

# FORESTETHICS

Because protecting forests is everyone's business

## **ForestEthics' Catalog Campaign Escalates, Victoria's Secret Responds:**

ForestEthics' catalog campaign continues to increase the pressure on Victoria's Secret. On April 14th, over 100 environmental protesters nationwide condemned Victoria's Secret's devastating environmental practices. ForestEthics brought the issue to the forefront again on May 16 in Columbus, Ohio, at the annual meeting of the shareholders of Limited Brands, Victoria's Secret's parent company. A large demonstration was held at Victoria's Secret headquarters, and in the week leading up to the event, a 40-foot "light mural" was projected on major landmarks in Columbus. And Victoria's Secret is responding. They invited ForestEthics Executive Director Todd Paglia to speak to the board, staff and executives at the Limited Brands annual meeting. He delivered an address that challenged the company to translate what they claim is a values-driven corporate philosophy into positive environmental action, and met with two Limited Brands senior executives after the event. This "light mural," projected on major landmarks in Columbus, Ohio, decried Victoria's Secret's annual printing of 395 million catalogs.

[San Francisco Chronicle](#) -- Lingerie, Chain Saws and the Onslaught in Your Mailbox by Gregory Dicum, April 27th, 2005

[The Columbus Dispatch](#) -- Company Vows to Use More Recycled Paper in its Catalogs, by Jeffrey Sheban, May 17th, 2005

## **ForestEthics Takes Center Stage at World's Largest Timber Meeting:**

From May 31 to June 2, 2005, over 500 executives from some of the world's largest timber companies met in Vancouver to discuss the future of the industry. Day after day, ForestEthics turned the spotlight on the fate of the Great Bear Rainforest, mountain caribou, and Canada's Boreal Forest. ForestEthics highlighted the industry's environmental shortcomings (see below), and the press response was extraordinary. The Vancouver Sun featured our work for three days in a row, and the Globe and Mail, Canada's most prominent national newspaper, also ran an article about the threats to endangered species such as mountain caribou. In addition, segments ran on major Canadian television and radio outlets. Our goal was to force the attendees to focus on the environment, and the press coverage along with our presence made that a reality.

### ***Over the course of the three-day conference, ForestEthics kept the heat on the timber industry:***

We staged a major demonstration in Vancouver: 200 concerned citizens and activists, dressed as caribou, salmon, and bears, rallied outside the conference.

Program Director Tzeporah Berman was invited to join one of the conference's panel discussions, where she engaged a large audience of industry leaders about sustainable long-term solutions for forests.

We unveiled a report titled “Staring at Extinction,” which highlights the plight of the mountain caribou and was featured on the front page of the Vancouver Sun’s business section. The group of 200 demonstrators included parents, children, students, academics, and environmentalists.

***Our Campaign to protect the Great Bear Rainforest:***

British Columbia Government Breaks Promise, Postpones Vote

For four years, ForestEthics has worked tirelessly alongside other environmental groups, First Nations, industry, and unions to implement legislation that protects the Great Bear Rainforest. The proposal — one of the most innovative forest protection agreements ever — defines areas that will be protected from logging forever, and creates a plan for sustainable logging in other areas. Despite a promise from the BC government to approve the legislation before their provincial elections in mid-April, the government postponed the vote on the eve of the election. ForestEthics is dedicated to making protection of the Great Bear Rainforest a reality. The government has now committed to approving the agreement by September 30, 2005 and ForestEthics will be running ads, getting major customers of BC wood products to weigh in, and raising awareness to ensure that this vital legislation passes.

[Vancouver Sun](#) -- Ecogroups see conflicts over land use, by Gordon Hamilton, April 29th, 2005

***Campaign to Protect the Inland Rainforest of British Columbia:***

A ForestEthics Report Exposes Companies Logging Endangered Mountain Caribou Habitat

A new report issued by a coalition of Canadian and U.S. conservation groups reveals West Fraser Timber, Tolko Industries, and the British Columbia government’s BC Timber Sales Program to be the top threats to mountain caribou habitat in the province. Reported upon in an exclusive to the Vancouver Sun on the eve of the Global Forest and Paper Summit, the report also uncovers plans to destroy more than 54,000 hectares of old-growth forest caribou habitat. Numbering just 1,670, the mountain caribou are in danger of extinction. ForestEthics is determined to save them, and this report is just the latest in a series of initiatives that focus attention on this endangered species. This report reveals the top threats to mountain caribou habitat — a list that includes logging by the government of British Columbia itself.

[Vancouver Sun](#) -- Coalition decries logging in endangered caribou habitat, by Gordon Hamilton, May 31st, 2005

***Our Boreal Campaign:***

Tembec and ForestEthics Announce Plan to Protect Endangered Forests

At the American Forests Products Association’s annual meeting in New York on April 12, Tembec and ForestEthics announced a landmark agreement to identify and protect endangered forests in North America’s largest remaining wilderness, Canada’s Boreal

Forest. Tembec also reaffirmed its commitment to Forest Stewardship Council certification (FSC), which assures buyers that products are free of social and environmental controversy and sets world-class standards for forest management.

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