Guide to good practice

September 22, 2022

Why have a Guide?

This Guide is based on ideas, discussions, round tables and workshops prior to and during the [International Conference of Independent Publishers in Pamplona-Iruñea](#) (23-26 November 2021).

The objectives of this guide are to:
- suggest lines of approach and actions for publishers who are members of the International Alliance of Independent Publishers, and to book professionals more broadly;
- help implement and put into practice the principles and values defended by the Alliance's members;
- illustrate these principles using examples (experience, projects, ideas, etc. from professionals) which may serve as sources of inspiration.

How?

A first version of this Guide was produced by a working group during the conference at Pamplona. It was then further developed by the Alliance's various language networks and thematic working groups ("Public book policies", "Freedom to publish", "Digital" and "Book ecology"), one of the challenges being for the Guide to reflect the diversity of practices of the publishers who are members of the Alliance but also of the different environments in which the publishing houses operate.

This guide is based on the [Pamplona-Iruñea Declaration](#) as well as declarations from previous conferences (2003, 2007 and 2014). It draws on several of the [80 recommendations & tools in support of bibliodiversity](#), formulated between 2012 and 2015 by the Alliance's thematic working groups, and the [Glossary of independent publishing](#), produced by the Alliance's Spanish-speaking network in 2021.

The "entries" in this Guide are thematic. Given that the intention of the Guide is to present in a practical way the principles of the Pamplona-Iruñea Declaration, the main entries are currently as follows:
- decolonial publishing
- ecological publishing
- feminist and LGBTQI+ publishing
- free publishing

- social publishing
- solidarity-based publishing

This Guide will evolve; its form is not fixed. Indeed, several of the Guide's entries require input that will come from the work of the thematic working groups which will be tasked with making suggestions and enhancing these entries. It will then be possible to update and adapt the Guide over time in line with the evolution of practices and ideas inside the Alliance (in particular through post-conference thematic working groups).

Bibliodiversity, as defined and practiced by members of the Alliance, is intrinsic to and represented in all entries. With readability in mind, certain points that relate to more than one entry have not been repeated across multiple entries (for example, several recommendations in the entry concerning solidarity could also have been included in the entry for ecology, etc.).

We have deliberately decided not to define the entries, so as not to confine the very varied practices of publishing houses within the boundaries of concepts which are too fixed or specific. Instead the entries have been developed with practices in mind.

A visual version of this Guide is currently being produced by the Alliance's Spanish-language network. This involves illustrating certain of the Guide's principles and raising awareness among readers using logos which could appear on books published by the Alliance's members. This work is currently underway and will be submitted to the Alliance's other networks.

Prerequisite

The Alliance is a unique intercultural network, whose specificity and strength lie in respect for diversity.
Kindness, curiosity, listening and respect for points of view, as well as equal opportunities for speech, must be the basis of every exchange within the Alliance. There can be no place for hate speech or non-inclusive discourse, which would be against the fundamental principles of the Alliance.
This prerequisite is the basis on which the Alliance's members organise themselves and work together – on the creation of this Guide, among other things.

Warning

The Guide to Good Practice is intended as food for **thought and discussion**. It cannot commit the publishers who are members of the Alliance to all the proposals and recommendations it contains. Indeed, the International Alliance of Independent Publishers is aware of the geographical diversity of its members and, consequently, of their cultural diversity. It is also fully aware of **the impossibility of implementing certain measures** (e.g. on book ecology, etc.) in some countries for many reasons related to the political, social, economic, cultural environment…

Decolonial publishing

Vision

A reading of the world in which each culture asserts itself and is a beacon for humanity. Producing works which reflect our own view of the world and liberate us from all civilisational injunctions; defending the plurality of points of view (as well as of agendas, temporalities, rhythms, practices, approaches, etc.); and sharing creative and innovative projects: these are all ways to avoid enclosing oneself in a unique frame of reference and to separate oneself from dominant centres, promote the diversity of imaginations and enrich free and singular thought.

The diversity of images is a concern, a daily battle even, for many publishers: it is a question of working to ensure that editorial creation and production are initiated and carried out at a local level and in a participative way, and of allowing readers to make choices, from an aesthetic point of view but also in terms of content.

The Alliance was formed based on the following principles, which have been central to its mission for 20 years:
- To support independent publishing around the world
- To rebalance relationships and exchange between the North and Souths
- To fight against the domination of markets by large groups, in particular in textbook markets in countries in the Souths
- To strengthen local publishing and local ecosystems
- To unite and join with local associations working in production and the distribution of local production
- Through public policies, to increase the presence of local books in public reading spaces

Examples of implementation

Public book policies
- **Organise and/or strengthen national and regional professional organisations** so that they are able to advocate and exert pressure on state bodies and regional and international institutions
- **Promote the development and participative implementation of national policies on books and reading** – see, for example, the work carried out by professionals in Latin American countries, in Chile among others
- **Call on public authorities to develop purchasing of books from local professionals in the book chain using public funds**

Publishing in minority languages
- **Diversify the production of quality books in minority languages and at an appropriate sales price for local purchasing power** – if needed using subsidies or thanks to solidarity co-publishing, which makes it possible to share costs, in particular manufacturing costs

- **Develop co-publishing and co-distribution projects with a view to sharing resources and distribution strategies**, in particular for widely-spoken and cross-border languages
- **Monitor the respect of terms of contracts concerning the rights of authors of works in minority languages** (copyright), whether it be mass-market titles or works targeted at specialist audiences (teaching, literacy campaigns, etc.)
- **Raise awareness among authors to reserve their rights** for editions in minority languages
- **Identify and use existing digital tools** (as much for the production and conservation of works in minority languages as for their marketing). For example, setting up and regularly adding to a digital database of works in minority languages so that these works can be consulted around the world using an ISBN, language, country, title, author, publisher, etc.
- **Encourage adaptations of the best titles published in minority languages** for cinema, television and radio so that they reach the largest possible audience
- **Work towards introducing a list of works in minority languages** with potential for co-publishing and translation
- **Establish new distribution channels which are specific** and more suited to wider distribution of books in minority languages to the general public. On a local level through minority-language press, bookshops and literacy centres, and abroad thanks to the involvement of local diasporas

Sources of inspiration
- See the publications from the Salon de l'écrit et du livre en langues africaines (SAELLA)
- See the work of Txalaparta publishers (Basque language)
- See the work of Editions Jeunes Malgaches (Madagascan language)
- See the work of Editions Dodo vole (in African languages and French)
- See the work of Editions d'en bas (project in Kinyarwanda)
- See the list of publishing houses who publish in minority languages
- etc.

Rethinking book donations
- Establish, as a work foundation and for all donation operations, **monitoring, consultation and fair relationships**
- **Stimulate local economy**: all donation operations must aim at stimulating the country's local economy. Donation organisations can get locally published books from local bookshops, thus participating to the development of local publishing and the stimulation of bookshop circuits
- **Consider minority languages** in book donations
- **Continue advocacy work targeting public authorities in countries in the Souths**: professional collectives (publishers, booksellers, librarians) have a role to play in raising the awareness of the ministries of education and culture in their countries, so that purchasing budgets are voted making it possible for libraries to stock books from the North and Souths (orders made directly with local bookshops). In Ivory Coast, for example, for several years, local publishing houses have received orders from the Ministry of Culture to supply the country's libraries

- **Implement a toolbox enabling organisations giving free books to acquire local works**: it is necessary for publishers and booksellers to raise the status of these works, in particular using existing databases, to encourage book-giving organisations to include local works when they give books

Sources of inspiration
- See the online resources and tools in the Bibliodiversity Observatory
- See the work of Editions Jeunes Malgaches

Increase solidarity co-publishing/favour co-publishing over export/strengthen local publishing

- **Commit to sharing and co-publishing**, in particular by strengthening the Souths/North and Souths/Souths circuits
- **Raise the status for readers of editorial projects based on the principles of solidary and equality**, as do, for example, publishers who are members of the Alliance by using the "Fair Trade Book" logo on co-edited and translated books
- **Mobilise and support authors**: make authors aware of transfers of rights and North/Souths and Souths/North co-publishing; increase calls on authors encouraging them to reserve their rights for a country or region (an author from Benin edited in France can, during negotiation of the contract with the French publisher, reserve their rights for Benin or francophone Africa)
- **Strengthen collaboration with independent bookshops**: work with bookshops to better promote titles published through solidarity co-publishing; establish preferential commercial relationships between booksellers and independent publishers
- **Increase promotional activities for co-published works** (author events, media relations, book days, etc.). These activities can be designed and organised in collaboration with other members of the local book chain: booksellers, librarians, exhibitions and book fairs

Sources of inspiration
- See the online resources and tools in the Bibliodiversity Observatory
- See the example of the "Terres solidaires" collection, a laboratory for solidarity co-publishing
- See the "Fair Trade Book" logo
- See "L'édition solidaire", produced in partnership with the magazine *Takam Tikou*, published by the CNLJ / BnF, March 2021

Ecological publishing

Warnings

However urgent and important ecological concerns are in our publishing practice, we should approach this matter with much caution so as not to replicate the colonial paradigm and Western biases in these matters.

As we all know, much blame had been put on poor Third World countries for pollution, deforestation and non-sustainable practices, while completely forgetting the long history of colonialism and resource-grabbing by Western powers that made the Third World operate as it does today.

This can be seen, for example, in the use of the FSC standard for paper. In south-east Asian countries, especially in Indonesia, this standard of "environmentally-friendly" paper can only be achieved by the biggest multinational pulp and paper company, Asia Pulp & Paper, which has a record of bad practice in relation to the environment and human rights in their operations as a group. In this context, does using FSC paper from such companies really correlate with environmental awareness?

We should record these environmental concerns as ideals, but ground them in very specific and down-to-earth realities.

Vision

Book ecology encompasses all ideas and professional practices promoting sustainable/tenable, decolonial and geopolitical ecology, involving all the actors in the book sector and taking into account their interdependence.

These ideas and practices concern several dimensions and seek to include all the actors involved in book production, from creation, lay-out and publication, via printing, distribution and sale in bookshops, to reading.

The term "decolonial" may seem surprising in this context but this perspective highlights the domination and economic and capitalist exploitation of social and environmental relationships in the sector and in the organisation of the book market at an international level, as well as in editorial policies.

Ecology as it is understood here is based on several pillars:
- ecology in terms of book production: develop organic production resting on values of biodiversity and a reduction in raw materials, inputs – in particular paper – and production processes
- think about book ecology to its fullest extent, taking into account all the organisations and the industry as a whole: branches which share resources and collaborate together; short production and distribution chains at organisational and sector levels; fair pay for all parties (circular economy and equality)

- support, promote and develop the bibliodiversity of the offer and guarantee access to books
- make a case for book ecology in the industry as a whole as well as with public authorities and financial partners

It would be desirable for independent publishing to be part of a new definancialised, decreasing and circular economy. This would mean breaking with market diktats and extractivist logic, market rules and the capitalist and financial principles of profit and return. Instead, it would involve promoting fixed-price systems and antitrust and anti-monopoly legislation. Thus, this new economy would be based on the creation of alternative shared and cross-functional circuits of exchange, on the margins of the dominant market.

Principles

- Control waste: overproduction (and pulping) versus equalisation; profit/marketing versus editorial quality (bibliodiversity)
- Make good use of natural resources: local production versus international production
- Promote the circular economy in relation to books: the forest ecosystem ("nothing is lost, nothing is created, everything is transformed"), well-sorted used paper, recycled paper, second life of books
- Ensure better distribution of costs, investments and profits: solidarity is necessary in the sector, both upstream and downstream, with the prospect of investing in recycling (from an ecological point of view, this is recycling of "embodied energy")
- Defend social justice and fair distribution of value at an international level (as much on raw materials as in the industry as a whole and in books and their circulation)
- Defend ecological cultures, in the North and Souths, and promote education about ecology and the challenges faced across the planet
- Recognise the indestructible links between biological diversity and cultural diversity (there is no biodiversity without bibliodiversity and vice versa)
- Support fair and sustainable/tenable relocation of the means of book production, in the North as in the Souths

Examples of implementation

Material ecology (printing, paper, location of printing, use of plastic, etc.)
- Publishers publish as an organic rice farmer farms: reconsider what is useful and what is wasted, move towards organic production
- Think about ecology as a whole, taking into consideration all organisations and the entire industry
- Encourage public administrations to support sustainable practices and ask them for a commitment to promoting ecological actions in public purchasing and subsidies
- Raise awareness among professionals in the book world and citizens of publishing houses' commitment to sustainable books
- Fight against extractivist policy and favour support for the sustainable culture of forests that support biodiversity and local communities

Location of printing
- Relocate printing and commit to printing in the country of operation, when conditions allow
- Involve printers in the considerations of publishing houses and encourage them to provide transparent data on paper, ink, etc.

Digital
- Take into account the environmental cost of digital practices and systematise the measurement of the ecological impact of digital books (internet use, storage of digital data, e-books, etc.)

Papers/inks
- Ensure as far as possible the traceability of papers
- Use certification and traceability tools where they exist and are financially accessible for small printers, for example: Check Your Paper, Environmental Paper Company Index, Book Chain Project, Paper Profile, FSC Certification, EU Timber Regulation
- Print with paper certified as recycled or from sustainable sources
- Print with certified paper when there are no economic obstacles to doing so
- Use formats which maximise the use of paper
- Use techniques to eliminate the non-degradable part between the paper and the plastic laminated layer and replace it with a degradable layer
- Share the costs of purchasing and distributing paper
- Compensate for our carbon footprint (planting trees and other schemes, for inspiration see the Université de Sherbrooke)
- Produce our own paper (jointly manage a forest, publishers, booksellers, readers, etc.)
- Favour plant-based inks over chemical-based inks where possible

Plastic
- Avoid the use of plastics where it doesn't significantly affect the durability of the book

Pulp/pulping
- Avoid pulping
- In all cases, it is desirable to seek information on its destination and try to make use of the raw material. In the context of a paper shortage, for example, pulped books could be turned into recycled paper

Transport
- Favour co-publishing over exporting

Decrease and definancialisation
- Support books written in the Souths (with a heavy emphasis on minority languages) and fight against reproduction of books from the North
- Support policies of sharing stock in both the North and Souths and fight against policies of speculation, overprinting and overstocking (which upset the rules of the book market)
- Raise awareness in both the North and Souths about the lifespan of books and introduce measures to deter publishers from producing "disposable" books

- Implement policies that help give books a second life (second-hand booksellers, informal booksellers or *librairies du soleil*): favour finding new uses for books to avoid their destruction (while also being vigilant as regards donations of books – see "decolonial" entry)
- Favour low and middling initial print runs, to avoid loss of copies and overstocking
- Put in place alternative models to the neoliberal entrepreneurial model
- Make books a part of the circular economy, both in the North and Souths
- Create alternative and independent platforms where social innovation takes precedence over technical innovation (responsibility to not communicate certain data concerning readers)
- Introduce public policies which promote local creation; limit free access to markets in the Souths for financialised publishing houses (taxes?)
- Promote the establishment of ecological and virtuous industrial circuits in those countries in the Souths with least resources (do not reproduce the chaos in the North)
- Generalise policies for solidarity co-publishing and sharing of rights, which ensure flatter organisation of the circulation of books and the profits generated by them

Ecological and social justice
- Denounce criminal social practices (extractivism and casualisation) in the book world
- Work towards recognition of a fair price for raw materials – in particular for trees, paper and inks – which really takes into account the pillaging of the Souths by the North
- Implement collective actions, at both a national and international level, to fight against delocalisation of printing; the use of non-certified forests to grow monocultures using chemicals; and the waste of non-recycled books
- Request the implementation of an international eco-tax on books making it possible to support local book chains in the Souths

International education in ecology
- Raise awareness among actors in the book world and citizens of publishing houses' commitment to sustainable books
- Pursue and increase public book policies all over the world, the only way to create a broad common ecological culture
- Raise awareness among readers of not using financialised platforms such as the GAFAM platforms
- Carry out international campaigns on the social and environmental costs of books from financialised publishing houses
- Raise the alarm about the growing concentration of the publishing world on the planet, and the associated uniformisation and financialisation

Sources of inspiration
- See the work of [Rue de l'échiquier publishers](#)
- [Association pour l'écologie du livre](#)
- [Pamplona-Iruñea Declaration](#) "For Independent, Decolonial, Ecological, Feminist, Free, Social and Solidarity-Based Publishing"
- ["The alternatives.Ecology, social economy: the future of the book?"](#),*Bibliodiversité* magazine, 23 February 2021

- *Bibliodiversity: A Manifesto for Independent Publishing*, Susan Hawthorne (Spinifex Press, Australia)
- *Un livre français. Évolutions et impacts de l'édition en France*, BASIC, 2017
- *De l'impression à la vente des livres. Filière du livre*, BASIC, 2018
- *Les livres de la jungle. L'édition jeunesse française abîme-t-elle les forêts*, WWF, 2018
- *Vers une économie plus circulaire dans le livre ?*, WWF, 2019
- *L'écologie du livre à l'école : état des lieux et enjeux*, WWF, 2018
- *Le livre est-il écologique ? Matières, artisans, fictions*, Wildproject, 2020
- *The Shift Project* – "Décarbonons la culture !", 2021 (for the chapter "décarboner le livre, la lecture, l'édition et la chaîne du livre", p. 92)
- *La fabrication du livre et son impact écologique*, Terre vivante, dossier 31.08.2015
- Université de Sherbrooke in Quebec (grants for seeking longer-term solutions)

Feminist and LGBTQI+ publishing

Vision

Independent publishers are experimenting with a wide range of inclusive practices and actions, as much in terms of production as of organisational considerations concerning issues of equality and inclusivity.

Multi-faceted, feminist and inclusive publishing aims to give exposure to different voices (in catalogues and in the choice of authors and translators), with more reflection as to organisation (non-discriminatory measures for equal pay, facilitating work and personal lives that respond to inequalities in the work environment and the publishing world, etc.). Thus, independent publishing has made itself a laboratory and spokesperson for commitment on several levels against dominating relationships.

This entry in the Guide requires some work to complete and expand it, in particular the LGBTQI+ entry (on which work is currently under way). Notably, this will involve questioning current practices in order to move towards more numerous and accomplished concrete propositions. Dominating relationships are to be apprehended and deconstructed at several levels, above all inside organisations: publishing houses, professional collectives, the book chain, etc.

Examples of implementation

Inside organisations
- Introduce equal pay for men and women in publishing houses
- Take into consideration deep-rooted phenomena which have an impact on women's professional lives
- Introduce, in all organisations (publishing houses, professional associations, etc.), frameworks/rules for dialogue and operation guaranteeing equal speech and equal opportunity to act on one's initiative (for example, ensuring that women have the same opportunities to speak as men; ensuring that women are not systematically assigned tasks such as note-taking or logistical organisation, etc.)
- Not distinguish between generations: give young people, including young women, the possibility of making suggestions, being heard and listened to in the same way as older men and holding positions with greater responsibility

In production
- Promote female figures in writing and publishing
- Create platforms on which marginalised voices can be heard
- Create more diversity at the centre of the industry (the "mainstream") and come up with other means of communication, other prizes
- Denounce the composition of male-only juries

Sources of inspiration
- See the work of publishers who are members of the Alliance, heads and founders of feminist publishing houses (remue-ménage, Women Unlimited, Spinifex, wo-men, etc.)
- See the workshops from ANEL in Quebec on "La politique en matière d'harcèlement"

Free publishing

Vision

We must intensify our vigilance as well as our inventiveness to thwart all forms of oppression and breach of freedom of speech. The fight against all forms of censorship (of the state, administrations, religious, economic, even self-censorship) is still a priority.
Freedom of expression and equality of expression are fundamental. Societies cannot operate as they should when individuals are monitored, prevented from speaking out against received ideas and the status quo or threatened for their opinions. The implementation or application of prohibitions in forums for speech, whatever their form, is a real hindrance to freedom in societies. The free circulation of ideas and information and the access of individuals to information must be guaranteed.

Thought control does not occur by censorship alone. In a context of too much information, a concentration of media and the standardisation of content, it is necessary to ensure that freedom of expression doesn't only serve the voices of dominant groups and powers. The industrialisation and commodification of the book must on no account contribute to control of the publishing world. The standardisation of speech, not to mention the imposition of silence, is a serious attack on the life of ideas. Independent publishers defend fair speech and a plurality of voices, both of which are guarantors of bibliodiversity.

Examples of implementation

- Fight against all forms of censorship (political, religious, moral, cultural, sexual, gender and market)
- Denounce the concentration of media and the control of speech which, in practice, limit freedom of expression
- Firmly oppose speech which stigmatises and dehumanises
- Protect the book so that it doesn't become a space dependent on advertising
- Fight against policies which have consequences for the training of individuals, the understanding of society and public law

Sources of inspiration
- See the online resources and tools in the Bibliodiversity Observatory
- Work of the Alliance's "Freedom to publish" group

Social publishing

Vision

Social publishing is related to social relationships and governance in publishing organisations, as well as to their relationships with their partners: book professionals, authors, translators and readers. It is about implementing, industry-wide, more inclusive policies to fight against all types of discrimination: to build transparency and the free circulation of information, establish a system for equal and fair pay, etc.

The challenge is also to facilitate access to books (by reflecting on book prices, for example) by considering it a common good. The democratic sharing of intellectual property rests not on the possibility for readers to pirate books but on the fact of giving them access to books through public funds (in particular via libraries).

Examples of implementation

Organisation inside publishing houses
- Promote the most inclusive practices possible in the company and with all partners
- Favour transparency and the circulation of information in publishing houses
- Fight against unequal pay; reduce inequality in the salaries of publishing employees, ensuring difference doesn't exceed a difference of a ratio of 1:3
- Offer access to training and compensation other than salary (home-working, paid leave, etc.)
- Provide a framework for contracts for interns and students on work and study programmes, ensuring they are adequately paid

Regarding book professionals (proofreaders, designers, printers, etc.)
- Pay publishing houses' partners fairly
- Gain the loyalty of freelancers to counter uberisation
- Don't underpay workers on the basis their work is for a good cause

Regarding authors/translators
- Communicate transparently about how the author and publishers will be paid as well as all those in the book chain more broadly
- Envisage and encourage forms of ownership away from commercial exploitation, paying particular attention to cooperative and associative forms of ownership
- Respect authors' rights and enforce the principle of remuneration for their involvement where possible
- Offer authors the possibility of buying books at a preferential rate
- Raise the status of the work of translators

Regarding readers

- Rethink intellectual property so that it doesn't restrict access to knowledge
- Strengthen books' characters as something social representing solidarity by encouraging a fair price for books, as cheap as possible

Sources of inspiration

This section requires input

- Publishing houses, booksellers, printers organised into cooperatives or other forms of collaborative organisation

Solidarity publishing

Vision

Independent publishers listen to the societies they are part of. As supporters of humanist ideas and social justice, they seek to be drivers of social change. They question the hierarchies based on which our world is organised, in particular the book world, and they strive to reorganise the ecosystem to encourage more solidarity and make it more democratic.

This requires research and initiatives to achieve greater inclusivity in terms of access to the written word and to publication, so that un- or little-heard voices may become heard.

This also requires better book distribution, through work to (re)construct and consolidate links with readers from the different communities at which books are targeted (civil society, universities, people unable to get to cultural spaces).

Examples of implementation

- Create a global contract to build an ecosystem for books, not only a chain, guaranteeing fair conditions for all and taking into account the constraints each person faces
- Provide library access for all and develop self-managed libraries
- Create activist libraries in bookshops
- Create cooperatives for distribution

Sources of inspiration
This section requires input

Annex

Definitions taken from the <u>Glossary of Independent Publishing</u> developed by the Alliance's Spanish-language network

Co-publishing

Co-publishing describes a way of working whereby two or more publishers work together to publish a book. The objective is to produce a book together by sharing publishing knowledge and concepts. Co-publishing also makes it possible to share the costs inherent in a publishing project.

It is a process that involves exchange and solidarity between publishing houses, which can choose to share costs in an equal and fair way, according to their working conditions, financial capacity and the size of their national markets. Co-publishing promotes the national and international visibility of independent publishing houses thanks to the inclusion of their logos on the covers of co-published books. It also promotes bibliodiversity by making it possible to circulate works more widely. Co-published authors benefit from distribution that is managed in an efficient way by each of the partners and which is better adapted to their national markets.

See the <u>online resources and tools</u> in the Bibliodiversity Observatory.

Culture/Commerce

Against the backdrop of globalisation, in publishing there is palpable tension between, on one hand, the cultural, social and political dimensions of books, and on the other, the commercial dimension. During the reign of neoliberalism, economic liberalisation and free trade imposed themselves on large swathes of society, restricting the role of the state and public policies to certain key domains such as education, health, culture and communication. This generated significant economic concentration, which increased dependence and cultural colonialism, exacerbating the international division of work in the cultural sphere by separating countries into producers and consumers. As highlighted by sociologist Pierre Bourdieu in his article "A conservative revolution in publishing", in which he analyses the French publishing field, the "commercial universal" is increasingly imposing itself on the "literary universal", "dramatically transforming practices, subordinating them (...) to commercial norms". According to Bourdieu, the principle that shapes the cultural field in general, and publishing in particular, lies in the opposition between art and money. It is within this space that actors in the book world operate, dependent on their characteristics, their history and their practice. The large groups in the book world represent the commercial face of publishing. The movement for independent publishing and the defence of bibliodiversity came from resistance to the logic of these large groups and a desire to defend the need to preserve local and diverse cultural production.

Independent publishing

Independent publishing prizes the quality of its catalogue over its profitability. It considers its catalogue as a contribution to diversity in literature and ideas, which is subject to neither market demand, nor current reading trends, nor any government or institution. In this sense, it implies understanding the book as an aesthetic and cultural object, but also as a fundamental

right and not as a product of consumption. This term has expanded and its meaning has evolved to encompass small publishing houses which work with limited resources, or which take responsibility for the book process in an alternative way (self-management, printing and binding by hand, titles free from rights, etc.). In independent publishing, it is the publishers who are at the head of publishing houses. They do not depend on other companies or organisations.

Minority languages
Definition currently being produced, with the support of publishing houses and universities (in particular Laetitia Saint-Loubert).

Alternative publishing house
The term "alternative publishing house" might well be considered a synonym of "independent publisher". While it is very difficult to offer a definition which clearly distinguishes between them, there are nonetheless certain characteristics specific to each one.
Alternative publishing houses are independent publishers in that – according to the terms of André Schiffrin – the decision as to what is published is made by publishers and not by the sales team. Just like independent publishers, the cultural role of their profession is more important to them than profit, as is the fact of being cultural agents, on a mission of social and political intervention.
Alternative publishing houses tend to organise themselves as self-managed collectives; they give particular importance to artisanal work, which adds value to their books; and they market their works independently through fairs and meetings, rather than through the traditional marketing network.
This is the case, for example, of "Las editoriales cartoneras", which represent a movement that is unique to alternative publishing houses due to the themes they tackle and the materials used for publication. They emerged in 2003 with the creation of Eloísa Cartonera in Buenos Aires. Today, cartonera publishing houses still exist – with agreements for mutual cooperation – in more than ten countries in Latin America, in Spain, France, Mozambique and Portugal, among others.

International Alliance of Independent Publishers

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