



Greenpeace/King

- On Canada's west coast, Greenpeace was instrumental in securing a moratorium on logging in the last remaining pristine areas of the Great Bear Rainforest, in order for a credible conservation plan for the region to be developed.
- In the Amazon, Greenpeace was key in gaining government support for a moratorium on the logging and export of one of the world's most endangered tree species, mahogany.
- Greenpeace in Russia was instrumental in developing a proposal for a large network of protected areas to be designated as World Heritage sites. To date, millions of hectares of ancient boreal forest have been protected under the World Heritage program, including areas in Karelia and the Komi Republic.
- In the Asia-Pacific region, Greenpeace works closely with indigenous peoples to protest the destruction of their traditional territories and to develop alternative economic ventures that support the health of their communities and their forests. Greenpeace has worked with the Maisin people of Papua New Guinea to develop a small-scale, community-based enterprise to produce their traditional tapa cloth for exhibit and display around the world.
- On an ongoing basis, Greenpeace is working to protect some of the last large areas of forest in the Amazon, the Congo basin, the Boreal forests of Canada, Europe and Russia, the tropical rainforest of SE Asia and the temperate forests of Chile, and the Great Bear Rainforest of British Columbia.

Photos on front panel: Hunter/Greenpeace, Greenpeace/King, Bas Beentjes, Dott/Greenpeace

"Short of a miraculous transformation in the attitude of people and governments, the Earth's remaining closed-canopy forests and associated biodiversity are destined to disappear in the coming decades."
 ~ Executive Director, the United Nations' Environment Programme, Klaus Toepfer, August, 2001

There is growing recognition that the survival of the world's ancient forests, and the people and species that depend upon them, are increasingly at risk. With 80% of the world's ancient forests already gone or severely degraded, we have one last chance to protect what remains. By challenging companies engaged in destructive practices, and by working with concerned citizens and corporations, we can and will succeed in protecting the health of our ancient forests.

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Greenpeace/Beltra



~ ensuring the survival of the world's ancient forests



GREENPEACE

Greenpeace's Activities:

Since its founding in Vancouver, Canada in 1971, Greenpeace has become one of the most powerful and effective environmental organizations in the world, with over 2.5 million members and offices in 40 countries. By using a unique blend of confrontation, consumer pressure and corporate dialogue, Greenpeace has won World Park status for Antarctica, attained an international ban on the dumping of toxic and radioactive waste at sea, and had millions of hectares of global ancient forest placed in protected status.

Greenpeace is determined to confront environmental devastation at the source and in key market countries. Nowhere has this joint approach been more successful than in Greenpeace's forests campaign. By challenging destructive logging companies and by encouraging customers to adopt positive purchasing policies, Greenpeace is defending the earth's last large tracts of ancient forest. Greenpeace is active in every large forested region globally and we work in every key market region of the world.

Greenpeace Forest Campaign Goals:

Greenpeace is calling on world governments and corporations to:

- Place a moratorium on logging in all significant tracts of ancient forests until responsible plans for forest conservation and sustainable use have been developed with the full participation of First Nations and stakeholders.
- Protect the majority of the world's remaining ancient and endangered forests from industrial development
- Develop comprehensive and inclusive land-use planning that mandates truly sustainable logging to the stringent certification standards of the Forest Stewardship Council.

In addition, Greenpeace is committed to:

- Encourage the development of conservation-based economic options, particularly by working with indigenous peoples.
- Work with purchasers of wood products to adopt procurement policies that protect the world's ancient forests.

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Greenpeace in Canada

In the early 1990s, Greenpeace worked with the Nuu-chah-nulth Tribal Council and was instrumental in protecting British Columbia's Clayoquot Sound from destructive logging — an effort that gained Clayoquot the prestigious designation of a United Nations Biosphere Reserve.

By the late 1990s, Greenpeace launched an international campaign to conserve the largest area of unprotected coastal temperate rainforest in the world — the Great Bear Rainforest. Customers in Europe, Japan, Australia, New Zealand and the United States called for an end to clearcutting and for the protection of the last, large pristine rainforest valleys.

In response to the intensive campaign by Greenpeace and its allies, the government of BC endorsed a plan in 2001 environmental groups hope will reform logging practices and ensure the majority of the remaining intact valleys gain permanent protection. Canadian logging companies have committed to work cooperatively with environmental groups, First Nations and stakeholders in the region to develop a conservation-based plan for this ancient rainforest.

Today Greenpeace works to ensure protection of Canada's Great Bear Rainforest while focusing attention on another region under significant threat from large-scale clearcutting—Canada's northern boreal forests.

Greenpeace/Calzavara



Greenpeace protests the destruction of forest habitat of the endangered spotted owl.

Working with the Marketplace

Greenpeace has developed an outreach program involving hundreds of purchasers of wood products in virtually every major market region of the world, including corporate customers such as IKEA, B&Q and Mitsubishi.

In Canada, Greenpeace is part of a coalition effort, the Markets Initiative, which works with consumers to adopt purchasing policies that protect the world's endangered forests. Over 25 large publish-



Greenpeace/Visser

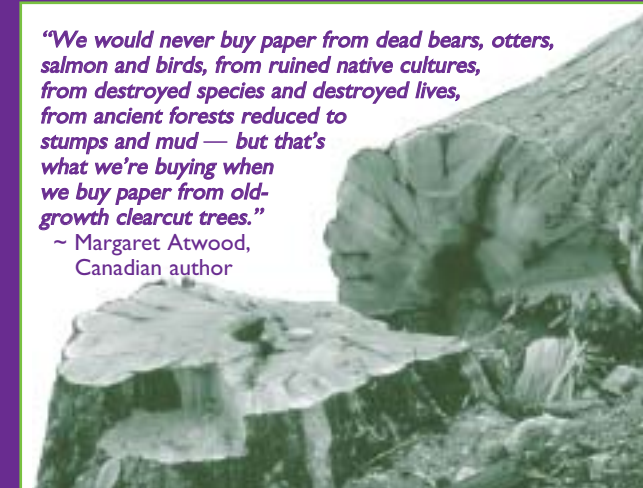


Greenpeace

ing houses, including Random House, Raincoast Publishing and Penguin Canada, have committed to phase out their use of fibre from ancient forests, unless independently certified by the Forest Stewardship Council.

"We would never buy paper from dead bears, otters, salmon and birds, from ruined native cultures, from destroyed species and destroyed lives, from ancient forests reduced to stumps and mud — but that's what we're buying when we buy paper from old-growth clearcut trees."

~ Margaret Atwood,
Canadian author



Clarke/Greenpeace