

Initial Conclusion

a) For printing paper

The project aims at offering applicable sustainability criteria. Analysis revealed that the German environmental label Blue Angel (Blauer Engel RAL-UZ 72) already shows extensive agreement with the requirements for sustainable paper production laid out above and could easily incorporate further sustainability subjects. There may be cases in which recycled paper certified with the German Blue Angel is not available or not suitable for the production of a specific print product. From a current perspective, in such cases only printing paper bearing the FSC label, along with the Nordic Ecolabel, would be a sustainable alternative. This regards the content of recycled fibre and the origin of fresh fibre deriving from certified sustainable forest management. A few types of paper produced by Danish and French manufacturers already carry the dual certification FSC and Nordic Ecolabel.

b) For printing processes

Printed products bearing the Nordic Ecolabelling of Printing Companies and the Austrian environmental label RL 24 currently comply with the above named sustainability criteria to the greatest extent. We recommend to expand the criteria of those labels to include the stringent paper requirements set forth by the German Blue Angel and the FSC certification as part of the next regular revision process of these environmental labels. Another possible option is the development of a German Blue Angel on printed matter combining the requirements of RAL-UZ 72 with requirements for printers as laid out in the Nordic Ecolabel or the Austrian environmental label RL 24.



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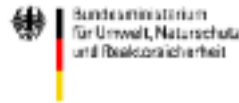
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For further information (in German) see

www.nachhaltig-publizieren.de



The project is being carried out under commission from the Federal Environment Agency (UBA), within the framework of the environmental research plan (Umweltforschungsplan; Förderkennzeichen (funding code) 3711 94 338), and receives federal funding.



Printed on Recstar polar, 150g, certified pursuant to RAL UZ 14 – Blue Angel, with mineral-oil-free, low-emissions scale inks from Jäneke + Schneemann, carbon offset for emissions from production.



We thank Druckkollektiv GmbH in Gießen for printing this leaflet.



Greener Pages



Environmental Challenges

The publishing industry is affected by climate change and scarce resources the same way any other business sector is. And yet, very few publishing houses are aware of their ecological footprints. Most publishing companies still hesitate to implement environmental improvements – even though environmentally benign solutions are available in the various stages of the value chain. Multiple opportunities enable the green potential of publishing. They tend to be even financially attractive. Up to now, no specific practical guidance to sustainability standards within the publishing sector was available. This is about to change.

Project Objectives

The project »Sustainable publishing – new environmental standards for the publishing industry« (»Nachhaltig Publizieren – Neue Umweltstandards für die Verlagsbranche«) aims at developing new, application-ready standards and making them available to the entire industry via efficient communication. In order to achieve this, industry-specific standards for sustainable publishing have been compiled, documented and investigated against the background of suitability and practicability. This project was initiated by the publisher oekom verlag. It is funded by the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU).

The project identifies options of specific practical relevance to publishing companies' requirements, with a view to making the industry greener. The possibilities for such improvements are enormous.

The results of the project will be presented at the Frankfurt Book Fair 2012 as part of the forum on »Production in Publishing« (»Forum Verlagsherstellung«) and within the special exhibition area for »Green Publishing« organised by the Frankfurt Book Fair. The final sustainability standards will be summarised and presented in a brochure.

Project Partners

The project will run until the end of 2012. It is managed by the publisher oekom verlag cooperating with the scientific partners Institute for Ecological Economy Research (IOEW) and ifeu – Institute for Energy and Environmental Research Heidelberg as well as the Federal Environment Agency (UBA) and Frankfurt Book Fair.

Sustainability Standards

Currently, in Europe no comprehensive and ambitious set of sustainability requirements for printing papers and printing processes is in place that is actually met by companies. Even the current version of the EU Ecolabel for printed products is considered inadequate by the scientific partners of the project. Taking account of existing environmental certifications, guidelines and initiatives, the project has developed the sustainability criteria outlined below for paper production and printing processes. The criteria were discussed in a multi-stakeholder approach in designated workshops.

a) Criteria for printing paper

1. Preserving resources: **Use of recycled fibre, instead of fresh fibre**, helps protect forests by reducing wood use, and also reduces water and energy consumption.
2. All fresh fibres in mixed papers must be produced via **sustainable forest management practices**.
3. a) The key criteria for sustainable paper production include **minimised consumption of fossil fuels and production water** throughout the entire life cycle of the printing papers used.
3. b) **Use of chemicals and materials**: Printing paper is not to be produced with environmentally harmful chemicals. **Paper from illegal sources** (such as tropical hardwoods) **is not sustainable** and therefore shall not be allowed.
4. **Suitability**: Paper products must be of suitable quality for their intended use.
5. A **certified environmental management system** pursuant to EMAS or ISO 14001 must be in place.
6. Important aspects pertaining to the credibility of environmental certification schemes referred to include transparent criteria for certification and testing, **independent internal and external audits and regular revision of standards**.
7. Sustainable products preferably rely on **regional substance streams** and require **minimal transport**.
8. All materials used in the paper value chain must be **demonstrably free of genetically modified organisms**.

Please direct any remarks regarding the sustainability criteria for printing paper to Mr. Achim Schorb (achim.schorb@ifeu.de).

b) Criteria for printing processes

1. Solvent **emissions from printing processes** and from cleaning of presses etc. **should be minimised** focussing on the prevention and reduction of ozone formation as a result of VOC emissions.
2. **Use of ecologically and potentially health-harming ingredients and compounds has to be minimised**. This applies to the composition of printing inks, washing and drying agents, cleaners, dampening solution additives, solvents and to processes of printing plate production.
3. **The printing inks used have to be recyclable/deinkable** meaning that vegetable/water-based printing inks have to be documented as not creating problems in the recycling process in accordance with test method INGEDE 11 »Assessing the Recyclability of Printed Products – Deinkability Test«.
4. **In offset printing, vegetable-oil-based inks should be preferred over mineral-oil-based inks** aiming at a sustainable closed-cycle economy that preserves scarce resources and supports the use of renewable sources and materials.
5. All substances used in printing processes must be **demonstrably free of genetically modified ingredients/parts**.
6. Energy must be used as efficiently as possible (**energy efficiency**). **Overall energy consumption** – and especially energy consumption in printing processes – **should be continuously monitored and recorded**.
7. For the printing process the company has to specify **minimum amounts of electricity and heat that is generated by renewable energy sources or industrial heat-power cogeneration**. In addition, the **waste heat produced in the afterburning at heatset printing should be used to the greatest possible extent**.
8. The **quantities of wastewater and waste produced must be minimised**.
9. A **certified environmental management system** pursuant to EMAS or ISO 14001 must be in place.

Please direct any remarks regarding the sustainability criteria for printing processes to Ms. Ria Mueller (ria.mueller@ioew.de).