

◆ Greening Up Journals, Meetings, and Offices: Get Started Now!

Moderator:

Anna Sullivan
Allen Press, Inc
Lawrence, Kansas

Speakers:

Kevin Pirkey
Odyssey Press Inc
Rochester, New Hampshire
and
Allen Press, Inc
Lawrence, Kansas

Sue Silver
Ecological Society of America
Washington, DC

Mark Leahy
David L Lawrence Convention Center
Pittsburgh, Pennsylvania

Reporter:
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Federation of Animal Science
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Champaign, Illinois

There has been a surge of “green” products on the market in the last few years because of increased concern about the environment. In their presentations, Kevin Pirkey, Sue Silver, and Mark Leahy revealed that this trend also applies to the publishing world.

Pirkey opened the session by discussing the greening of book and journal production. He advised that greening is a journey—not a destination—in which incremental improvements can have a significant environmental impact. The improvements include knowing your paper options (for example, recycled content, chlorine content and processing, and the distance that the paper travels from the mill to the printer) and being aware of design issues.

Pirkey suggested that publishers evaluate the design and use of page “real estate” to determine whether they are making the best use of the page. He also advised that publishers examine their back-issue inventory and explore virtual alternatives to keeping a physical inventory.

To help in decision making in the greening process, Pirkey stated that suppliers should be able to provide reliable information, such as paper specifications and options and whether their house papers and printers are certified by the Forest Stewardship Council. He also pointed out that suppliers should examine their amount of waste material and how it is recycled; for instance, some suppliers grind up used cartons and reuse them as packing material. Electricity generation is the largest source of industrial pollution in the United States, and Pirkey noted that suppliers should explore local or privately generated energy sources or purchase renewable-energy certificates. Suppliers should also provide publishers with a sustainability document that outlines their policies related to greening.

In her portion of the session, Silver explained how the Ecological Society of America (ESA) has taken steps toward being green. ESA annual meetings are held at green hotels and convention centers, and such energy-wasting services as daily linen and towel changes are avoided. For convention-center catering, bottled water is replaced with reusable water bottles that can be filled at multiple water stations. China service is used at business meetings, and other meals are served on biodegradable plates instead of Styrofoam plates. Leftover food from meals is often donated to food banks or composted. Badge holders for the conference are made of a corn-based plastic, and lanyards are made of bamboo fiber. Conference tote bags are made of 50% recycled water bottles and

50% polyester–nylon. Rather than receiving a new bag each year, members reuse them, and a patch based on the conference logo is added at each meeting.

Leahy, the final presenter, discussed how the David L Lawrence Convention Center exemplifies the trend of green building. The Center is the first and only convention center in the world with a gold rating in Leadership in Energy and Environmental Design, having earned a remarkable 39 points. The Center used the same site as the previous building, and 10% of the original building materials were reused in its construction. With respect to energy, 100% of the 236,000-ft² exhibit hall is naturally lighted through skylights and glass-curtain walls, and 75% of the entire building is naturally lighted. The unique roof design and riverside louvers provide natural cooling with outside air, and this enhances indoor-air quality and provides a 35% energy savings over a conventional design. Leahy also noted that the Center treats and reuses its own water through an onsite water-reclamation system.

Leahy stated that the Center keeps “working green” because of the implementation of the g1 and 3R programs. The g1, “green first”, program is a branding concept regarding the green practices and principles of the Center. The program includes education for attendees and keeping stakeholders informed as sustainability practices evolve. The Center’s comprehensive 3R program encourages recycling (traditional and nontraditional collection of material), reducing (monitoring temperatures, donating food, and combining spaces), and reusing (water, air, and office supplies). ♻️