

Program and speakers



Master of Ceremonies :

- Anne-Marie Bock, Strasbourg World Book Capital project manager, *City of Strasbourg*
- Lorine Boitelle, deputy director of the Department of Culture, *City and Eurometropole of Strasbourg*

14 April 2025

07 pm : **Opening of the International Meeting on Ecology for Books**

Location : *Pavillon Joséphine, Avenue de l'Europe, 67000 Strasbourg*

07.30 - 09 pm : **Opening dialogue "Reading for the Planet"**

This major inaugural dialogue will open up a global reflection on ecology in a broader sense, before delving into the topic of books in the following days. This round table will explore climate change through three complementary perspectives, which will also represent the three following elements:

- The earth, with Gaspard Koenig, author
- Water, with Daphné Buiron, glaciologist
- And the sky, with Frédéric Pontarolo, illustrator, who will highlight the power of fiction and images in tackling environmental issues, and atmospheric pollution in particular.

This event will offer a global and philosophical reflection on today's challenges.

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| Moderator | Christophe Rioux, academic, journalist, writer, and sponsor of the Strasbourg World Book Capital certification |
| Speakers | Gaspard Kœnig, philosopher and author of a dozen essays and novels, including <i>Humus and Agrophisophy</i> published by Éditions de L'Observatoire |
| | Daphné Buiron, climatologist, glaciologist and author |
| | Frédéric Pontarolo, cartoonist and illustrator, graduate of the École des Arts Décoratifs in Strasbourg. He recently adapted Olivier Norek's ecological thriller <i>Impact</i> into a graphic novel. |

15 April 2025

08.30 am : *Welcome Coffee*

Location : *University of Strasbourg – Amphithéâtre Jean Cavallès , 22 rue René Descartes*

09 - 10 am : Overview of environmental issues in the book ecosystem

This sequence will highlight the challenges of climate change and the urgent need for action through a summary of the IPCC reports, and will be followed by a focus on the European Regulation on Reducing Deforestation and Forest Degradation and its repercussions on the book chain. The environmental challenges of the book ecosystem will also be explored by highlighting strategies aimed at reducing the ecological impact of this ecosystem, and the role of private and public actors, as well as professional organizations, in this transformation.

- **Summary of the IPCC reports (20 minutes)**
→ Nadège Blond, CNRS research director, head of the Energy, Air Pollution and Climate group of the 'Image Ville Environnement' Laboratory at the University of Strasbourg, and director of the *Zone Atelier Environnementale Urbaine (ZAEU)* (Urban Environmental Workshop Zone)
- **Focus on the the European Regulation on Reducing Deforestation and Forest Degradation: challenges, issues, implications, and consequences for the book chain (20 minutes)**
→ Daniel Vallauri, Doctor in ecology, Head of *WWF* France's forest programme
- **Presentation of environmental issues in the book system (20 minutes)**
→ Fanny Valembos, independent research scientist and consultant at *Le bureau des acclimatations*

10 - 10.30 am : *Break and exploration of the stands*

10.30 - 11.30 am : (Inter)professional approaches to book ecology and bibliodiversity: history, policy approaches and field initiatives in France and worldwide

This round table retraces the history and political approaches in favour of book ecology and bibliodiversity by analysing the role of the professional and inter-professional co-operations that support them. It will highlight the creation of committed collectives, as well as concrete initiatives led in France and abroad, such as solidarity-based co-editions and the truce on new releases, while questioning the means of structuring a transformation of the industry.

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| Moderator | Mélanie Mazan, coordinator of the <i>Association pour l'écologie du livre</i> (Association for Book Ecology) |
| Speakers | Laurence Hugues, director of the <i>International Alliance of Independent Publishers</i> |
| | Anaïs Massola, president of the <i>Association pour l'écologie du livre</i> (Association for Book Ecology) |
| | Serge Dontchueng Kouam : publisher at <i>Presses Universitaires d'Afrique</i> (African University Press) in Cameroon, member of the <i>International Alliance of Independent Publishers</i> (→ broadcast of a recording, French-speaking) |
| | Olivier Verschueren, manager of the bookshop <i>Livre aux Trésors</i> in Liege, Belgium, and member of the <i>Syndicat des Librairies Francophones de Belgique</i> (Union of French-speaking bookshops in Belgium) |

11.30 - 11.45 am : *Break and exploration of the stands*

11.45 - 12.15 am : Presentation of the research project “decarbonising books and publishing”

This research project (2022-2025)¹ explores the environmental impacts and the levers of change of the various book sectors. Structured around seven themes, it is based on carbon footprints, data collection and experiments to identify and reduce the main sources of greenhouse gas emissions. The results and recommendations, which will be unveiled at the conference, are aiming at committing the book ecosystem to the ecological and social transition.

¹ This project is being carried out in partnership with Grenoble-Alpes University (Master's degree 'Métiers du Livre'), The Shift Project, Bayard Publishing, École des Loisirs, with financial support from Banque des Territoires and co-funding from the Grand Est region and ADEME.

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| Speakers | Fanny Valembouis, <i>Le bureau des acclimatations</i> |
| | Paméla Devineau, <i>Le bureau des acclimatations</i> |
| | Priscille Legros, <i>La bouture numérique</i> |

12.15 am - 02 pm : *Lunch*

02 - 03.30 pm : Simultaneous sessions

- **Round table 1 : 02 - 03.30 pm : Paper: at the heart of the book chain, from production to recycling. A cross-section of views.**

Paper is a key element in the book chain, from production and printing to disposal and recycling, involving many different actors. However, this essential resource is becoming increasingly scarce, and its excessive use is generating major environmental issues such as overproduction, destruction of ecosystems and waste management. This round table will be an opportunity to bring together the different links of the book chain to share their expertise and good practice, while rethinking the current model towards a collective – rather than fragmented – approach.

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| Moderator | Benoît Moreau, founder of <i>Ecograf</i> |
| Speakers | Daniel Vallauri, doctor in ecology, Head of <i>WWF</i> France's forest programme |
| | Violaine Chaurand, director of CSR, <i>Bayard</i> |
| | Magali Frontero, vice-president of the <i>Fédération Professionnelle des entreprises du Recyclage</i> (FEDEREC) (Professional Federation of Recycling Companies) |
| | Jori Ringman, chief executive officer, <i>Confederation of European Paper Industries</i> |
| | Mathieu Macheret, general manager at <i>Imprimerie de Champagne</i> |
| | Anne-Laure Barral, journalist at <i>Radio France's</i> investigative unit, environment specialist |

- **Round table 2 : 02 - 03 pm : The ecology of books in developing countries, the point of view of World Book Capitals**

Location : *Amphithéâtre Alain Beretz-Présidence, 20a rue René Descartes*

Developing countries are facing greater challenges in terms of book ecology. In some environments, accessibility to books is more pressing than setting what can be perceived as ecological limits on the book chain. However, it is at this precise moment of transition that long-term actions can be taken to sustainably strengthen the book chain. This round table proposes to give a voice to book professionals from all over the world through former World Book Capitals, so that they can present their points of view on book ecology in their respective countries.

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| Moderator | Philippe Colomb, director of the <i>Parmentier Library</i> in Paris |
| Speakers | Sheikh Faisal, President of the <i>Malaysian Publishers Association</i> , and President of the <i>Association of Southeast Asian Nations (ASEAN) Publishers Association</i> |
| | Sridhar Balan, New Delhi representative, World Book Capital 2003 and literary journalist |
| | Javier Martinez, General Director of <i>Book Promotion, Libraries and Culture of Buenos Aires</i> |
| | Trasvin Jittidecharak, <i>Silkwook Publishing</i> , Secretary General of the <i>ASEAN Publishers Association</i> |

03.30 - 04 pm : *Break and exploration of the stands*

04 - 05.15 pm : Towards a sustainable book: collective challenges and solutions for eco-design adapted to a world in transition?

This round table will explore how the book industry can respond to today's ecological challenges. It will highlight innovative solutions such as print-on-demand and international initiatives such as the UN Publishers' Pact. Writer Alexis Jenni will also share his thoughts on how to integrate environmental issues into his work. This round table will encourage a collective reflection on the necessary transformation of the book industry towards a more sustainable future.

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| Moderator | Aurélie Luneau, doctor in history and graduate in political science, documentary filmmaker, co-host and producer of a several programmes, including <i>De Cause à effets</i> |
| Speakers | Albert de Pétigny, president of the cooperative society of collective interest <i>OPLIBRIS</i> |
| | Trasvin Jittidecharak, <i>Silkwook Publishing</i> , secretary general of the <i>ASEAN Publishers Association</i> |
| | Rachel Martin, Global Director Sustainability, <i>Elsevier</i> and IPA Sustainability Committee member |
| | Alexis Jenni, author |

03.30 - 04 pm : *Break and exploration of the stands*

06.30 - 07.30 : Book signing event for the books shortlisted for the Ecology Novel Prize with Emmanuel Ruben (*Malville*, Stock), Abel Quentin (*Cabane*, Éditions de l'Observatoire) et Laure Gauthier (*Mélusine Reloaded*, Éditions Corti)

07.30 - 09.30 pm : Award ceremony for the Ecology Novel Prize

In 2025, the Ecology Novel Prize is joining forces with Strasbourg, World Book Capital, to reward a French-speaking author who combines literary quality with ecological themes. Exceptionally, the jury will include 5 Strasbourg residents and 8 students, in addition to the usual members of the jury. The winner will be announced in Strasbourg on April 15th at an award ceremony attended by the finalists.

16 April 2025

08.30 : *Welcome coffee*

09 - 10.15 am : Bookshop customers and library users, the readers at the heart of the ecological transition

This round table will highlight the crucial role of readers, bookshops and libraries in the ecological transition. Indeed, these establishments can become catalysts for change by actively raising awareness and engaging the public. Through international perspectives, it will highlight the impact of booksellers' ecological choices in raising awareness, and the role of libraries in this transition, as well as the different ways in which readers can get involved to ensure a more sustainable future.

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| Moderator | Philippe Colomb, director of the library <i>Parmentier</i> in Paris |
| Speakers | Xavier Galaup, co-chair of the Advocacy committee – <i>Plaidoyer</i> |
| | Ingrid Ledru, recently appointed president of the Ecology Commission of the <i>Syndicat de la librairie française</i> (French Bookshop Union), and manager of the bookshop <i>Le livre en fête</i> in Figeac |
| | David Piovesan, Senior lecturer, <i>Magellan Lab.</i> , <i>Lyon 3 University</i> |
| | Petra Hauke, Member of <i>ENSULIB</i> (<i>Environment, Sustainability and Libraries Special Interest Group</i>) and founder of the <i>IFLA Section on Green Issues</i> . |

10.15 - 10.45 am : *Break and exploration of the stands*

10.45 - 12 am : The economics of book recycling: environmental issues, economic impact

Like all economic sectors, the book, reading and publishing sector is currently facing ecological and social transitions. How can the circular economy be integrated into a cultural industry with so many links in its chain? Is the second-hand market a remedy or a false solution?

Publishing professionals, representatives of authors, booksellers and of the Ministry of Culture will debate on the issues surrounding second-hand books: from their economic effect on creation to their ecological impact.

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| Moderator | Charles Hédouin, senior consultant at <i>Sparknews</i> and trainer in editorial eco-design |
| Speakers | Olivier Viollet, deputy to the head of the book economy department and head of the book economy observatory, Ministry of Culture |
| | Pascal Lenoir, president of the Environment and Manufacturing Commission of the <i>Syndicat National de l'Édition</i> (National Publishing Union), director of production at <i>Gallimard</i> |
| | Guillaume Husson, general delegate of the <i>Syndicat National de la Librairie</i> (National Union of Bookshops) |
| | Dominique Tourte, director of the <i>Fédération des éditions Indépendantes</i> (Federation of Independent Publishing Houses), founder and managing director of the <i>Ivenit</i> publishing house |
| | Sylvain Joly, co-director of <i>Recyclivre</i> |
| | <i>Société des Gens de Lettres</i> |

12 am - 02 pm : *Lunch*

02 - 04.15 pm : *Simultaneous sessions*

- **Round table 1 : 02 - 03.30 pm : *Transcending Western ethnocentrism: reflections on book donations, bibliodiversity and publishing in French-speaking Africa***

This round table will address the imbalances in the circulation of books between the North and the South, where African markets are often dominated by foreign productions. It will highlight the efforts made by African publishers to promote an offer rooted in specific literary, linguistic and educational realities, while examining the ecological impact of the massive export of books from the North to the South, which are often unsuited for local needs. The aim is to consider solutions for a more equitable circulation of knowledge and works, more specifically in French-speaking Africa, by supporting sustainable and inclusive bibliodiversity.

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| Moderator | Raphaël Thierry, research scientist, lecturer, author and literary agent (<i>Ægitna Agency</i>) |
| Speakers | Marie Michèle Razafintsalama, founder of the <i>Jeunes Malgaches</i> publishing house in Madagascar |
| | Elara Bertho, research scientist and lecturer at <i>Sciences Po Bordeaux</i> |
| | Prudentienne Gbaguidi, vice president of <i>Association Internationale des Libraires Francophones</i> (International Association of French-Speaking Booksellers), and director of the bookshop <i>Savoir d'Afrique</i> |
| | Sansy Kaba Diakité, director of the <i>72 Heures du livre de Conakry</i> , Founder and Director of <i>Éditions l'Harmattan Guinée</i> , General Commissioner of <i>Conakry World Book Capital</i> |

- **Round table 2 : 02 - 02.45 pm : *Artist-writers, an endangered species?***

Location : *Amphithéâtre Alain Beretz-Présidence, 20a rue René Descartes*

This round table will highlight the ecological concerns of authors by exploring the impact of overproduction on their work and the precariousness resulting from it. It will question the place of bibliodiversity and the role of the *Authors' Charter* in tackling these issues. Finally, it will open up the debate on how to find a way of writing that is more respectful of the environment, while promoting the author's profession.

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| Speakers | Coline Pierré, writer and member of the <i>Author's Charter</i> |
| | Isabelle Collombat, writer, journalist, scriptwriter, and member of the <i>Author's Charter</i> |
| | Claire Lecoeuve, journalist, author, and member of the <i>Author's Charter</i> |
| | Diana Semaska, journalist, author, and member of the <i>Author's Charter</i> |

03.30 - 04.15 : *New paper and digital books : what is their environmental impact ?*

This round table will explore the environmental impact of paper and digital books through a study carried out by ADEME. Innovative initiatives, such as the analysis of the life cycle of books as part of the '*Alternatives Vertes 2*' project, will also be discussed. The aim is to find out whether digital books can truly be an eco-responsible alternative to paper.

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| Moderator | Anne Clerc, books & reading consultant, publisher, trainer, and journalist |
| Speakers | Mme Rachel Martin, global director in charge of sustainability, <i>Elsevier</i> and IPA Sustainability Committee member |
| | Pascal Lenoir, president of the Environment & Manufacturing Commission of the <i>Syndicat National de l'Edition</i> (National Publishing Union), Director of Production at <i>Gallimard</i> |
| | Raphaël Guastavi, deputy director of circular economy, <i>ADEME</i> |

04.15 - 04.30 pm : *Break and exploration of the stands*

04.30 - 05.30 : Closing round table : Culture and artists to change the world*

This round table will explore the catalytic role of culture in sustainable transformation, in relation to the UN's Sustainable Development Goals. Testimonies from experts and artists, including from UNESCO and from the City of Strasbourg, will address how culture can inspire positive change and mobilise for the future. It will also highlight the impact of cultural policies and cultural rights as levers for sustainable societal change.

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| Moderator | Yves Zimmermann, 'Agenda 2030' project director, <i>City and Eurometropole of Strasbourg</i> |
| Speakers | Ernesto Ottone, assistant director-general for Culture, <i>UNESCO</i> |
| | Emilia Saiz, Secretary General of <i>United Cities and Local Governments (UCLG)</i> |
| | Lucile Schmid, organizer of the <i>Ecology Novel Prize</i> |
| | A speaker from the <i>Tôt ou t'Art</i> regional network |