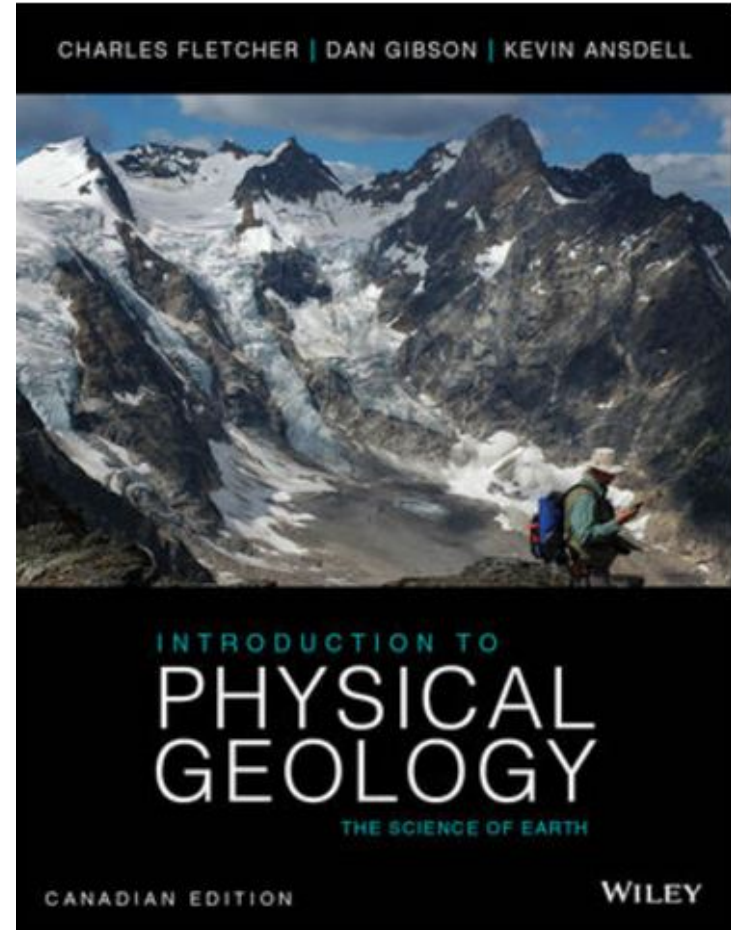
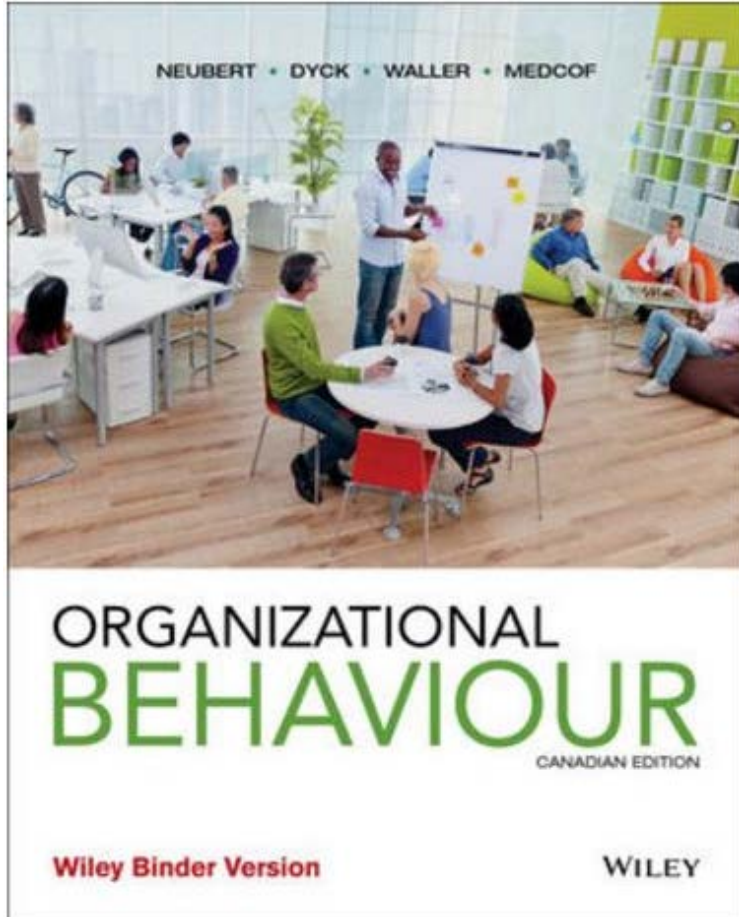
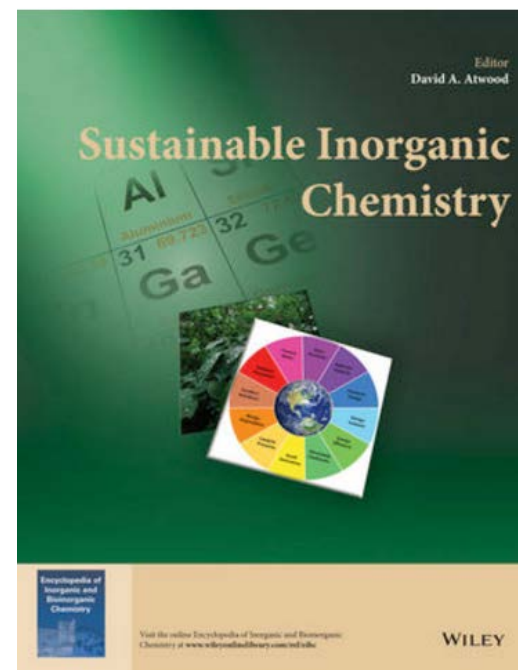
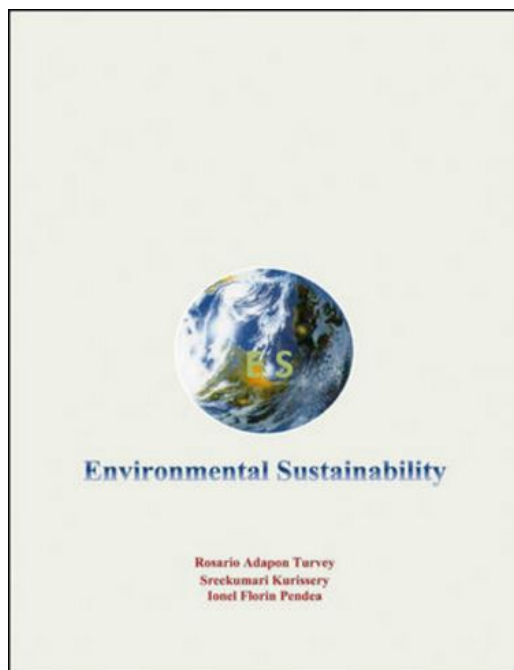
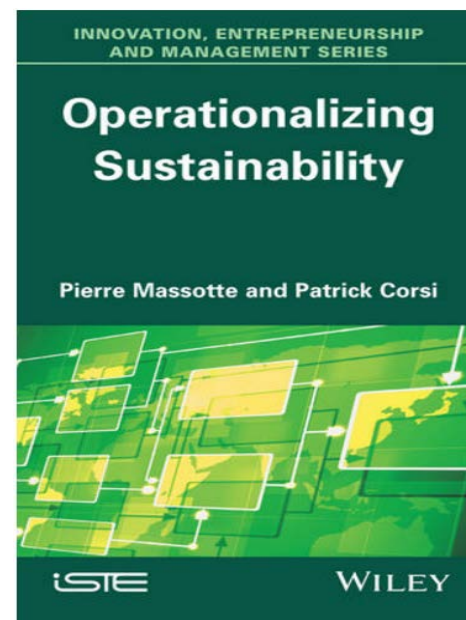
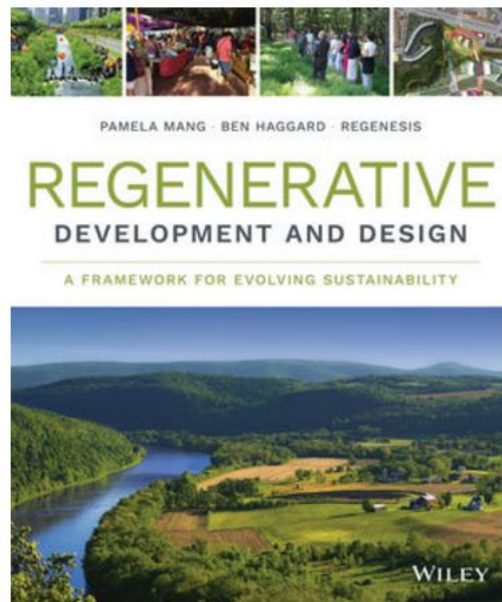
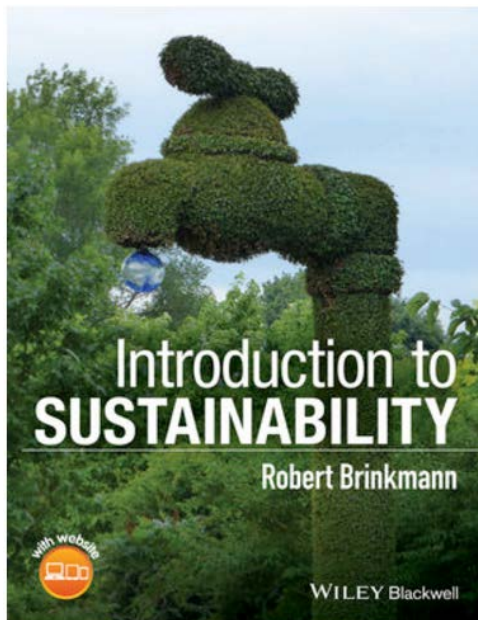




Sustainability in an Unsustainable Industry:
Adapting Academic Publishing for the Future





Impacts of Publishing on the Environment

* “Printed books have the highest per-unit carbon footprint – which includes its raw materials, paper production, printing, shipping, and disposal – in the publishing sector.”

* 90 cups of water to produce 60 pages of paper

* Forest and forest harvest impacts amount to 62.7% share of total carbon emissions for publishing companies. Second is paper production at paper mills which accounts for 22.4%



How are publishers combating this issue

- * Recycled Paper: Paper producers reported that the use of recycled fiber rose from 5% of all fiber in 2004 to 24% in 2010
- * Use of Certified Paper: Papers that are third-party assessed to ensure that the pulp fiber used comes from a legal, well-managed source
- * Carbon Accounting through tools like the BookCarbon Calculator that accounts for Indirect emissions
- * Preventing the dump of used and unsold texts via deals with libraries and schools



A Shift to Digital Publishing

- * A commitment to transferring all of our products from paper to high quality digital formats
- * The creation of enhanced epub and e-text versions via a partnership with VitalSource
- * Moving SSM and SG from traditional print companions to online and digital formats that are more easily accessible for students and professors
- * Online resource sites that offer a wide range of study and learning tools for students and instructors
- * WileyPLUS platform provides a modern way of learning and helps place students in charge of their own learning and content mastery

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