

How Your Business Can Help PROTECT THE BOREAL FOREST

Your business can make a measurable difference in three ways:

1. Endorse the Boreal Framework
2. Help communicate the importance of protecting the Boreal Forest
3. Assess your Boreal footprint

Your company's active support will increase awareness of this vast and amazing forest, and contribute to a solution that mitigates global warming and strikes the right balance between conservation and development. For more information or to get involved:

In Canada: Contact the Canadian Boreal Initiative at 613.230.4739

In the U.S.: Contact the International Boreal Conservation Campaign at 206.956.9040

Online: Visit www.BusinessesfortheBoreal.com



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The Business Case for Supporting Boreal Forest Protection & the Boreal Framework

Public awareness and concern for environmental issues, especially the need to defend against global warming, are at record levels in Canada. A recent government survey found that over 90% of Canadians place high importance on being environmentally friendly consumers. Most would be willing to pay five to ten percent more for environmentally friendly products. (Environment Canada)

Similarly, over 90% of Americans believe companies have a responsibility to help preserve the environment, and they have a more positive image of a company when it is environmentally responsible. 85% would consider switching to another company because of a company's negative corporate responsibility practices. (2007 Cone Consumer Environmental Survey)

International businesses, such as Limited Brands (parent company of Victoria's Secret), believe that taking a leadership role to protect the Boreal Forest sets them apart from their competition while making good business sense:

"We believe that working together we can set a new standard for the catalogue industry and help to protect critical regions like the Canadian Boreal. We consider environmental stewardship to be an essential part of our values, and we're proud to take a leadership role."

TOM KATZENMEYER, SENIOR VICE PRESIDENT, LIMITED BRANDS/VICTORIA'S SECRET

Canada's BOREAL FOREST

Why Businesses, Conservationists and
Aboriginal Peoples Are Working Together
to Protect This Global Treasure

The Boreal Is One of the World's Last Great Forests and Shields Us from Global Warming

The Canadian Boreal Forest is one of the largest forest and wetland ecosystems remaining on earth. At 1.4 billion acres – larger than the Brazilian Amazon – the Boreal Forest is a major source of North America's fresh water and shields us from global warming by storing large quantities of carbon in its trees and soils.

Teeming with life, the Boreal Forest is home to some of the planet's largest remaining populations of wolves, grizzly bears and woodland caribou. Its vast lakes and rivers offer abundant fish. Its trees and wetlands provide vital nesting grounds for literally billions of songbirds and waterfowl, earning it the nickname "Bird Nursery of the North."

Additionally, hundreds of First Nations communities have lived in the Boreal Forest for many generations and depend on the Boreal Forest ecosystem for fish, wildlife, and maintaining their culture.



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How Can the Boreal Forest Be Protected?

The Boreal Forest Conservation Framework lays out a balanced vision for conserving the Boreal Forest. Created by an unlikely coalition of industry, First Nations and conservationists, the Boreal Framework is a vision to protect Canada's Boreal Forest by preserving at least 50% of the Boreal in protected areas while allowing only carefully managed development in the rest.

The Boreal Framework is already endorsed by 1500 highly respected scientists, scores of U.S. and Canadian conservation groups, 25 Canadian First Nations, and more than 75 major businesses with annual sales totaling \$30 billion.

Industrial Development Pressures Are Increasing

The Boreal Forest is under growing pressure from oil and gas, logging, mining, and hydro operations in response to increasing demand from the United States. Just 10% has been protected to date, far less than what is scientifically recognized as necessary to sustain the ecosystem over time. This global treasure may be lost in a generation if action is not taken now to protect it.

JUST A FEW OF THE COMPANIES THAT HAVE ALREADY PLEDGED THEIR SUPPORT FOR THE BOREAL FOREST:

Nordstrom, Inc.
Patagonia International
Victoria's Secret
Suncor
Alberta Pacific
Birks and Mayors, Inc.
Domtar
Seventh Generation
Mountain Equipment Co-op
Tembec
Ethical Funds
Lonely Planet Publications
and more!

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What Happens After My Business Pledges Its Support for the Boreal Forest?

1. Public Recognition of Your Support for Boreal Protection

Once your business endorses the Boreal Framework, it will receive public recognition of its support for the Boreal Forest in several ways, such as media releases and events, web site announcements, and advertising.

2. Communications: Getting the Word Out About the Boreal Forest

There are many important ways your company can help build awareness of the Boreal Forest, including advertisements, articles, mailings/emailings to employees and customers, web site content, public support for progressive conservation policies, and dialogue with other businesses. We can provide information to help support these communication efforts including background information, comprehensive public opinion research, sample text, and vivid graphics.

3. Technical Assistance with Assessing Your Boreal Footprint

Another tangible step you can take is to examine whether your business has an impact on the Boreal Forest – for example, whether any of the materials you use come from the Boreal and if so, whether those products are produced in an ecologically responsible manner. We can provide you with guidance on how to review your organization's environmental footprint and procurement policies so that you can become a Boreal-friendly business.