

FORESTETHICS



WELCOME TO THE NEW ENVIRONMENTALISM



SEVEN MILLION ACRES

OF RAINFOREST PROTECTED FROM LOGGING.

It's not about advocating for change.

It's about making it happen.

Global warming.

Clean air.

Clean water.

Species survival.

These vital issues have one thing in common—forest protection plays a critical role in each of them. The urgency of these issues demands nothing less than an entirely new approach to protecting our environment. And that's exactly what we've created.

Welcome to the new





Patrice Halley

Our work in the Inland Rainforest of British Columbia has saved hundreds of thousands of acres of the endangered mountain caribou's habitat.

WE IDENTIFY THE FORESTS THAT NEED URGENT PROTECTION.

Which forests are endangered? We don't take the word of logging companies—we've worked with scientists to literally define the term Endangered Forest. And to make sure our science matches the real world, we have staff who live in the forest and work with both indigenous groups and local communities to make sure their interests are represented.

WE HOLD CORPORATIONS ACCOUNTABLE.

When a corporation shows a blatant disregard for Endangered Forests by purchasing paper or wood products that destroy forests, we hold that company publicly accountable—with protests, online action, national advertisements, and more.



Corporations like Victoria's Secret can't afford to have their name become synonymous with forest destruction.

environmentalism

WE HELP CORPORATIONS THAT WANT TO BE ENVIRONMENTALLY RESPONSIBLE.

When a company is ready to protect forests—whether they come to that point on their own or because of the pressure we create—we help them implement sound policies through our Corporate Action Program. Independent reports have confirmed that recycled pulp mills are operating at record-high capacities because of the companies we've transformed—companies that now compete for the title of “environmental leader.”

WE USE CORPORATE LEVERAGE TO PROTECT FORESTS.

Corporate power can be used to destroy forests—or to protect them. Logging companies may be able to tune out some voices of dissent, but when their biggest customers start complaining—corporations like Staples, Home Depot, Estee Lauder and Dell—logging companies listen. By leveraging relationships we have with companies like Home Depot, we were able to stop logging on one million acres in Chile.



WE MAKE CHANGE HAPPEN.

Imagine a world where corporations, logging companies and environmentalists all work together to save a rainforest. Actually, you don't have to imagine it—we've already made it happen.

February 7, 2006: ForestEthics leads a coalition of corporations, logging companies, indigenous groups, local communities and other environmental groups to victory by winning permanent government protection for five million acres of the Great Bear Rainforest in British Columbia.

[Join the new environmental movement.](#)
[Join ForestEthics.](#)

Ian McAllister/Raincoast.org



If you've been longing for a way to make a statement and make a difference, there are many ways you can participate.

Visit www.forestethics.org or call us at 1-800-725-0087 to find out more—and let us help you to put your beliefs into action.

FORESTETHICS

Because protecting forests is everyone's business

SAN FRANCISCO • VANCOUVER • TORONTO

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