

ForestEthics ReSource

helping companies make informed choices about forest products



February's victory in the Great Bear Rainforest was over a decade in the making.

The Great Bear Rainforest Agreement at a glance

Throughout the course of more than seven years, ForestEthics played a leading role in drafting and negotiating the Great Bear Rainforest Agreement. Here are some of the agreement's main provisions:

- 5 million acres (2 million hectares) is protected from logging. This includes:
 - Previously protected parks covering one million acres (443,000 hectares)
 - Newly negotiated parks that stretch over 3.3 million acres (1.3 million hectares)
 - No logging zones that equal 736,000 acres (297,000 hectares)
- The application of a better, lighter touch forestry, called Ecosystem Based Management, starting now, with full implementation by 2009
- Comprehensive First Nations involvement in management over their entire traditional territory
- Support for the diversification of the local economy

Victory in the Great Bear Rainforest

Initiative led by ForestEthics protects five million acres from logging

On February 7, 2006, the government of British Columbia committed to one of the most important environmental measures in history—the Great Bear Rainforest Agreement. ForestEthics played a key role in this unprecedented agreement between environmental groups, logging companies, First Nations (aboriginal groups) and the government of British Columbia—a measure which protects over five million acres of rainforest from logging.

And that's only part of the story. The agreement also means that a new system of sustainable logging, Ecosystem Based Management, will be put into place throughout the entire 15 million acres of the Great Bear—an area that makes up virtually the entire west coast of Canada. The agreement also means First Nations and local communities will get \$120 million in funding for initiatives like ecotourism and eco-friendly businesses.

Make no mistake—it couldn't have happened without you. The influence of companies like yours, demanding that your wood and paper purchases be sustainably produced, was the foundation upon which this agreement was built.



The Great Bear Agreement offers revolutionary proof that environmental protection can be achieved without sacrificing economic viability.

A new model for environmental protection

The Great Bear Agreement is historic not just because of the area it protects, but also because of the way it was protected. The overwhelming success of the agreement will serve as a model for the way ecosystems throughout the world are protected.

Ten years ago, the idea that corporations and environmentalists could come to any kind of agreement with First Nations, local communities, and logging companies would have been deemed highly unlikely. The idea that we could all work together to create a vision for a sustainable future—and join forces to make that vision a reality—would have seemed nearly impossible.

And yet, that's exactly what we've accomplished. We've proved it can be done—and with your help, we'll prove it again. And again.

corporate action PROGRAM

The agreement that launched 1,000 news stories

The story of the Great Bear Rainforest Agreement—an unlikely coalition coming together and making a vision of sustainable forestry a reality—captured the imagination of the world. The story was featured in over 1,000 news stories worldwide. Here are some of the highlights:

- Coverage in virtually every TV, radio and print outlet in Canada
- A feature story in the *New York Times*, summarized on the front page
- A front-page feature in the *Washington Post*
- A front-page feature in the *Vancouver Sun*
- Coverage on CNN
- Articles in major publications as far away as Russia, China, and India



OWELL/GREENPEACE

The Great Bear Rainforest is home to the greatest concentration of the extremely rare Spirit Bear—a white black bear—along with other black and grizzly bears.

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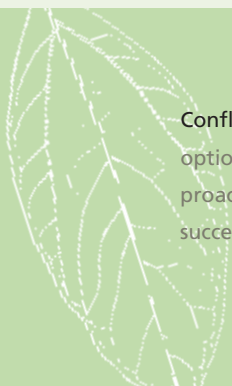
Even though the government of British Columbia has committed to the Great Bear Rainforest Agreement, there is still much work to be done.

The next phase: turning agreement into action

For ForestEthics, the commitment by the government of British Columbia means that we have launched an entirely new phase in our campaign: implementation. ForestEthics has developed a comprehensive set of criteria to measure how well industry and government are living up to the agreement. It includes:

- Ensuring that First Nations' land use and co-management rights are observed in legislation;
- Ensuring that Ecosystem Based Management is fully and successfully implemented by 2009;
- Making certain that credible, independent scientists guide all initiatives;
- Securing funding for First Nations' sovereignty and eco-friendly business such as ecotourism.

As you can see, the work is far from over—and ForestEthics is committed to seeing it through to the end.



Conflict over Endangered Forests is not your only option. Try **collaboration**. ForestEthics works proactively with some of the world's most successful companies, including Seventh Generation,

Estee Lauder, Dell Computer, Staples, Williams-Sonoma and Home Depot. Working with ForestEthics gives you a **competitive edge** on Endangered Forest issues. For more information, email us at info@forestethics.org.

catalog CAMPAIGN

Making noise—and making a difference

The ForestEthics campaign to transform the catalog industry has made substantial progress over the past few months. Our campaign against Victoria's Secret for printing over a million catalogs a day, mostly on non-recycled paper, got a significant boost in December as *Time Magazine* profiled the campaign in a full-page story. To date, there have been more than 400 protests and events against Victoria's Secret, and more are expected.

The best news of all, of course, is that our campaign is making a difference. Victoria's Secret announced that as of February 2006, their clearance catalogs—which they switched to 100% recycled, 80% post-consumer waste content because of our campaign—will now also be certified to FSC (Forest Stewardship Council) standards.

We've also made strides in other areas of the catalog industry. Significant progress was made in guiding Dell, Williams-Sonoma and Norm Thompson Outfitters toward creating environmentally friendly catalog policies.

And in December, ForestEthics released a “Naughty vs. Nice” report just in time for the holidays, detailing which catalog companies had done right by the environment—and which ones would be receiving coal in their stockings. The report led to over 1,000 “lump of coal” emails being sent to six of the worst offenders.



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inland rainforests OF BRITISH COLUMBIA

Caribou Habitat threatened; ForestEthics strikes back

The inland rainforests of British Columbia are like no other in the world; they are the only place where temperate rainforests occur so far inland, and they are home to a number of rare and endangered species. In September, the British Columbia Forest Practices Board warned that the mountain caribou, which is unique to the region, is in danger of extinction. ForestEthics is working with logging companies in the region to defer logging in mountain caribou habitat until a recovery plan can be implemented. Buyers of B.C. forest products are encouraged to contact their suppliers to ensure they are not logging mountain caribou habitat.

Meanwhile, ForestEthics has worked with Tembec Industries, one of the largest international producers of wood products, to identify 102,500 acres in the region as Endangered Forest—a designation that prohibits any future road-building or logging there. The model created by this successful pilot project will now be applied to millions of acres throughout the Inland Rainforest region.

The designation of Endangered Forests represents a major accomplishment by ForestEthics to strengthen the certification process of the Forest Stewardship Council (FSC, see article on page 3). Placing strong emphasis on intact areas of unique forest and endangered species habitats – Endangered Forests – resulted in increased protection for these kinds of



J.D. TAYLOR

The mountain caribou is in danger of extinction—which means that we can't afford to lose any more of its habitat.

high conservation value areas. Designating these areas as Endangered Forest means they become “NO GO and NO BUY.” And with industry leaders like Tembec, Domtar, and Alberta Pacific signing on to the FSC, and to Endangered Forests designations, it's only a matter of time before this certification standard gains acceptance as the industry standard.

chile

Using U.S. demand to create positive change

Using the power of the North American market for Chilean wood products, ForestEthics has worked with two of the biggest landowners in Chile to create a system of connected, protected areas in the Nahuelbuta region, home to the world's most endangered fox species ("Darwin's Fox") and the world's oldest surviving tree species (*araucaria araucana*). The connected areas are crucial because without a "green corridor" between forests, wildlife and ecosystems are cut off from each other, isolated by clearcuts and industrial plantations. The first scientific report—an analysis of what it takes to protect the area on the ground, and also what is threatening the area—was just submitted. ForestEthics is also in the process of reaching agreement with key players in the region, including World Wildlife Fund and two governmental agencies.

We are also planning to issue a major, comprehensive report by a team assembled at Chile's University of Con-

cepcion about the achievements and challenges we've experienced over the first three years of the Joint Solutions Project. The JSP is a constructive process for implementing the native forest protection commitments of Chile's two largest wood and pulp producers, also two of largest native forests owners: Arauco & CMPC-Mininco.

In other Chile news: On March 11, Michele Bachelet became the first woman ever elected President for the Republic of Chile. During her campaign, Ms. Bachelet promised that her government would take action to protect Chile's globally rare and endangered forests. If Ms. Bachelet's

first 100 days as president produce a satisfactory forest protection initiative, we can celebrate her as Chile's First Forest Protector. But if she fails to keep her promise, she should expect an escalation of the international campaign that, in 2002 and 2003, created great uncertainty in the market for Chilean wood products and led large buyers to take their business elsewhere.



GARTH LENZ

"Green corridors" play a vital role in connecting and protecting the Nahuelbuta region.

canadian boreal FOREST

Controversial logging in Boreal Forest exposed

The March 2, 2006, edition of the *Globe and Mail*, Canada's definitive national newspaper, observed that having achieved victory in the Great Bear Rainforest, ForestEthics and other environmental groups are intensifying their efforts in the Boreal Forest. The article details the controversy that two of the most suspect companies, Weyerhaeuser and Abitibi, are involved in regarding violations of First Nation rights, planned logging in threatened caribou habitat and unsustainable logging practices.

The *Globe and Mail* article came out just a day after ForestEthics released its "McGuinty's Index," a detailed look at the promises Ontario Premier Dalton McGuinty has made—and has yet to keep—regarding the Boreal Forest.

The good news is that there are alternatives. The area of Canada's Boreal certified by the Forest Stewardship Council (FSC) as socially and ecologically responsibly managed has almost doubled in the past year to about 50 million acres. As a company that buys forest products, the choice is clear. The controversy over Boreal products



Despite promises made by Ontario Premier Dalton McGuinty, devastating logging by companies like Abitibi and Weyerhaeuser continues.

from Ontario to Alberta is only beginning to explode—but it's easy to avoid. Companies like Domtar, Tembec and Alberta Pacific offer a wide range of pulp, paper and wood products that are FSC-certified. Buying FSC-certified products from companies committed to protecting Endangered Forests is the best way to maintain customer trust and make sure your brand is safe from the controversy.

FORESTETHICS
Because protecting forests is everyone's business

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