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## **On Earth Day Book Industry Environmental Council Launches Surveys to Track Progress of Industry**

**New York, NY**—Today, the Book Industry Environmental Council (BIEC) is launching new surveys to track the environmental progress of the Book Industry. The surveys will track trends in the use of environmentally responsible paper, and other important environmental metrics for publishers as well as printers and paper manufacturers supplying them. This is the third time the BIEC has conducted such surveys, but the surveys for publishers and printers have been dramatically modified to make them shorter and easier to answer.

“Instead of asking detailed questions, like ‘how many tons of recycled fiber are you using?’, we’re now just asking if publishers and printers plan to use more or less in the next year,” Says Bill Rojack, Co-Chair of the BIEC. He adds “This will allow us to track general trends, while making it much easier to complete the surveys.”

There are three separate surveys one each for publishers, printer and paper manufacturers which are available at the links below:

**Publisher Survey:** [https://www.surveymonkey.com/s/2015\\_biec\\_publisher](https://www.surveymonkey.com/s/2015_biec_publisher)

**Printer Survey:** [https://www.surveymonkey.com/s/2015\\_biec\\_printer](https://www.surveymonkey.com/s/2015_biec_printer)

**Paper Manufacturer Survey:** [https://www.surveymonkey.com/s/2015\\_biec\\_paper\\_manufacturer](https://www.surveymonkey.com/s/2015_biec_paper_manufacturer)

All data provided is kept completely confidential and only aggregate data for the industry will be reported. Participants in the surveys may choose to provide optional contact information, but if they do not their response will be completely anonymous. The data collected will allow the BIEC to report on broad environmental trends for the book industry, such as changes in the use of recycled or certified paper, as well as other initiatives being implemented to reduce the environmental footprint of the book industry. Data from the last round of surveys, which was collected in 2013, resulted in the report available at <http://www.bookcouncil.org/documents/industrytrends.pdf>. An updated report will be created using data collected in the surveys that launched today.

**About the Book Industry Environmental Council:** The Book Industry Environmental Council is a nonprofit program with a mission to identify, foster, and communicate best practices to reduce the environmental footprint and increase the sustainability of books. For more information see [www.bookcouncil.org](http://www.bookcouncil.org)

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