



Publishing 2030 accelerator launches to address climate emergency

Munich, Amsterdam, London, Geneva, October 4th, 2022

Publishing 2030, a publishing industry accelerator focused on climate action has today launched with a manifesto announcing their ambition to drive systematic change within the publishing sector. The accelerator is a one-year project that aims to support and test early-stage ideas that will positively contribute to the wider publishing sector's sustainability. The 17 strong group of initial signatories from around the world and from across the book chain, are additionally supported by a steering group from the International Publishers Association (IPA) and Federation of European Publishers (FEP).

The Publishing 2030 Accelerator is committed to climate action with three initial workstreams: calculating the carbon footprint of an individual book, distributed printing, and reimagining the accounting of revenues. Members of the accelerator have signed the five-point Manifesto committing to take responsibility, drive change, accelerate action, share experiences, and hold each other accountable for progress on climate. Output from the group will be whitepapers, case studies and initial concepts to be made available via the [IPA's SDG Dashboard site](#).

The Publishing 2030 Accelerator project follows the [COP 26 Joint Statement](#) that signaled the sector's prioritization of climate action and subsequent IPA hosted Sustainability Summits that welcomed an international coordinated approach to tackling the sector's impact on climate.

Michiel Kolman, Co-Chair of the Publishing 2030 Accelerator said: *"The time to act on climate is now. Last year we started the dialogue at the first Sustainability Summit. We must now turn our words into action, and I welcome the Publishing 2030 Accelerator as a way to test our assumptions and move the conversation onwards towards solutions that will make our industry have positive impact on the planet."*

Richard Charkin, Co-Chair of the Publishing 2030 Accelerator said: *"What our industry must do to address our climate impact, entails fundamental and sometimes challenging rethinking. This requires buy-in from all sectors, all jurisdictions, and all participants at every level and in every function. Ageing publishers like me need to embrace and encourage those changes which will make books and journals ever more sustainable for following generations."*

Karine Pansa, President Elect, International Publishers Association said: *"If our sector is to find way to tackle the climate crisis with the required urgency then we need multiple lines of action. It's great to see the volunteers for this accelerator willing to test things for the benefit of the whole sector and bring us all closer to achieving the international climate targets."*

Peter Kraus vom Cleff, President of the Federation of European Publishers said: *“All European citizens and entrepreneurs need to develop and implement new solutions to address climate challenges. The pooling of initiatives from all parties in the publishing value chain is an essential step in making our actions even more ecologically responsible.”*

The first presentation of the initial output from accelerator on the distribution digital printing and the carbon footprint of a book workstream will be presented in Frankfurt Book Fair on Wednesday 19th 13.00 – 14.00 during the IPA’s Sustainability Summit.

For further information please contact:

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The full list of founding signatories is:

- **Alicia Cifre**, Canon, Spain
- **Andy Hunter**, CEO, Bookshop.org, United States
- **Angus Phillips**, Director, Oxford International Centre for Publishing, United Kingdom
- **Aran Hansuebsai**, Chulalongkorn University Press, Thailand
- **Arantxa Mellado**, CEO LiberExpress
- **Dalia Ibrahim**, Nahdet Misr Publishing House, Egypt
- **Jesús Badenes**, Planeta Books, Spain
- **José Manuel Anta**, Managing Director, International Publishing Distribution Association (IPDA), Spain
- **Jörg Engelstädter**, Founder & Manager of the Future Book Forum Canon, Germany
- **Ignacio Conde**, Planeta Books, Spain
- **Laura Di Giuseppe**, Tandem Collective, UK
- **Luis Hedo**, Director General, Grupo Gómez Aparicio
- **Marc Freitag**, Head of Business Development Digital, Livonia Print, Germany
- **Michiel Kolman**, Senior Vice President Research Networks, Elsevier, Amsterdam
- **Rachel Martin**, Global Director of Sustainability, Elsevier, Amsterdam
- **Richard Charkin**, Mensch Publishing, London
- **Peter Fisk**, GeniusWorks, London
- **Peter Kraus vom Cleff**, Börsenverein des Deutschen Buchhandels, Germany
- **Tino Waegelein**, Canon, Germany
- **Wolfgang Lübbert**, Arctic Paper, Hamburg/Gothenburg