

Harry Potter Author Helps to Save Forests

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SEATTLE, Nov 11 (Changemakers.net) -- At a reception in Seattle this evening, *Harry Potter* author J.K. Rowling 's efforts to convince her publishers to use recycled paper paid off for Canadian social entrepreneur Nicole Rycroft, who tonight received an award recognizing her efforts to save old-growth trees.



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Rycroft's work with Market Initiatives, a coalition of the Friends of Clayoquot Sound, Greenpeace Canada, and the Sierra Club of Canada's British Columbia chapter, led Rowling's Canadian publisher, Raincoast Books, to make the dramatic commitment to print only with ancient-forest-friendly, 100-percent post-consumer recycled paper.

"The [Canadian] *Harry Potter* books are helping to save magnificent forests in the Muggle world," Rowling writes in a rare endorsement that appears only in the Canadian version of the new book.

When Rowling decided to step decisively into the environmental arena her Canadian publisher, Raincoast Books, was the first to respond. Their much-celebrated decision followed four years of Rycroft's urging Canadian companies to take the bold actions necessary to save the country's old-growth forests and the biodiversity, soil, water, and climate dependent on them.

Harry Potter and the Order of the Phoenix--768-pages-long with a print run of 935,000 copies--had the potential to cause irreparable environmental harm, consuming more than 39,000 trees if virgin paper had been used, and more than 27,000 million BTUs of energy--enough to power the average North American home for 262 years.

For Rycroft, Rowling's support has meant that other authors and publishers increasingly want to be seen as key partners in efforts to protect invaluable natural resources. To position themselves on the margin of such important social change is to risk finding markets ill-disposed to their products.

Market Initiatives spearheaded the effort that led 35 Canadian publishers to decide to use the recycled product, and some are already printing on such forest-friendly paper. Raincoast and McClelland & Stewart, which published Margaret Atwood's *Oryx and Crake* on 100-percent recycled paper, have been the leaders, Rycroft said. Other Canadian authors have also begun to insist that their publishers use environmentally-friendly paper.

"We're now working with another 15 publishers who want to switch over to this kind of paper," she said. "It's a good business decision. They see the positive publicity it can bring."

Rowling was evidently so pleased with Raincoast's example that she asked that all future editions of Harry Potter books be printed exclusively on recycled paper. The author has urged other publishers to follow Raincoast's lead, and hopes they will seek out recycled paper for future runs.