

ForestEthics

ForestEthics speaks out on "dirty oil" production in Tar Sands



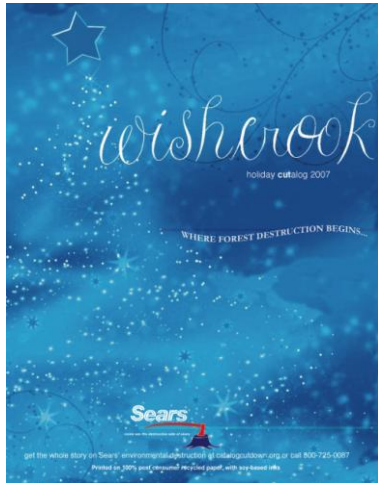
For years, ForestEthics has fought to protect Canada's Boreal Forest, and we're now taking on one of our greatest challenges yet—oil development in Alberta's Tar Sands. In what is believed to be the most environmentally destructive petroleum project of all time, Tar Sands oil production generates almost three times as much greenhouse gas as conventional oil production. In addition, the project's planned expansion would create a clear-cut the size of Florida. ForestEthics joined allies in Washington, D.C. and Vancouver for major protests in January that criticized Alberta Premier Ed Stelmach for promoting his province's "dirty oil." The protests generated several days of high-profile headlines across Canada, in outlets that included [The Globe and Mail](#), [CTV](#), and the [Canadian Press](#).

Do Not Mail campaign reaches Vermont legislature

Our Do Not Mail campaign, designed to curb the environmentally devastating and personally invasive impact of junk mail, is now entering its public phase. One of our strategies is to build state-level support that will lead to national legislation similar to the Do Not Call registry. To that end, we've been actively engaged in writing, introducing, and supporting a Do Not Mail bill in Vermont (House Bill #409). Meanwhile, the campaign was [covered by Salon.com](#)



Sears campaign ramps up



ForestEthics' new campaign to reform paper sourcing for Sears/Lands' End catalogs escalated over the past several months. On November 19, [activists disrupted the launch of the Sears Wish Book in Times Square](#), which featured celebrity Ty Pennington, by distributing mock "Wish Crook" brochures highlighting the company's forest destruction. On November 28, [we released a scorecard](#) rating the paper policies of all the major catalog companies, praising Patagonia and Victoria's Secret and criticizing Sears. The scorecard was [covered by CNBC](#). And on December 4, we [staged over 70 holiday-themed protests](#) across North America.

Catalog campaign reforms Crate & Barrel

As our efforts to reform Sears have intensified, our campaign to reform the rest of the catalog industry has continued to make progress. Following major successes in persuading LL Bean and J. Crew to make significant changes to their paper policies, we recently convinced Crate & Barrel to commit to sweeping new reforms. The company's new policy calls for the elimination of fiber from an impressive array of critical areas: Endangered Forests, high conservation value forests, old-growth forests and ancient forests. The policy also expresses a preference for fiber certified by the Forest Stewardship Council (FSC); increases post-consumer recycled/FSC certified content to 10%; and pledges to reduce paper use.

