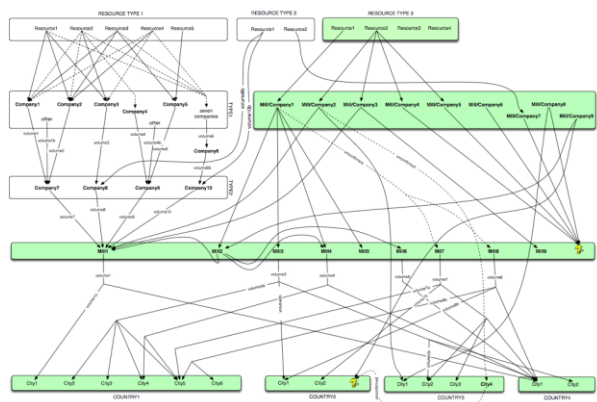


The Borealis Centre

The Borealis Centre for Environment and Trade Research provides research and related services to Non Profit Organisations (NGOs) globally. While the emphasis is on chain-of-custody research (linking socially and environmentally questionable producers to consumer goods) as well as investigative and field research, Borealis also advises both large and small organisations in effective pressure strategies including markets campaigns and shareholder activism.

Markets campaigns and chain-of-custody research

Environmental groups are increasingly using the tactic of “markets campaigns.” Such campaigns are specifically designed to influence the sourcing policies of leading retailers and other companies, in order to create a market demand for more sustainable products, such as Forest Stewardship Council-certified (FSC) wood or organic shade-grown coffee, and simultaneously to cut market demand for products they feel pose environmental concern, such as old growth wood products or genetically engineered food. Markets



Example chain of custody flowchart

campaigns have comprised some of the highest profile environmental campaigns against companies in the past few years – companies such as Home Depot, Staples and Victoria’s Secret. In the short term, millions of acres of forests have already been saved. The long-term goal is to shift the practices of entire industries and markets.

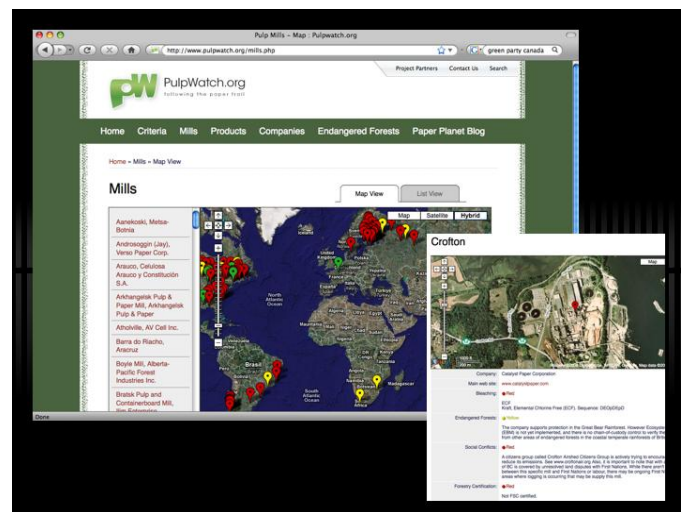
Markets campaigns can only be conducted by following the chain-of-custody (CoC) of a particular product from the forest (or ocean, species, corporation, etc.) right through to the retailer. As these campaigns become more and more sophisticated, and the collected data

more and more complex, the need for an efficient system of storing, sharing and maintaining CoC information has become increasingly important.

BeBOLD database

Borealis has been developing a unique database for storing and analyzing chain of custody information, which we call "BeBOLD – the Base for Borealis' On-Line Data."

In August, together with the Environmental Paper Network (a coalition of over 100 NGOs), we launched Pulpwatch.org. This website brings together GoogleMaps technology, environmental risks and manufacturing data on pulp and paper mills to reveal their practices and rate their performance on social and environmental criteria. The ratings are based on the widely supported conservation criteria laid down in the Common Vision for Transforming the Paper Industry, and are supported by information provided by local conservation organizations or other stakeholders based on credible evidence. Pulpwatch.org is powered by the BeBOLD database.



Pulpwatch.org

BeBOLD has also been used behind the scenes in recent months, by groups such as ForestEthics (by the way, we encourage everyone to sign their online [Do Not Mail](#) petition!), Dogwood Alliance, and Greenpeace.

We look forward to continuing to provide unique tools and other research services to the environmental and social justice community.