

W WF highlights that the publishing sector knows about the problem since 2009. The question remains then whether cost factors, cheap fibre supplies, lead to a continuation of sourcing of MTH. A remarkable result of the analysis was also that the publishers often no longer included information about the producing countries.

However, there is some progress. In addition to Random-House, Kosmos, Holtzbrinck-Group, Lingen and Oetinger also other book publishers made progress towards FSC-certified paper. A W WF survey in 2012 among German companies showed that also the following publishers have high percentage of FSC-paper: dtv, Ullstein, Esslinger and Piper.

5. Conclusion and recommendation

Books are an important resource for society. With the enclosed new Children’s book analysis W WF calls on the companies to help stop the destruction of tropical forests for paper production by using recycled paper and virgin paper with the FSC certificate. W WF recommendations to publishing houses:

- 1. Use wood resources carefully – e.g. by choosing papers with lower grammage.
- 2. Use Recycling papers for your book production with a high post-consumer content (post-consumer = after usage e.g. from used-paper collections)
- 3. When using virgin fibres, choose FSC certified sources.
- 4. Prioritise totally chlorine free products (TCF).
- 5. Visit the W WF data base “Check Your Paper”, to find transparent and environmentally friendly alternatives for your product.

Web-Links:
checkyourpaper.panda.org/
www.wwf.de/leitfaden-papiereinkauf
www.wwf.de/papierlabel
www.wwf.de/fsc
www.wwf.de/gftn
www.wwf.de/papier
www.eyesontheforest.or.id

1 Original: Im Wald, da sind die Räuber | Tropenwaldzerstörung für Kinderbücher; WWF Germany, Berlin, December 2012
2 http://www.eyesontheforest.or.id/attach/EoF%20(14Dec11)%20The%20truth%20behind%20APPs%20greenwash%20HR.pdf
3 Estimate from APP sources, independent studies, sources in table pp22-26, Eyes on the Forest The truth behind APP’s greenwash, (14 December 2011).
http://www.eyesontheforest.or.id/attach/EoF%20(14Dec11)%20The%20truth%20behind%20APPs%20greenwash%20HR.pdf
4 www.wwf.de/kinderbuchstudie2009

Editor: W WF Germany, Berlin
Version: November 2012
Authors: Peter Hirschberger (4con forestconsulting);
Christian Beuter, Susanne Gotthardt, Johannes Zahnen (W WF Germany)
Editorial Office: Thomas Köberich (W WF Germany)
Corrector: Joachim Mallaun
Contact: johannes.zahnen@w wf.de
Arrangement: Thomas Schlembach (W WF Germany)
Cover theme: Truck laden with wood in Teso Nilo (Sumatra, Indonesia) on its way to a pulp mill of the company APRIL, © W WF-Indonesia/Samsul Komar

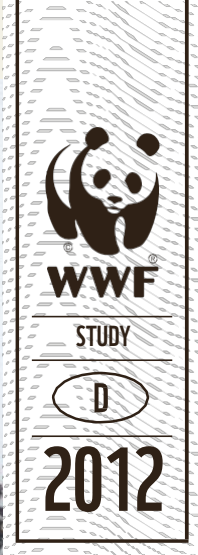
© 2012 W WF Germany, Berlin

Reproduction in whole or in part without permission of the publisher is prohibited.



Why we are here
To stop the degradation of the planet’s natural environment and to build a future in which humans live in harmony with nature.
wwwf.de | info@wwf.de

WWF Deutschland
Reinhardtstr. 14
10117 Berlin | Germany
Tel.: +49 (0)30 311 777 0
Fax: +49 (0)30 311 777 199



SHORT SUMMARY
long version see: wwwf.de/kinderbuchstudie
(German)

Fibre analysis of book papers conducted by WWF Germany

Tropical rainforests destruction
for Children’s books¹

© Copyright des WWF International © Warenzeichen des WWF International • 1112

1. Importing rainforest forest destruction

Mums reading children’s books about the pristine forests of the world, on paper made partially from destroying these very forests, is a sad reality – still. This study shows the second W WF analysis of children’s books from major publishers in Germany, and concludes that they still contain significant amounts of tropical rainforest fibres. Book imports to Germany from China have increased dramatically in recent years. And indirectly, fibres from forest destruction in, for example, Indonesia, reach German customers. WWF remarks that other book types or paper product ranges could be affected as well.

On the global level, Germany is an important pulp and paper buyer. Also, the German book market is – with a turnover of 9.6 billion EUR in 2011 – quite big. Children’s books achieve the second largest turnover in book sales. W WF Germany decided to have a closer look at the publishing sector to showcase the link between forest destruction in the tropics and paper products on the European market.

Today over 40% of German book imports stem from Asia. The amount of storybooks imported from China and Hongkong has even multiplied by a factor of 12 between 2000 and 2011.

China has become a global player in the paper sector in recent years. Half of the worldwide increase in paper and paperboard production since 1990 is attributable to China. China is however also the world’s largest pulp importer – Out of 23.9 million tonnes of pulp used in China in 2011, 64% or 15.2 million tonnes were imported. It is not surprising that China as an important paper producer without sufficient own fibre resources imports pulp from neighbouring countries, like Indonesia.

2. Case Study: APP

Since the 1990’s APP promises to stop cutting down tropical forests and to use wood from plantations for their pulp production. Despite its public announcements, APP is breaking its promise and continues its large-scale natural forest destruction² – forests that count among the most biodiverse on earth and are home to the Sumatran Elephant, Rhino, Orang Utans and Tigers which are pushed to the brink of extinction. The drainage of deep peat soils caused by natural forest clearance is further an issue of global concern due to the related massive climate change emissions.

The NGO coalition Eyes on the Forest estimates that APP and its suppliers are responsible for the destruction of 2 million ha of tropical forest in Sumatra.³

APP Indonesia has a very strong link to China. The mother company Sinar Mas operates through APP China 20 pulp and paper mills in China with an annual production of 8 million tons.

3. Laboratory fibre tests for tropical content – how it works

Wood fibres from tropical rainforests can be detected with a fibre analysis in laboratories, where the presence of mixed tropical hardwood (MTH) can be analysed. This method has experienced increased recognition in the paper industry. MTH is a mix of different lumbers, which, with a high probability, originate from natural tropical forests.

The book pages as well as covers of randomly chosen mostly imported children’s books (from different German publishing houses such as Coppenrath, arsEdition, Duden, Revensburger) have been tested via microscopical fibre analysis by IPS (Integrated Paper Services; USA) and the Institution for Paper Science and Technology of the Technische Universität Darmstadt, Germany. A successful “blank test” (papers produced in the lab with known wood composites were sent to the labs) verified the reliability of the two laboratories. The laboratory analysis shows clearly the occurrence of different tropical timber species which are not typically used in plantations, such as Eukalyptus and Acacia species. Hence the logical conclusion from these findings is that those products that contain these tropical fibres stem with a high likeliness from natural tropical forest destruction.

4. The WWF Analyses in 2009, 2010 and 2012

2009 analysis of tropical fibre content in children’s books

In 2009, W WF randomly bought children’s books from German publishers and conducted a fibre analysis in recognized paper laboratories⁴. The sample of books chosen had all been produced in Asia.

The alarming result was that 19 of the 51 books – nearly 40% – contained mixed tropical hardwood (MTH) which stems with a high degree of probability from tropical natural forests. A third of the tested 43 publishers had therefore books containing fibres from tropical forests. Eight of these publishers are part of the top 100 German publishers.

W WF sought dialogue with the publishers in the wake of the study. Some showed interest in the issue and made commitments to exclude MTH in book production in the future and to increase use of recycled fibres and use of FSC certified virgin fibres. Among these were the publishing houses Kosmos, Lingen, Oetinger and the German language publishers from the Holtzbrinck-Group.

Meanwhile, the Kosmos Verlag and the mentioned Holtzbrinck-Group members (e.g. Droemer Knaur, Rowohlt, Pattloch ...) have switched completely to FSC-Paper. Lingen indicated that 95 % of their production is on FSC certified paper, Oetinger indicates a figure of 96% (as of autumn 2012). A large part of the German Random-House books had been produced on recycled or FSC-papers already at the time of the first W WF study in 2009. The publishing sector as a whole however was unable to make this step.

2010 to 2012: more tropical fibres in children’s books

Between 2010 and 2012, WWF Germany evaluated the children’s book sector again. Even though there was some progress, there is also an alarming continuation of use of tropical hardwood fibres for children’s books: New tests (see table) between October 2010 and July 2012 show significant amounts of tropical fibres in German children’s books which were produced in Asia.

22 out of 79 sampled children’s books, or 28% were affected (see Tables 1 and 2). In further 6 children’s books there were small indications of tropical fibre content.

The majority of the sampled children’s books stem from book publishers which are among the top 100 in Germany. In the most recent study the publisher Coppenrath is standing out negatively: altogether 9 of their tested children’s books contained MTH.

Substantial content of / strong indications for MTH					
Title	Publisher	Year of manufacture	made in / printed in	MTH found in book page	MTH found in book cover, glued parts, other
Tiere im Wald - Was hörst du hier	arsEdition	2010	unknown	Book page	Book cover
Der kleine König Hubert kennt die Uhr	arsEdition	2010	unknown		Book cover
Conni erlebt die Jahreszeiten	Carlsen	2010	unknown		Book cover
Frag doch mal...die Maus! – Im Wald	cbj (Random House)	2010	China	Book page	Book cover
Die lieben Sieben – Erste Kinderreime und Lieder	Coppenrath	2010	China		Book cover
Hämmern, Bohren, Bauen!	Ravensburger Buchverlag	2010	unknown		Book cover, brush roll
Indications for MTH found					
Title	Publisher	Year of manufacture	made in / printed in	MTH found in book page	MTH found in book cover, glued parts, other
Wunderwelt des Wissens: Regenwald	Carlsen	2010	unknown		Book cover
Weißt du, wer ich bin? Das große Vogel-Entdeckerbuch	cbj (Random House)	2010	China		Feather
Die Coppenrath Bibel ...für die Kleinen	Coppenrath	2010	Indonesia	Book page	Book cover
Bäume & Sträucher – Entdecken & Bestimmen	Coppenrath	2010	China		Book cover

Table 1: Book titles produced in 2010: 6 out of 45 books analyzed showed high contents of MTH fibres, in further 4 books evidence for MTH was found.

Substantial content of / strong indications for MTH					
Title	Publisher	Year of manufacture	made in / printed in	MTH found in book page	MTH found in book cover, glued parts, other
Auf und zu, das kann ich schon	Arena (Wes-termann)	2011	China	Book page	
Meine Streicheltiere	arsEdition	2011	unknown	Book page	
Räuber Ratte	Beltz & Gelberg	2011	Singapore	Book page	
Frag doch mal...die Maus! - Am Meer	cbj (Random House)	2011	China	Book page	
Töröö – Mein Fühl-Leporello	Coppenrath	2012	unknown	Book page	
Das ist der Wald	Coppenrath	2012	unknown		Squirrel on book cover
Bodobärs schönste Kinderlieder	Coppenrath	2012	unknown		Book cover
Hör mal, wer da grunzt und klopft	Coppenrath	2011	unknown		Book cover
Frohe Weihnachten, kleiner Bär!	Coppenrath	2011	unknown		Book cover
Schau doch mal! - Die Tierkinder	Duden / BI Mannheim (Cornelsen)	2011	China		Book cover
Gott hat mich lieb - Gebete für die Kleinsten	Herder	2011	Malaysia		Book cover
Pop-up					
– Das Bastelbuch	Knesebeck	2011	China		Pop-up element
Crazy Animals	Langen-scheidt	2011	Hong Kong		Book cover
Schnüren und Fädeln	Ravensburger Buchverlag	2011	unknown		Cover card
Elmar	Thienemann	2011	China		Book cover
Meerestiere zum Anfassen	Velber Kinderbuch (Christophorus Verlag)	2011	China		Book cover
Indications for MTH found					
Title	Publisher	Year of manufacture	made in / printed in	MTH found in book page	MTH found in book cover, glued parts, other
Zehn Englein wünsch ich dir!	Coppenrath	2011	China		Book cover, Bag
Mein erstes Zahnputzbuch	Ravensburger Buchverlag	2011	unknown		Tooth brush

Table 2: Book titles produced in 2011/2012: 16 out of 34 books analyzed showed high contents of MTH fibres, in further 2 books evidence for MTH was found.