

Environmental Paper Policy & Data Reporting Frequently Asked Questions

Dear Indigo Printers and Publishers

In 2008, Indigo Books & Music Inc. created its Environmental Paper Policy as a catalyst for change in the way that books are printed, and to work with the publishing community to use more environmental papers in its products. To facilitate this change, Indigo has asked publishers to track the Post-Consumer Waste (PCW) content used in each book, whether or not the book product is Forest Stewardship Council (FSC) certified, and communicate this via their normal processes for transmitting bibliographic data. In most cases this will be via ONIX. Indigo has created a supplemental Excel spreadsheet to be used if a vendor does not use ONIX.

The ONIX standard and Indigo's tracking document require that publishers fill out the following data fields. Publishers will need to identify the following for each book:

1. **International Standard Book Number (ISBN)**, a unique numeric commercial book identifier.
2. **Paper Certification Type:** Identify the FSC label on the *book* according to the ONIX code. If the book has another environmental certification or does not have a certification at all, identify the book as *Not FSC-certified* (code 30).

Definition	Code
Not FSC-certified	30
FSC Pure Label	31
FSC Mixed Sources Label	32
FSC Recycled Label	33

3. **FSC Certificate Code:** All FSC-certified companies have a unique FSC Certificate Code (e.g.: XXX-COC-123456). The certificate code can be found on the supplier's invoice, or visit www.info.fsc.org.
4. **Certified PCW:** If the product is FSC-certified and contains PCW content, please identify the tonnage/percentage. The PCW content can be found on the supplier's invoice.
5. **Uncertified PCW:** If the product is *not* FSC-certified but contains PCW, identify the PCW content by tonnage/percentage.

If you would like a copy of this supplemental spreadsheet or are still unsure as to how to fill out this document, please contact Indigo's Master Data team at electronicdata@indigo.ca.

Q. Who fills out the Indigo tracking document, the publisher or the printer?

A. It is the responsibility of the publisher to obtain this data. This process should be no different than submitting other bibliographic data to Indigo. In circumstances where Indigo's commercial relationship is with a distributor (rather than directly with the publisher), Indigo expects the distributor to obtain this data.

Q. Where do I find the Post Consumer Waste (PCW) data?

A. The PCW content can be found on the supplier invoice to determine the quantities of PCW content. You may also refer to the FSC Paper List, www.fscscanada.org/docs/9778954D9E213BEA.pdf. For additional assistance, contact your FSC certifier: www.fscscanada.org/fsccertifiers.htm.

Q. Where do I find the FSC label information?

A. The FSC material categories 'FSC Pure', 'FSC Mixed Sources' or 'FSC Recycled', can be found on the supplier invoice to determine which FSC label applies to your product. Only FSC-certified companies can apply FSC labels to products. All use of FSC labels must be approved by the certified company's certifier. FSC label information can also be found on the FSC Canada website: www.fscscanada.org/docs/9778954D9E213BEA.pdf.

Q. Does Indigo want the PCW content of just the text of the book or of the entire book?

A. FSC-certified companies must identify the FSC claim and PCW content for the whole printed product. According to FSC Standards, both the cover and text of a book are considered one product. For more information on how to select FSC labels, visit www.fscscanada.org/docs/fsclabeling_howtochoose.pdf.

Q. Will this also apply for non-FSC-certified products?

A. For non-FSC certified products, please report on the text exclusive of the covers.

Q. If the print job was printed using FSC-certified paper but the FSC label does not appear on the product, will Indigo still accept the book?

A. Indigo encourages all publishers and printers to use FSC labels on all FSC-certified print jobs. However, Indigo will accept a book printed on FSC-certified paper that does not have the FSC label as long as the printer/publisher follow the ONIX's FSC Chain of Custody data provision requirements or supplemental Excel spreadsheet. Indigo will periodically be checking applicable invoices and product labels to maintain credibility of the collected data.

If you have any further questions regarding FSC, please contact your Certifier or FSC Canada: info@fscscanada.org.

Q. Why did Indigo choose FSC over other certification programs?

A. Indigo is committed to forest conservation. As the leading Canadian retailer of books, the paper in the books we sell and the paper we use internally represents a major part of our environmental footprint. Our goal is to significantly reduce the use of paper containing fibre from endangered and high-conservation-value forests and to shift the book publishing industry to more sustainable paper practices. Indigo has chosen FSC certification since it is internationally recognized as the most rigorous environmental and social standard for responsible forest management. The FSC's transparency, focus on a participatory consultation process, independent monitoring, supply chain tracking and strong management standards are some of the reasons why it is the only forest certification system supported by leading environmental groups.

Q. Would Indigo be willing to meet with publishers individually to discuss the paper policy and data collection?

A. Absolutely. We have already met with several publishers and printers over the last year and are available to continue these discussions.

Q. With respect to FSC, can you confirm that you are looking for publishers to report on the product and not the paper?

A. In accordance with FSC Standards, Indigo is asking publishers to report on the product (the whole book – paper and cover).

Q. Will there be the penalties if a company cannot meet the aggressive PCW and FSC product goals set by Indigo?

A. No. While we encourage publishers to use more environmental paper, penalties would only be applied for *not* providing the data.