

ForestEthics

After almost two years of campaigning against Victoria's Secret, we have had over 640 protests and events and been covered in such outlets as *Time*, *The Today Show*, and *The Wall Street Journal*. But there is another way to measure our success in infiltrating the Victoria's Secret brand: indicators that our message has become deeply embedded. For example, our website, <http://www.victoriasdirtysecret.net/>, is being used as a case study at conferences on "Reputation Management" -- by the Chair of the Direct Marketing Association's (DMA) Search Engine Marketing Council — because we appear number two on Google searches for "Victoria's Secret." The article even gives us credit by speculating that the result may be positive environmental change, even though the article is about preventing "saboteurs."

From Search Engine Watch, June 2, 2006

"Reputation management: How to handle saboteurs," by Detlev Johnson

<http://forestethics.org/article.php?id=1494>

In May, ForestEthics held a protest at the annual shareholders' meeting of Limited Brands, parent company of Victoria's Secret. Cultural icon Reverend Billy preached against environmental destruction, and he was accompanied by over 25 protesters, two giant puppets (a tree and a supermodel), and a 22-foot mobile billboard proclaiming that Victoria's Secret is "oh-so-supportive of forest destruction." ForestEthics' campaign continues against Victoria's Secret as they have yet to change their paper policy, sending over a million catalogs a day that contain very little recycled content.

From the Cleveland Plain Dealer, May 23, 2006

"For love of trees, group protests Victoria's Secret catalogs," by T.C. Brown

<http://forestethics.org/article.php?id=1484>

From the Columbus Dispatch, May 23, 2006

"Limited 'committed' to recycled-paper use," by Jeffrey Sheban

<http://forestethics.org/article.php?id=1486>

We launched a new section of our website in June focusing on the growing crisis in Ontario's Boreal Forest. Environmentalists, human rights groups and First Nations (aboriginal groups) have joined together to tell Premier Dalton McGuinty that logging and mining in the Northern Boreal Forest must stop without the prior informed consent of First Nation communities. Our website highlights the hotspots in the Boreal and calls on Premier Dalton McGuinty to step up and do something.

The website is www.wheresmcguinty.ca

Clayoquot Sound on Vancouver Island was the site of major protests in the early 90's, and it's where ForestEthics got its start. The pristine valleys have remained untouched since then, but this summer a report was released suggesting that logging would be allowed to go forward there.

ForestEthics' Tzeporah Berman leapt to the challenge, and refocused international attention on the region. Within a week, environmental organizations and the Central Region Chiefs had sat down for talks and agreed to work together to come to lasting decisions about Clayoquot Sound. They are asking the government to put forward economic alternatives, and for the Central Region Chiefs to have greater decision-making power in their territory.

This tense week resulted in a number of press hits, including front page coverage in the Globe and Mail on August 2, 2006:

"Green coalition shocked by Clayoquot forest plan," by Mark Hume

<http://forestethics.org/article.php?id=1546>.

And a follow up article on August 10, 2006:

"Talks ease threat of Clayoquot protest," by Petti Fong

<http://forestethics.org/article.php?id=1550>