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We make
sure that
the whole
life cycle
of the book
is as
sustainable
as possible
”

Menorca
Ecoedition
Ecodesign
Waste prevention



Arrela Editorial

Ariadna Ferrer and Guillem Alcofea founded this publishing house in 2013, motivated by the financial crisis but also to shed light on a project conceived years ago. The idea is to publish books from Menorca, by authors from anywhere in the world and by Catalan readers.

The promoters were already aware that this is a complicated business, with a slow return on investment, but they still added another wish to the list, following eco-publishing criteria. They currently have about 15 titles published on the market.

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Arrela Editorial

Ariadna Ferrer
Co-editor

1. What values do you start from?

We wanted to eco-publish from the beginning, Guillem combines this work with organic farming, so we are already conscious. We wanted our work not to have a negative impact on the environment.

A book is also a product and therefore has a cycle, first is the idea, then it is produced, sold and it dies. Eco-publishing ensures that this whole cycle is as sustainable as possible.

2. What actions have you taken to achieve these values?

The first thing about a book is to decide whether to publish it or not. From there on, we assess how to perform the whole process. In a book's design there are many blank pages to tally the folds, we try to add only the exact number needed and no more. How many inks will you use on the cover? Will you plasticize it or not? The shape is also important to make the most out of the paper. To take advantage of left-over strips we make bookmarks ... These are all decisions affecting the product. We also run on solar panels so all computer hours are with clean energy.

In addition, the printing presses we work with in Catalunya are certified or at least with built-in processes and make a correct management of their waste. Another important part is the logistics of the product, how it is packaged, shipped. They're all small actions that do not cost much but that end up having an impact.

3. What does it mean to apply these actions, what is the return?

Eco-publishing is still an unknown topic that goes unnoticed. Whilst many authors are delighted with the idea, it is also true that eco-publishing is more expensive. Children's books, for example, are almost all made in China.

We need a clearer support from the administration to encourage it, such as grants to value eco-publishing. As it is not just the publisher's responsibility, but everyone's.

4. How do you imagine the future?

I think there is no shortage of ideas. Many people try to carry out very useful projects, but there is a structural problem. We are not ready as a society. Individually we have clear ideas, but as a whole we continue to apply habits that are not consistent with what we say. So I don't see a very clear future. We still depend in individual and small group initiatives to change something, and this is very complicated, tiring and not enough.

When you want to do things well, without polluting... it takes too much effort, you don't find the necessary products or they are too expensive ... Steps that people are willing make to do things well should be made easier.

Fundació prevenció
residus i consum

Rezero

Rezero is a non-profit foundation that yearns for a society that values the resources provided by natural systems and integrates all materials into cyclical processes, without toxic materials, or products that are left unused. This campaign aims to make visible the Balearic initiatives and companies that carry out inspiring actions and references in the prevention of waste and responsible consumption, be it from ecodesign, local and ecological production, repair, reuse, recycling, management prevention of waste or any other activity that allows progress towards a circular economic model based on zero waste.

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