

# EU Read Biodiversity and Sustainability in Children's Reading

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Proposition  
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# The climate and environmental crisis is one of the most significant challenges facing us all

BookTrust are committed to the reduction of local, national and global environmental damage and **developing more sustainable solutions in our work** with families across England, Wales and Northern Ireland

We **embed environmental thinking in what we do**, from operations and logistics, to considering how creation, programming and partnerships can help support our commitment

We have formed an **Environmental and Sustainability Group** across functions linked to our key work streams and we will be working with June O' Sullivan as Lead Trustee

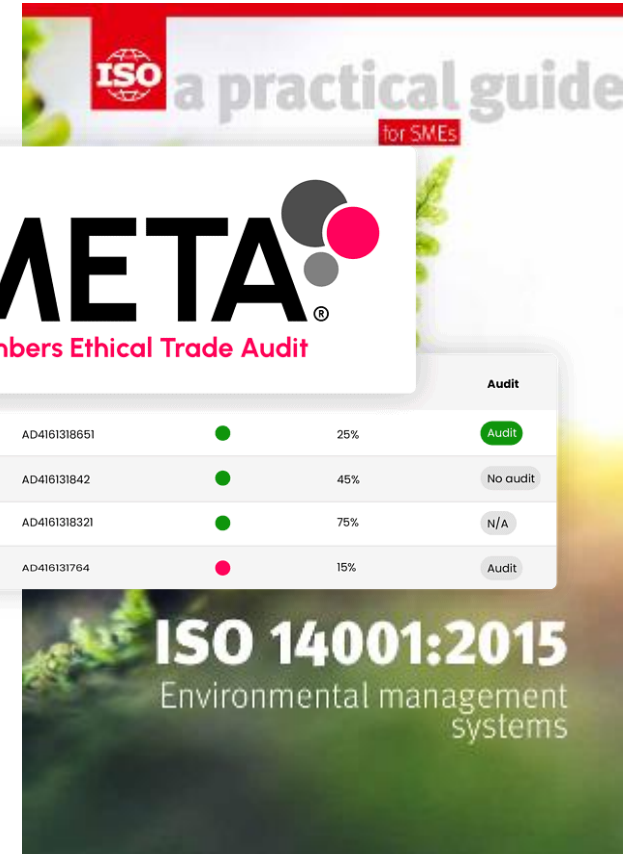


# Supply Chain Resource Selection

- **Capability** – provide specification
- **Cost** – raw materials, components & finished products
- **Accreditations**

ISO 14001 SEDEX

Eco Vadis Ecologi Environmental



# Supply Chain Production and Shipping

- **FSC certified paper** – we only use Forest Stewardship Council certified paper
- **Non-toxic vegetable ink** is used in our products
- **Recycled** – we used recycled plastic content where possible
- **Recyclable** – we use recyclable material in our resources
- **Reduced** – we look to reduce printed materials
- **Materials** – resources evolve for example from a cotton bag to a rPET bag (recycled plastic bottles) to a card envelope
- **Shipping** – maximise container fill



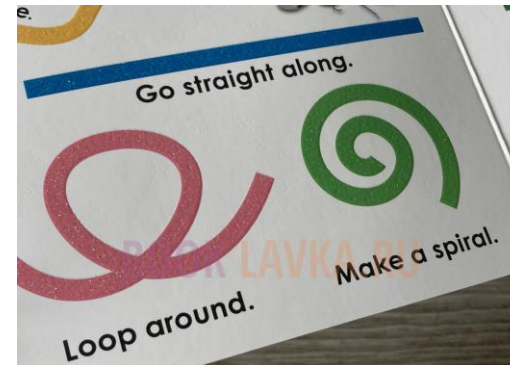
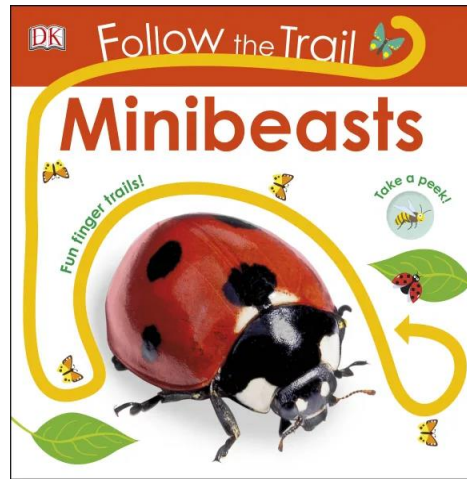
# Warehousing & Distribution

- **Packaging** – our warehouse provider has reviewed materials to ensure they are the most environmentally friendly options
- **Waste** – this is segregated and removed by a waste removal company for recycling where possible
- **Energy** – LED lighting; motion sensors; electric charging
- **Consolidation** – of parcels and deliveries



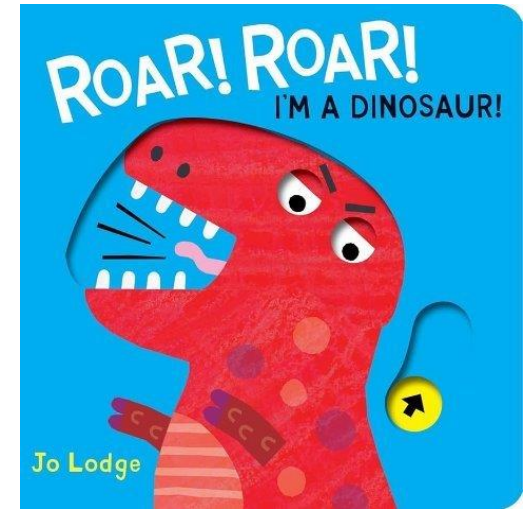
# Book Selection & Purchasing

- It is a requirement that all books procured by BookTrust are printed on FSC certified paper but there has never been a case where the publisher is not doing this anyway.
- Publishers are moving away from finishes that are not environmentally friendly, such as glitter, and we are working with them to find replacement finishes that work as well for our target audience.



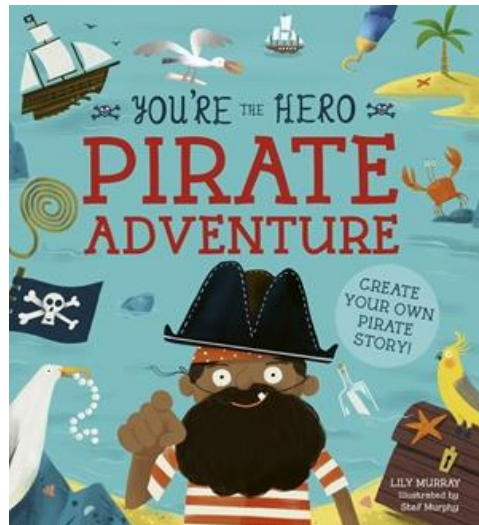
# Book Selection & Purchasing

- Most of the colour books we purchase are printed in China, which is still standard in the UK publishing industry as European and UK based printers do not have the capacity for the volumes or ability to hand-make novelty books and cannot compete on price even allowing for no shipping costs.
- We calculate quantities required for each programme very accurately to avoid excess stock; and if there is any excess stock we donate that to other children's reading charities to avoid waste.
- However, when budget allows, we do support publishers to print picture books in the UK and there are now a couple of printers that can do this, one in the South of England and one in Scotland. Some publishers are printing colour-illustrated fiction in Europe and again, we support this when budget allows.



# Publisher Innovation

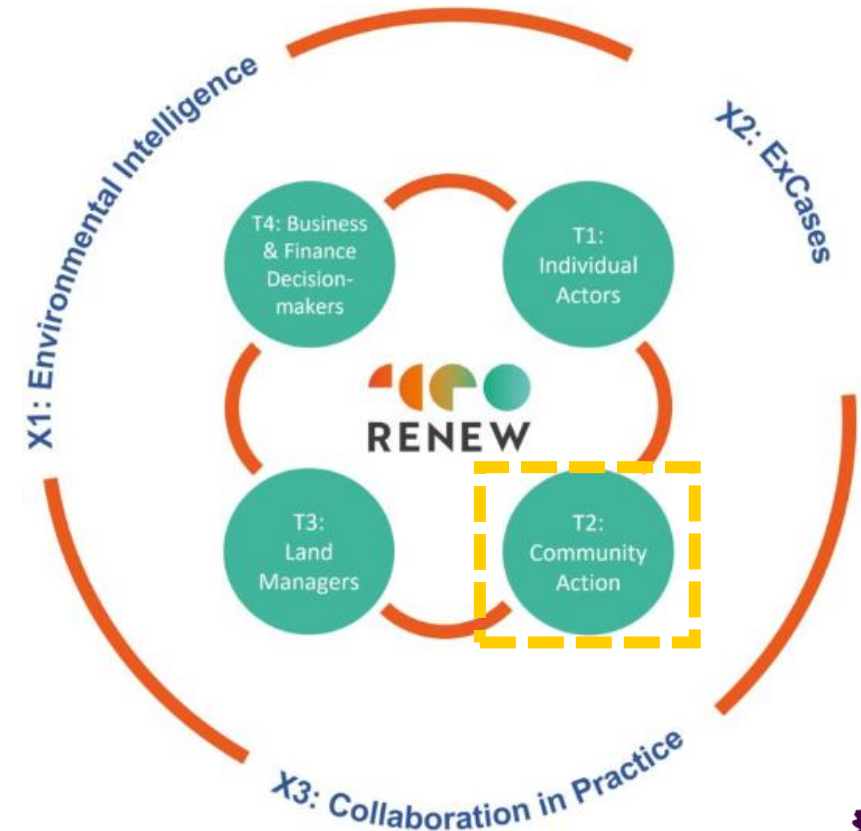
- Ivy Kids brings you beautiful, sustainably printed books to rewild your child. Our books include hopeful, joyful stories about nature and the environment, as well as nonfiction and activity titles that help foster a deep connection with the living world. The Ivy Kids list is planet-friendly, with all of its titles printed on 100% post-consumer recycled paper, locally to where they will be sold.



# BookTrust's External Partnerships, RENEW

RENEW is a five-year partnership programme from the University of Exeter and National Trust **bringing together wide-ranging research and partnership expertise with environmental and community intelligence** to create sustainable solutions for the loss of biodiversity

Our work with RENEW forms part of the **Community Action** pillar, and **aims to find ways to engage members of the public in biodiversity renewal**; like families in our target audience

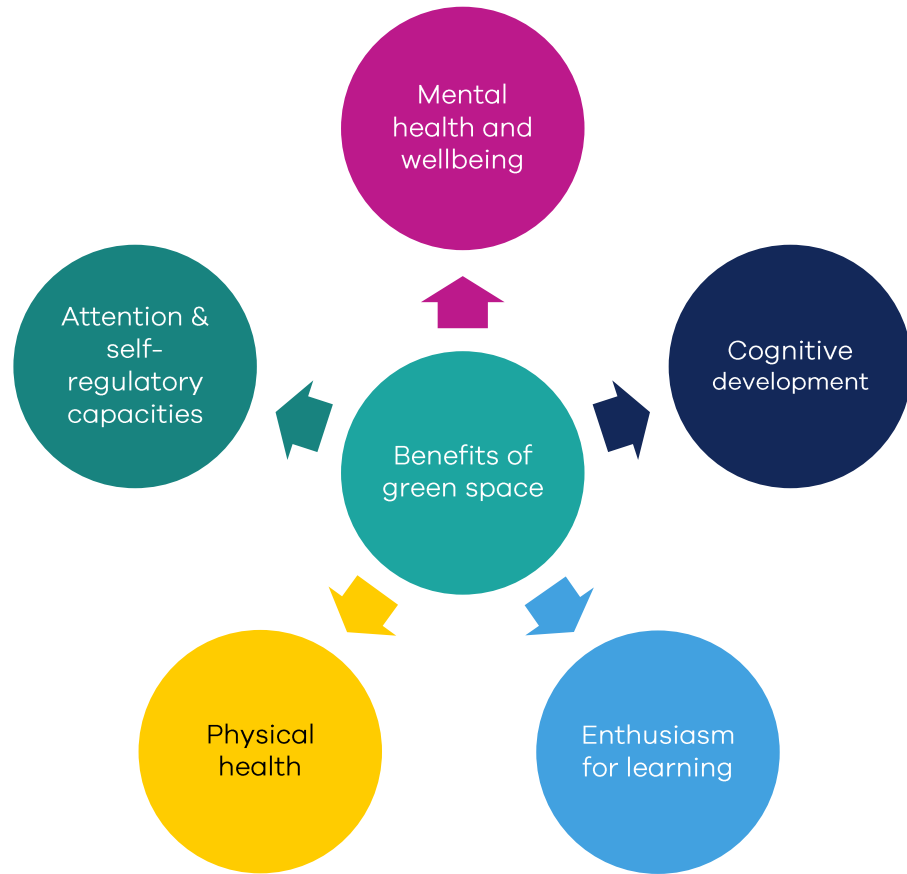


University  
of Exeter



# Our research shows that low-income families have greater challenge in accessing green space due to time and cost barriers

These families also tell us that they prefer stories that they can relate to and see characters who live lives like theirs



**73%**

of low-income families with a child aged 0-7 tell us going outside is one of their **favourite** activities to do together

**75%**

of low-income families with a child aged 0-7 say being outdoors is **important** to them as a family\*



# BookTrust's work with RENEW over the past year has been inspiring and energetic!

**Biodiversity Storytelling Summit #1, Kew Gardens**



**Biodiversity Parliament, National Trust HQ Swindon**



**Meet the scientist's webinar, Story Support Programme**



**Publishing Industry 101 webinar, Story Support Programme**



**Biodiversity Storytelling Summit #2, The Whitworth Gallery**



# Sustainability and the environment is present in the development of our 2025-2030 organisational strategy

Work with suppliers to use sustainable and environmentally friendly materials and **continue to look at possible alternative resources to engage recipients**

**Create a new collection of great biodiversity rich books for the Early Years** and incorporate them into our work with low-income families and partners

**Work with publishers to bring books printed in a sustainable and environmentally-friendly way** to our audiences – and all books, not just those with a biodiversity or non-fiction subject

# Thank you

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