper is a valuable commodity: old documents are used for scrap paper and waste paper is collected for recycling. In keeping with the green ethos, there is no air conditioning at TipAfrica Publishing's offices - windows are simply opened when it gets hot - and all the lights are turned off at night. As a small business TipAfrica can implement these hands-on



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measures but large concerns should look at automated interventions.

The National Magazine Company (NatMag) is one of the UK's foremost publishers and was named the second greenest company in the UK in 2009. NatMag installed low-energy, movement activated lighting to cut down on electricity use. New toilets were made dual flush, which decreases water usage, and windows were fitted with solar shading, which is estimated would cut energy bills by 20 per cent.

NatMag also began a cycle-to-work scheme by fitting extra bicycle racks and offering shower facilities.

Becoming a green publisher and fostering an eco-friendly environment is by no means a once-off thing. With the constant advent of new technologies, publishing companies need to incorporate these discoveries and find ways to apply them directly to their products. Wild continually re-evaluates its positioning as a magazine that wants to serve as a benchmark for green publishing.

The future

With the advent of digi-mags and electronic readers publishing will become greener still. Prudent publishers are already discussing digital options with their clients. But paper will be with us for a long time - and it's up to us to use renewable resources so readers may still enjoy the sensual feel of printed publications.

-Maciek Dubla for TipAfrica

