



# 2023

## **Year in Review and Corporate Social Responsibility Report**



new society  
PUBLISHERS





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## About New Society Publishers

**NEW SOCIETY PUBLISHERS** is an activist, solutions-oriented publisher focused on bringing you tools for a world of change. We have published over 600 books, available in both print and digital formats.

We care deeply about both *what* we publish and *how* we do business and the same thinker and doer approach permeates our in-house work and the books themselves. A certified B Corporation, we print on 100% post-consumer recycled paper, and we are carbon neutral.

[Mission and Vision](#)

[Statement of Ethics](#)

[Land Acknowledgement](#)





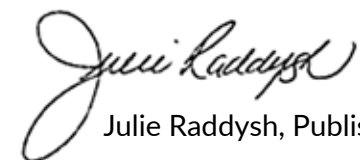
## Letter from the Publisher

**IN DECEMBER 2022**, while hanging out one evening, my brother and I asked a beta version of ChatGPT to create a Christmas carol tailored to New Society Publishers. Within moments, it produced a new version of “The Twelve Days of Christmas,” filled with mentions of our business practices, ethical values, published works, and company history. While I was initially amused, a sobering realization dawned: If content could be generated with such ease, what did this mean for publishing? What sort of Pandora’s Box was this?

Indeed, AI presents a wealth of opportunities to assist with our day-to-day work, from streamlining digital marketing content to fostering deeper audience engagement. However, it also comes with significant concerns, chief among them being the potential for AI to magnify editorial biases, compromise author integrity, and disseminate misinformation.

As we watched the rapidly changing force of AI flood the internet, it became a priority for us to address our concerns head-on. By mid-summer, we organized a thoughtful group of people to create a policy stating our approach to AI use, ensuring alignment with our values and principles. This new policy reflects our understanding of the importance of transparency, ethical guidelines, and ongoing review in harnessing the benefits of AI while mitigating its potential risks.

Throughout our history, New Society Publishers has been committed to seeking positive solutions for our changing world. We recognize AI as a powerful tool, one that demands responsible and ethical use while still allowing us to protect our values. In the midst of uncertainty surrounding AI we will continue to evaluate how we might use it for positive benefits, while understanding and navigating its inherent problems.

  
Julie Raddysh, Publisher





PEOPLE



# Conferences

**THIS YEAR** the staff at New Society were out and about all over North America. From Guelph, Ontario to Berkeley, California, we connected with our authors and the public—something we always look forward to. With so many conferences moving online in the wake of the pandemic, getting back to physically being at conferences was a highlight for many in 2023.

ROB WEST

## ***PASA Sustainable Agriculture Conference, Lancaster, PA***

For the first time, New Society attended the annual PASA Sustainable Agriculture conference in Lancaster, PA. It was an opportunity to meet people in person after so many virtual years, support author Pam Dawling, who spoke at the conference, and to see the new movers and shakers in the small-farming space, leading to the signing of William Padilla-Brown's forthcoming book *The Algae Farmer*. We also supported the Penn State University student farm by donating books for their annual conference.

## ***Bioneers, Berkeley, CA***

After several years, New Society was thrilled to return to Bioneers, now being held on the UC Berkeley campus. I met with Osprey Orielle Lake, author of the newly published *The Story is in Our Bones*, took in New Society author Joanna Macy's keynote address, and soaked up the electric atmosphere of young, dynamic, and diverse activists working to forge new visions of a future of humans reconnected to one another and planet Earth.

CAYLIE GRAHAM

## ***The Organic Grower's School Spring Conference Swannanoa, NC***

The Organic Grower's School Spring Conference was amazing! The organization is committed to prioritizing social justice and inclusiveness and as such, had an incredible line up of Black, Indigenous, and people of color speaking. A key takeaway was that there are many people doing exciting, nourishing, regenerative, and powerful actions for the people, planet, and animals, and it was a balm to my angst about our climate emergency.

EJ HURST

## ***American Booksellers Association - Winter Institute Seattle, WA***

I knew it was going to be a great few days. It was my first time attending the Winter Institute. I was introduced to the Independent Publishers' Caucus, had a feverish 2 days as part of the publisher/rep speed dating panel where I pitched our books to 60 booksellers in 15 minute rounds, and had the opportunity to browse through Seattle and Northern Washington's excellent bookstores.



Pam Dawling, author of *Sustainable Market Farming*.



Rob West



Jean-Martin Fortier leads a group of workshop participants in a tool demonstration.



Caylie Graham





## Employee Trust 2023 UPDATE

New Society Publishers' Employee Trust is at the heart of our responsible corporate approach. By sticking to our company culture and values while ensuring stability, the Employee Trust shows our commitment to growing sustainably and embracing inclusive decision-making, while encouraging accountability and a strong work ethic.

**1** New Society Publishers' Employee Ownership Structure is truly unique. Initially, the two original owners divided existing shares into three equal portions: one for each of them and one for the Employee Trust. This innovative approach enabled employees to become owners based on their hard work, without requiring financial contributions upfront.

**2** The Employee Trust operates with three designated representatives, each serving on a rotational cycle. Notably, one of these representatives actively participates on the Board of Directors, ensuring that employee voices are heard at the highest decision-making level alongside other stakeholders.

**3** The Employee Trust has expanded significantly, now comprising 16 qualified employees.

**4** In a strategic move towards equitable profit distribution, the Board of Directors replaced dividends with a profit-sharing formula. This decision, which ensures the company's financial stability while promoting fairness, was proposed by a board member representing the Employee Trust.

**5** Exciting times lie ahead for New Society Publishers, as we prepare for strategic planning this fall. Notably, this process will involve active participation from both the Board of Directors and the Employee Trust, emphasizing a collaborative approach to shaping the company's future.



# Awards & Book Awards

**NEW SOCIETY PUBLISHERS** was nominated for the International Sustainability Award at London Book Fair 2023.

## *Facing the Climate Emergency, Second Edition*

GOLD | 2023 Living Now Book Awards - Green Living

## *The Book of Nature Connection*

GOLD | 2023 Nautilus Book Awards - Special Honors: Educational Guidebooks

SILVER | 35th IBPA Benjamin Franklin Book Awards - Nature & Environment

SILVER | 2023 IPPY Awards - Nature

## *Making Shift Happen*

GOLD | 2023 Nautilus Book Awards - Social Sciences & Education

## *Plant Science for Gardeners*

SILVER (tie) | 2023 IPPY Awards - Science

## *Homemade for Sale, Second Edition*

SILVER | 2023 Living Now Book Awards - How-To / DIY

## *Inside Out*

SILVER | 2023 Living Now Book Awards - Social Activism / Charity

SILVER | 2023 Nautilus Book Awards - Social Change & Social Justice

FINALIST | 2023 International Book Awards - Social Change

## *Wild Plant Culture*

SILVER | 2023 Nautilus Book Awards - Social Change & Social Justice

HONORABLE MENTION | 2023 American Horticultural Society Book Awards

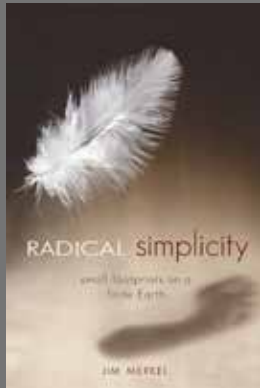
## *I Want a Better Catastrophe*

BRONZE | 2023 Living Now Book Awards - Social Activism / Charity

HONORABLE MENTION | 2023 American Horticultural Society Book Awards



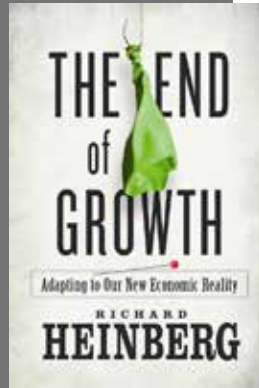




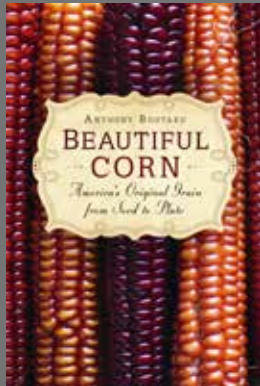
2003



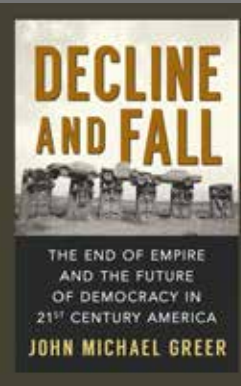
2009



2011



2012



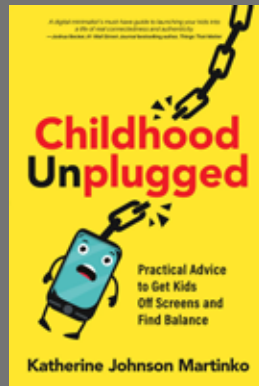
2014



2018



2020



2023

## Partner Highlight

*Diane McIntosh celebrates 25 years with New Society Publishers*

**NEW SOCIETY PUBLISHERS** is fortunate enough to work with a dedicated and professional team of freelancers, most of whom have been a part of the team for 10+ years. This year marks our 25th anniversary partnering with talented cover designer Diane McIntosh. We would like to thank Diane for being such an integral part of the New Society team and showcase some of Diane's creative design work with us.



Twenty-five years ago, Judith and Chris Plant approached Diane to help develop the company's book cover designs and bring them to a more mainstream audience. One of her first book covers for New Society Publishers was *Radical Simplicity* (shown at left). Diane is passionate about her work and says she couldn't imagine doing anything else. At the core of her design aesthetic is a desire for clear communication. She says, "The key is listening to and understanding authors' intentions, and transforming them into design messages. Each project is essentially a puzzle to be solved with ideas and conveyed by imagery."

Diane lives on the Sunshine Coast of B.C. along with her two rescue cats. From her office window she is inspired by the birds, forest, and nature. Her spare time is spent reading, painting, playing guitar, doing carpentry, and hula hooping. Keep up the good work Diane!

Fun fact: Diane is also the designer of this CSR report.





PLANET





## Supplier Sustainability Checklist

As part of our continued commitment to evolving the ways we prioritize planet and people as much as profit, this year we started considering our suppliers' sustainability actions in our buying decisions. Codified in our Supply Chain Policy, we commit to monitoring our supply chain based on sustainability best practices. The checklist guides staff members in evaluating and monitoring suppliers—with preference being given to those that are able to prove their sustainability measures. The commitment is as follows:

### OUR COMMITMENT:

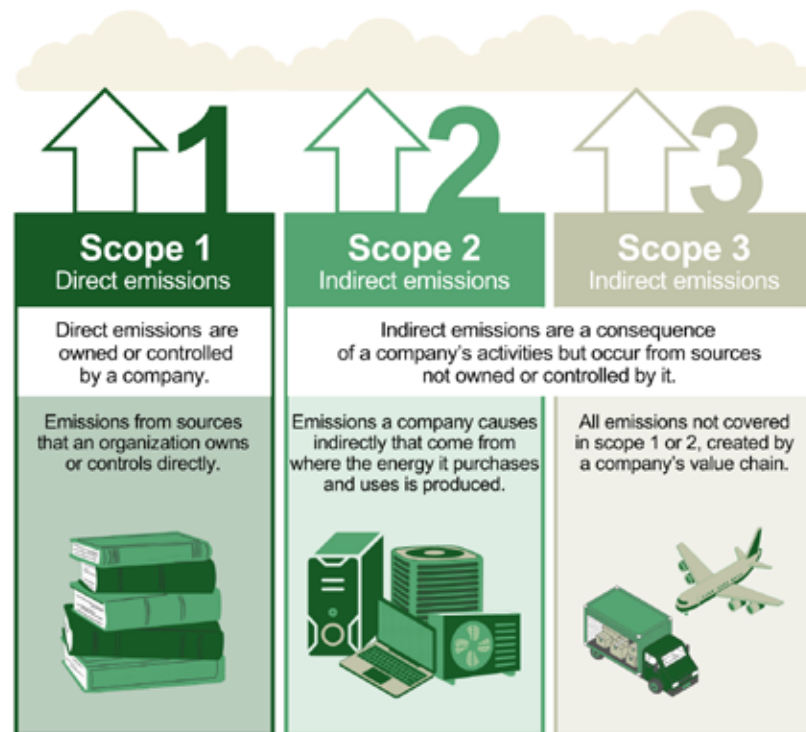
- We will continue to strive for partners that share our sustainability and social ethics.
- We will continue to act as leaders and encourage our partners to do better for the planet.
- We will continue to be transparent with our commitments.
- We will evaluate and nurture our business relationships and treat our partners with kindness and respect.
- We will remain committed to learning, strengthening, and growing our environmental and social standards.

Ultimately, we aspire to transform business and finance toward a more equitable and just model that prioritizes the planet, through accountability, integrity, and genuine transparency.



## What are Scope 1, 2 and 3 carbon emissions?

The three scopes are a way of categorizing the different types of greenhouse gas emissions created by a company, its suppliers and its customers.



Source: <https://www.nationalgrid.com>

## What is Net Zero?

### NET ZERO COMMITMENT:

We're extremely pleased to announce that our company is committing to be net zero in the near future. Currently, there is a lot of misinterpretation on what "net zero" actually means. In short, it means bringing the company's greenhouse gas emissions down to a level that will help keep global temperature rise below 1.5 degree celsius. To do this, we must follow science-based targets to define a clear path to reduce emissions in line with the Paris Agreement goals.

Targets are considered "science-based" if they are in line with what the latest climate science deems necessary to meet the goals of the Paris Agreement—limiting global warming to 1.5°C above pre-industrial levels.

### HOW DID NEW SOCIETY GET HERE?

In 2022, New Society Publishers joined the Race to Zero, committing to science-based targets to halve our Scope 1 and 2 greenhouse gas emissions before 2030, and achieve net zero emission before 2050.

In 2023, we set science-based targets for 3 different scopes to provide us with a deep understanding of what actions need to be taken in order for New Society Publishers to achieve net zero. Scope 1 looks at emissions you have direct control over, Scope 2 evaluates emissions that come from energy that we purchase, like BC Hydro, and Scope 3 is things we cannot or do not directly control.

< Graphic is based on an example by National Grid

### LOOKING INTO THE FUTURE

In 2024, New Society Publishers received approval on our targets from [Science Based Targets](#), with Scope 1 and 2 targets to be hit by 2030, and Scope 3 by 2050.



# Carbon Credits

**WE PURCHASE CARBON CREDITS YEARLY** in an effort to compensate for (or offset) emissions we cannot reduce further in a year. These independently verified credits for net greenhouse gas reductions are typically measured in tonnes of carbon dioxide-equivalents (tCO<sub>2</sub>e), are transacted through carbon registries, and are bought and sold for voluntary or regulated emissions reductions. In 2023 we purchased credits to offset the carbon we calculated we used in 2022, and bought credits through the following programs:

## CHEAKAMUS COMMUNITY FOREST

The carbon offsets generated by the [Cheakamus Community Forest](#) project are created by improved forest management actions on the 33,000 hectares it manages. They are quantified with the BC Forest Carbon Offset Protocol, and verified to the BC Emissions Offset Regulation. These actions are guided by the community forest's Ecosystem-Based Management plan, and are delivered on the land through reduced harvest volumes, extended harvest rotations, expanded reserves, and protection of old-growth forests and other important wildlife habitat. These voluntary actions go above and beyond regulatory requirements.

## COMMUNITY CARBON MARKETPLACE

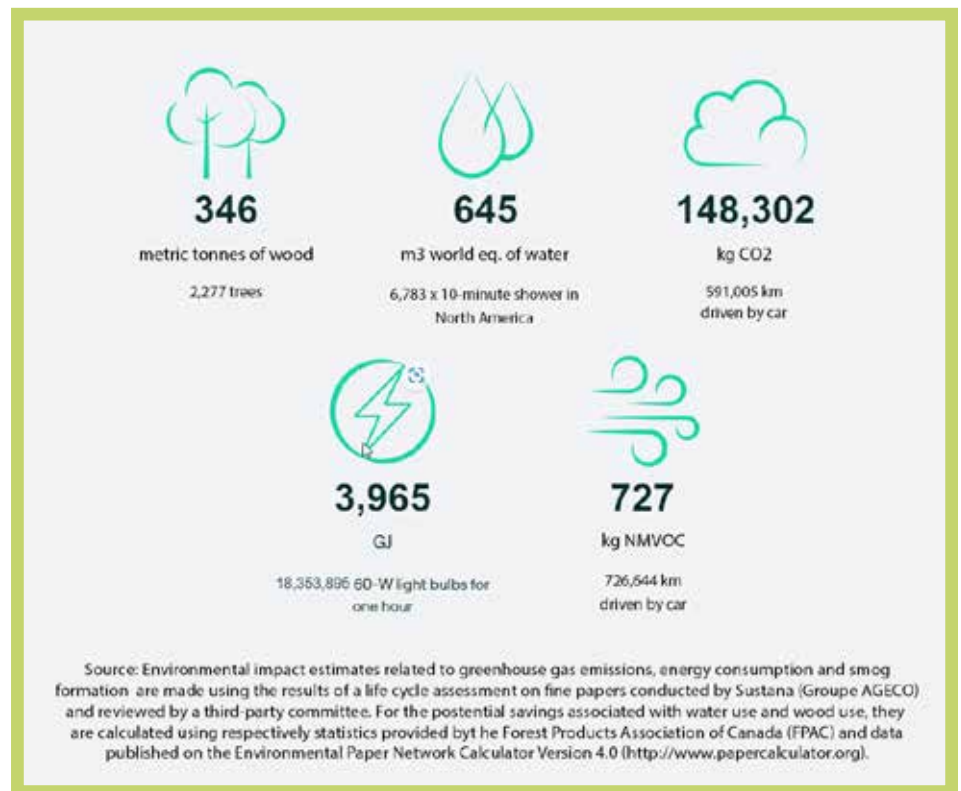
The [Community Carbon Marketplace](#) is a community-based carbon exchange initiative to enable individuals, businesses, and local governments to balance their carbon footprints by purchasing carbon offsets from community-based projects that reduce greenhouse gas emissions.

Their approach is aimed at helping communities lower their carbon footprint while kickstarting the local, low-carbon economy. For the first time, small to medium-sized businesses and community organizations can generate an additional revenue stream for every tonne of carbon reduced by implementing green projects that reduce greenhouse gas emissions.

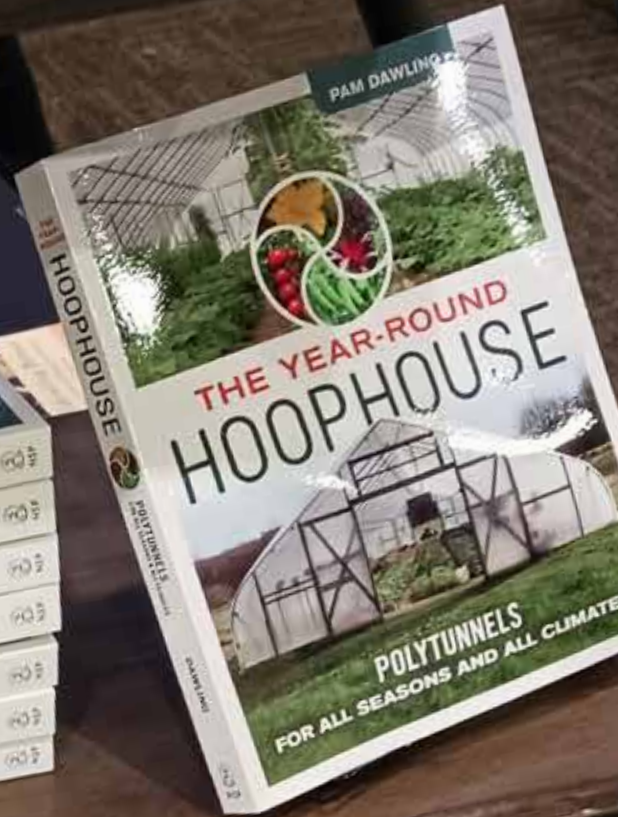
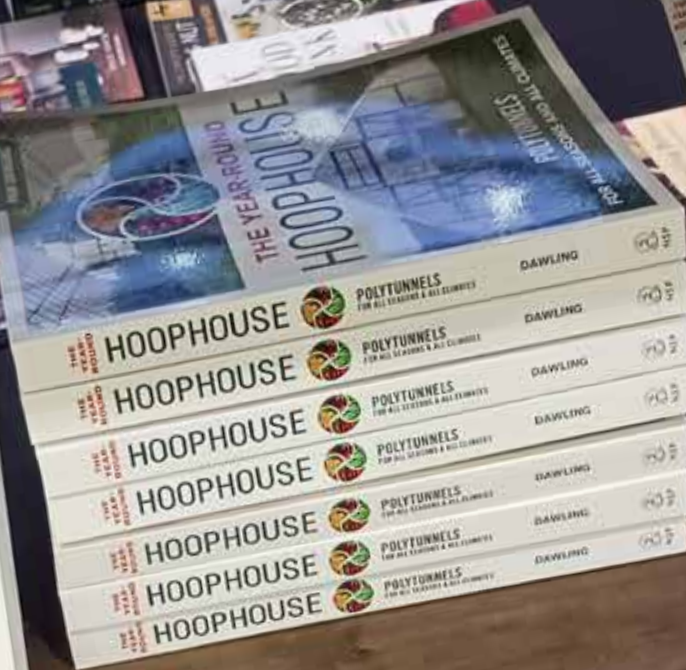
This revenue stream rewards sustainable business decisions and acts as a tipping point in favor of making them. Their model creates a multiplier effect that supports the ongoing growth of the local, low-carbon economy by creating additional value for businesses that reduce their emissions.

## ENVIRONMENTAL BENEFITS STATEMENT & RESOURCES SAVED

If you've ever looked inside one of our books, you might notice our environmental benefits statement. It's a tally specific to each book, outlining how many resources that book has saved as a result of our paper, carbon, and printing choices. Here's what was saved in printing for 2023.







PROFIT





## Donations

- Books for Africa
- Northside Achievement Zone, Minnesota
- Afri-Can Food Basket
- Habitat for Humanity - TN
- Island Crisis Care Society

## Staff Development

**IN SEPTEMBER**, all staff participated in “4 Seasons of Reconciliation,” a course from the First Nations University of Canada and Reconciliation Education. Each staff member went through the training at their own pace, learning from various Indigenous contributors through 10 modules focused on truth and reconciliation. As a result, our company earned a Business Development Bank of Canada certificate for Reconciliation Education completion. Staff who completed the challenge prior to September 30 were given an orange shirt purchased from a local Indigenous-owned and operated shop to wear for Orange Shirt Day.

**HOURS VOLUNTEERED:**  
**1,068.5**







## Artificial Intelligence and its Impacts on Publishing

In 2022, artificial intelligence software ChatGPT was released, and within days books started filling Amazon written not by humans, but by the software itself. The publishing world was turned on its head as we all grappled with how we could possibly compete with the speed with which these systems could produce material—even if that material was fraught with errors and full of biases. It became clear that now was the time to start building policies around the use of AI, and define our ethical boundaries around it. New Society formed an AI committee made up of staff who felt strongly about AI and how it would or should impact New Society Publishers. Through those discussions, a [formal policy](#) was put into place as a guideline for how the company would respond to AI-related topics and monitor its usage among staff, suppliers, and stakeholders.





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