



## FSC CERTIFIED PAPERS: MARKETS DRIVING CONSERVATION

Forest Stewardship Council certification is increasingly becoming an important tool for conservation of forests through market transformation. In the paper market, the work of activist campaigners like Forest Ethics and Rainforest Action Network have been a key driver for the adoption of FSC certification in a number of very visible procurement policies. Dell Computers, JP Morgan-Chase, and HSBC are among some of the recent victories. In the case of JP Morgan, FSC is now also being used a framework to guide forestry related lending.

A campaign against large catalogue companies continues and has led to some companies considering FSC certification. Recently, a large US industrial paper maker about how to get them engaged in FSC certification, all driven in response to one of their customers that has been targeted within the catalogue campaign and would like to switch to FSC papers.

These campaign drivers, along with the growing adoption of corporate social responsibility commitments (in part a response to the campaigns), has brought the largest paper merchants and largest commercial printers in the country into FSC. There are now 16 paper merchants and 26 commercial printers holding FSC certification in the US. Two years ago, these numbers were roughly zero.

RR Donnelley, the nation's largest printer, recently expanded the scope of its FSC certificate, which previously covered its facilities that print catalogue and annual reports, to include its book printing facilities.

All signals point to an explicit growth in demand for FSC-certified papers.

These demands were a key driver leading to recent FSC certification of forest management operations in Canada managed by Alberta Pacific Company. This 13+ million acre certification, the largest in the world, will provide large volumes of FSC certified pulp to meet the growing demand for responsibly produced papers. The growing demand is also responsible for the recent commitment by Domtar Industries, a major North American papermaker, to offer the widest range of FSC certified papers in the market at commodity level prices. These kinds of dynamics are proving that FSC certification can be applied in a large industrial context and can be consistent with the financial realities of both producers and buyers.

**VICTORIA'S DIRTY SECRET**

Victoria's Secret mails out more than a million catalogs a day, and the cost of these catalogs isn't sexy—they're printed on paper made from some of the world's last remaining Endangered Forests.

Victoria's Secret isn't so interested in full exposure when it comes to revealing where its catalogs come from. They are printed on paper from the Canadian Boreal, a forest wilderness larger than the Brazilian Amazon. And most of the paper that Victoria's Secret uses comes directly from forests. Since ForestEthics launched its campaign, Victoria's Secret has started printing 10% of its catalogs on a paper with high recycled content. This is exciting, and the company can do so much more.

The Canadian Boreal is a key buffer protecting us from global warming and is home to more than a million indigenous people, billions of North America's migrating birds, as well as grizzly bears and threatened mountain caribou. It's being cut down at a rate of two acres a minute, 24 hours a day, mainly for paper. Victoria's Secret is not satisfied with just stripping the Boreal—it is also destroying forests in the Southern U.S., one of the most biologically diverse regions of our country and the unfortunate source for 15% of the world's paper.

If Victoria's Secret were as dedicated to demanding environmentally-responsible paper from its suppliers like International Paper as it is to décolletage, it could make a significant contribution to turning around the environmentally-devastating paper industry.

Tell Leslie H. Wexner, the CEO of Victoria's Secret's parent company, Limited Brands, that when it comes to our last remaining forests, less is not more! Insist that the company stop buying paper that comes from endangered forests that it increase its use of recycled paper to 50%, and that it stop sending so many damn catalogs!

Get involved in ForestEthics' campaign to revolutionize the catalog industry. Visit [www.ForestEthics.org](http://www.ForestEthics.org)

**FORESTETHICS**  
Because protecting forests is everyone's business

One Haight Street - San Francisco, California 94102 - [www.ForestEthics.org](http://www.ForestEthics.org)