



Maverick's Sustainability Program Helping Publishers Plan for the Future

The long-term goal of building a more sustainable world as reflected in the 17 UN Sustainable Development Goals and other initiatives has broad implications across all industries. For publishing, it has become increasingly important for organizations to develop a sustainability strategy for all aspects of their operations in order to secure long-term viability.

Developed by our global network of publishing experts, Maverick's Sustainability program helps publishers "future proof" their businesses by identifying strengths and weaknesses, minimizing risks, and planning for uncertainties.

Beginning with a needs assessment, the program equips publishers with the tools to make data-driven decisions that allow them to control and adapt to the future in a sustainability driven society. Following are individual service components that can be applied based on the needs assessment:

Digital Transformation and Workflow Automation

Digital Transformation and workflow automation: Emphasis on product enhancement and format, promoting efficiency and economies, transitioning from print.

Diversity and Ethnic Inclusiveness

Promoting DEI in internal and external operations.

Accessibility and Usability

Creating a workflow to promote inclusiveness and conformity with user experience guidelines.

Discoverability (Scholarly SEO)

"You can't use what you can't find"—how to be discovered in an increasingly busy space.

Data-Driven Decision-Making

Planning for the future equipped with data to provide insights and drive business decisions.

Operationalizing Open Science / Open Access

Creating an infrastructure to support open science and open access models that support researchers and publishers.

Maverick can provide an overall assessment or focus on specific areas based on individual needs. Contact us to learn more about how Maverick can design a tailored sustainability plan that equips your organization for the future.

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