

Protect the North American Boreal Forest
KLEENEX FREE CLASSROOMS



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This packet is designed to provide you with the first steps to protecting ancient intact forests including the North American Boreal Forest. In a time of single use paper products, less than a quarter of the world's original forests remain intact. The Boreal Forest is an Ancient Forest destroyed for disposable products like Kleenex brand tissue.

Schools across the country are becoming more environmentally friendly and these bold initiatives are benefiting students, families and communities. Whether you are a student, parent, teacher or school board member, you have an opportunity to take action and make a difference for the Boreal Forest today!

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Keep an eye on our website as we continue to add resources.



Why Does the Boreal Forest Matter?

Below the treeless tundra of North America, a northern forest has existed for nearly 10,000 years – The Boreal. The largest ancient forest in North America, the Boreal is an irreplaceable, awe-inspiring landscape.



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Wildlife like moose, lynx, bear, wolverine and wolves depend on wildlands in the Boreal for survival. The Boreal Forest is home to the world's largest caribou herds, which need intact, native forests to survive. In addition, half of North America's bird species, including eagles, owls, geese and songbirds, nest in Boreal forests and wetlands. In total, about one billion birds breed in the Boreal before migrating to the United States and other regions during winter months.

Over thousands of years, the trees and ancient soils of the Boreal Forest have pulled tens of billions of tons of carbon out of our atmosphere, making it the largest land-based storehouse of carbon on Earth. Activities like logging and roadbuilding release carbon and methane into the air, increasing global warming pollution and magnifying forest fire risk.

In addition to its ecological importance, the Boreal Forest contains a rich cultural legacy and is a source of sustenance for many of the indigenous peoples of Canada – the First Nations and Métis. Almost 80 percent of Canada's more than one million aboriginal people live in more than 600 communities in Canada's forest regions and many depends on the wilderness, water and wildlife of these places for their livelihoods and cultures.

Vast clearcuts slice intact forests, threatening wildlife, indigenous people, and our climate. The good news is that we can make a difference.

Wiping Away the Boreal Forest

Each year, more than 1 million acres of the Boreal is logged. The majority of what is cut will be exported to the United States where it ends up as lumber and short-lived disposable paper products.

From catalogs to printing paper to tissues, products made from Endangered Forests are common in US homes, businesses and schools. If you take a couple extra moments to find out the true impact your school district has on the destruction of the Boreal forest, it is easy to see that your school has a lot of power to reduce your impact on ancient forests.



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Exercise

Walk into one stall of one bathroom in one school within your district. Take a guess on how many rolls of toilet paper are hung in the dispenser in one day. Now multiply that number by the number of stalls and bathrooms and schools. Write it down. Multiply those digits by the number of days your school is open each year. This exercise gives you the smallest possible amount your school district contributes to forest destruction and we haven't even started talking about the paper towels and Kleenex boxes that are in each office, classroom, and book bag.

Do we need to destroy ancient forests to make disposable paper products? Thankfully, the answer is no. Recycled paper fiber, and wood from Forest Stewardship Council (FSC) certified logging operations are much better options.

Until paper companies like Kleenex hear from customers, irresponsible business practices will continue to destroy North America Endangered Forests. Making your voice heard can be as easy as recommending alternatives to your teacher or school principal.

Kimberly-Clark and Kleenex

Kimberly-Clark is the largest tissue maker in the world. Headquartered in Dallas, Texas, the tissue giant owns the Kleenex, Scott, Viva, Cottonelle, Kotex and Huggies brands. Kimberly-Clark produces more than 4 million tons of tissue products annually and generates billions of dollars of annual sales from 150 countries around the globe. Kimberly-Clark also produces an extensive line of commercial tissue products that it sells to institutions like universities, schools, governments and businesses.

Much of the pulp Kimberly-Clark uses for its disposable tissue products comes from unsustainable sources including wood fiber from ancient forests like the North American Boreal. Kleenex brand tissue contains no recycled fiber.

As a result of the role Kimberly-Clark plays in forest destruction they have come under pressure from conservation groups, universities and shareholders.

- ◆ More than 700 businesses, including Aspen Ski Company and the Philadelphia Eagles football team have shifted away from Kimberly-Clark high in recycled content.

- ◆ Colleges and universities, such as Harvard, American University, Rice University, Wesleyan and the University of Miami, have taken action to phase out Kimberly-Clark products.



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- ◆ Shareholder resolutions encouraging more sustainable use of wood fiber have garnered support worth billions of dollars from Kimberly-Clark shares.
- ◆ Kimberly-Clark was nominated for the "Corporate Hall of Shame" in 2007 for driving ancient forest destruction.
- ◆ The 2006 Greenpeace *Chain of Lies* report documented how Kimberly-Clark repeatedly broke its own environmental policy. The company had to admit that it had "overstated" environmental commitments.

Guide for Administrators

Schools and School Districts across the nation are taking steps toward environmental sustainability. As a Principal, School Board Member or Purchasing Officer, you have the opportunity to replace Kimberly-Clark products and reduce your impact on intact forests.

Act Locally

- Replace Kleenex boxes in classrooms with products high in recycled content.
- Replace other paper products including copy paper with alternatives high in recycled content.
- Create and implement an Ancient Forest Friendly purchasing policy to help guide your staff in purchasing decisions.



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Educate Others

- On our website www.greenpeace.org/schools you'll find a Photo Action Tool that allows you to send a visual message directly to Kimberly-Clark. Over the past couple years we have consistently heard from the company that consumers care more about softness than the impact Kleenex has on Endangered Forests. If you disagree please let them know, every image from families to classrooms helps emphasize customers prefer recycled.
- A number of Universities have written directly to Kimberly-Clark to explain why products low in recycled content were removed and replaced. Writing a letter and including a copy for our records does two things. It allows us to hold the company responsible when they claim customers are removing Kleenex for reasons other than sustainability. The letter also articulates what Kimberly-Clark can do to win back your business by including a line such as, *We pride ourselves in our sustainability principles and as such purchase products that are Green Seal Certified and are not sourced from Endangered Forests including the North American Boreal.*
- Spread the word to other Administrators, your School Board and your faculty. By sharing experiences you can help to break down whatever barriers to involvement your colleagues or friends may have. Influencing even one other person to replace Kleenex with recycled alternatives will help as this effort spreads across the country. If you are successful or would like to share resources with other Administrators please let us know via www.Greenpeace.org/Schools or include short updates in your Greenpeace Member blog.

Guide for Families

Taking a first step towards reducing your impact on the Boreal Forest can be as simple as replacing Kleenex with eco-friendly alternatives, using recycled copy paper, and reducing the catalogs you receive by mail.

Start at Home

- Replace Kleenex boxes and Kimberly-Clark paper products including Scott, Viva, Cottonelle and Huggies. It is estimated 170,000 trees would be saved if every US household were to replace just one 175-count box of virgin fiber facial tissue with a recycled alternative.
- Replace other paper products including copy paper with alternatives high in recycled content. Alter you print settings to make double sided prints and reuse paper that has only been printed on one side. Reduce the number of sales catalogs, often containing Boreal Forest pulp, which you receive by mail.
- As you reduce your impact on Endangered Forests by reducing your consumption of virgin paper products us the opportunity to talk to your children about the Boreal Forest. With only 80% of our original forest remaining it's important we convey early on in each child's life the importance of intact forest ecosystems.
- Let Kimberly-Clark know you care. By visiting us at www.greenpeace.org/schools you have the opportunity to use our Photo Action Tool to send a visual message directly to Kimberly-Clark. After hearing from the parent company of Kleenex for years that customers don't care about protectng the environment it's your chance to show them otherwise.



Scale Up to School

- Work with your teacher to find alternatives to Kleenex and replace tissue made with virgin fiber with facial tissue high in recycled content. Many customers assume Kleenex already uses recycled fiber and are eager to switch to alternatives once they learn otherwise.
- Find out if Kleenex brand name can be replaced on the Back to School shopping list sent to parents. Removing the Kleenex name or recommending facial tissue with recycled content can go a long way to support green purchasing habits.
- Pass an Ancient Forest Friendly policy for your child's school. As our natural resources grow scarce purchasing policies can help us to stay mindful of our impact on forest ecosystems. If you are not sure where to start the Principal may be a helpful ally in moving the school forward in purchasing only disposable paper products high in recycled content.
- Spread the word! If you are successful there are hundreds of parents and families across the country working toward the same goal that may need your advice.

Guide for Teachers

Teachers have the opportunity to both educate students about the impacts of human consumption and the chance to model good purchasing decisions. Over the past few years we have seen increased marketing attention placed on primary and secondary classrooms by Kimberly-Clark. As a customer base important to the sale of Kleenex you can have a major impact on improving the environmental practices of companies like Kimberly-Clark.

Green the Classroom

- Replace Kleenex brand tissue boxes in classrooms with alternatives high in recycled content.
- Replace other paper products including copy paper with paper high in recycled content. Alter your print settings to make double sided prints and reuse paper that has only been printed on one side.
- Request a bin for recycling paper and teach students to use recycling bins instead of garbage cans for paper.



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Raise Awareness

- Replace *1 Box Kleenex Tissue* on your Back to School shopping list. A change as simple as requesting *1 Box Facial Tissue (with recycled content if possible)* can go a long way to introducing the idea of recycled alternatives. You can make similar changes for the other paper items on your Shopping List.
- On our website www.greenpeace.org/schools you'll find a Photo Action Tool that allows you to send a message directly to Kimberly-Clark. Over the past couple years we have consistently heard from the company that consumers care more about softness than the impact Kleenex has on intact forests. If you disagree please let them know, every image submitted helps emphasize customers prefer recycled.
- Contact Kimberly-Clark directly to let them know you've reduced your impact on the Boreal and would like them to do the same. A number of Universities already involved in this effort have written directly to Kimberly-Clark to explain why products low in or void of, recycled content were removed and replaced. Write a letter and include a copy for our records to explain what it would take for Kimberly-Clark to win back your business.
- Pass an Ancient Forest Friendly policy for your School or School District. As our natural resources grow scarce purchasing policies can help us to stay mindful of our impact on forest ecosystems.
- Spread the word. By visiting www.greenpeace.org/schools you can read about other efforts and create a Greenpeace Member Blog to describe your own.

Sample Resolution

A bill in support of ancient-forest friendly tissue products and the Boreal forest

WHEREAS, Only 20% of the world's ancient forests remain;

WHEREAS, Ancient forests maintain critical life on earth (clean air, clean water, soil protection, climate stability);

WHEREAS, 25% of the ancient forest left in the world is found in the Boreal forest of North America;

WHEREAS, 80% of Canada's First Nation's depend on the Boreal forest for their sustenance, culture and livelihood;

WHEREAS, nearly 50% of the 700 bird species found in North America breed or nest in the Boreal forest;

WHEREAS, 90% of all logging in Canada is through destructive clearcutting, and more than 2 million acres are logged annually;

WHEREAS, most of cutting in the Boreal forest feeds consumer demand in the United States, especially for paper products;

WHEREAS, Americans use 8.5 million tons of tissue paper a year which is the equivalent of 60 pounds per person annually, and illustrates the considerable role we play in determining the fate of ancient forests;

WHEREAS, Kimberly-Clark, the world's largest tissue company, fuels Boreal forest destruction by using this ancient forest for 20% to 30% of their total worldwide disposable tissue production;

WHEREAS, many corporations, from investment firms to tissue companies, have made changes to protect ancient and endangered forests while Kimberly-Clark has done nothing substantial to reduce their impact on forests;

BE IT RESOLVED, that (SCHOOL or SCHOOL DISTRICT) hereby alerts Kimberly-Clark to their concerns about their role in forest destruction; be it further

RESOLVED, that (SCHOOL or SCHOOL DISTRICT) will re-evaluate purchasing from Kimberly-Clark to determine if they have improved their fiber sources in the following areas:

1. They have stopped sourcing fiber from endangered forests;
2. They have dramatically increased the percentage of post-consumer recycled fiber across their product range
3. They use virgin fiber that has been certified to the standards of the Forest Stewardship Council;

Frequently Asked Questions



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What is an ancient forest? What is an endangered forest?

Endangered forests are currently being identified and mapped around the world by scientists. In simple terms, endangered forests are rare and threatened native forests, critical for conserving wildlife and maintaining diverse, thriving ecosystems. Ancient forests are forests that have never been substantially disturbed by human activity.

How does logging in the boreal forest effect my school district?

The Boreal forest is flushed down the toilet for disposable paper products. Schools and corporations are some of the largest consumers of these products. These groups are shifting to responsible purchasing – from energy efficient light bulbs to sustainable paper products. Corporations such as Aspen Ski Company and the Philadelphia Eagles football team dropped Kimberly-Clark products in favor of more sustainable tissue products to protect ancient and endangered forests.

What do we want from Kimberly-Clark and other paper companies?

1. Products made with post-consumer recycled fiber. This diverts waste into products we can use while protecting our forests.
2. When virgin fiber absolutely must be used it should be Forest Stewardship Council (FSC) certified. FSC certification helps to ensure ecosystems are not destroyed or completely clearcut when they are logged. To learn more about FSC please visit [insert link]
3. A commitment to protecting our Ancient Forests. Greenpeace and other environmental groups believe that there are certain forests that are too important to be logged. These 'No Go' areas are often rare forest types or critical habitat for woodland caribou. We understand that we cannot end all logging but we are committed to saving the most critical and intact ancient forests on Earth for future generations.

What is the Forest Stewardship Council?

The Forest Stewardship Council (FSC) is most widely used and respected wood product certification program in the world. FSC sets high standards that ensure forestry is practiced in an environmentally responsible, socially beneficial, and economically viable way. Other certification systems do not have the same standards, and generally are controlled by logging industry interests.

What alternatives should I consider?

The best alternative tissue paper products contain the highest post-consumer recycled waste you can find. Often the term "recycled" includes both pre-consumer and post consumer content. Pre-consumer content includes things like scraps from the mill that may still have come from ancient virgin trees. Post-consumer content means the product is truly recycled -- it is made from paper that would have otherwise been burned or dumped into landfills.

When looking for recycled products it is important to compare the post-consumer recycled content of products. Remember you want to choose the product with the highest percentage of post-consumer recycled waste. Recycled products are of comparable quality and price to virgin products without the environmental cost of cutting down our last remaining forests. As demand for alternatives increase, so will the products and their availability. See the Greenpeace Schools website for a listing of alternatives to Kleenex brand tissue products.

Where is the Boreal?

The Boreal stretches around the globe through Alaska, Canada, Scandinavia, and Russia.

How large is the North American Boreal?

Covering approximately 1.3 billion acres the Boreal is an ancient forest that stretches across the country from Canada's most western province into Alaska. It is Canada's largest ecosystem and encompasses almost 53% of the country's total landmass. The Boreal is more than 12 times the size of California.



Global Boreal Forest
© Global Forest Watch Canada

How much is logged from the Boreal?

Every year over 1.5 million acres of Boreal Forest is cleared by logging, 90% of which is removed by clearcutting. Logging in Canada causes almost 5 acres of forest loss every minute. More than half of which goes to the US.



North America's Boreal Forest
© Global Forest Watch Canada

How much of the Boreal is already protected?

Less than 10% of the Boreal is protected. In Ontario less than 18% of the Boreal Forest remains intact.

What kinds of trees are in the Boreal?

Pine, spruce, aspen, larch, tamarack, fir, alder, and birch can all be found in the Boreal.

What animals depend on the Boreal?

Moose, caribou, lynx, bear and wolves depend on the wide Boreal expanses, while eagles, hawks, owls, geese, 30 per cent of North America's songbirds and 40 per cent of its waterfowl nest in the forests and wetlands. In fact, nearly five billion birds migrate north to breed after wintering in warmer climates. Because of its immense size, the Boreal forest represents one of the best opportunities for conservation of large intact forests.

What Kimberly-Clark brands should be avoided?

We recommend avoiding all Kimberly-Clark brands including Kleenex, Cottonelle, Scott, Viva, Huggies, Kimberly-Clark Professional, Kotex and Depend until K-C agrees to stop using ancient forests for disposable products.

Is there a Greenpeace seal of approval for products? How will my school know what to buy?

While there is no Greenpeace stamp of approval we do support the Green Seal certification. If your school or school district makes it a policy to only buy Green Seal certified products then you can rest assured only products free of chlorine bleaching and high in recycled content are used. For more information on recommending the Green Seal Certification please visit www.GreenSeal.org