



## What is a 'CO<sub>2</sub> neutral' book?

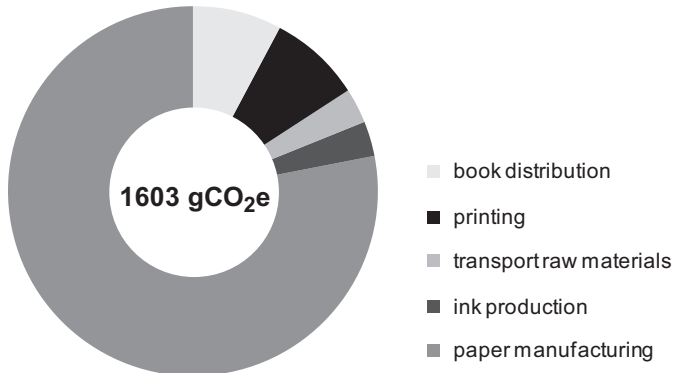
*The carbon emissions resulting from the production of this book have been calculated, reduced and offset to render the book 'carbon neutral'.*

The emissions related to the production of this book have been estimated through a detailed analysis of the carbon emissions related to the supply chain. Using research and emission factors compiled by the French agency for the environment and energy management (ADEME) and the UK Carbon Trust, CO2logic has calculated the carbon footprint of this book.

The production of 620g of paper is responsible for 1250g of CO<sub>2</sub> equivalent emissions (forest product manufacturing facilities, the collection and production of the fibres, the sorting and processing of recovered paper before it enters the recycling process). The other processes involved in the production of this book (ink production, transport, printing and the distribution of the book) have an estimated carbon footprint of 352g CO<sub>2</sub> per book. In total the carbon footprint is estimated to be around 1.6kg CO<sub>2</sub> per book. This is equivalent to driving 6 miles with the average British car or to working 12 hours on a desktop using the average electricity emission factor in the UK.

To improve on this result Earthscan uses sustainable FSC paper. Sustainably managed forests act as carbon sinks and can, over time, have a net positive effect on climate change. Additionally Earthscan is currently working to minimize and mitigate its carbon footprint, reducing waste, promoting sourcing of renewable raw materials such as wood fibre and energy, and working with its stakeholders and suppliers towards a closed-loop material and energy cycle.

### Carbon footprint of a 620g book (in gCO<sub>2</sub>e)



Source: CO2logic, ADEME and the Carbon Trust

Having calculated and analysed the options to reduce its carbon footprint, Earthscan has formed a partnership with CO2logic to offset the remaining emissions related to the production of this book. In practice, a project that uses agricultural waste from farmers in Rajasthan (India) to produce green renewable electricity will be supported and the related carbon credits (CERs) will be cancelled in order to offset the relevant emissions. Through this voluntary and credible action Earthscan and CO2logic hope to contribute towards the protection of our climate.