

Green Penguin

"Penguin Group (USA) is proud to be partnered with The Nature Conservancy to [Plant a Billion Trees](#). This will deepen our commitment to the environment by putting back some of the trees we use to create our books as well as creating a place for future generations to enjoy."

—Penguin Group Chairman and CEO John Makinson

Why Green Penguin

We at Penguin Group (USA) are aware of the importance of maintaining an attitude of stewardship toward the earth. We have a long history of publishing groundbreaking environmental works such as Rachel Carson's *Under the Sea-Wind* and John Muir's *The Mountains of California*. In 2008 we will continue this tradition of publishing books by writers who feel strongly about environmental issues and seek to show readers the way toward a better future.

Only 2% of the world's paper is turned into books. Even still, we make every effort to integrate our business practices into a framework that is respectful to the environment. We'd like to tell you what we at Penguin are doing to reduce our effects on the environment. As a [well-known frog](#) once said, it's not easy being green. But at Penguin we are doing our very best to make orange the new green.

OUR BIG GOAL

We are working with our sister companies and our corporate parent, Pearson Inc., to becoming climate neutral by 2009.

We will achieve this goal by measuring and significantly reducing our energy use, seeking sustainable forms of energy, and off-setting our remaining carbon usage.

So what can we at Penguin do to reduce our impact on the environment?

MAKING OUR BUSINESS GREEN

Over the last ten years, we have taken many steps in our offices to reduce our energy use and therefore our corporate carbon footprint.

Here are a few examples of measures we've taken:

Reduce

Travel:

- **Videoconferencing:** We upgraded facilities to encourage employees to use videoconferencing instead of traveling across state lines or even across the ocean for meetings.
- **Webex:** One of our three annual sales conferences is now Webex-based so that our national field sales force members can each participate from their home instead of all of them flying and staying in hotels.

- **Fleet:** We have reduced the number of cars in our corporate fleet, upped the MPG requirements, and we are pursuing affordable leases on hybrid vehicles.

Computers:

- We invested in flat-screen monitors in 2007 and were able to reduce electricity usage by 30%.

Lighting:

- Ten years ago, we changed the majority of light fixtures to Energy Saver Fluorescents.
- Wherever possible, we have installed motion sensors to dim or turn off the lights when people are not using a given area.

Photocopying:

- Penguin Group uses a 30% post consumer waste paper (recycled) for all copy and printing with the exception of color work.
- The bulk of printing and xeroxing work is diverted to high-efficiency machines rather than desktop printers to reduce electricity usage and to encourage double-sided printing.

Water:

- Sprinkler system: during an energy survey, we learned that hundreds of thousands of gallons of water were wasted at our facilities because of mandatory weekly sprinkler system testing. We have purchased a new system which allows sprinklers to be tested without discharging water. This will eliminate nearly 90% of water used in these facilities.

Recycle

Office Waste: All waste (except very wet food trash) is sorted at a specialized industrial plant that separates paper from plastic, etc so a very high percentage of office waste is recycled.

Packing and Shipping Materials:

- Recycling corrugated and paper is baled and recycled.
- Recycled plastic products are baled, and sold to recyclers.
- Broken wooden pallets are collected, repaired by a vendor, and returned to us for reuse.
- For more than twenty years, we have used biodegradable packing material—it's made out of corn starch that totally dissolves when wet.

Damaged or Hurt Books:

- We shred our own hurt and damaged books and send the fibers back to paper manufacturers in Canada.

Seek Alternative Business Practices

Wind power: Penguin Group was one of the first companies in New York State to utilize wind-generated electrical power, more than a decade ago. In both PGI warehouses, 5% of our current power usage comes from wind power.

In-Store Displays: All PGI in-store displays will be 100% percent green by 2008. They will be made of 100% green corrugated cardboard and vegetable based inks.

Eco-Standards for Book Paper:

Penguin Group (USA) demands that the forests from which fiber is harvested for paper are sustained by the replanting of trees. We believe in environmental sustainability and we are fully committed to working with companies that conduct business in an ecologically responsible fashion and that share our respect for the environment.

Therefore it is important for us to know that the fiber that goes into the paper we use comes from certified, known sources. To that end, we support and encourage our suppliers to operate in accordance with globally recognized forest sustainability programs. Over 64.7% of our papers are derived from fiber that is certified under Canadian Standards Association (CSA), Forest Stewardship Council (FSC), Sustainable Forest Initiative (SFI) and Programme for the Endorsement of Forest Certification (PEFC).

In 2007, PGI purchased approximately 160 million pounds of paper. 61% of those pounds, or 97.6 million pounds, contained recycled fibers, ranging from a low of 2% to a high of 100%. Our aggregate number of recycled pounds is 6.8 million pounds or 4.25% of our total purchases.

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Educate Readers & Encourage Them to be Green

When possible, we are experimenting with new materials in producing our books.

DK's Made With Care line of books launches Spring 2008 with select titles by authors who have a long-standing interest/commitment to green issues

- **Grow Organic** (June 2008) a gardening book
- **Green Baby** by Susannah Marriott (June 2008) a parenting book
- **Make It** by Jane Bull(June 2008) a craft book
- **Earth Matters** by David de Rothschild (June 2008) a celebration of the natural world
- **Love Your World** by Dawn Sirett (April 2009) a preschooler's eco-primer

To produce these books, DK will use FSC paper from ISO14001 suppliers. The inks will be vegetable based. The binding glues are bio-degradable. (This is the first time we are using biodegradable glues! It's not easy!)