

The session will begin in a few minutes.

Publishing Now '22: The Impact of Accessibility & Sustainability on Your Business

September 29, 2022 |  #publishingnowfall22



Excellence Delivered.



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Your hosts for today's webinar



TYLER M. CAREY

Chief Revenue Officer

Westchester
Publishing Services



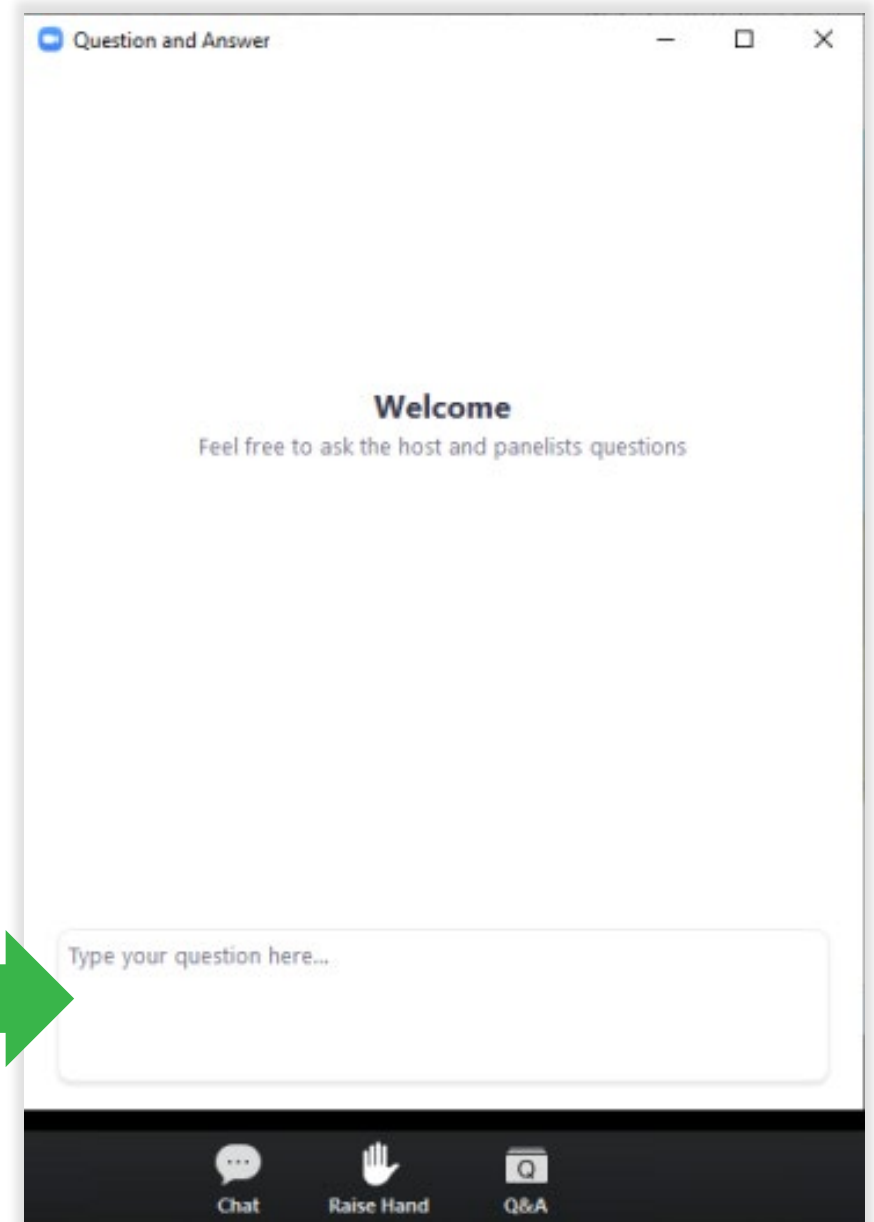
JIM MILLIOT

*Vice President &
Editorial Director*

Publishers Weekly

Before we get started...

- Your microphones will be muted during the webinar
- **Please enter your questions at any time** during the presentation in the lower portion of the Q&A box that you can access from your control bar.



Westchester overview

- US employee-owned company, founded in 1969
- Global offices in US, UK, and India
- **More than 500 publishers** around the world use Westchester's high-quality editorial, production, and digital conversion services on over **10,000 publications annually**
- The Westchester Education Services division provides services as far upstream as Content Development for Educational Content Providers and EdTech Companies



How Can the Publishing Industry Prepare for Accessibility and Sustainability Requirements?

Your panelists



KRISTEN McLEAN

*Executive Director,
Industry Analyst*

NPD Books



BILL KASDORF

Founding Partner

Publishing
Technology Partners



RACHEL MARTIN

*Global Director of
Sustainability*

Elsevier

Your panelists



KRISTEN McLEAN

Executive Director, Industry Analyst

NPD Books

Your panelists



BILL KASDORF

Founding Partner

Publishing Technology
Partners

Additional Information About Accessibility

Articles

- [How Publishers Can Get Alt-Text Right](#) – PW
- [Publishers Are Increasing Accessibility to Content](#) – PW
- [An Action Plan for Accessible Images: Practical Solutions for Publishers, Platforms and Providers](#) – SSP, The Scholarly Kitchen article
- [The Important Role of the Editor in Making Science Accessible](#) – The Council of Science Editors article

Information From W3C:

- [Schema.org Accessibility Properties](#)
- [EPUB Accessibility 1.1: Conformance and Discoverability Requirements for EPUB Publications](#)
- [EPUB Accessibility Techniques 1.1](#)

Your panelists



RACHEL MARTIN

Global Director of Sustainability

Elsevier

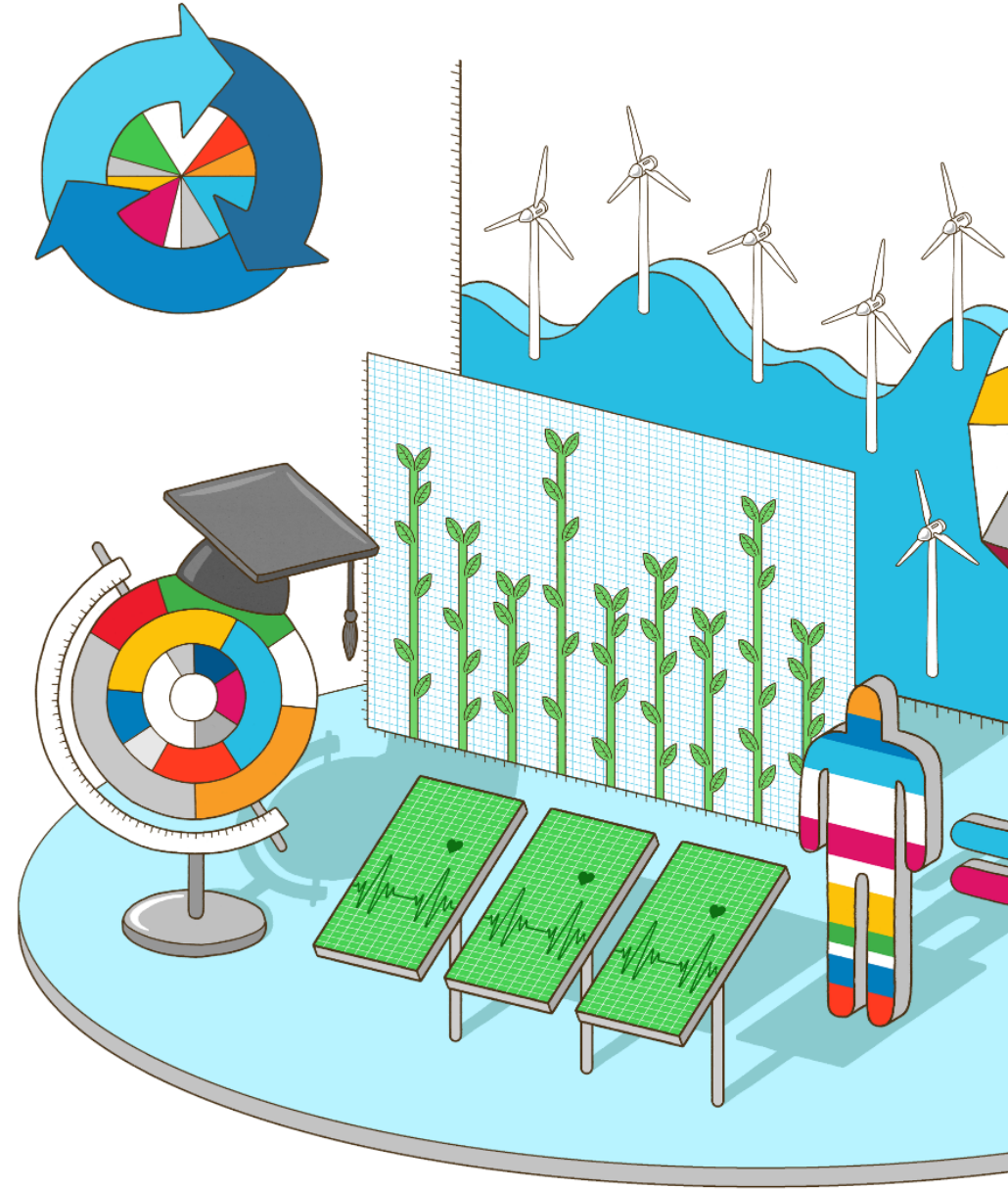


Sustainability

What is it and what does it mean for publishing

Rachel Martin
Global Director of Sustainability, Elsevier

September 2022



What is sustainability?

SUSTAINABLE DEVELOPMENT GOALS



“Meeting the needs of the present without compromising the ability of future generations to meet their own needs.”

United Nations

How can publishers make a difference?



**Publishers &
Publishing
Organizations**

1. Being a responsible organization – “Corporate Responsibility”

- Fair work practices
- Diversity and inclusion within the workforce
- Environmental business practices & getting to net zero

2. Catalysts of change - Promoting the principles behind the goals

- Publishing content related to the Global Goal themes
- Using the SDG framework for cataloguing, tagging and promoting content
- Organizing projects and collaborating

Let's take climate as an example



THE Paris...
CLIMATE 10 years
PLEDGE Early



Responsible business

Reducing emissions to minimize the effects of global warming

Advancing research and knowledge

Increasing the understanding of climate change and its impact on our world

Partnering for Action

Collaborating and capacity building to enable climate action

Take action - Sign up to the SDG Publishers Compact



Join nearly 300 fellow publishers and publishing organizations and help contribute to a sustainable future for everybody

Publishers Association of New Zealand
Te Rau o Tākupu

Sne Syndicat national de l'édition

AMALION

Börsenverein des Deutschen Buchhandels

GLOBAL BOOK ALLIANCE

Lantana

BONNIER

FRANKFURTER BUCHMESSE

ICHARACTER

STM

IOS Press

emerald PUBLISHING

ELSEVIER

SPRINGER NATURE

frontiers

Taylor & Francis Group

The Association of Learned & Professional Society Publishers

SAGE

BRISTOL UNIVERSITY PRESS

DIASPORIC AFRICA PRESS

BEATNIK-BOOKS.CO

ADAEX

Silkworm Books
Read Thailand Read Southeast Asia Read Silkworm

Kids Can Press

GIRASSOL

Emirates Literature Foundation

BURDERS
Literature for all Nations

Manual Moderno
aprende más

Stormbird Press

PREISSMURPHY
A&A Education Group

<https://www.un.org/sustainabledevelopment/sdg-publishers-compact/>

Additional Information About Sustainability

Sustainability initiatives:

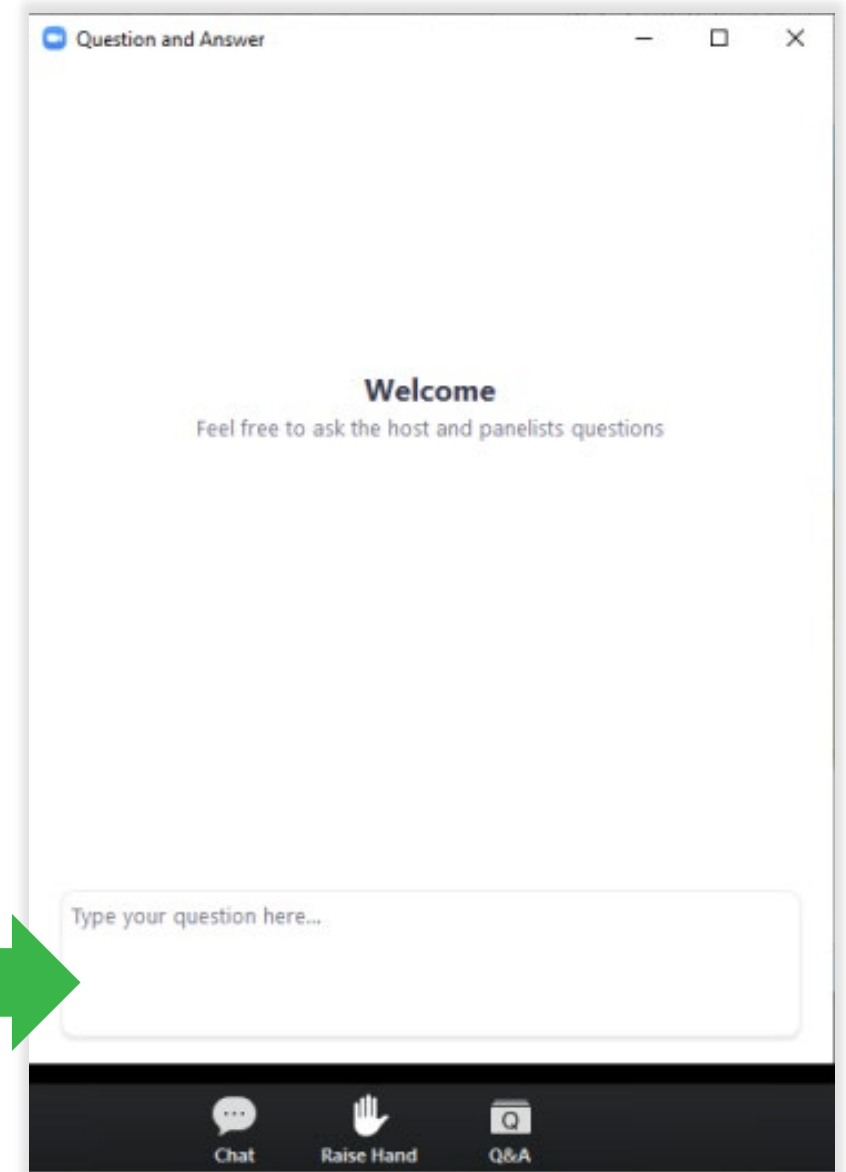
- [United Nations Sustainable Development Goals Compact](#)
- [International Publishers Association Sustainable Development Goals](#)
- [Publishers Association UK Carbon Calculator](#)

Climate guides and actions:

- [Australian Publishers Association Greener Publishing Guide](#)
- [French Publishers Association Environmental Charter for Book Publishing/](#)
- [Publishing Declares Climate Action Pledge](#)
- [Green Book Alliance](#)
- [Book Industry Communication Green Supply Chain](#)

Q&A

- Microphones will remain muted during the Q&A
- We will address previously submitted questions first
- Enter your questions in the Q&A panel, and we'll get to as many as possible during the time that remains.



Thank You

We hope you found today's session informative.

Within the next week, Westchester Publishing Services will email you a link of the webinar video.



Tell Us How We Did

To help us continue to deliver useful information, please share your feedback by completing the short survey that will appear on your screen when the webinar concludes.

You can also complete the survey using this link: <https://www.surveymonkey.com/r/Pub22Fall> or by scanning the QR Code:



Tell Us How We Can Help

Westchester is here to help our clients and colleagues in the publishing industry identify solutions that resolve your editorial and workflow challenges.

Please email questions and comments to: tyler.carey@westchesterpubsvcs.com

