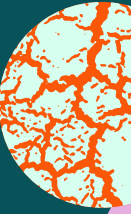


STUDY ON THE SUSTAINABILITY OF THE BOOKSELLING SECTOR :

STATE OF PLAY, CHALLENGES AND SECTOR IMPROVEMENTS

Fanny Valembois
David Piovesan

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FOREWORD

An introductory note from EIBF and RISE Bookselling

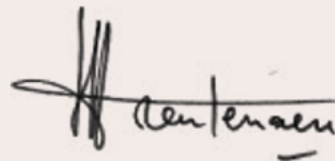
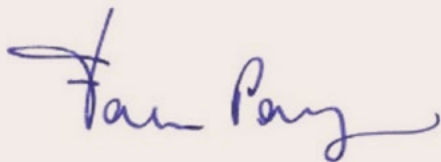
The European and International Booksellers Federation (EIBF) and its RISE Bookselling network members take climate change seriously, and we are keen to take the right steps to reduce our sector's carbon footprint and environmental impact. For many years now, we have first listened and learned from authorities on climate such as the Intergovernmental Panel on Climate Change (IPCC), and then witnessed the worrying effects of climate change, not only on a global scale, but also first hand, with booksellers having to find ways to keep their shop open during severe heatwaves or having to drain the shop floors from floods caused by increasingly frequent torrential rains.

We are fully aware that reducing the carbon footprint of the book trade is a complex issue and one that must be done in cooperation across the wider book sector, especially as studies repeatedly show that the vast majority of emissions are created during the process of book production, followed by transportation. We do, however, firmly believe that engaging in more sustainable practices can and should be done on multiple levels simultaneously, and if bookselling is a part of the problem, it is also a part of the solution. As a result, booksellers have an obligation and an important role to play in greening the book sector. Having said that, we acknowledge that sometimes even the prospect of embarking on a green journey can be daunting and overwhelming – there is so much that can be done, and somehow positive change isn't happening fast enough.

This is why we decided to commission a study that examines the key areas in which booksellers can focus and work on to run a more sustainable and eco-conscious bookshop – from rethinking energy suppliers and reusing packaging material, to conducting an energy audit and engaging with other parts of the book value chain. Essentially, the study seeks to provide booksellers across our membership and network with practical tips to help them conduct their business in a more environmentally friendly way, while also highlighting pre-existing best practices and benchmarking examples from bookshops across the world.

We are proud to present this insightful study, which allows us to travel across the world, while barely emitting any fossil fuels, through the bookshops that have gone above and beyond to adapt their business to a greener model.

The EIBF Co- Presidents



Fabian Paagman

PDG, Paagman Boekhandels



Jean-Luc Treutenaere

Syndicat des distributeurs de loisirs culturels

“Managing orders and returns are key aspects of running a bookshop and also a means to build an environmentally friendly one.”

Hazel
Village Books Dulwich, UK 

JUNE 2023

“We have built up a large second hand paperback selection. That means we can sell books that are out of print, and it’s environmentally friendly.”

Roza
Snob bookshop, Portugal 

JUNE 2023

“Buying right is good for both the bookshop and the planet.”

Enrique
Marcial Pons bookshop, Spain 

JUNE 2023

“Perhaps we will have to give something up for a more pleasant future for all and for bookshops? We need to do our bit with all our little actions, but ultimately customers and colleagues do see the things we change.”

Barbara
Hoepli, Italy 

NOVEMBER 2023

INTRODUCTION

The ecology of books: challenges for booksellers

“The ecology of books is a call to look at all the actors in the sector and their interactions as an ecosystem: a living environment woven and supported by a network of interdependent organisms. Such a vision is a step away from usual thinking on sustainable development, insofar as it seeks to shed light on a complexity that requires serious collective reflection. There is no one answer here. Our approach is a far cry from the imposing of often technical one-size-fits-all solutions that, in simplifying a problem, fail to address its causes and to curb its destructive consequences.”¹

This excerpt from the manifesto of the French Association for the Ecology of Books (Association pour l'Écologie du Livre) provides useful bearings. When you begin looking at how bookshops can reduce their environmental impact, it is easy to be overwhelmed by the number of issues, the strength of resistances and the real obstacles.

The vast majority of the booksellers we have met are already seeing the consequences of climate change in their daily work, be they in London, Munich, Porto or Milan. Many express concern about the future of this issue. This theme has also been high on the agenda at national booksellers' conventions in almost all countries in recent years, illustrating the issue's importance for the industry.

A systemic issue

This report presents many steps individual bookshops can take to reduce energy and resource consumption and cut waste.

That must not however hide the fact that a genuine ecological transition cannot be achieved through environmental gestures alone. It must be implemented across a whole production and consumption system.

Environmental issues cannot be examined in isolation from other, interacting issues. Protecting the planet's liveability also means protecting social relations and fighting inequalities.

The book ecosystem is a perfect illustration of this idea: how could we reduce environmental impacts without addressing the concentration of wealth and the productive apparatus in the hands of a few large companies, and without challenging the sharing of value between all actors, from authors down to booksellers?

Of course, many authors, publishers and booksellers seek to advocate alternative ways of working. However, the economic model of the book ecosystem is essentially based on mass

producing increasing numbers of objects, the life cycle of which becomes shorter every year.²

Many studies in recent years have looked at the book sector's ecological transition.³ However, they have focused primarily on the publishing sector (upstream in the value chain) rather than bookshops (downstream). This report seeks to make up for that.

Book production

Studies in several countries have all come to the same conclusion: across a book's life cycle, the most environmentally impactful phase is manufacture.

Manufacturing requires considerable amounts of **energy** for large-scale industrial processes, including logging, paper production, printing and shipping. Most of these processes require fossil fuels, leading to **greenhouse gas emissions** that contribute to global warming.

It is also in the manufacturing phase that most **pollutants** are released into air and water, including chemicals for paper production, inks, glues, solvents and fine particulate matter.

A lot of **waste** is also produced during book manufacture. An estimated 30% of the paper is wasted during printing. Offset printing requires the new metal plates for each new book. Although this waste is recycled, resources and energy are lost.

These industrial processes require **land artificialization** to build factories and warehouses, and **destruction of natural habitats**, notably for forest exploitation. A eucalyptus plantation is not home to the same degree of biodiversity as a diverse forest.

Lastly, the **shipping** of wood, then of paper, then of printed books, is done by sea or road, producing fine particulate matter, greenhouse gas emissions and noise pollution, for example.

Of course, there are other impacts after the manufacturing of a book, during shipping and storage, in the bookshop, and even as customers travel to the shop. But studies show that the vast majority of the impact is linked to the manufacturing phase.

The first challenge to ensure the sustainability of the book ecosystem is therefore to manufacture less, and better.

E-books: a silver bullet?

The manufacture of books, and particularly the production of paper, is the most environmentally damaging phase of their life cycle. Does that mean e-books are the solution?

The French Agency for the Ecological Transition (ADEME) has published a comparative study of the impacts of paper books and e-books.⁴

This study shows that, concerning e-books, most of the environmental impact is tied in with the manufacture of the terminals to read them (e-readers, tablets and smartphones).

The study calculated the tipping point beyond which the impact of the manufacture of an e-reader is offset by not manufacturing paper books. For greenhouse gas emissions, this point is at 50 books: you have to read 50 e-books for the greenhouse gas emissions

from manufacture to be offset.

Concerning dwindling mineral and metal resources, it is at 210 books: the extraction of natural resources to manufacture the e-reader is offset once you have read 210 books on it.

These two figures assume that a paper book is read only once throughout its life cycle. If we consider that a paper book is read twice, then you would have to read 100 books to offset the e-reader's greenhouse gas emissions, and around 450 to offset its impact on mineral and metal resources.

Some people of course read a great many books on an e-reader before changing it, but the numbers here (some 450 books) is far beyond average reading habits. In most cases, e-books are therefore not a silver bullet to decarbonize the book industry.

A necessary change to prepare for the future

As we have seen, the manufacturing, storage and shipping of books have many environmental impacts. But books are also a vehicle for culture, education, transmission and exchange. They are an invitation to ponder and ruminate, to share, to feel, to escape and to reflect.

These proposals do not aim to point a finger at the book industry. The ecological transition is a systemic and holistic movement, and books are just a drop in the ocean in a world facing multiple crises.

Dealing with ecological issues is undoubtedly a fundamental challenge for bookshops so as to guarantee their future.

The ecological crisis and climate change require us not only to mitigate our environmental impacts, but also to adapt to this new context. Today, our activities rely on the use of fossil fuels, on globalized supply chains, and on excessive consumption of natural resources. This makes us vulnerable in the event of energy, geopolitical and economic crises.

Reducing such dependencies paves the way for the bookshops of tomorrow.

Changing practices to make them more sustainable requires many efforts, but also brings many additional benefits. It can improve the engagement and wellbeing of booksellers, who can suffer from a gap between their personal conscience and their professional practices. It can also be an opportunity to forge a deeper relationship with stakeholders, suppliers and customers. It can help to control energy, shipping and procurement costs. In short, it can be an innovative, creative and highly beneficial initiative.

So what can bookshops do?

It is tempting to say that the ball is in the publishers' court: after all, they are the ones who put books onto the market that generate all these environmental impacts.

But that would neglect the fact that booksellers are part of this ecosystem made up of interdependences, and that they are free agents capable of taking action themselves. Yes, they are the penultimate link in the value chain, above the end customer, whoever that is (library, business, consumer, etc.), and as such, they are subject to the impacts of the actors higher up. But the legacy of common and widespread practices, habits, economic constraints and the pace of daily life often cause us to forget that **it is possible to change.**

This report offers many examples of actions aimed at reducing the environmental impact of bookshops. Some are small, everyday actions. Their effects are limited, but they help change mind-sets and are a means to get started on the path to other, more fundamental changes. Other actions need to be carried out collectively, within professional networks and in cooperation with suppliers or peers.

European and international tools

This report also takes a European and international perspective. From one country to another, booksellers face a wide variety of scenarios. A great many parameters influence their ability to adopt sustainable development practices: the wider economy, purchasing power, the number of books published, the health of the book sector's actors, competition, and public policies around books, for example.

We have not compared the book sector between different economies, although this question does form a backdrop to our approach. Nor have we compared the situation of bookshops from one country to another. We have, however, sought to identify sustainable practices implemented by bookshops in all these countries, in Europe and beyond.

The term "bookshop" itself encompasses a wide variety of forms. Definitions vary from one country to another, and the available statistics show that many activities can be covered by it. We chose the European and International Booksellers Federation (EIBF) definition to observe bookshop practices: actors in the sale of books, including both chain stores and independent bookshops. This document therefore contains the practices of both large chains made up of dozens of shops and tiny bookshops in isolated rural areas or major European capitals, and both brick-and-mortar shops and e-commerce sites.

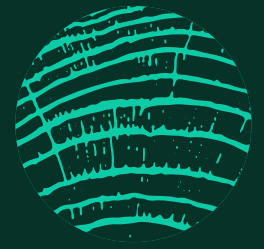
Some bookshops have taken improvement steps for some time, while others are getting started and some are trying to decide where to start. This document is designed to be of use to all bookshops, wherever they are at in their efforts. Some changes are of course easy, while others are more difficult. Some take more time and effort, or require financial investment, while others might produce more effects at no extra cost.

The aim of this report is to ensure booksellers are free to draw up their own action programmes and decide how to address the problem, in what area, over what period, and with what money. There are no "managerial" recommendations, just a palette of options to choose from in order to draw up a short-, medium- or long-term plan.

The most important thing is to get started, and we have a few suggested routes!



METHODOLOGY



Framework of the study

This study was carried out in the framework of the EIBF's Resilience, Innovation and Sustainability for the Enhancement of Bookselling (RISE Bookselling) programme.⁵ It aims to accompany and equip booksellers as they address today's transformations, and particularly the challenges of sustainable development. This programme is funded under the European Commission's Creative Europe programme.

Scope of the study

The study looked at bookshops situated primarily in the main countries of EIBF members. Not all countries were studied, and this is more a panorama than an in-depth study of each country.

We would like to thank our first readers and also all the booksellers and representatives of national associations who were kind enough to help us collect field data. If they had not contributed their invaluable time, none of this would have been possible.

Authors of the report





Fanny Valembais is a specialist in ecological transition initiatives for cultural organizations, including the actors of the book ecosystem. She drafted the *Livre et Édition* (Books and Publishing) chapter of the *Décarbonons la culture* (Decarbonizing Culture) report published by the think tank The Shift Project in November 2021. As a consultant and trainer, she works with publishers, bookshops, libraries and literary events. She is also the coordinator of a research project entitled *Décarboner le livre et l'édition* (Decarbonizing Books and Publishing), in partnership with Grenoble Alpes University (France 🇫🇷).

David Piovesan was a bookseller for 9 years in a mid-sized, generalist independent bookshop in the Vercors mountains, France. In 2021, he returned to his position as a researcher at Lyon 3 – Jean Moulin University, where he is leading a research programme on the transformation of bookshops across Europe. He has been a visiting researcher at VSE University (Prague, Czech Republic 🇨🇪) and the University of Padova (Italy 🇮🇹). RISE Bookselling also benefited from the work carried out in this wider research. Piovesan also teaches in the Master's degree in book and publishing trades at Grenoble Alpes University (France 🇫🇷).



INTERVIEWS AND COLLECTED DOCUMENTS

The collected material draws on several sources and methods:

-  Focus groups convened at the beginning of the study with France, Germany, Italy, Finland and Spain;
-  Documentary analysis using documents provided by EIBF member associations and collated by us;
-  Online interviews with certain bookshops and national associations to analyse the situation in some 20 countries;
-  Site visits to bookshops to observe and meet booksellers throughout 2023 (list of bookshops provided in annex).

This report is split into six chapters representing the main areas in which bookshops can have an impact:



Energy



Waste and
circular economy



Customers



Shipping and
ordering



Digital technology



Management

Each chapter is in two parts: after setting out the grounds for action (*why*), we present various avenues to proceed (*how*).

SELF-ASSESSMENT TABLE

The summary table opposite offers a cross-cutting overview of all the tools that have been mentioned by professional booksellers. Some are directly linked to central aspects of bookselling, while others are not.

For each tool, we have assessed feasibility, cost and impact on a simple scale on three levels.

The table should be read as follows:

Feasibility: easy _____ moderate _____ difficult

Cost: low _____ moderate _____ high

Impact: limited _____ moderate _____ high

The self-assessment table is available on the RISE Bookselling website to enable bookshops to assess their progress under each theme.

risebookselling.eu/sustainable-bookselling



Themes	Tools	Feasibility	Cost	Impact	Level of progress		
					None	Little	A lot
Energy	Save electricity	•	•	••			
	Save heatings	•	•	••			
	Save air conditioning	•	••	••			
	Change energy suppliers	••	•	•			
	Change heating systems	•••	•••	•••			
Waste and the circular economy	Boxes	••	•	•			
	Gift wrapping	••	•	•			
	Bags for customers	••	•	•			
	Limiting the quantities of plastic packaging	••	•	••			
	Composting	••	•	••			
	Pre-used furniture	••	••	••			
	Reduce the number of damaged and destroyed books	••	•	••			
	Reduce the number of returned and pulped books	••	•	••			
	Offer second-hand books	••	•	•			
	Or other sustainable and shared activities	••	•	•			
Limited promotional material	••	•	••				
Shipping and ordering	Bicycle deliveries	•	••	•••			
	Rail freight	•••	•••	•••			
	Reduce the frequency of orders from distributors	••	•	••			
	Reduce the frequency of deliveries from distributors	••	•	••			
	Grouping deliveries	••	•	•			
	Encourage staff and customers to decarbonize their bookshop journeys	••	••	•			
	Develop short supply chains	••	••	••			
Digital economy	Reduce the impact of your equipment	•	•	••			
	Reduce the impact of digital communication	•	•	•			
	Reduce the impact of your mailing list	•	•	•			
	Pick up your digital litter	••	•	•			
Management	Team training	•	••	••			
	Designate a champion	•	••	••			
	Carry out an analysis	•	•	••			
	Work with stakeholders	••	••	•••			
	Adopt a charter	•	•	•			
	Take advantage of quality certifications	••	••	•			
Customers	Develop a thematic section	•	•	•			
	Create environment-focused table and window displays	•	•	•			
	Communication and customer engagement	••	•	•			

CHAPTER 1

ENERGY

1.1 Why?

Bookshops use energy for lighting, heating and cooling. This has several environmental impacts, including:

- Use of fossil fuels and therefore greenhouse gas emissions that contribute to global warming;
- Consumption of resources (metals and minerals) and space to produce and transport energy;
- Air pollution from burning oil and coal.

In Europe, the heating and cooling of buildings are estimated to account for 40% of energy consumption and 36% of greenhouse gas emissions.⁶ The European Union has set itself the goal of reducing energy consumption by 40% by 2030.⁷


1.2 How?

1.2.1 Save electricity

Bookshops' electricity use is linked to several needs.

Lighting: Simple steps can be taken to reduce consumption, such as reducing light intensity when there is sufficient sunlight, not lighting up windows outside opening hours, and always turning off the lights in certain unoccupied areas.

Shop window lighting is increasingly subject to regulations. Reducing it saves energy and cuts night-time light pollution, which is harmful to biodiversity.

Replacing older lightbulbs with LEDs can also generate significant energy savings, and they also produce less heat in summer. The Gréfine bookshop (France ) has replaced all its lightbulbs with LED panels, cutting its energy bills three-fold; the work paid for itself within a year.

Depending on the systems used, hot water can account for a considerable share of electricity consumption. Several solutions can cut bills, including cutting off the **hot water** in the warmest months of the year by switching off the boiler; reducing the water temperature; and

isolating pipes to prevent energy loss.

Ventilation: If the bookshop is large or is within a large building, then it probably has an air renewal system, which may be capable of heating or cooling incoming air. If it is not well configured, then it can consume a lot of electricity. Make sure the ventilation system is set up to switch off when the bookshop is closed, that its power is appropriate for the space to ventilate, and that the thermostat is set to the right temperature (in France, for example, a temperature of between 19°C in winter and 24°C in summer is recommended).

The greatest challenge may be for bookstores that are inside shopping centres and complexes. These businesses may need to take the initiative to have conversations with centre management about plans for a shift toward greener power for the whole centre. They may band together with other concerned retailers.

How can you track your energy consumption closely?

Do you know your annual electricity consumption in kWh? You can find it on your electricity bills. We are all used to looking at the amount to pay, but take a few minutes to find the number of kWh you have consumed and compare the amount from one month or year to another.

You can also try to measure your energy consumption in real time, which provides

invaluable information on the share dedicated to lighting, ventilation, heating and air conditioning, for example. That way, you can focus on the aspects consuming the most energy.

- Some electricity suppliers offer access to real time consumption data.
- If you have an electricity consumer unit, or fuse box, it may have a system to measure consumption in real time.
- Meters to fit to your consumer unit are readily available on the market. They are very easy to fit and can be used to track your consumption in real time using a computer application or dedicated device.

In 2022, the Lesumer Lesezeit bookshop in Bremen (Germany 🇩🇪) took part in a project to reduce CO₂ emissions.⁸ The bookshop received professional help to reduce its electricity consumption. An audit looked at the running of the bookshop, including lighting, heating and the running times of computers and the dishwasher. 29% of the electricity use was for lighting, 9% for computers, and 5% for the kitchen area. The lighting was almost completely converted to LED. Consumption can be reduced by another 10% or so through installation of occupancy and light intensity sensors. This can cut consumption by up to 70% in store rooms.



1.2.2 Save on heating

Major work may not be required to reduce energy consumption for heating. Options include:

- Turning down the thermostat: buildings are often heated above 19°C, which is a very comfortable temperature. In winter, indoor spaces that are too warm can be uncomfortable for customers. In office spaces, where people move around less, why not provide blankets or hot water bottles? Offering an area to make tea and coffee is also an effective and people-pleasing solution. Putting down rugs on cold floors where people might stay immobile for extended periods increases thermal comfort by several degrees.
- Do not heat all the time: the building's thermal inertia means the thermostat can be lowered even before closing time, and of course at night.
- Do not heat the whole building: look for areas that are not worth heating, like store rooms.
- Identify where heat is being lost, such as doors left open in winter. Do not be afraid to remind your customers to close the door behind them, using a little poster. The Hoepli bookshop in Milan (Italy 🇮🇹) has decided to close its doors in winter to avoid letting the heat out, contrary to common practice in the city centre.
- If your building's thermal efficiency is poor, renovation and isolation will no doubt be needed. There are many solutions. Find out about financial assistance available in your area.

Of course, there are no one-size-fits-all solutions. Depending on your location and how the bookshop is laid out, look for relevant and achievable solutions.

1.2.3 Save on air conditioning

Climate change is increasing the frequency and duration of heatwaves and affecting many bookshops. It can be tempting to use air conditioning when temperatures get too high, but air conditioning is an example of "maladaptation": while it improves the short-term situation, it also contributes to worsening the problem in the medium to long term by releasing hot air into the outdoors, and sometimes leaking refrigerant gases.

Stopping the premises heating up during the day: have you ever noticed the sun's heat through your windows? As the heat crosses it, the glass acts like a radiator, so the priority is to stop the sunlight falling on the windows. You could install shutters. Within the building, electrical equipment also generates heat. When it gets hot, turn off everything you can!


Cooling the building down during the night: to start the day at an acceptable temperature, the building needs to cool down during the night. That means organizing natural ventilation. Ideally, air should enter from the ground floor and leave at the building's highest point. If it is impossible to open the building at night, you could organize natural aeration early in the morning.

Cooling people: installing fans can help improve thermal comfort by several degrees. Ceiling fans are most effective. You can also provide cold drinks and adapt booksellers' clothing to the temperature.

Despite considerable heat in southern Europe, the La Buena Vida bookshop in Madrid (Spain 🇪🇸) has done away with electric air conditioning and uses only ceiling fans and natural aeration. Management are also considering adapting opening hours during heatwaves.

1.2.4 Change energy suppliers

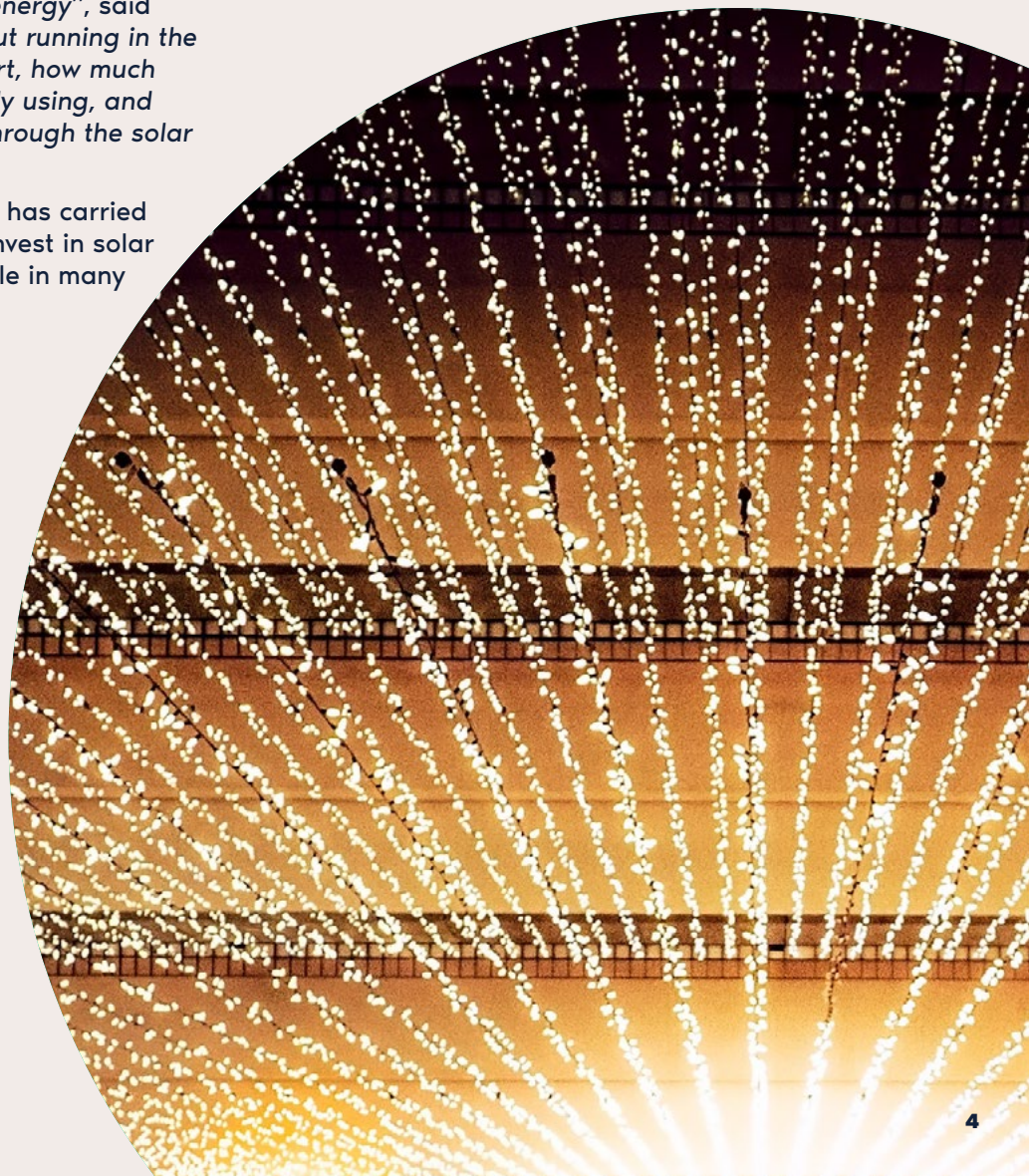
Depending on where your bookshop's energy comes from, the carbon emissions caused by its electricity use may vary considerably. In some countries, emissions will be low because of hydroelectric or nuclear generation, which produce little greenhouse gas. This is the case in Norway, Sweden, Switzerland and France, for example. Other countries use coal or gas to produce electricity, which has a much higher carbon intensity, as in Poland, Turkey, China, the United States and Australia. If you are in a country where electricity is very carbon-intensive, it may be worth using renewable energy. If the building allows, you could install solar panels. Otherwise, you could choose an electricity supplier that invests in renewable sources (hydroelectric, solar, wind, etc.).

MainStreet BookEnds (Warner, USA ) went 100% solar in December 2011. Katharine Nevins, one of the shop's owners, has found that customers responded positively to the installation of solar panels at the back. Having the solar initiative visibly present on Main Street "serves as a working demonstration of this needed change to solar energy", said Nevins. "We have a nifty read-out running in the store that shows, with a pie-chart, how much electricity the building is currently using, and how much energy is coming in through the solar panels."

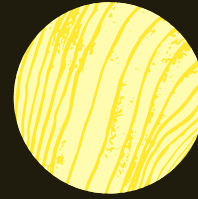
In Canada, Gold Rush Bookstore has carried out a fundraising campaign to invest in solar panels. Public funding is available in many countries to install them.

1.2.5 Change heating systems

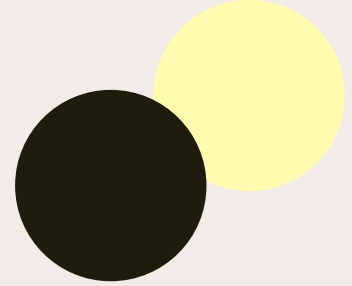
How is your bookshop heated? Wood? Oil? Gas? Electricity? That makes a big difference on the greenhouse gas emissions resulting from your heating. Oil-fired heating emits more greenhouse gases than other heating sources. The impact of electric heating varies considerably from one country to the next, as it depends on how the electricity is produced. Changing sources of heating can therefore be a good way to reduce your global warming impact. Of course, that cannot be done overnight, but it can be envisaged as part of larger-scale investments. Many countries and cities offer financial or technical support for this sort of project to change heating methods.



CHAPTER 2



WASTE AND CIRCULAR ECONOMY



2.1 Why?


Reducing waste helps cut the extraction of natural resources and the energy needed to process, ship and recycle them. It is also an important way to reduce pollution. Depending on situations and countries, waste may finish in the natural environment and permanently damage ecosystems, be burned, contributing to air pollution, or be put in landfill or open-air dumps, polluting soils and water.

To address this issue effectively, the priority is to reduce the quantity of waste, before focusing on recycling. The “5 Rs” apply here: reject, reduce, reuse, recycle, restore to the earth.

Running a bookshop produces various forms of waste. Some is visible, such as boxes, packaging and paper, and end up in the bookshop’s bins. Others are less obvious, as they are not collected and processed at the bookshop. This includes unsold and damaged books that, in some countries, are returned to the publisher. Some waste is also less visible because it is not collected in a bin, like energy, wastewater, CO₂ emissions and digital waste.

2.2 How?


2.2.1 Cardboard Boxes

This is the tip of the iceberg, and something all booksellers are well aware of: the daily influx of cardboard boxes in which books arrive at and leave the shop. Many bookshops organize reuse of cardboard boxes. Some use them to package the orders they dispatch. Others offer them to their customers for personal use. The Au Temps Retrouvé bookshop in Villard-de-Lans (France ) offers customers cardboard boxes to move house, and they often come to ask for them.

Some distributors, however, use cardboard boxes that are not designed to be reusable. Feel free to ask your distributor to stop that.

When reuse is impossible, it is essential to organize recycling of cardboard boxes by taking them to the rubbish tip or entrusting them to a specialist recycling company.

Cardboard boxes are predominant in the vast majority of countries, but reusable cardboard boxes are also an option. This is the case in France and Germany, for example, where several chains of bookshops use folding, stackable plastic crates to move books between their different sites.

The Thalia bookshop in Nuremberg (Germany ) receives its daily deliveries in large, open plastic cardboard boxes that the delivery company takes back every day for reuse.

The Cultura chain (France ) has developed a system using recycled plastic pallets and reusable cardboard boxes. That reduces both the amount of waste and the weight transported by truck – and thus the energy required for shipping.



Thalia bookshop, Germany 

The Mollat bookshop in Bordeaux (France 🇫🇷) has changed its practices around cardboard boxes. In 2022, the bookshop invested in a machine to perforate and crush used cardboard boxes to turn them into packaging material, replacing the plastic that was used as padding to pack books. This investment of around €6,000 has paid for itself in a single year: there was no need to buy packing material anymore, and the cost of collecting and recycling cardboard boxes has been reduced.



📍 Librairie Les Lisières, France 🇫🇷



📍 Librairie Les Lisières, France 🇫🇷

2.2.2 Gift wrapping

Booksellers and customers are often very attached to this service, but wrapping paper unfortunately has a very short life-span and is often difficult to recycle.

You can reduce the environmental impact of wrapping without giving up on it:

- Offer cloth wrapping: the Japanese furoshiki technique is increasingly trendy. The item is wrapped in a pretty cloth that can be reused. Some booksellers offer cloth wrappings for sale. The Les Lisières bookshop in France 🇫🇷 collects cloth from its customers to produce coupons of various sizes which stand in for wrapping paper, at no extra cost.
- Wrapping in reused paper such as advertising and newspaper can be an alternative to single-use wrapping paper. Increasing numbers of customers like to have an environmentally friendly option.

If these solutions appear a hard sell for your customers, you could keep the traditional wrapping paper as an option. Ideally, in this case, you would offer the most environmentally friendly option by default, but offer traditional wrapping paper to the customers who want it. If you want to continue offering traditional wrapping paper, use recycled and recyclable paper with no plastic coating and without printed designs across the whole surface, for example.

The Pantagruel bookshop in Marseille (France 🇫🇷) now charges for gift wrapping, which has reduced the amount of paper consumed each year.

These changes need to be explained, but you will no doubt be surprised how little reluctance you encounter!

“All our packaging is either made from recycled materials, or is recyclable, or both. We share our book packaging papers with another local business who give it another life for packing trade orders, while our string comes from our local eco-shop in Shaftesbury. Our local refill shop provides our cleaning materials, and even our hand sanitiser comes from local gin distillery Conker Gin. We use Nova Tissue loo roll made from responsible sourced trees and produced in a zero-emissions paper mill, with packaging is derived from 100% plastic-free potato starch, that’s home-compostable. They also work with TreeAid which is a very good thing. Our book wholesaler uses recycled boxes, and has been working to reduce the amount of packaging required for each shipment. And if you ever need a cardboard box, pop in – we always have some spare. Our rubbish is separated into card, paper, plastics, glass and metal, and we recycle everything that we can. We do get some bubble wrap from our framers, and while there’s not much we can do about that yet, we don’t throw it away, instead choosing to reuse it for delicate items or wet days to protect purchases”.

Source: <https://www.foldedorset.com/sustainability>

Here are some practical things the Folde Dorset Bookshop Team has set so as to improve sustainability



Folde bookshop, United Kingdom 

2.2.3 Bags for customers

Providing a carrier bag, typically made of plastic, goes without saying for most bookshops, but it has real environmental impacts. Plastics are today a major cause of pollution with serious consequences for biodiversity. Regulations on plastic bags are changing in many countries. There are many possible strategies to cut down on them:

- Paper bags. These are easier to recycle (so long as they have no plastic coating and are not covered in printed designs) and are sometimes made of recycled materials. They can be a good alternative, even if their manufacture and shipping are not totally without impacts. The Norli bookshop in Norway makes its own bags out of 80% recycled material.
- Reusable cloth bags. These reduce plastic use, but also have downsides: cotton production uses large quantities of water and chemicals, and manufacturing conditions are not always proper.

Cloth bags are a good alternative if they are produced ethically and are genuinely reused.


- The Thiemers bookshop in Copenhagen (Denmark ) offers its customers cloth bags. The Chez Mon Libraire association in France, which is made up of some 200 independent bookshops, organizes group purchasing of cloth bags made of environmentally friendly materials.
- Asking customers to bring back bags: the Le Rideau Rouge bookshop in Paris (France ) collects plastic, paper and cloth bags from its customers to give them a second life.
- Charging for plastic bags: in 2017, when local legislation changed, the Swedish chain Akademibokhandeln started charging for plastic bags at the checkout. At that point, some 65% of customers asked for a bag; that dropped to 12% by 2022.
- No longer offering bags. This is the most radical option, but why not try?

2.2.4 Limiting the quantities of plastic packaging

If your bookshop offers a delivery service, you probably use plastic products to protect the products. It is possible to protect books well while using less plastic.

“We have made improvements to all our packaging, both poly and cardboard. We’ve made our poly-mailers thinner, changing the thickness from 60 microns to 55. This means we will reduce the amount of virgin plastic we use by 4.7 tonnes each year. We’ve also introduced 30% recycled plastic content – saving a further 16.8 tonnes of new plastic from being produced¹⁰”.

WOB – World of Books


The Folde bookshop in Dorset (United Kingdom ) has launched a comprehensive effort to make all its packaging sustainable:

“All our packaging is either made from recycled materials, or is recyclable, or both. We share our book packaging papers with another local business who give it another life for packing trade orders, while our string comes from our local eco-shop in Shaftesbury. Our local refill shop provides our cleaning materials, and even our hand sanitiser comes from local gin distillery Conker Gin. We use Nova Tissue loo roll made from responsible sourced trees and produced in a zero-emissions paper mill, with packaging is derived from 100% plastic-free potato starch, that’s home-compostable. They also work with TreeAid which is a very good thing. Our book wholesaler uses recycled boxes, and has been working to reduce the amount of packaging required for each shipment. And if you ever need a cardboard box, pop in – we always have some spare. Our rubbish is separated into card, paper, plastics, glass and metal, and we recycle everything that we can. We do get some bubble wrap from our framers, and while there’s not much we can do about that yet, we don’t throw it away, instead choosing to reuse it for delicate items or wet days to protect purchases.¹¹”

2.2.5 Composting

Composting is a way to make further use of organic waste by collecting it so that it breaks down and produces natural fertilizer. That helps limit the amount of residual waste and thus reduces CO₂ emissions and fumes. Food waste is compostable, as are coffee grounds and paper filters, teabags, boxes and absorbent paper (without printed designs), tissues, toilet paper rolls and cut flowers, for example.

Many cities worldwide collect compostable waste, including Milan (Italy) and most cities in Austria and Belgium, as well as Seattle (United States). In France, collection of compostable waste will be a legal requirement everywhere from 1 January 2024. Regional associations can collect such information at local level, and booksellers themselves could investigate composting options locally.

Wild Rumpus Books (Minneapolis, USA ) takes part in the city’s compost pick-up programme, according to owner Collette Morgan. The compost is picked up each week by the city’s Solid Waste & Recycling Department crew. *“For the store, it was easier for us to get started because we already recycled, so that was not an issue, but composting is much more picky in terms of what you can put in,”* said Collette Morgan. *“For Wild Rumpus, educating the public was one of the hardest parts. “It wasn’t so much our employees – we know what can be composted and what can’t – but we had to put a lot of signage up when we first started. For example, in the bathroom we have one garbage can for garbage and then one for composting, and we have a sign above the composting one that says, ‘For paper towels, etc. During that first year, before we took it out to the street, we would have to go through the bag and get rid of the things that people threw in there that were not compostable and put them in the garbage. But I think it’s better now.”* Items that go into the composting bin include non-recyclable and food-soiled paper, pizza boxes, coffee cups and other cardboard packaging, fruits and vegetables, bones and meat, and eggshells, but the bulk of Wild Rumpus’ compost is probably paper towels. *“I think people in Minneapolis have a positive impression of the composting program,”* said Morgan. *“It took a little getting used to, but now I think people really buy into it because it has spread throughout Minneapolis”¹².*

2.2.6 Pre-used furniture

The furniture used in bookshops is often bought new and requires the extraction and processing of natural resources. How can you reduce the impact of your furniture?

- Choose furnishings made with the environment in mind, in terms of the materials used, how it was put together, and fittings. These aspects have a major influence on environmental impact and whether the items can be recycled at the end of their lives. For example, furniture made out of a single material is easier to recycle than items made up of both wood and plastic. Similarly, glues, varnishes and other finishes can make recycling more difficult.
- Keep your furniture longer to reduce resource extraction. So choose solid, easily repairable furniture. Wherever possible, maintain and repair your furniture rather than replacing it.
- Buy second hand furniture, which could be professional furniture bought from other bookshops or libraries, for example. It can also include items not designed for a bookshop, such as vintage tables and wooden counters that can add an original touch to the visual identity of your shop. The Folde bookshop in Dorset (United Kingdom 🇬🇧) has many pieces of second hand furniture, including an old-fashioned Victorian table that is perfect for displaying the latest releases.
- Buy furniture made out of reused materials. The first solution is to buy second hand items, but if you prefer new furniture, there are suppliers that make it from reclaimed materials.
- The headquarters of the Bokusgruppen group (Sweden 🇸🇪) was kitted out with furniture rented from a pooling company.
- Organize a second life for your furniture: when it is time to dispose of furniture, try to ensure it is reused. Depending on its condition, it could either be sold or donated. And anything that fails to find a taker should be sent for recycling.



The Les Recyclables bookshop in Geneva (Switzerland) uses shelving made of metal and reused cardboard, as well as vintage furniture like this very tempting armchair.



A counter made of books at BookBar in Denver, Colorado (United States)



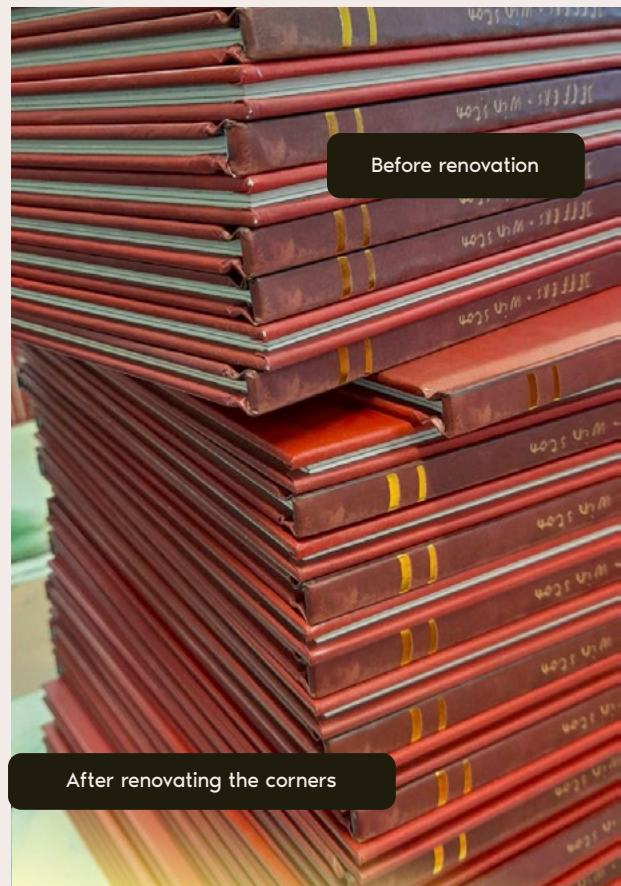
Bokusgruppen headquarters and rental furniture

2.2.7 Reduce the number of damaged and destroyed books

All bookshops face this issue: books that have been damaged in transit are difficult to sell. In countries where booksellers can return books to the publisher, they are typically sent back and destroyed. However, these books could often be sold, perhaps at a discount, depending on local legislation. You could, for example, put in place a dedicated bin for damaged books.

Books can also be refurbished. Selling damaged books at a discount should of course be balanced with the economic impact: when it occurs occasionally, it will cause little harm, but if you have a lot of damaged books you should work with the distributor to resolve the problem.

In France, the company Clic Logistic (www.clic-logistic.com) offers a refurbishment service for damaged books. When a bookshop sends back books that have been slightly damaged in the shop, the publisher can send them on to Clic Logistic to clean, polish and scrub book covers before sending them back for sale. This avoids unnecessary destruction of new books that still have commercial potential. It is paid for by publishers.



2.2.8 Reduce the number of returned and pulped books

In many countries, booksellers can return unsold books to the publisher. This can lead to a high return rate, as shown by a recent EIBF study (February 2023).¹³

Return rate in several countries

Latvia
<5%

New Zealand
7-14%

Luxembourg
15%

Spain
30-35%

Netherlands
5-6%

Sweden
4.8%

(source: EIBF, February 2023)

In Spain, for example, the return rate is nearly 30% on average, and can reach 45% for new releases. This has become a key issue for Spanish booksellers, as those at the Marcial Pons, La Fabulosa and La Buena Vida bookshops in Madrid told us. Spain is looked at in detail in the EIBF study.

Steps can be taken to reduce the number of books you return:

- Adjust the balance between new releases and existing collections in your orders. New releases are generally those most returned. What is their share in your purchases and in your sales? A first step can be to carry out an inventory of the unsold books you return. Which section has the highest return rate? Could you order fewer titles, or in smaller quantities? All modern bookshop stock management software can analyse return rates by distributor and by section.
- Extend titles' life-span: given the volume and pace of new releases, there is a risk of one book displacing another. When space is limited and a new book is not sold within a few weeks, it can be tempting to return it swiftly. Can you slow down the pace of replacement and keep books longer before returning them?

- Reduce the share of books with a short "shelf life", such as illustrated albums for the return to school after the holidays, holiday exercise books, and annual "best-of" collections. Every season, the same sort of book is released, even though the content is almost identical. As soon as they "expire", all the unsold stock heads off to be pulped, and a new version comes out a year later. Reducing the number of titles and the number of copies for this type of publication can be a good means of cutting down waste.

The Basta bookshop in Lausanne (Switzerland 🇨🇭) pays continuous attention to the fast pace of the cycle of new releases and tries to slow the flow and reduce the pressure of new books. The French Association for the Ecology of Books has even launched a "new release pause" in which French and Belgian bookshops take part. The aim is to improve the purchasing process.¹⁴

A system has been trialled in the Netherlands that offers financial credits to booksellers for the books they wish to return, without having to return them **physically**.¹⁵ These books are generally passed on to non-profit associations (more information here: <https://youtu.be/lhm3KJchR30>). This recycling/reuse is of course a good initiative, but the priority should be reducing incoming and outgoing flows in the first place.

The Norwegian chain Norli has launched a comprehensive programme in recent years to improve the life cycle of books, as it explains on its website. "An important focus for us is to improve management of purchasing and to work on the book life cycle in order to reduce waste [...]. We do what we can to prevent out-of-stock situations, but we are also keen to have reasonable stock levels and avoid returning large quantities of goods to suppliers or throwing them away¹⁶."





2.2.9 Offer second-hand books

Studies in various countries have demonstrated unequivocally that the leading cause of greenhouse gas emissions, pollution and deforestation risks in this sector is the manufacturing of the books.

Moreover, many regions are seeing inflation and higher energy and raw material costs that have hit purchasing power.

Lastly, consumers are increasingly concerned about their environmental impact and want to adopt more responsible habits. Second hand sales have seen very strong growth in the textile and digital sectors, for example, and books are no exception.

Selling new and second hand books are two different professions, and you cannot just put up a second hand section without preparation.

There are various ways to proceed and it is up to you to decide what suits you, your customers and your bookshop's identity best.

The development of the second hand book market is not a perfect solution. The first issue is how to remunerate authors and publishers. The current organization of the second hand market does not pay any royalties. This could change in the coming years, so as to rebalance the distribution of economic value.

Lastly, as for new books, transporting second hand books over long distances has significant impacts. The more the second hand market develops at local levels and with short supply chains, the more environmentally friendly it will be.

Here are a few examples of bookshops that have started offering second hand books.

Akademibokhandeln (Sweden 🇸🇪)

The Akademibokhandeln bookshop chain has had a “Låna & Läs” (Borrow and Read) programme for several years. Over 50 books can be borrowed for customers who pay an annual subscription of 449 Krona (around €40), which is less than the price of two paperbacks. You can borrow more than one book at a time, and keep the last book you borrowed. The selection is renewed for each academic year. The bookshop even provides a protective pouch for the books! Around 10,000 customers sign up each year and borrow some 120,000 books.

William Crocodile (Milan, Italy 🇮🇹)

This bicycle-driven roaming bookshop offers a subscription for young readers: for €39 per year, they can collect one book per month (from November to June, totalling eight books per year). Once they have their subscription, customers fill in a questionnaire about reading tastes and habits. Each month, a book is chosen from a selection of second hand books in excellent condition that have been chosen by the booksellers, which subscribers get to keep. This programme is popular with parents. One customer, Agathe, says: *“My eight-year-old daughters particularly loved this subscription and were excited every month!”*

L’Armitière (Rouen, France 🇫🇷)

The L’Armitière bookshop allows its loyalty card holders to return books that they have read. It only takes back certain books: recent fiction in paperback, bought less than two months before and in perfect condition. They are taken back for 35% of the original sale price, and put back on sale at 80% of the price of a new copy. This simple, clear rule simplifies the process and avoids the need to negotiate prices with customers.

Cultura (France 🇫🇷)

Some bookshops do not want to handle buying and selling used books themselves, but do want to contribute to the development of the sector and meet their customers’ expectations. That can be done through a partnership with another company.

The Cultura chain has installed machines in its shops where customers can exchange their books for vouchers or donate them to associations. These “second hand kiosks” are run in partnership with the company Lili, which sorts books to resell or recycle them.

Les Recyclables (Geneva, Switzerland 🇨🇭)

The Les Recyclables bookshop in Geneva sells mostly second hand books, but sets itself apart from the typical second hand bookshop by selling only recent ones in excellent condition. There is no hunting through bins here: books are classified by genre and author, just like in a traditional bookshop. The books are either donated or purchased from readers.

Many other bookshops have set up separate sections or whole rooms dedicated to second hand books, in addition to their main activity. The Basta bookshop in Lausanne (Switzerland 🇨🇭) has a dedicated section. The Librairie Française in Munich (Germany 🇩🇪) recently opened a dedicated room for second hand books in both French and Spanish. The Snob bookshop in Lisbon (Portugal 🇵🇹), meanwhile, has also developed sales of second hand books, mixing them in with new ones (few books get a second print run in Portugal and paperbacks are not especially popular, so second hand sales have a lot of potential). Similarly, Bookshop Bivar, also in Lisbon, has offered second hand books in English since 2014. This is nothing new: in 1936, George Orwell depicted a lending library separate from the bookshop, where books could be borrowed for twopenny, in his novel *Keep the Aspidistra Flying*.

2.2.10 Offer other sustainable and shared activities

The Basta bookshop in Lausanne (Switzerland 🇨🇭) shares its premises with a record shop, and above all houses a magazine advocating on the ecological theme of “degrowth”. Customers can also order vegetable boxes from a local association to collect there. The Actes Sud bookshop in Arles (France 🇫🇷) has made use of this synergy with fruit and vegetable boxes available on its premises for a long time.

2.2.11 Limit promotional material

In Norway, the Norli bookshop has launched an initiative to cut back on promotional materials with a limited life span that is often destroyed after use. The length of promotional campaigns has been increased, helping slow the production and replacement of such materials. The use of plastic in marketing materials has also been reduced, and balloons are no longer used as decoration. A project is being envisaged to adapt the quantity of promotional material to each shop, and thus reduce unnecessary waste.



CHAPTER 3

SHIPPING AND ORDERS


3.1 Why?

Carbon footprint analysis in several countries has shown that shipping books has a moderate impact when it comes to greenhouse gas emissions.¹⁸

While it represents only a small share of greenhouse gas emissions, shipping, particularly by road, causes many other environmental impacts.

- **Air pollution:** The World Health Organization considers that 99% of the Earth's population lives in regions where atmospheric pollution exceeds recommended limits, and 4.2 million deaths are attributed to ambient air pollution each year.¹⁹
- **Sound pollution:** Sound pollution from shipping is one of the most significant environmental problems, as around 18% to 20% of the European Union's population suffers seriously from it.²⁰
- However, shipping also has **many other** impacts on our environment, including energy consumption, urban congestion, land artificialization and accidents.

The Book Journeys Project (United Kingdom)

"In 2021, the Independent Publishers Guild (UK ) set up a Sustainability Taskforce, to seek ways to reduce the industry's environmental impacts. The Taskforce commissioned sustainability consultants to analyse the sources and levels of greenhouse gas (GHG) emissions and waste in six book journeys. The research focused on the post-production movement of books.

Each case study measured greenhouse gas emissions and waste in areas including movement between printer, distributor and retailer; packaging waste; customers' journeys to buy the books; and end-of-life treatment.

Across the six case studies, average greenhouse gas emissions were 53 grams CO₂e. To put this in perspective, the average for the manufacturing of a book is 4,900 grams CO₂e.²¹

When it comes to transportation, the study shows that the overwhelming majority – over 99% – of greenhouse gas emissions come from two transportation stages: delivery (58%) and return (42%). Waste, from the packaging of products and any books returned, does not contribute a significant amount to total transportation greenhouse gas emissions.

This led IPG to set five targets for meaningful change across transportation, logistics, packaging, printing and shipping, with the ultimate aim for publishers to reach net-zero status in operations by 2040. IPG also produced a Zero Carbon Toolkit with lots of ideas and resources for better practice.

The second stage of the Book Journeys Project focuses on the end-of-life treatments of books, including returns and pulping."²²

3.2 How?

3.2.1 Bicycle deliveries

Did you know that shipping is more polluting per ton in small trucks than in large ones? Small trucks often drive in urban centres, where traffic is heavy and they have to go slowly and stop frequently.

While they account for a small fraction of the distance books travel to bookshops, it is very useful to seek an alternative for “last mile” delivery. Cargo bikes are increasingly being used for deliveries in many countries. With adapted trailers and e-bikes, it is absolutely possible to transport even hundreds of kilos of boxes of books on a single bicycle.

A great many bookshops now offer bicycle delivery to their customers. In Portland, Oregon (United States 🇺🇸), for example, the Always Here Bookstore offers free delivery to its customers in the city centre. Chorlton Bookshop (United Kingdom 🇬🇧) has joined up with a local cooperative to offer low-cost bicycle deliveries. Drawn & Quarterly’s bookshops in Montreal (Canada 🇨🇦) offer bicycle delivery, which is free of charge for orders over \$40. Also worth mentioning are the Lighthouse bookshop in Edinburgh, Scotland (United Kingdom 🇬🇧) and the Bücher Johann bookshop in Rosenheim (Germany 🇩🇪). The Les Nuits Blanches bookshop in Nantes (France 🇫🇷) receives its deliveries on electric cargo tricycles: distributors’ trucks deliver to a hub in the city’s outskirts and “last mile” deliveries are made using these tricycles. The bookshop also carries out most of its customer deliveries using cargo bikes.

3.2.2 Rail freight

It is generally nigh-on impossible for an independent bookshop to use rail freight. But it can be a viable solution for chains or associations of several bookshops.

HarperCollins US has been trialling rail delivery for some of its books since 2022, from its printing site to its distribution hub. The publisher calculates that each container transported by rail contains up to 46 pallets of books and saves 2 tons of CO₂ compared to road transport.

3.2.3 Reduce the frequency of orders from distributors

How often do you make orders from distributors? Many booksellers order books every day to renew supplies and fulfil customer orders. That cuts waiting time for customers, but does have an impact on the optimization of the supply chain. It is therefore not uncommon for booksellers to order the same book several times in a week. The frequency of orders is often dictated by the desire to offer a quality service and meet customer expectations in a highly competitive environment.

There are various strategies:

- Differentiate between urgent and non-urgent purchases, to group non-urgent orders and make fewer, but larger, orders;
- Try gradually reducing the number of orders per week.

These issues are often studied closely by national and regional booksellers’ associations, who can help you improve your purchasing practices.

Many of the booksellers we met, like Adam Hewson from the Sheen Bookshop (United Kingdom 🇬🇧), managing the order-delivery-return cycle is one of the key means of improving a bookshop’s ecological performance.



Example of a bookshop in the south of France

This bookshop surveyed its customers and around 200 responded. They were asked how long they would be prepared to wait for a delivery: 42% said the delivery time was not important, and 47% that they could wait five or more days. For these customers, delivery times were not the main factor in choosing the bookshop.

Question: How long would you be prepared to wait to receive your order at a bookshop?



The “new release pause” proposed by the French Association for the Ecology of Books (France 🇫🇷)

“With the support of booksellers, we are launching a research-action project to take back control of our working time through “pauses” on new releases.

Each bookshop is encouraged to organize pauses in the work carried out ahead of new releases. This does not mean working on better control of purchasing, but rather taking a deep breath and thinking differently about the books that are released.

...We hope this first trial will enable us to take back control of what is sold in our ‘independent’ bookshops and, in good humour, open constructive dialogue on these issues of deceleration between the various actors in the book sector – including readers, of course!

This project will run from January to June 2024”.

3.2.4 Reduce the frequency of deliveries from distributors

Did you know that American books in English are often sent from the United States to Europe by air? It is easy to imagine the carbon footprint of book shipping in this case.

The frequency of orders and that of deliveries are not always the same. Even if you make orders every day, you can choose to receive deliveries less often, helping to fill trucks better and reduce the number of journeys, as well as your delivery costs.

While this is difficult to organize in larger bookshops, which receive large quantities on a daily basis, it can be an interesting approach in medium and small bookshops, helping them to control the time spent on the logistics of delivery. Akademibokhandeln (Sweden 🇸🇪) has thus reduced the frequency of deliveries to its smaller shops, leading to lower CO₂ emissions and other pollution and cutting transport costs.

3.2.5 Grouping deliveries: the example of Prisme (France 🇫🇷)

CLIL is an association of booksellers and publishers that was created in France in 1990. It handles book shipping through a logistics platform called Prisme. This platform groups shipments to bookshops from publishers and distributors, as well as returns. Publishers send all orders to a single delivery point, and bookshops receive one delivery containing boxes from all publishers and distributors.

That cuts shipping costs and limits the environmental impact of delivery by optimizing the loading of trucks.

The Prisme platform handles 5 million parcels each year, or around 50,000 tons of goods.

3.2.6 Encourage staff and customers to decarbonize their bookshop journeys

In 2021, The Shift Project, a think tank, carried out a carbon footprint analysis of a French bookshop situated in a town with a population of 10,000. The study surveyed 160 customers and found that 45% came by car. Half of the customers had travelled only to visit the bookshop, while the other half had other shopping to do.

These journeys accounted for 12% of the bookshop's carbon footprint. The Shift Project concluded that *"For this bookshop, the average emissions of a customer journey are greater than those of all the goods transport required for the books purchased."*

Customer travel is therefore a key aspect when it comes to reducing a bookshop's environmental impact, even if it is not easy to encourage customers to use a different means of transport. Here are a few ideas:

- Communicate with customers to inform them of the bookshop's efforts and encourage them to take part by changing their habits;
- Create a dedicated section for cycling, with maps of cycle paths, books on cycle repairs and travel guides, for example;
- Offer a discount for customers who show a bus ticket or a cycle helmet;
- Improve arrangements for your cyclist customers by ensuring they have secure cycle parking.

Example: the Le Failler bookshop in Rennes (France 🇫🇷) offers a 5% discount for customers who show their public transport season tickets. The BookBar bookshop in Denver, Colorado (United States 🇺🇸) has installed cycle racks in front of the bookshop to encourage customers to come by bicycle. *"Beyond utilizing solar power as part of its goal to be kinder to the environment, Antigone Books (in Tucson, Arizona, United States 🇺🇸) has also installed an electric vehicle charging station and sells bus passes at no profit to encourage the use of public transport".*²⁵

You can also encourage staff members not to come by car, for example by:

- Covering part of their public transport costs;
- Organizing work schedules to reduce the number of journeys;
- Organizing challenges and car-free weeks within the team.

The Hoepli bookshop in Milan (Italy 🇮🇹) has negotiated a special rate with the city's public transport authorities for staff (around 100 people). The bookshop pays for part of the subscription, leaving a small share for staff to pay.

Bookshops that come to their customers

Certain bookshops have chosen to move around rather than have their customers come to them, particularly in areas where there are few bookshops.

For example, since 2004, the International Association of Francophone Booksellers (Association Internationale des Libraires Francophones, AILF) has organized the Caravane du Livre et de la Lecture.²⁶ This "Caravan", a cultural and literary initiative, has roamed sub-Saharan Africa and the Indian Ocean to offer African and Indian Ocean literature at special prices, as well as free cultural events.

There are also bicycle-based mobile bookshops like Librisottocasa in Milan (Italy 🇮🇹), which attends the city's markets, and William Crocodile, also in Milan, which offers books in French in front of the local French school twice a week.

Booksellers Hugh and Lisa Davies of Books and Prints in Lowestoft (United Kingdom 🇬🇧) have created a mobile bookshop to reach out to a broader clientele. *"When it came to taking our bookshop out to local events, it seemed a completely natural solution to custom build a mobile bookshop onto a bicycle trailer. ...Our Book-Bike is a unique one off environmentally friendly mobile bookshop designed and built here in Lowestoft in our own backyard from marine ply and super strength resin glue! ...We have helped spread the love of books at events organised by local charities, social enterprises and local councils."*²⁷

3.2.7 Develop short supply chains

The University of British Columbia bookshop works with local vendors providing Canadian-made products that reflect UBC's wider sustainability plan. Buying local not only supports the local economy, but also helps reduce greenhouse gas emissions and air pollution by reducing transport. The UBC Bookstore supports Student Entrepreneurs by showcasing and selling merchandise made by UBC students and alumni.

"We feel an obligation to be an ethical and responsible business and we do so by supporting other local businesses, including our local printers and sign-makers, banks, credit unions and co-ops, and the businesses of our customers, as well as our local schools, teachers, libraries and the arts... Our local farmer's market can be found in our parking lot every Saturday morning during the growing season. Buying local means less packaging, less transportation, and a smaller carbon footprint. Shopping in a local business district means less infrastructure, less maintenance, and more money to beautify your community."
Scout & Morgan Books in Cambridge, Minnesota (United States)²⁸

CHAPTER 4

DIGITAL SECTOR

4.1 Why?

The digital sector is estimated to represent around 4% of global greenhouse gas emissions – as much as civil aviation – and its emissions are growing fast.²⁹

Above and beyond greenhouse gas emissions, digital technologies have other impacts on our environment, including the exhaustion of natural resources (including metals), water and soil pollution, and energy consumption.

The impacts are split between:

- **Equipment:** it is tempting to have more, more powerful, larger, newer equipment and to replace it often, but the impact on climate change increases proportionately.
- **Use:** all this equipment consumes energy when it is switched on or on standby. But networks and data centres also consume vast amounts of energy. In France, the digital sector is estimated to account for 12% of national energy consumption.³⁰

Email represents only a (very) small share of bandwidth: large files, and particularly video streaming, have the greatest impact. Watching a ten-minute online video consumes as much electricity as a smartphone itself over ten days. In other words, the energy impact of watching the video is about 1,500 times greater than the smartphone's own consumption.


4.2 How?

4.2.1 Reduce the impact of your equipment

The first step is to limit purchases and replacement of equipment by asking yourself:

- If you think you could keep the current equipment longer, if necessary with repairs;
- If you really need this equipment, or if you could do without it;
- If you could purchase a smaller model (the environmental impact of screens is proportional to their size);
- If you could rent the equipment rather than purchasing it (reducing the risk of built-in obsolescence);
- If you could purchase second hand equipment;
- If you could choose equipment designed with environmental impact in mind and certified as such.

When you dispose of digital and electronic equipment, consider giving it a second life if possible by selling it on or donating it (even for parts). If neither is possible, make sure it is recycled appropriately.

The Basta bookshop in Lausanne (Switzerland ) has gone for a responsible technological investment: the software was developed by a volunteer from the association that supports the bookshop using FileMaker. The shop rarely invests in computer equipment. The aim is to keep the equipment working for as long as possible and not to give in to the trend of upgrades every two years.

4.2.2 Reduce the impact of digital communication

When it comes to communication, the production and hosting of media should be rationalized. Videos have a greater impact than emails when it comes to your carbon footprint. If you really want to share an interview or a video, try to keep it short and choose the right format: there is no point uploading videos in 4K when they are going to be watched on a tiny smartphone screen.

Of course, it is tempting to be on all platforms and social networks, but is it necessary? What is the real audience there? And for the social media you choose, use it responsibly: adapt image formats to make them as small as possible.

The Fahrenheit 451 bookshop in Geneva (Switzerland 🇨🇭) aims to limit its digital presence by posting the strict minimum on Facebook and Instagram. The Basta bookshop in Lausanne (again in Switzerland) has reduced its online presence to a minimum, with only an institutional website and no online sales. It has a small and limited presence on social media. Its institutional communication relies on paper flyers and emails.

It is also possible to reduce the impact of your website, such as by limiting the number and size of pictures. For example, the website of the publisher Wildproject (France 🇫🇷) was designed to be energy efficient. By default, the images of book covers are not displayed, although you can view them by hovering over them with the cursor. For the same reason, there are no embedded fonts. Viewing the site's homepage requires the download of only 38KB of data (the average size of a web page in 2020 was around 2,000KB). While the energy saving at individual level is tiny, it adds up to a significant amount collectively, with 200,000 views per month.³¹

4.2.3 Reduce the impact of your mailing list

Another important area is your newsletter. An estimated 333 billion emails were sent every day in 2022³² – 14 billion per hour. That uses considerable amounts of energy.

How many of your contacts never open the messages you send them? If your email marketing software offers this feature, clean out everyone who did not open the last 5, 10 or 20 emails. That will reduce your carbon footprint, lower the cost of your subscription, and improve your opening rate, which should reduce the risk of your emails being sent to spam.

4.2.4 Pick up your digital litter

Content on social media has a very short shelf life and soon becomes irrelevant. Content that is out of date can be deleted. Keep some recent posts, but delete announcements, photos and videos that are no longer needed.

Try to clear up your cloud storage and computer to remove large and unnecessary files. Look for example for draft documents and other temporary files. You are not going to need them again, and they clog up the storage space of your devices and speed up their obsolescence.

It is up to you how you want to organize this. Do you want to do it regularly? Then put it in your diary. Prefer to do it once a year? Then Digital Cleanup Day is for you.

Digital Cleanup Day

You have no doubt heard of world cleanup days for nature, during which teams of citizens gather to pick up rubbish on beaches, riversides and woods.

The Digital Cleanup Day works the same way, but for digital litter such as old files and social media posts. The initiative raises awareness of the environmental impact of the digital sector and takes place in March every year. The organizers provide participants free of charge with everything they need to organize a Cleanup Day, including webinars presenting the initiative and tutorials.

Increasing numbers of companies organize Cleanup Days for their staff. The Hachette France publisher, for example, has done so since 2022.

<https://www.digitalcleanupday.org>

CHAPTER 5

MANAGEMENT

5.1 Why?

All the above changes have an impact on how the bookshop works, can require financial investments and reorganization of certain business processes, and have an impact on purchasing policy. They therefore need to be conceived as part of the bookshop's wider development strategy.

Implementing such changes takes time and resources, requiring a team to be put together or certain persons to take on new tasks within the bookshop. This change needs to be steered to ensure the initiative is effective.

5.2 How?

5.2.1 Team training

Ecological practices are far from being central to bookseller training. It is difficult to be effective when you lack the necessary knowledge and skills. Training is therefore an essential first step before you put in place an action plan within your bookshop.

Depending on the country, there will be more or fewer options in this area. You could offer basic training in ecological issues and actions, thematic training in responsible use of digital technologies or sustainable communication, or more focused training in the ecological transformations of the book sector.

You can also view the reports and recordings of conferences and round tables, like this event organized by the Booksellers Association of the United Kingdom & Ireland: <https://youtu.be/oJESe1dScD4>

The Association also provides its members (only) with online video resources in a training portal on its website.



Climate Fresk

Climate Fresk is a game based on IPCC reports that seeks to raise awareness of the mechanisms of global warming. It has now been played by over a million people worldwide.

The game was created in France in 2015 and has been translated into 45 languages. It is played in more than 130 countries. Through a three-hour workshop based on a pack of cards, Climate Fresk aims to “get individuals on board in a constructive discussion”.

This fun collaborative workshop can be a good means of sparking an initiative within your organization.

There are now facilitators in a great many countries worldwide, and probably close to you.

<https://climatefresk.org>

5.2.2 Designate a champion

It may be useful to identify one or more people within your team to act as “champions” for environmental issues.

However, do make sure that the whole initiative you put in place does not rest on their shoulders alone. Every member of the team needs to be engaged in the changes to be made, and should feel accountable for their success.

The champion will above all be responsible for coordinating the initiative, ensuring its coherence, and identifying needs and obstacles so that the whole team can move forward together effectively.

5.2.3 Carry out an analysis

The first thing you need to know when you set a course is where you are starting from! An initial analysis can be carried out in various ways, depending on the type of bookshop and the available financial and human resources, for example. Here are a few ideas:

- Carry out a carbon footprint analysis: this is a long and expensive process, taking months and costing thousands, but it does provide an exhaustive and precise account of the main sources of greenhouse gas

emissions. A carbon footprint analysis also helps set reduction goals and identify means of achieving them. If you lack the time or resources for your own analysis, you could consult those by other bookshops, which should provide good ideas to get you going!

The Booksellers Association of the United Kingdom and Ireland has created a free online calculator to analyse your carbon footprint: <https://booksellerscalculator.org>.

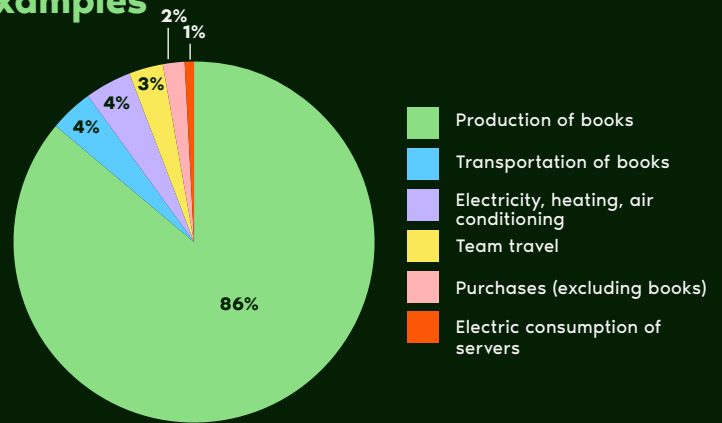
The calculations are based on British or Irish data, but remain useful to evaluate a bookshop’s impact, wherever it is. In addition to these estimates, the calculator suggests steps to reduce the bookshop’s carbon footprint.

The Association also provides financial support to bookshops that need it to take steps to reduce their emissions.

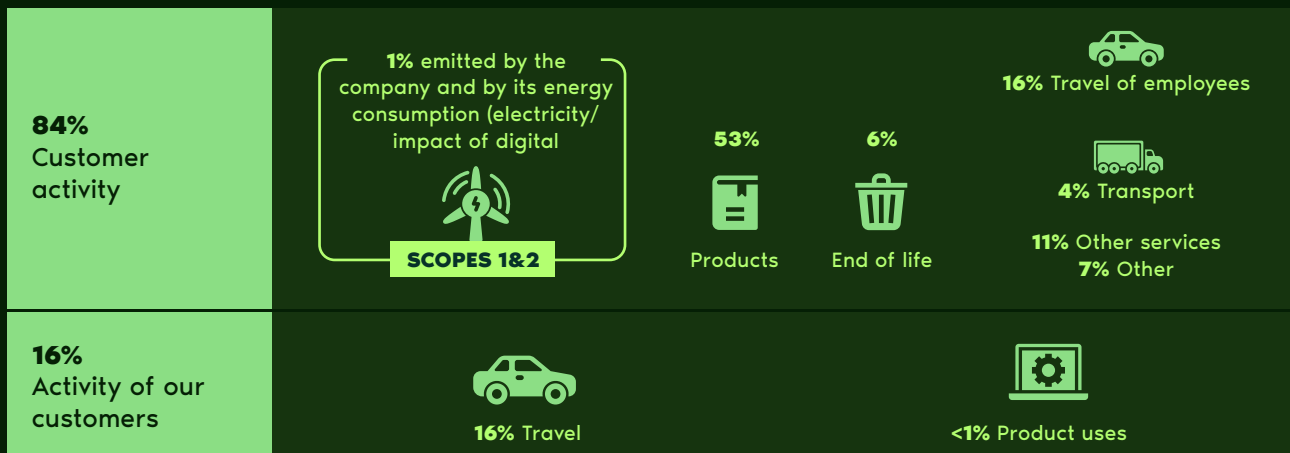
A few carbon footprint analysis examples

From one country to the next, the magnitudes are similar: book manufacture is the leading source of greenhouse gas emissions, followed by transport (of books, but also of bookshops' customers and staff).

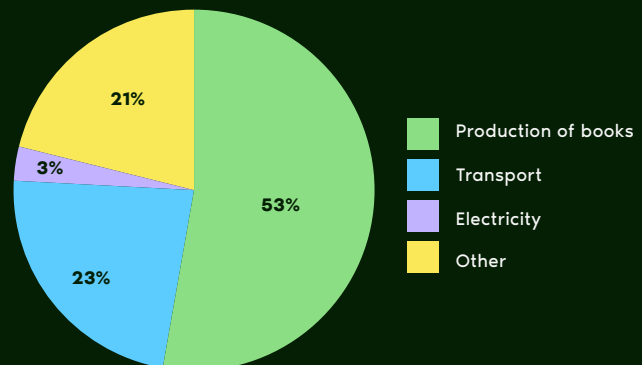
In Slovakia, the Martinus chain of bookshops has calculated that the vast majority of greenhouse gas emissions came from book manufacture, although customer journeys to its bookshops were not included in the analysis.



In France, the Cultura chain has also published its carbon footprint analysis, taking into account customer journeys, for several years. This analysis shows that they are a considerable source of emissions. This major share of customer travel is linked to the location of its shops in the outskirts of cities, where they are difficult to reach without a car.

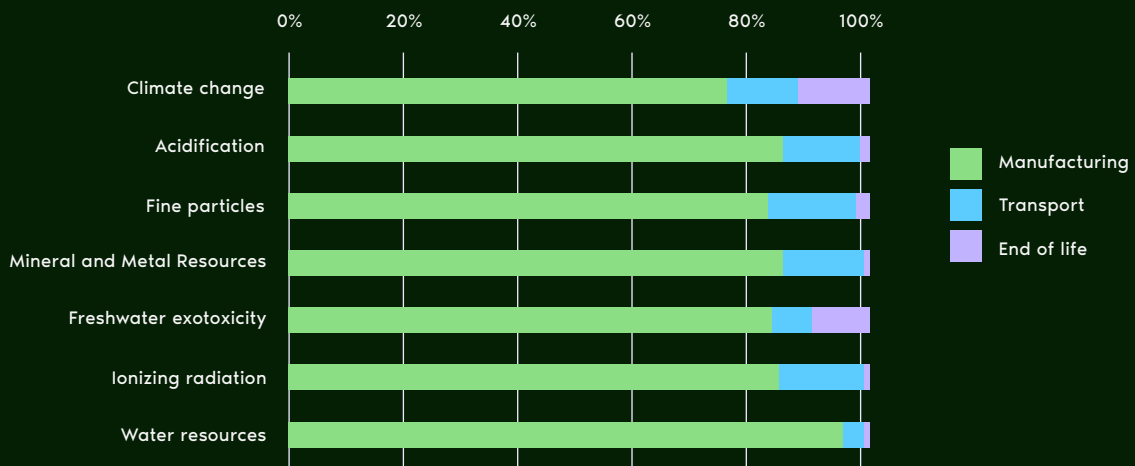


In Sweden, the Bokbranschens Klimatinitiativ (Book Industry Climate Initiative) estimated greenhouse gas emissions for the country's whole book industry in 2021. The emissions are distributed as follows:



And apart from greenhouse gas emissions?

In 2022, France's ADEME carried out a life cycle assessment for books, which clearly showed that, across all the criteria studied, it was their manufacturing that had the greatest impact. The criteria studied were climate change, acidification, fine particulate matter, mineral and metal resources, freshwater ecotoxicity, ionizing radiation and water resources.



5.2.3 Carry out an analysis continued

- Carry out an analytical tour of your bookshop: set aside a period of around two hours for the team to visit every nook and cranny of the shop and identify all the steps that have been or should be taken to reduce environmental impact.
- Lastly, you can choose to focus on a specific theme that is important to you. Identify one or more indicators (energy consumption in kWh, return rate, etc.) and look at how they have changed over a few years. Have things moved backward or forward? What is your goal? Share this quantified information with your team and track progression as regularly as possible.

The Folde bookshop in Dorset (United Kingdom 🇬🇧) tracks the company's carbon footprint every year.

*"In 2022, our carbon footprint was 12.43tCO₂e, a slight decrease from 2021 (12.93tCO₂e). We are net zero already for scopes 1 and 2, and are working towards reducing our scope 3 emissions. Scope 3 are emissions from our supply chain and the products and services we buy, our waste and recycling, water, shipping and travel."*³³

The Lesumer Lesezeit bookshop in Bremen (Germany 🇩🇪) launched a carbon neutrality drive in 2020.³⁴ At the 2022 Frankfurt Book Fair, the bookshop's efforts were presented in the context of the Klimaneutral Wirtschaften im Buchhandel (Climate Neutrality in Bookselling) project. The bookshop has made improvements on aspects including packaging, shop lighting, journeys to work and deliveries. The project is supported by the Börsenverein

des Deutschen Buchhandels (German Book Trade Federation). In 2020, Lesumer Lesezeit had already been declared “excellent” by the Deutschen Buchhandlungspreis (German Bookshop Awards), in part for its long-standing commitment to sustainability.

The Martinus bookshop (Slovakia 🇸🇰) has calculated the emissions reductions when it took several steps:

- Energy: 20% reduction in energy consumption and installation of solar panels, avoiding 26.7 tons of CO₂ emissions;
- Paper: ending of printed supplier invoices, smaller size of customer invoices, etc. Savings of 10 tons of CO₂;
- Shipping: use of electric vehicles, saving 3 tons of CO₂.

In total, these efforts have saved some 40 tons of CO₂ emissions annually, which is quite an achievement. However, Martinus has noted that those savings represent just 1% of its carbon footprint, which is essentially due to the manufacture of books.

The distributor CB, which is managed jointly by the Netherlands’ national publishers’ and booksellers’ associations, is working to put in place annual reporting for each member. Publishers and booksellers will receive an annual report of the carbon footprint due to outgoing and return shipping. The aim is to provide reliable information to allow everyone to take action. CB’s aims including reducing the return rate, even though this is relatively low in the Netherlands (around 6%).

The Swiss Booksellers and Publishers Association (SBVV) in German-speaking Switzerland has produced a simple checklist³⁵ to help booksellers quickly take stock of their environmental actions (another list is available for publishers). Very practical frameworks like this have been produced by many regional and national associations.

5.2.4 Work with stakeholders

Bookshops cannot successfully implement environmental action plans without cooperating with all their stakeholders.

To start with, it is useful to inform them of your desire to launch an ecological transition initiative. It is a good idea to consult with them as early as possible. They will no doubt have ideas and resources to share. If not, your questions may arouse interest.

Your bookshop team and colleagues are obviously essential! They need to understand what is behind the bookshop’s efforts, to be informed of the analysis and goals, to know who is leading the initiative and to be aware of their own responsibilities. They will no doubt have suggestions.

It is essential to involve **publishers**, as a very large share of a bookshop’s environmental impact is linked to book manufacturing. Do you know any publishers in your country that are making efforts? Some may design books to be eco-friendly, print them locally, not pulp unsold books, or strive to reduce overproduction. How could you support them in their efforts?

Logistics services are also important. Can delivery rounds be reduced? What vehicles are they using?

Authors may be keen to get involved, and they have a lot of influence. They can influence publishers, readers and the media. You could get in touch to make their bookshop appearances for signings and readings environmentally friendly: perhaps they could take the train rather than flying, or use public transport or a bicycle rather than catching a taxi? Could they visit other bookshops nearby too in order to cut back on journeys?

Relations with **customers** are essential for bookshops. Getting them on board with your ecological initiatives can help strengthen that relationship. You can inform them of the efforts you want to make, as well as asking them for their expectations and suggestions.

In Sweden, the Bokusgruppen group surveyed its customers and staff in 2021.

“A web survey was sent out to a representative sample of 30,000 registered Bokusgruppen customers and 10,000 of Akademibokhandeln’s customers. The recipients were asked to rank sustainability areas and identify any missing areas based on their expectations of the company. All responses were anonymous. When asked how important the issue of sustainability is, both customers and employees rated it as 8 on a 10-point scale. Customers and employees had high demands for the Bokusgruppen group to be at the forefront of the sustainability issue, not least because of the size of the company. Customers wanted to see more information and communication about the sustainability work in the company”.

Launching an ecological initiative takes time, energy and money. To make your life easier, work with **colleagues in other bookstores**. You might get support and good ideas, and be able to pool certain efforts. It is very motivating to realize that you are not the only one trying to bring change! Your regional associations may already be addressing environmental issues and offer various trade events to work together. Is your bookshop taking part? Are you represented? You could certainly come away with some new ideas and practices to implement, and promote joint efforts with other bookshops: collective action is a powerful driver of change.

The ecological transition will require comprehensive collective action, beyond individual efforts, which is where **the book sector's institutions**, like government ministries, unions, federations and associations, come in. If you are already part of an organization, make sure environmental issues are on the agenda, prioritized and addressed in specific working groups. You could also help raise awareness of their initiatives around you. These may include trade events, research and training activities, and grants and financial support for transitions, for example. Boost their visibility and get other booksellers on board!

"In UK, a new Sustainability Industry Forum connects the Independent Publishers Guild and five other trade organisations: the Association of Authors' Agents, Booksellers Association, Book Industry Communication, Publishers Association and Society of Authors. It's the first time that these six associations have collaborated in this way, which helps everyone to accelerate improvements and demonstrate commitments to change. The Forum meets quarterly."

5.2.5 Adopt a charter

Drafting and adopting a charter can be a good means of sharing your commitments. It can be a very simple document. The aim is to recall the bookshop's values and how they are upheld every day.

"In 2019, The Booksellers Association of the U.K. and Ireland (BA) launched its 'Green Bookselling: A Manifesto for the BA, Booksellers and the Book Industry.'³⁶ ...The Green Manifesto is based on three principles..." and a commitment.

Principles:

"The need for change to help prevent further environmental decline is urgent and permanent. There is much that individuals and organisations can do. There is much that the UK book supply chain can do"

Commitment:

"The BA is committed to reducing waste and environmentally damaging practices within the association, within our membership and throughout the supply chain."

The Les Recyclables bookshop in Geneva (Switzerland 🇨🇭) adopted a sustainable development charter in 2004. The bookshop, which sells recent second hand books in excellent condition, was awarded the canton's sustainable development prize in 2005.³⁷

Although it does not have a charter, the Basta bookshop in Lausanne (Switzerland 🇨🇭) has taken ecological steps that are highly consensual and integral to its project. This consensus is enshrined in the founding deed of the cooperative.

5.2.6 Take advantage of quality certifications

If the bookshop is in a quality or certification process, it can be an opportunity to put in place sustainable policies recommended by the specifications. The Hoepli bookshop in Milan (Italy 🇮🇹), for example, built on the 231 Model³⁸ to reflect holistically on the ethics of the bookshop and introduce an ecological dimension that is not necessarily enshrined in the text.

Any managerial initiative can contribute to reflection on sustainable practices and their improvement.

CHAPTER 6

CUSTOMER AWARENESS

6.1 Why?

Your ecological choices can have an impact on your customers and their relationship with the bookshop, so it is important to explain your decisions.

Bookshops are major drivers of critical thinking, utopianism and imagination for tomorrow's world. You can play major role in the exchange of ideas. The principles of this last part can be summed up by the goal of better accompanying your changes to bring meaning and spread your ideas.

6.2 How?

6.2.1 Develop a thematic section

How are environmental issues represented in the books you sell? Many books published recently address themes like climate change, pollution and biodiversity and have aroused reader interest, including essays and documents, ecofiction, graphic novels and youth literature. Above and beyond theoretical knowledge, these issues can be addressed through many everyday themes. For example, you could offer practical books on vegetarian cooking, vegetable growing and permaculture, zero waste family life, cycle tourism and train travel.

The Northshire Bookstore in Manchester, Vermont (United States ) offers a wide range of books on climate change and hosts meetings and education sessions. It has for example hosted author and environmental activist Bill McKibben.³⁹

Northshire carries a wide selection of books on climate change and hosts education sessions, including previous events with author and environmental activist Bill McKibben.



6.2.2 Create environment-focused table and window displays

You could showcase selections of books on environmental issues in light of current events and international days. Each region also has its own calendar of events and thematic weeks. Booksellers are creative and know how to highlight and promote books. This can also be an opportunity to mix genres, such as novels and humanities, for example.

Here are a few examples of international days related to the environment:

3 March	World Wildlife Day
21 March	International Day of Forests
22 March	World Water Day
22 April	International Mother Earth Day
20 May	World Bee Day
3 June	World Bicycle Day
5 June	World Environment Day
8 June	World Oceans Day
17 June	World Day to Combat Desertification and Drought
18 June	Sustainable Gastronomy Day
7 September	International Day of Clean Air for Blue Skies
16 September	International Day for the Preservation of the Ozone Layer
5 December	World Soil Day

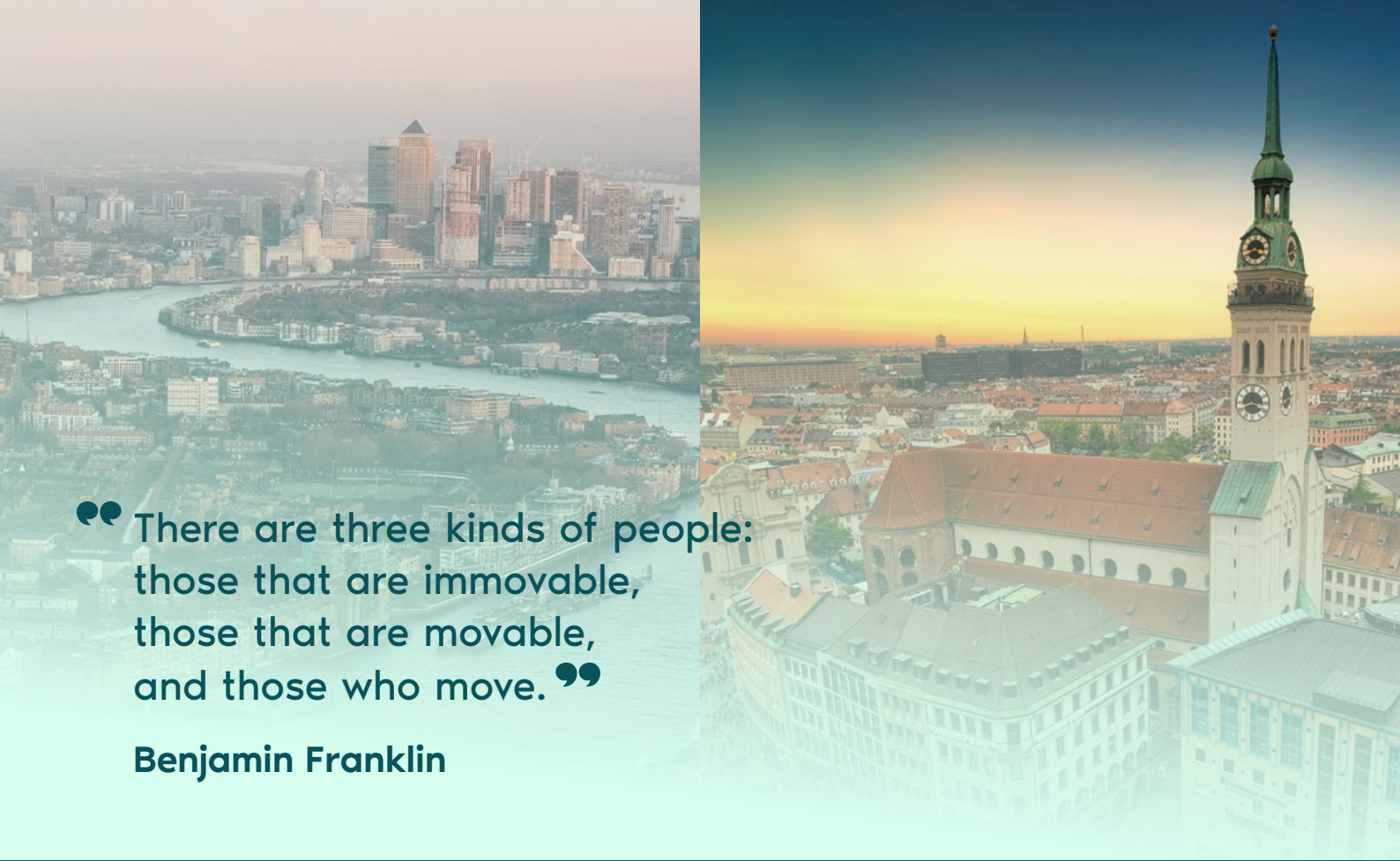
6.2.3 Communication and customer engagement

Remember to inform your customers of your commitments and actions, such as through posters in your shop, newsletters and website. You can also share the campaigns of your regional or national booksellers' association.

The Les Oiseaux Livres bookshop in Saint-Yrieix-la-Perche (France 🇫🇷) publishes a list of Christmas recommendations. For each book, a colour code indicates whether it is produced in France, Europe or elsewhere – highlighting publishers' choices!

Do you want to get rid of plastic bags, change your wrapping paper or cut back on merchandise? These choices will be better accepted if you explain them to your customers.

It is not always easy to communicate around these subjects and you have to strike the right note and find the right words and posture to engage with customers. A team meeting can help shape your strategy for engaging with customers on this issue.



“ There are three kinds of people: those that are immovable, those that are movable, and those who move. ”

Benjamin Franklin

CONCLUSION

So now what? By the time this report is finished, some of the data will be obsolete and booksellers will have come up with new practices and actions. New subjects are emerging, like green finance. Feel free to get in touch if you find any mistakes or inaccuracies, or better still, to help enrich this first international effort to identify and share best practices for the sustainable development of bookshops.

We conceived this document as a practical guide for action. Use it however you want!

Of course, as we underlined in the introduction, booksellers cannot resolve all the problems in the book sector, many of which stem from higher up in the chain.

Your bookshop is unique, and we know many factors make it complicated to transpose innovations from one country to another, given the different cultural contexts, laws, economies and competition.



But it is possible to get on board now and influence change, at your own level.

Collective momentum at regional, national and European level is a driver for improving practices. That is the whole point of the EIBF's RISE Bookselling project. In very practical terms, bookshops very near you are already taking action. Your professional associations, which can provide vast resources on these subjects, are there to help. It is up to you to imagine how to build on this

document through working groups, training, workshops, exchanges of experience and other initiatives. The self-assessment table (on page viii) is a starting point and not an end in itself.

We hope our work will have inspired you and left you ready to write the next pages!

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ANNEXES

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Hachette France

Independent Publishers Guild (United Kingdom)

CB distributor (Netherlands)

Buchzentrum AG distributor (Switzerland)

Booksellers Association of the United Kingdom and Ireland

List of bookshops mentioned in the report

1. Gréfine (France)
2. Lesumer Lesezeit (Bremen, Germany)
3. MainStreet BookEnds (Warner, New Hampshire, United States)
4. Gold Rush Bookstore (Canada)
5. Les Lisières (Villeneuve-d'Ascq, France)
6. Au Temps Retrouvé (Villard-de-Lans, France)
7. Thalia (Nuremberg, Germany)
8. Cultura (France)
9. Mollat (Bordeaux, France)
10. Pantagruel (Marseille, France)
11. Thiemers (Copenhagen, Denmark)
12. Le Rideau Rouge (Paris, France)
13. Books with a Past (Maryland, United States)
14. Akademibokhandeln (Sweden)
15. World of Books (United Kingdom)
16. Wild Rumpus Books (Minneapolis, Minnesota, United States)
17. BookBar (Denver, Colorado, United States)
18. Basta (Lausanne, Switzerland)
19. William Crocodile (Milan, Italy)
20. L'Armitière (Rouen, France)
21. Les Recyclables (Geneva, Switzerland)
22. Librairie Française (Munich, Germany)
23. Actes Sud (Arles, France)
24. Les Nuits Blanches (Nantes, France)
25. Le Failler (Rennes, France)
26. Antigone Books (Tucson, Arizona, USA)
27. Caravane du Livre et de la Lecture (AILF – Africa and Pacific Ocean)
28. Librisottocasa (Milan, Italy)
29. Books and Prints (Lowestoft, United Kingdom)
30. Fahrenheit 451 (Geneva, Suisse)
31. Les Oiseaux Livres (Saint-Yrieix-la-Perche, France)
32. Northshire Bookstore (Manchester, Vermont, USA)
33. Folde (Dorset, United Kingdom)
34. Snob (Lisbon, Portugal)
35. Marcial Pons (Madrid, Spain)
36. Village Books (Dulwich, United Kingdom)
37. Bookshop Bivar (Lisbon, Portugal)
38. La Buena Vida (Madrid, Spain)
39. La Fabulosa (Madrid, Spain)
40. Sheen Bookshop (London, United Kingdom)
41. Martinus (Slovakia)
42. UBC Bookstore (Canada)
43. Hoepli (Milan, Italy)
44. Norli (Oslo, Norway)
45. Always Here Bookstore (Portland, Oregon, United States)
46. Chorlton Bookshop (Chorlton, United Kingdom)
47. Drawn & Quarterly (Montreal, Canada)
48. Lighthouse (Edinburgh, Scotland)
49. Bücher Johann (Rosenheim, Germany)

ENDNOTES

- ¹ Collective work, *Le livre est-il écologique ?*, *Matières, Artisans, Fictions* (Is a Book Environmentally Friendly? Materials, Craftspeople, Fictions), Éditions Wild Project, 2020, 112p.
- ² Miège B., Bouquillion P., Mœglin P. (2013). *L'industrialisation des biens symboliques. Les industries créatives en regard des industries culturelles* (Industrialization of Symbolic Goods. Creative Industries and Cultural Industries), Presses Universitaires de Grenoble, 218p.
- ³ An indicative list of works, studies and reports is available in the bibliography.
- ⁴ ADEME 2022, *Evaluation de l'impact environnemental de la digitalisation des services culturels* (Evaluation of the environmental impact of digitizing cultural services).
- ⁵ <https://risebookselling.eu/about>
- ⁶ <https://www.europarl.europa.eu/news/en/headlines/society/20221128STO58002/energy-saving-eu-action-to-reduce-energy-consumption>.
- ⁷ <https://www.europarl.europa.eu/news/en/press-room/20220909IPR40134/parliament-backs-boost-for-renewables-use-and-energy-savings>.
- ⁸ <https://www.hde-klimaschutzoffensive.de/de/energie-sparen/lesumer-lesezeit-eine-buchhandlung-wird-klimaneutral>.
- ⁹ Product references: <https://eu.hsm.eu/en/packaging/packaging-machines/491/hsm-profipack-c400>.
Demonstration video:
https://www.linkedin.com/posts/adrien-kieronczyk-946553219_environment-rse-bordeaux-activity-7017026374708121600-zAdN.
- ¹⁰ <https://www.wob.com/en-gb/about-us%2Fcirculair>
- ¹¹ <https://www.foldedorset.com/sustainability>.
- ¹² <https://www.bookweb.org/news/booksellers-focus-implementing-eco-conscious-practices-36417>.
- ¹³ <https://europeanbooksellers.eu/press/new-research-paper-book-returns-published-through-eibf-project-rise-bookselling>.
- ¹⁴ <https://actualitte.com/article/114611/librairie/ecologie-face-a-la-surproduction-en-librairie-treves-de-plaisanteries>.
- ¹⁵ Detailed information is also available in the EIBF study on returns.
- ¹⁶ <https://www.norli.no/samfunnsansvar-barekraft/barekraft>
- ¹⁷ [https://williamcrocodile.com/fr-fr/products/abonnement?variant=.](https://williamcrocodile.com/fr-fr/products/abonnement?variant=)
- ¹⁸ See below: “Management” – “Carry out an analysis”.
- ¹⁹ <https://www.who.int/teams/environment-climate-change-and-health/air-quality-and-health/health-impacts/types-of-pollutants> ou [https://www.who.int/fr/news-room/fact-sheets/detail/ambient-\(outdoor\)-air-quality-and-health](https://www.who.int/fr/news-room/fact-sheets/detail/ambient-(outdoor)-air-quality-and-health) : these articles all underline a difference between “air pollution” (6,7 millions of deaths), “ambient air pollution” (4,2 millions) and “inside air pollution” (3,2 millions).
- ²⁰ Schade, W. « Le bruit du transport : un défi pour la mobilité durable » (Transport Noise: A Challenge for Sustainable Mobility), *Revue internationale des sciences sociales*, 2003/2 (no. 176), pp. 311-328. DOI: 10.3917/riss.176.0311. URL: <https://www.cairn.info/revue-internationale-des-sciences-sociales-2003-2-page-311.htm>.
- ²¹ This figure of 4,900g is far higher than data from other countries: a Swedish study indicates around 650g CO₂e/book, while in France emissions stand at around 1.1kg.

- ²² <https://www.independentpublishersguild.com/Common/Uploaded%20files/IPG%20document%20library/IPG%20document%20library/Book%20Journeys%20Project%20Summary%20November%202021.pdf>
- ²³ <https://www.thebookseller.com/news/harpercollins-trials-trains-to-deliver-books>
- ²⁴ contact@ecologiedulivre.org
- ²⁵ <https://www.bookweb.org/news/solar-initiatives-success-two-indie-bookstores>
- ²⁶ <https://www.librairesfrancophones.org/nos-actions/caravanes-du-livre-et-de-la-lecture.html>
- ²⁷ <https://folkfeatures.co.uk/a-bookshop-on-a-bike>
- ²⁸ <https://scoutandmorganbooks.com>
- ²⁹ <https://theshiftproject.org/en/article/unsustainable-use-online-video>
- ³⁰ <https://www.notre-environnement.gouv.fr/rapport-sur-l-etat-de-l-environnement/themes-ree/pressions-exercees-par-les-modes-de-production-et-de-consommation/prelevements-de-ressources-naturelles/energie/article/numerique-et-consommation-energetique>
- ³¹ <https://wildproject.org/la-maison#le-site-web>
- ³² <https://fr.statista.com/statistiques/583905/nombre-d-e-mails-par-jour-dans-le-monde--2019>
- ³³ <https://www.foldedorset.com/sustainability>
- ³⁴ See <https://www.hde-klimaschutzoffensive.de/de/energie-sparen/lesumer-lesezeit-eine-buchhandlung-wird-klimaneutral> and <https://lesumer-lesezeit.buchhandlung.de/shop>
- ³⁵ Available on request: <https://www.sbv.ch>
- ³⁶ https://www.booksellers.org.uk/BookSellers/media/Booksellers/2022_Sustainable-Bookselling-Manifesto_v03_1.pdf
- ³⁷ <https://www.recyclables.ch/uploads/uploads/Charte%20Mangeat%20version%202%20finale.pdf>
- ³⁸ The 231 Model comes from a 2001 Legislative Decree that sets down compliance conditions for Italian companies. More information here: <https://lepetitjournal.com/milan/actualites/italie-les-bienfaits-de-la-conformite-grace-au-modele-231-232907>
- ³⁹ <https://www.bookweb.org/news/booksellers-focus-implementing-eco-conscious-practices-36417>



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