



# LA CABANE BLEUE



## CATALOGUE

AND MORE...



# The book ecosystem and its ecological impact

by **LA CABANE BLEUE**

Between 1990 and 2016, the number of books published per year has tripled<sup>2</sup>. For each of these books, it means less visibility and a life expectancy in bookshops of around 3 months.

**Our solution:** Less, but better! We publish a maximum of 4 books per year. We take time to make them and support them in the long run.

70 % of children's books are printed in Asia<sup>3</sup>.  
**Our solution:** Ecodesign! The same format for all our books enables us to print several titles at the same time and optimise printing: less waste of ink, of paper, of energy and transport, hence a lower printing cost and the possibility of printing in France with reasonable costs.

One author out of three live below the poverty line<sup>1</sup>.

**Our solution:** Fair pay! Our royalty rate is 2 points superior to the average rate in children's publishing.

20 to 25 % of books are destroyed before being sold<sup>4</sup>.  
**Our solution:** let's keep our heads! We produce rather small quantities and reprint as sales progress. Damaged books are given to associations.

A book is not fully recyclable because of the - invisible - plastic lamination on the cover.  
**Our solution:** no lamination, but a more sturdy cover paper.

200 000 tons of books are transported to bookshops yearly<sup>2</sup>. 21% of them are returned, for not being sold.  
**Our solution:** self-diffusion! Being our own sales force, we enhance local distribution networks and indie shops. We target our sellers more precisely and that makes our return rate lower.

Thanks to the Lang law from 1981, the price of each book is the same everywhere in France.

Books make 12 % of the French second-hand market<sup>5</sup>!



<sup>1</sup> États généraux de la BD, 2014  
<sup>2</sup> Syndicat national de l'édition, 2018-2020  
<sup>3</sup> Rapport de WWF Les Livres de la jungle - L'édition jeunesse française abîme-t-elle les forêts ?, 2018  
<sup>4</sup> Étude 2017 du BASIC  
<sup>5</sup> Étude du cabinet Xerfi, 2020  
 Illustration: Gilles Freluche - Printed on recycled paper

# STORIES

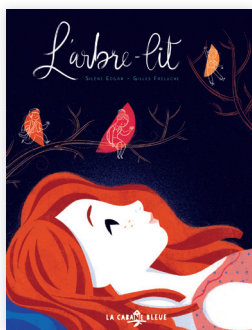
Fiction picture books that subtly deal with essential ecological issues.



## ONCE UPON A HOUSE

Philippe Nessmann  
Camille Nicolazzi  
sold: German, Italian, Korean, Portuguese

A powerful ecological tale about the threats to biodiversity.



## THE BED TREE

Silène Edgar  
Gilles Freluche

A delicate tale about the cycle of nature and transmission between generations.



## MR JOHNSON'S GOOD IDEA

Pierre Grosz  
Rémi Saillard  
sold: German

The - almost - true story of the man who brought nature back to New York.



A unique format for all our books:

21 x 27.5 cm  
hardback  
32 pages  
17 €

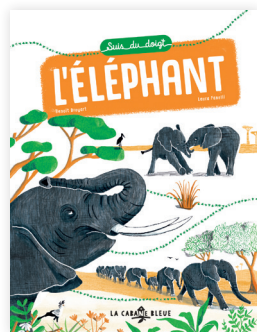
# FOLLOW MY PATH

An entertaining and stylish non-fiction series to discover endangered species. On a path that winds from one page to the next, children can choose what they will read next.



## PLANTS

Guillemette Resplandy-Tai  
Sarah Velha



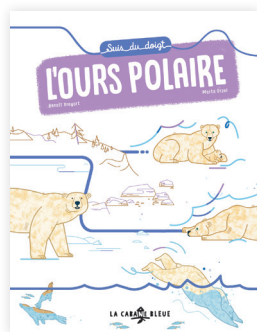
## ELEPHANT

Benoît Broyart  
Laura Fanelli  
sold: Simplified Chinese



## TURTLE

Benoît Broyart  
Félix Rousseau  
sold: Simplified Chinese



## POLAR BEAR

Benoît Broyart  
Marta Orzel  
sold: Catalan, Spanish, Simplified Chinese



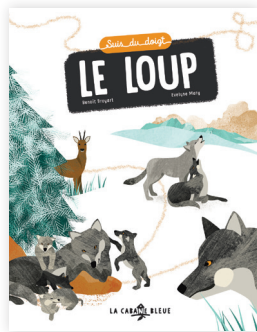
## HEDGEHOG

Benoît Broyart  
Léonie Koelsch  
sold: Simplified Chinese



## BAT

Benoît Broyart  
Margaux Grappe  
sold: Simplified Chinese



## WOLF

Benoît Broyart  
Evelyne Mary  
sold: Simplified Chinese



## BEE

Benoît Broyart  
Suzy Vergez  
sold: Catalan, Spanish, Simp.Chinese

# WILD GRASS

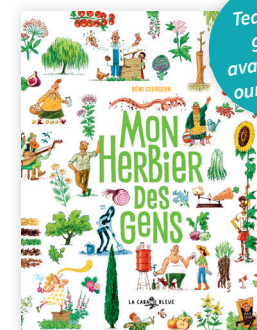
Original non-fiction titles to deal with nature and ecology in a different way.



## WHY ORANG-UTANS DON'T LIKE TOOTHPASTE

Emmanuelle Figueras  
Tristan Gion  
sold: Polish

12 questions to understand the consequences of daily life actions on nature.



## MY HERBARIUM OF PEOPLE

Rémi Courgeon  
sold: Polish

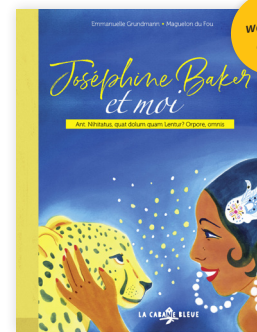
Between fiction and reality, an unusual and joyful picture book about a communal garden and its occupants.



Teachers' guide available on our website

# MY HUMAN AND I

Let's discover history through the eyes of animals! Lively stories told by unexpected narrators that highlight the relationships between famous people and animals

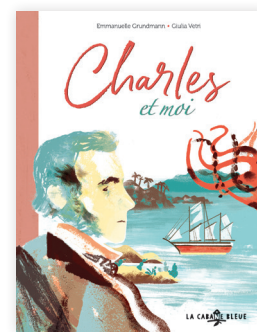


## JOSEPHINE BAKER AND I

Emmanuelle Grundmann  
Maguelone du Fou



Teachers' guides available on our website



## CHARLES (DARWIN) AND I

Emmanuelle Grundmann  
Giulia Vetri



## WOLFGANG (MOZART) AND I

Emmanuelle Grundmann  
Olivia Sautreuil

# LA CABANE BLEUE

## WHAT WE ALSO DO:

 Conferences

 Workshops

 Exhibitions

... And many tools to raise young and older people's awareness of the ecological issues at stake in publishing are available on our website: [editionslacabanebleue.com](http://editionslacabanebleue.com)

## CONTACTS

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## DISTRIBUTION :

**Makassar** (France and Belgium), **Servidis** (Switzerland),  
**Dimedia** (Canada), **DLDI** (La Réunion)

