

## KIMBERLY-CLARK: FUELLING ANCIENT FOREST DESTRUCTION FOR EUROPE'S BEST KNOWN TOILET AND TISSUE PAPER BRANDS.



*Kimberly-Clark is helping to destroy ancient forest to make disposable products like tissue paper. ©Greenpeace-Male*

The Kimberly-Clark Corporation is the largest tissue product manufacturer in the world. It makes some of Europe's most well known brands of tissue and toilet papers such as Kleenex, Andrex, Scottex (Italy, Spain), Page (The Netherlands) and Hakle (Germany, Switzerland, Austria). Behind its fluffy public image where playful puppies are used to promote its products the reality is less than cute. Much of the raw material (wood fibre) used by Kimberly-Clark comes from ancient forests. Demand is so high that Kimberly-Clark and the people who buy its products are fuelling the destruction of the world's remaining ancient forests.

Logging companies supplying Kimberly-Clark's factories and mills are clear-cutting ancient forests at an alarming rate. These forests, predominantly in North America including Canada's Boreal forest, are essential in the fight against climate change. They also support a wide range of plant and animal species such as wolves, eagles, bears, woodland caribou, and migratory songbirds. And for what? After one sneeze or toilet flush our ancient forests are gone forever.



*Kimberly-Clark makes some of Europe's most well known tissue brands. 28 percent of virgin pulp used for its products in Europe was sourced from Canadian Boreal forest, fuelling the destruction of its ancient forests. ©Greenpeace*



*The Boreal forest, also known as the Amazon of the North, is an awe-inspiring and diverse wilderness of lakes, forests, rivers and marshes. It accounts for 25 % of the remaining intact ancient forests on the planet. ©Greenpeace-Brooks*

Europe is one of Kimberly-Clark's largest paper markets. Almost one-fifth of Kimberly-Clark's global consumption of virgin tree pulp (that is pulp made from newly felled trees) is used to make products for the European market.<sup>1</sup> Even though pulp from quality recycled sources is available Kimberly-Clark continues to buy and use virgin tree pulp from unsustainable logging operations. Their insatiable demand for virgin tree pulp is driving the destruction of Canada's ancient forests.

Unfortunately and unwittingly, European consumers are supporting ancient forest destruction when they buy products made by Kimberly-Clark.

## **CANADA'S ANCIENT BOREAL FOREST PAYS THE PRICE:**

Throughout the world, ancient forests are in crisis. Many of the plants and animals that depend upon ancient forests face extinction due to large-scale habitat loss. In addition, countless people and cultures rely on ancient forests for their way of life. Despite ongoing campaigns a staggering 13 million hectares of

forest is destroyed every year.<sup>2</sup> The vast majority of that is logged from ancient forests.<sup>3</sup> That's an area the size of a football pitch lost every two seconds.

Canada's ancient Boreal forest is now under threat. Stretching from the Atlantic to the Pacific coast, the Boreal forest is truly enormous. It covers an area of 560 million hectares, roughly twenty times the size of the United Kingdom, and represents over 25% of the world's remaining intact ancient forests.

The Boreal forest is also home to hundreds of species of wildlife. Many of these species such as caribou, wolverine, lynx, bear and wolf need the large areas of habitat found in the Boreal. Nearly 50% of all North American bird species rely on the Boreal forest at some point during the year for nesting and breeding.<sup>4</sup> In addition, the forest supports hundreds of aboriginal (First Nation) communities across Canada. They have lived in and used these forests for over 9,000 years. So strong is their connection to the land that as the forests fall their cultural identity is also lost. Many of these communities have not given their explicit consent to logging companies to log in their traditional territories.

## CLIMATE CHANGE CONSEQUENCES

The Boreal forest's multiple layers of trees, thick moss, soil and peat make it one of the world's largest land-based storehouses of carbon. It is vital that it remains intact in the fight against climate change.<sup>6</sup>

Deforestation accounts for roughly 18% of global carbon emissions, making it a major driving force of climate change. By its continued use of wood fibre from the Boreal forest Kimberly-Clark is not only fuelling ancient forest destruction, it is contributing to the destruction of the world's largest land-based carbon 'bank' or storehouse. The release of this carbon will greatly exacerbate global warming pollution to the detriment of the entire planet.

## EUROPE IMPORTING BOREAL FOREST DESTRUCTION

The European tissue and toilet paper market generates € 8.5 billion a year and accounts for a quarter of the total global consumption of these products. On average each European uses 13 kilograms of tissue and toilet paper every year.<sup>7</sup> This is three and a half times the world's average and equivalent to approximately 22 billion rolls of toilet paper.<sup>8</sup> For this reason Europe is a very attractive market for tissue and toilet paper manufacturers, a market that Kimberly-Clark is more than happy to supply.<sup>9</sup>

In 2005, Kimberly-Clark used 521,601 tonnes of virgin pulp to make products destined for the European market. 28% of this pulp was sourced from Canada.<sup>10</sup> Ancient Boreal forest pulp is used either directly or indirectly in European products. It comes from several mills in Canada and is imported into Europe either as pulp, semi-finished and/or finished products.

Greenpeace investigations have found various Kimberly-Clark mills in the U.S. such as Beech Island, South Carolina or Everett, Washington, use pulp from the Boreal forest as an ingredient for semi-finished products, which are then exported to Europe for conversion into consumer products, such as anti-viral Kleenex tissue. Similarly, various Kimberly-Clark mills in Europe buy pulp directly from the Boreal forest to use in their production of toilet and tissue papers.



*The Canadian Boreal forest provides habitat for a vast number of species like the black bear (Ursus americanus). © J.D. Taylor*

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*The Boreal is one of the world's ancient forests most impacted by Kimberly-Clark. 22% of the company's total virgin pulp supply comes from the Boreal forest<sup>5</sup>.*

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*22% of Kimberly-Clark's global pulp supply products come from Canadian Boreal forests. Over 90% of the logging that takes place in the Boreal forest is clearcutting. ©Greenpeace-Male*

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WIPING AWAY ANCIENT FORESTS

## DESTROYING ANCIENT FORESTS FOR DISPOSABLE PRODUCTS

Globally, on average, only 29% of the pulp used by Kimberly-Clark to make its products, which include toilet paper, facial tissue, napkins and paper towels, comes from recycled sources.<sup>11</sup> The other 70% comes directly from forests. In 2005, Kimberly-Clark used 3.1 million metric tons of virgin fibre, equivalent to 135,000 truckloads of pulp, to manufacture its products.<sup>12</sup> Nearly one quarter of that came directly from Canadian ancient forests.<sup>13</sup>

Kimberly-Clark tries to dismiss its links to ancient forest destruction by claiming the the forest pulp they purchase comes from residual waste generated by the lumber production process. However, fibre for pulp and paper production in Canada is a co-product of the lumber industry, not a by-product. In other words wood chips are not a 'residual waste' product. In fact, it is an accepted fact in Canada that lumber mills are financially dependant on the sale of wood chips to pulp and paper mills.<sup>14</sup> Kimberly-Clark's suppliers also get a substantial portion of their fibre directly from trees, in direct contrast to Kimberly-Clark's claims.<sup>15</sup>

## KIMBERLY-CLARK CONTINUES TO RESIST RECYCLED FIBRES

Kimberly-Clark has the ability to acquire and use a much higher percentage of post-consumer recycled fibre in the products that it makes but chooses not to do so. Many of its brands sold in supermarkets, such as Kleenex, are often made from 100 percent virgin tree fibre, primarily from ancient forests like the Canadian Boreal forest.

This stands in stark contrast to other tissue and toilet paper manufacturers like Cascades. Cascades is North America's fourth largest tissue paper manufacturer. 97% of the material it uses comes from recycled sources.<sup>16</sup>



Kimberly-Clark is using pulp from the Boreal forest as an ingredient for semi-finished products, which are exported from the U.S. to Europe and converted into products such as anti-viral Kleenex tissue. ©Greenpeace

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*Many consumers would be surprised to learn that the tissue and toilet paper they buy at their local supermarket could be contributing to the destruction of the Boreal forest, and is not made from recycled paper.*

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## CASE STUDY – WEST FRASER: ONE OF THE WORST FOREST DESTROYERS IN CANADA

One of Kimberly-Clark's main suppliers of ancient Boreal forest pulp is the logging company West Fraser. Timber clearcut from Boreal forests in the Canadian province of Alberta is turned into pulp at West Fraser's mill in Hinton, Alberta. These forests provide critical habitat for the threatened woodland caribou.

West Fraser claims it is committed to responsible and sustainable logging practices. However, their logging on the ground reveals a very different picture. In 2004, West Fraser conducted its own caribou habitat assessment report. Despite the fact that the report concluded that logging was harming caribou populations West Fraser continues to log in areas identified by them as vital caribou habitat to feed its mill.

West Fraser tries to improve its public image and mask its destructive logging practices by obtaining certification from the Canadian Standards Association (CSA). Whilst this certification body may sound good on paper it receives a majority of their funding from forest industry associations.<sup>18</sup> In addition, many of their ecological standards have been found to be inadequate to protect sensitive species such as the woodland caribou. For example, West Fraser's logging plans certified by CSA would, over time, eliminate 80 to 100 % of trees between 80 and 160 years old.<sup>19</sup> These are the very trees that provide essential habitat for woodland caribou.

If Kimberly-Clark and West Fraser were serious about ensuring their logging operations were environmentally and socially responsible they would seek certification from the Forest Stewardship Council (FSC). In contrast to CSA and Sustainable Forestry Initiative (SFI), another industry run scheme, FSC is an independent body that certifies well-managed forests to the highest environmental and social standards – including the protection of ancient forests and the rights of aboriginal people. FSC is the only certification scheme that is supported by a wide range of stakeholders including environmental and social groups, the timber trade and the forestry profession, indigenous people's organisations, responsible corporations, development aid agencies, and community forestry organisations from around the world.

To be an environmentally and socially responsible company, Kimberly-Clark must change its procurement policy and specify when it is unable to use recycled fibre it will only purchase virgin fibre from logging operations approved by the FSC. By doing so, they will follow the lead taken by Europe's other tissue giant, SCA Tissue, who has committed to procure virgin pulp only from FSC certified forests.<sup>20</sup>



Loss of forest due to logging and other industrial disturbances 2000-2006  
Loss of forest due to logging and other industrial disturbances 1990-2000

Above is a satellite image of West Fraser's operation area north of Hinton, Alberta, Canada and represents the southern portion of the Little Smokey caribou range.

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*Scientists predict that caribou herds in western Alberta will disappear in less than 40 years if logging, by companies such as West Fraser, continues at its current rate.<sup>17</sup>*

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Woodland caribou are a nationally threatened species in Canada. As such they appear on the Canadian Species at Risk list ([www.cosewic.gc.ca](http://www.cosewic.gc.ca)). The caribou range has steadily been pushed north by the logging of their habitat and some of their last remaining habitat in Alberta is being logged for pulp sales to Kimberly-Clark. © J.D. Taylor



*The Canadian Boreal forest provides habitat for a vast number of species like the wolf. © J.D. Taylor*

## **SPECIES AT RISK: CARIBOU, THE GRIZZLY BEAR AND OTHER RARE WILDLIFE**

The fragmented forests of Western Alberta provide critical habitat to many species including woodland caribou, cougar, lynx, grey wolf, and grizzly bear. In particular, these forests provide vital habitat for two of Alberta's most threatened caribou herds, the Little Smoky and A La Peche.<sup>21</sup>

Over the last 20 years, the Little Smoky woodland caribou herd has declined by 20%.<sup>22</sup> Scientists predict that if logging continues at its current rate the herd could face possible extinction in less than 40 years.<sup>23</sup> This drastic population decline has been directly correlated to the loss of old growth forest and the sensitivity of this species to industrial logging activities. Logging is destroying arboreal lichen that grows on trees found in ancient Boreal forest. This lichen provides a critical food source for the caribou, especially in winter when other food sources are buried under deep snow.<sup>24</sup> In addition, logging roads and clear-cut forest areas increase the rate of caribou predation by wolves.<sup>25</sup>



*Woodland caribou, a Canadian symbol of wilderness is featured on its 25-cent coin. They depend on the Boreal forest for their survival. ©Greenpeace*

The forests of western Alberta also contain nearly 20% of Alberta's grizzly bear population, which is also threatened with extinction. Statistical modelling by the University of Alberta has shown that grizzly bear habitat will all but disappear in the next thirty years, if current development, including destructive logging, continues unabated.<sup>26</sup> Grizzlies and many other old growth dependant species face an uncertain future if Kimberly-Clark continues to buy virgin fibre from clear cut ancient forests to make its disposable tissue products.

To ensure long-term survival of woodland caribou and other threatened wildlife species, Kimberly-Clark must take action to ensure that the wood fibre it uses does not come from ancient forest destruction.

## BUSINESSES, SHAREHOLDERS AND CONSUMERS DEMAND KIMBERLY-CLARK ACT RESPONSIBLY

In 2006, close to 700 businesses from around the world pledged to stop buying Kimberly-Clark toilet and tissue paper products as part of the Forest Friendly 500 Initiative.<sup>27</sup> This initiative represents part of a growing movement amongst consumers and businesses who want to stop ancient forest destruction. All 700 signatories have agreed to stop doing business with Kimberly-Clark until it uses more recycled and FSC certified pulp in its products.

Kimberly-Clark's own shareholders have also joined those who are actively seeking a solution to ancient forest destruction. In October 2005, shareholders representing \$22 million worth of shares (368,490 shares) submitted a stockholder resolution urging Kimberly-Clark to source its virgin fibres from FSC certified logging operations.

Though Kimberly-Clark's executives opposed the resolution, the Securities Exchange Commission (SEC), the official corporate watchdog in the US, required the company to include the resolution on the company's 2006 proxy statement due to its overwhelming support. The resolution was voted on at the company's annual meeting in April 2006 in Dallas Texas. The resolution received support from \$1.9 billion worth of outstanding shares.

Growing numbers of consumers are also expressing they are also no longer willing to purchase products made from ancient forest destruction.<sup>28</sup> Recently, an independent poll taken in North America showed more than 80% of consumers do not want to buy products that harm forests. Most importantly, they are willing to pay more for these products, if necessary.<sup>29</sup> Many companies like Home Depot, Marks & Spencer and Random House Publishing based in Europe, the U.S. and Canada have already responded to this demand. These companies have implemented procurement policies that ensure the products they sell do not contribute to ancient forest destruction.



Canada's large ancient forests are home to a wide variety of wildlife including the red fox (*Vulpes vulpes*) © J.D. Taylor

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*Kimberly-Clark has the opportunity to join the ranks of global leaders by implementing a policy that safeguards ancient forests. The question is, do they have the will?*

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Nearly 50% of all North American bird species rely on the Boreal forest at some point during the year for nesting and breeding. © J.D. Taylor

## GREENPEACE CALL FOR ACTION

Kimberly-Clark has an opportunity to join industry leaders and produce products that meet the highest environmental and social standard. Kimberly-Clark must reduce its reliance on virgin fibre and recognise that it can no longer sacrifice the world's last remaining ancient forests to make disposable tissue products.

Greenpeace urges Kimberly-Clark to commit to a global sourcing policy that will:

1. End the use of virgin fibre from ancient forest destruction;
2. Greatly increase the use of recycled fibre, including post-consumer fibre, in its tissue products; and
3. Use only Forest Stewardship Council (FSC) certified virgin fibre.

Greenpeace urges consumers in Europe and worldwide to stop buying products made by Kimberly-Clark until its policy has changed.

### Endnotes

- 1 According to Kimberly-Clark's 2005 Sustainability Report (p. 29), in 2005, 22% of Kimberly-Clark's global supply of virgin pulp was from the ancient Boreal forest in Canada. 22% of the pulp used to manufacture its European products was sourced from Canada. <http://www.kimberlyclark.com/aboutus/Sustainability2005/2005SustainabilityReport.pdf>
- 2 [http://www.kimberly-clark.com/aboutus/KC\\_Europe\\_Tissue.pdf](http://www.kimberly-clark.com/aboutus/KC_Europe_Tissue.pdf)
- 3 Global Forest Resources Assessment 2005. Progress towards sustainable forest management. Food and Agriculture Organization of the United Nations Rome, 2005. [www.fao.org/forestry/fra2005](http://www.fao.org/forestry/fra2005)
- 4 Roadmap to Recovery: the World's Last Intact Forest Landscapes. Greenpeace International. March 2006. Available online at [www.intactforests.org](http://www.intactforests.org)
- 5 <http://www.borealbirds.org/birds.html>
- 6 Kimberly-Clark 2005 Sustainability Report page 29. <http://www.kimberlyclark.com/aboutus/Sustainability2005/2005SustainabilityReport.pdf>
- 7 Stern Review: The Economics of Climate Change. 30 October 2006. Sir Nicholas Stern was commissioned Prime Minister and Chancellor of the U.K. and is Head of the Government Economic Service, and Adviser to the UK Government on the Economics of Climate Change and Development. He is a former Chief Economist of the World Bank. [www.sternreview.org.uk](http://www.sternreview.org.uk)
- 8 [http://www.panda.org/about\\_wwf/what\\_we\\_do/forests/what\\_you\\_can\\_do/consumers/tissue\\_issues/eu\\_facts/index.cfm](http://www.panda.org/about_wwf/what_we_do/forests/what_you_can_do/consumers/tissue_issues/eu_facts/index.cfm)
- 9 [http://www.metsatissue.com/portal/metsa\\_tissue/markets/consumption\\_per\\_country](http://www.metsatissue.com/portal/metsa_tissue/markets/consumption_per_country)
- 10 Europe is one of Kimberly-Clark's largest markets – 19% of KC revenue is generated in Europe. <http://www.kimberly-clark.com/investorinfo/Kimberly-Clark%202006%20Fact%20Sheet.pdf>
- 11 [http://www.kimberly-clark.com/aboutus/KC\\_Europe\\_Tissue.pdf](http://www.kimberly-clark.com/aboutus/KC_Europe_Tissue.pdf)
- 12 Kimberly-Clark Sustainability Report 2005 page 28. <http://www.kimberly-clark.com/aboutus/Sustainability2005/2005SustainabilityReport.pdf>
- 13 <http://www.morecambabay.org.uk/PDF/conferences/industry.pdf>
- 14 <http://www.kimberlyclark.com/aboutus/Sustainability2005/2005SustainabilityReport.pdf>
- 15 For example, the Forest Industry Advisory Committee of the BC Competition Council writes that in the Boreal, wood chip revenues "are substantial and they hold the key to sawmills' profitability." Source: "Report to the Council", March 31, 2006.
- 16 Kimberly-Clark is incorrect in stating that much of their virgin fibre is derived from sawmill residue or waste. In fact, according to the Kenogami Forest Management Plan - the official government-approved plan that outlines logging operations Kenogami Forest - 48% of the wood used in the Terrace Bay Pulp mill comes directly from the Boreal forest (over double the national average of 19% as reported in Canadian Forest Service's publication "The State of Canada's Forests 2005-2006", p.8). This wood is not sawed first at a local sawmill nor delivered in the form of sawdust or chips. Terrace Bay Pulp is a currently a major supplier of pulp to Kimberly-Clark and was owned by Kimberly-Clark up until November 2004. The Kenogami Forest is located in the Canadian province of Ontario in the heart of the Boreal forest. Reference: Kenogami Forest Management Plan 2005-2010
- 17 <http://www.cascades.com>
- 18 Dzus, Elston. 2001. Status of the Woodland Caribou (Rangifer tarandus caribou) in Alberta. Alberta Wildlife Status Report No. 30. Alberta Environment. 49 pp. At Tab 4.
- 19 [http://www.fern.org/pubs/reports/footprints\\_AFS.pdf](http://www.fern.org/pubs/reports/footprints_AFS.pdf)
- 20 West Fraser Hinton Detailed Forest Management Plan 1999-2009.
- 21 SCA Tissue ultimate goal is to source all of its virgin fibres for tissue products from FSC certified forests and has committed to support and encourage pulp suppliers to obtain FSC certification. [http://assets.panda.org/downloads/final\\_audited\\_scoring\\_report\\_2006.pdf](http://assets.panda.org/downloads/final_audited_scoring_report_2006.pdf)
- 22 Status of the Woodland Caribou (Rangifer tarandus caribou) in Alberta, Elston Dzus, Alberta Wildlife Status Report No. 30 January 2001
- 23 Dzus, Elston. 2001.
- 24 A recent simulation of caribou conservation and management in Alberta estimated that caribou will be extirpated from north eastern Alberta within 37 years under business as usual conditions. Weclaw, P. and R.J. Hudson. 2004. Simulation of Caribou Conservation and Management in Alberta. Ecological Modelling. 177, 75-94 at [www.sciencedirect.com](http://www.sciencedirect.com) at Tab 6, P.84; In 2004 the Alberta Woodland Caribou Recovery Team identified the Little Smoky herd as at immediate risk of extirpation. Alberta Woodland Caribou Recovery Team. 2004. Alberta Woodland Caribou Recovery Plan 2004/2005- 2013/20014. Alberta Sustainable Resource Development. Tab 8 (on CD).
- 25 Terry, L. Elliot, Bruce N. McLellan and Glen S. Watts. "Winter habitat ecology of mountain caribou in relation to forest management. Journal of Applied Ecology 2000, 37, 589-602. Rominger, E.M. & Oldemeyer, J.L. (1991) Arboreal lichen on windthrown trees, a seasonal forage resource for woodland caribou, Selkirk Mountains, British Columbia. Rangifer, 6 (Special Issue), 475-480.
- 26 McLoughlin, Philip D., Elston Dzus, Bob Wynes, and Stan Boutin. "Declines in populations of woodland caribou." The Journal of Wildlife Management 67.4 (Oct 2003): 755-761.
- 27 Oberg, P., C. Rohner and F.K.A. Schmiegelow. "Responses of mountain caribou to linear features in a west-central Alberta landscape". In The Seventh International Symposium on Environmental Concerns in Rights-of-Way Management. 2003 Elsevier Science. Pages 455- 464.
- 28 Stenhouse, G.B. and Graham, Karen. 2005. Foothills Model Forest Grizzly Bear Research Program 1999-2003. Final Report. <http://www.fmf.ca/publications.html>
- 29 <http://www.forestfriendly500.org/>
- 30 More than 350 grassroots activist events have occurred, over 150,000 people have sent emails from Greenpeace's [www.kleercut.net](http://www.kleercut.net) to Kimberly-Clark and 3,000 people have sent back Kleenex labels stating it would be the last time they purchase KC products until they change its practices
- 31 Leger Marketing conducted market research on North American consumers' tissue usage and attitude. 2006.