

backgrounder

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*Greenpeace is an
independently funded
organization that works to
protect the environment.
We challenge
government and industry
to halt harmful practices
by negotiating solutions,
conducting scientific
research, introducing
clean alternatives,
carrying out peaceful acts
of civil disobedience and
educating and engaging
the public.*

The Role of Greenpeace in the Canadian Boreal Forest Agreement

18 May 2010 (Toronto and Montreal) – The Canadian Boreal Forest Agreement (CBFA) is one of the largest and most ambitious conservation agreements in the world, forged by a coalition of nine environmental groups and the Forest Products Association of Canada, representing major logging companies across the country. Greenpeace played a key role in ushering in a new era of long-term cooperation for Canada's Boreal Forest.

Challenging the destruction first-hand

For more than seven years, the Greenpeace forest campaign has sought to stop the on-going destruction of Canada's Boreal Forest and woodland caribou habitat. On top of directly engaging destructive forest companies with boycotts and actions, Greenpeace published several reports detailing destructive on-the-ground forest practices, and their impacts, the link between climate change and Boreal Forest destruction and the connections between global forest products, logging companies, and customers.

Engaging industry in solutions

From the very beginning of its Boreal Forest campaign, Greenpeace knew it was essential for the forest industry to be a part of the solutions process. In order to protect millions of hectares of intact wilderness and woodland caribou habitat, Greenpeace directly engaged some of the biggest logging companies, as well as provincial governments across Canada, major buyers of forest products, workers unions and industry lobby groups to shift the forest industry towards a sustainable future.

Pressuring companies using the global market

After five years of campaigning, Greenpeace made headlines in 2009 when we famously transformed Kimberly-Clark, the world's largest tissue product manufacturer, into an industry leader in sustainable forest products. The campaign employed a variety of tactics, including: education and advertising campaigns, peaceful direct action, demonstrations, scientific reports, case studies, cyberactivism.

Greenpeace has worked directly with forest products customers of FPAC member companies including: Axel Springer, Office Depot, Best Buy, Sears, Penguin Books USA, Capital One, Rona, Harlequin, Wal-mart Canada, Canadian Tire, Lowes, Stora Enso, Dumont Group, Holtzbrinck Group, WAZ Essen, St Ives and others.

At the negotiation table

As a lead negotiator, Greenpeace's primary concern was to ensure the survival of woodland caribou through the protection of large areas of their habitat and to ensure protection of many of the last intact wilderness areas in Canada's Boreal Forest. A key element of the Agreement for Greenpeace is the immediate moratorium on logging in nearly 29 million hectares of the Boreal Forest, virtually all woodland caribou habitat under FPAC members' management in Canada. Greenpeace also worked to ensure that the foundations of the Agreement are strong enough to ensure the long-term, legislated protection of vast new conservation areas, including woodland caribou habitat, and to ensure the sustainable management of forests.

Greenpeace supports the Canadian Boreal Forest Agreement

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Greenpeace supports the Canadian Boreal Forest Agreement because, when fully implemented, it will lead to the protection of large areas of the Boreal Forest and give iconic woodland caribou herds across Canada a fighting chance at survival. We believe that the scope, strength and commitment of the parties involved are unprecedented. By working directly with the companies that are managing the forest, under the framework for conservation planning, we believe that massive, positive change is underway.

Greenpeace expects vast new protected areas

When the Agreement is fully implemented, vast new protected areas will be proposed for legislated protection. These could total tens of millions of hectares spread across the Boreal Forest, encompassing the most ecologically important areas, and the most important woodland caribou areas. Better on-the-ground forestry practices that are more responsible and do a better job of sustainably managing the forest will also result.

Seeking the support of provincial governments

In the coming months, Greenpeace and the other CBFA partners will be calling upon provincial governments with Boreal forests to support the Agreement. Greenpeace will be working hard to ensure that governments formally designate new protected areas in legislation, adjust regulations to support more sustainable management of forests, and fund the resource work contemplated under the Agreement.

The future of Greenpeace's Boreal Forest campaign

The announcement of the Canadian Boreal Forest Agreement starts the next chapter of Greenpeace's Boreal Forest campaign. There is a lot of work left to do in order to implement the Agreement fully. This includes engaging in the three year conservation planning work that will be happening on a regional and company-by-company basis to ensure that outcomes are consistent with what is needed to protect the Boreal Forest. Greenpeace will keep forest product customers engaged in the Agreement, supporting its outcomes and pressuring all parties if slowdowns occur.

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Environmental Organizations Participating in the Agreement:

Canadian Boreal Initiative, Canadian Parks and Wilderness Society, Canopy, the David Suzuki Foundation, ForestEthics, Greenpeace, the Ivey Foundation, The Nature Conservancy, and the Pew Environment Group's International Boreal Conservation Campaign, as well as The Hewlett Foundation

Forest Companies Participating in the Agreement:

AbitibiBowater, Alberta Pacific Forest Industries, AV Group, Canfor, Cariboo Pulp & Paper Company, Cascades Inc., DMI, F.F. Soucy, Inc., Howe Sound Pulp and Paper, Kruger Inc., LP Canada, Mercer International, Mill & Timber Products Ltd, NewPage Port Hawkesbury Ltd, Paper Masson Ltee, SFK Pulp, Tembec Inc., Tolko Industries, West Fraser Timber Co. Ltd, Weyerhaeuser Company Limited - all represented by the Forest Products Association of Canada.

For more information, please contact:

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