

## Newsletter: year close 2022

### Dear Colleague

It feels like it's been a get-back-to-'normal' (read 'hectic'?) term for most educators and learners so far. With that in mind, I hope you and your learners are finding sufficient balance in your work/study-home life; after all, surely we have learned at least some personal well-being lessons from the pain of the pandemic?

You can see that we've opted for a more hemisphere-neutral reference for our newsletters. As our worldwide audience of learners has grown, we realize that the Fall/Autumn and Spring terminology is inappropriate for the southern hemisphere. And whilst we know different calendars are in use in some regions, we are now at least aligned with the IBO and other leading international awarding bodies.

*~ Stay well!*



The natural world is a wonderful place. We must do all we can to preserve it. Read about our efforts to reduce the environmental impact of our publishing below.

## The IB Learner Profile - and copyright

We all acknowledge that an IB education is a worthwhile and robust foundation for life – and overall, A Wonderfully Good Thing.

One particular aspect which we thoroughly respect as publishers is the link between the IB Learner Profile and **academic honesty**, and how young people learn the principles of copyright and how *anyone's* original work should be recognized as their own. In today's digital world, of course, it is more important than ever.

As publishers, we prioritize the protection of our authors' work and **strongly discourage the illegal photocopying of**

their original work, so that these brilliantly creative writers are *always* appropriately paid for their work. That's why we were so interested to read about the **Copyright Licensing Agency**. A CLA **International Education Licence** allows international schools (wherever you are in the world) to legally make copies from original sources and legitimately share copies with learners through an arrangement of collective licences. Interestingly, this licence covers the copying of publications from both the UK and the US.

For more information, go to the **CLA website** – and while you're at it, check that your school/college is already signed up.



A colleague drew our attention to this photo of a logo on a company van taken in London, in the UK.

Whilst at first glance, it looks a *little* like the Elemi logo, it couldn't seriously be considered to be a 'copy', of course. What do you think?

## A MORE SUSTAINABLE PUBLISHING SUPPLY CHAIN

Talking about photocopying in our article about copyright (*above*) is a reminder that other than illegal copying, another concern of photocopying has always been its propensity to wastage. Whilst digital technology might remove the likelihood of paper waste, there is still the level of energy involved in the data transfer and storage of documents created by 'soft' copying of material from published sources.

Of course, whilst the use of published resources might resolve these issues, book production involves significant energy use. In the last decade to drive down costs, many publishers went farther and farther afield for their printing – particularly for illustrated, full-colour books (typical of those in the classroom). As the pendulum swings towards sustainability, a number of publishers are now rethinking the environmental footprint of their publishing programme, resulting in more localized printing.

As international publishers, we know that printing and the transportation of our books probably represents the most significant driver of greenhouse gas emissions in our publishing and supply chain. Which is why we are delighted that we can make use of any one of three printing hubs when we service orders for our books. This means that whether a school is in the UK, the US, or Australia – their order of books is always most likely to be printed in the hub closest to them, thereby reducing the environmental impact of our work. That has to be good.

Our resources are used all over the world, including Italy, US, Hong Kong, India, Australia, and the UK. To order books for your school, contact your local supplier, or email [team@elemi-isp.com](mailto:team@elemi-isp.com).

Also available through leading online sellers, such as The Book Depository, Barnes & Noble, Amazon, or Booktopia.

Questions or comments? Email us at [team@elemi-isp.com](mailto:team@elemi-isp.com).

Want to remove your name from our mailing list? Let us know at the same email address.