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YOUR GUIDE TO THE ANCIENT FOREST FRIENDLY™ BRAND

USAGE GUIDELINES • MARKETING ADVANTAGES • SCIENCE BEHIND THE BRAND



ANCIENT FOREST
FRIENDLY™



**MARKETS
INITIATIVE**

PROTECTING ANCIENT FORESTS. CREATING NEW MARKETS.
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THE PURPOSE OF THIS GUIDE

The world of ecological paper designations is complex, and can be difficult for consumers to navigate. Competing standards and terms abound. Markets Initiative has developed this guide to answer common queries and pressing concerns about the Ancient Forest Friendly™ brand and what it represents.



WHY CHOOSE ANCIENT FOREST FRIENDLY PAPER?

MARKETPLACE SHIFT TO GREEN

- Increasing public awareness and concern about environmental issues—the environment has become the number one concern of Canadians
- Consumers are making purchasing decisions based on eco-friendly criteria—77% of the boomer market is more likely to purchase a newspaper printed on environmentally friendly paper*
- 7 out of 10 young people (aged 18–34) have more confidence in the integrity of a newspaper if that publisher uses environmentally friendly paper*
- The eco-friendly paper trend has begun with publishers such as Random House, HarperCollins UK, catalogues such as Victoria's Secret, magazines such as Canadian Geographic and newspapers such as NOW
- Paper is a high-carbon commodity and deforestation of old growth forests creates significant greenhouse gas emissions—by choosing Ancient Forest Friendly paper you will decrease your company's carbon footprint
- Ancient Forest Friendly paper policies make a real difference to forest conservation, biodiversity and climate change

POSITIVE PUBLIC RELATIONS

- Your brand equity can be enhanced by advertising and promoting your environmental paper policy to your customers
- You will become a market leader with an increased ability to differentiate yourself in the marketplace
- It will contribute to a dynamic organizational culture resulting in better recruitment opportunities and increased employee loyalty

HIGH QUALITY

- Eco papers are available in all types of paper quality—without discernable difference to non-environmental ones

INCREASING AVAILABILITY

- Major paper producers have invested in the development of and launched new lines and grades of environmental papers
- The production of Ancient Forest Friendly papers has risen dramatically since 2004

PRICE PARITY

- Ancient Forest Friendly paper is usually on price parity with the non-environmental papers
- 100% recycled newsprint is the same price as non-environmentally friendly newsprint

* Source: Pollara, 2006



THE SCIENCE BEHIND THE BRAND

Markets Initiative relies on a number of scientific processes and sources to develop the criteria for Ancient Forest Friendly papers.

With regards to Ancient Forest Friendly virgin wood fibre, Markets Initiative utilizes three comprehensive and complementary science-based screens as part of its process to determine Ancient Forest Friendly wood fibre. The first is the High Conservation Value Forest¹ (HCVF) definition utilized by the Forest Stewardship Council and the interpretation drafting of HCVF currently being conducted by World Wildlife Fund Canada and endorsed by the Forest Products Association

of Canada. HCVF assessments do not however capture all of the ecological qualities that inform endangered forest definitions. Hence Markets Initiative utilizes the Wye Group's endangered forest definition² as well as data from the World Resources Institute & Global Forest Watch Canada's Large Intact Forest Landscapes Mapping Project³ to form the criteria of Ancient Forest Friendly virgin wood fibre.

Ancient Forest Friendly papers can be a blend of virgin wood fibre and recycled and agricultural fibres. To meet the criteria for an Ancient Forest Friendly designation, 100% of the paper fibre



must have ecological attributes and the paper must be manufactured with a high percentage of post-consumer recycled fibre. There is a significant body of scientific work that details the ecological benefits of utilizing recycled fibre in lieu of virgin wood fibre — including water and energy conservation, reduction of greenhouse gases and other volatile compounds, and preventing the

degradation of forest ecosystems and the loss of forest dependent biodiversity.

The commercial use of agricultural residue fibre is an emerging field in North America. Recent studies⁴ confirm that some agricultural residues have smaller ecological footprints than using virgin wood fibre pulps from the same region in Canada.

NOTES

1. High Conservation Value Forests (HCVFs) are defined by the Forest Stewardship Council as forests of outstanding and critical importance due to their high environmental, socio-economic, biodiversity or landscape values, according to six HCV categories:

- Forest areas containing globally, nationally or regionally significant concentrations of biodiversity values;
- Forest areas containing globally, regionally or nationally significant large landscape level forests;
- Forest areas that are in or contain rare, threatened or endangered ecosystems;
- Forest areas that provide basic services of nature in critical situations;
- Forest areas fundamental to meeting basic needs of local communities; and
- Forest areas critical to local communities' traditional cultural identity.

2. The Wye Group report on the Ecological Components of Endangered Forests has been reviewed by conservation groups, corporations, and scientists such as Dr. Jim Stritholtz, President and Executive Director of the Conservation Biology Institute, and has been adopted by corporations such as JP Morgan Chase in their policies. The ecological components of endangered forests are:

1. Intact forest landscapes;
2. Remnant forests and restoration cores;
3. Landscape connectivity;
4. Rare forest types (composition and structure);
5. Forests of high species richness (alpha and beta diversity);
6. Forests containing high concentrations of rare and endangered species;
7. Forests of high endemism;
8. Core habitat for focal species (aquatic and terrestrial); and
9. Forests exhibiting rare ecological and evolutionary phenomena.

3. The World Resource Institute's Global Forest Watch Canada's Large Intact Forest Landscapes mapping project is a multi-year endeavour supported by conservation groups, corporations such as Bank of America, industry associations such as the Forest Products Association of Canada, and scientists such as affiliated with Yale School of Forestry & Environmental Studies. The World Resources Institute cites "ancient forests" as old-growth forests.

4. Kissinger et al., Wood and non-wood pulp production: Comparative ecological footprinting on the Canadian prairies, *Ecological Economics* (2006), doi:10.1016/j.ecolecon.2006.07.019



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PAPER HIERARCHY



TRANSITIONAL PAPER

At least 30% of fibre has ecological attributes, including at least 30% post-consumer recycled paper content, and saves the equivalent of 4 to 7 trees per metric tonne.

- Includes post-consumer recycled content
- May contain recycled and/or virgin fibre
- Enhanced elemental chlorine free
- Much of the virgin fibre is not FSC certified (e.g. FSC Mixed Sources label (www.fsc.org))

ENVIRONMENTALLY DAMAGING PAPER

No ecological attributes*

Does not reduce greenhouse gas emissions, and consumes the equivalent of 14 to 24 trees per metric tonne.

- No/ minimal post-consumer recycled content
- Virgin tree fibre is not FSC certified
- Elemental chlorine free

ANCIENT FOREST FRIENDLY PAPER

All fibre (100%) has ecological attributes*

100% post-consumer recycled paper emits 25–50% less greenhouse gases, and consumes no trees.

- Maximized post-consumer recycled content
 - Any virgin tree fibre is FSC certified (no controlled wood content)
 - Any remaining fibre is recycled or agricultural residue
 - Process or totally chlorine free
- eg. FSC Recycled label or FSC Mixed Sources label (with no controlled wood)

ENVIRONMENTALLY IMPROVED PAPER

At least 50% of fibre has ecological attributes*

50% post-consumer recycled paper emits approx. 19–25% less greenhouse gases, and saves the equivalent of 7 to 12 trees per metric tonne.

- Process or totally chlorine free
 - Includes post-consumer recycled content (30%+)
 - May contain recycled fibre and/or agricultural residue
 - Much of the virgin fibre is not FSC certified
- eg. FSC Mixed Sources label (with controlled wood)

attributes*

emits approx. 10–15% less greenhouse gases,

saves per metric tonne.

recycled content (10%+)

agricultural residue

free

not FSC certified

(with controlled wood)

* Fibre with ecological attributes are post-consumer recycled, pre-consumer recycled, agricultural residue and FSC certified virgin fibre.



FREQUENTLY ASKED QUESTIONS

Q. What are Ancient Forest Friendly™ papers?

A. Ancient Forest Friendly™ papers represent the highest ecological qualities in the paper industry. In order to be Ancient Forest Friendly, 100% of the paper fibre must have ecological attributes and the paper must be manufactured with a high percentage of post-consumer recycled, recycled and/or agricultural residue. Any virgin fibre used in the paper must be both Forest Stewardship Council certified and assessed not to originate from endangered forests. Bleaching must be chlorine free. Ancient Forest Friendly papers are low carbon and low biodiversity products that conserve intact forest ecosystems and their ecosystem functions. Ancient Forest Friendly papers may carry the Ancient Forest Friendly logo.

Q. What does the Ancient Forest Friendly™ logo represent?

A. The Ancient Forest Friendly™ logo signifies that the paper or piece of printed material is printed on Ancient Forest Friendly paper.

Q. How does Markets Initiative identify Ancient Forest Friendly papers?

A. If paper meets the criteria in the top level of the Paper Hierarchy (found on page 6) it is considered Ancient Forest Friendly.

If a paper is certified to the FSC 100% Recycled label, it has gone through an independent third-party chain of custody audit and is automatically considered Ancient Forest Friendly.

If the paper is not certified with the FSC Recycled label, Markets Initiative gathers chain of custody information from the mill and then interprets it to ascertain the ecological integrity of the fibre. FSC Mixed Label products may, but do not always qualify for the Ancient Forest Friendly designation.

Q. How is Ancient Forest Friendly paper similar to/ different from the Forest Stewardship Council (FSC)?

A. Ancient Forest Friendly papers are the most rigorous of environmental papers. Virgin wood fibre that is FSC certified is one of the components of an Ancient Forest Friendly



ANCIENT FOREST FRIENDLY™ PAPERS

paper product. Ancient Forest Friendly papers require a minimum percentage of recycled fibre and also encourage the use of agricultural residues. 100% of the fibre in an Ancient Forest Friendly paper has environmental qualities.

The Ancient Forest Friendly brand only pertains to paper and does not extend to the certification of logging operations. The Forest Stewardship Council does certify logging operations and is recognized as the most credible on-the-ground forest certification system internationally. The Forest Stewardship Council does also certify papers. Some of these papers qualify as Ancient Forest Friendly. Others do not. A paper does not have to be FSC certified to carry the Ancient Forest Friendly designation if it is made completely from recycled and/or agricultural residue.

Q. Why develop an Ancient Forest Friendly paper policy?

A. Ancient Forest Friendly paper procurement policies safeguard ancient and endangered forests,

their biodiversity and ecosystems. Ancient Forest Friendly paper procurement policies also help stimulate the development of eco-friendly papers and a sustainable supply chain.

Q. Where do I find a list of Ancient Forest Friendly and other environmental papers?

A. Markets Initiative has a regularly updated paper database available online at www.marketsinitiative.org/resources/paper-database/.

Q. How do I go about using the Ancient Forest Friendly logo?

A. The Ancient Forest Friendly logo can be used on printed materials that meet the criteria in the top level of Markets Initiative's Paper Hierarchy with the permission of Markets Initiative or a licensed printer, and within companies that have developed an Ancient Forest Stewardship Policy with Markets Initiative.

Go to www.marketsinitiative.org/resources/ancient-forest-friendly-printers/ for a list of printers with policies. There are further logo use guidelines on page 10 of this guide.



Acceptable usage: background colour

USING THE ANCIENT FOREST FRIENDLY™ WORDMARK & LOGO

The following guidelines have been developed for companies interested in using the Ancient Forest Friendly logo in books, magazine mastheads, newspapers and other printed materials.

The integrity of the Ancient Forest Friendly brand is of great importance, both to Markets Initiative and to our signatory industry partners. It recognizes a meaningful commitment to the protection of ancient and endangered forests through rigorous, progressive business practices. Careful application of the logo is essential to the ongoing value of the brand and the message it conveys.

For further assistance with these guidelines, please contact Tom Fortington, Design Director of Markets Initiative, at thomas@marketsinitiative.org.

WHO CAN USE THE LOGO

Any publisher or other company that has developed an Ancient Forest Stewardship policy or written a letter of intent to support the protection of ancient and endangered forests,

who is also using Ancient Forest Friendly paper, may use the logo. It is important to note that the "Ancient Forest Friendly™" designation applies to specific papers, and not necessarily to the business or organization using the paper.



Acceptable usage: white space

PAPERS THE LOGO CAN BE USED ON

The logo may be used on any paper that is Ancient Forest Friendly. There is a list of papers designated as Ancient Forest Friendly on the Markets Initiative website at www.marketsinitiative.org/resources/paper-database.

If you are using a paper with a combination of maximized post consumer content, recycled content, agricultural residue, and/or FSC-certified virgin, that you think might be Ancient Forest Friendly, but is not listed in the database, please email us the specifications for verification.

WHERE THE LOGO CAN BE USED

The logo may be used on books, magazines, newspapers, and other printed material such as newsletters, marketing materials etc. The logo is intended for use on front or back covers, copyright pages, mastheads, credit pages, advertisements, etc.

AGREEMENT TO USE THE LOGO

In order to use the logo, please send us a brief email stating the title of the publication, the duration of use (e.g. one issue or in perpetuity), the name of the paper used, and the fibre content if you have it.

LOGO USAGE STANDARDS

COLOUR BACKGROUND AND PATTERN

The logo is to be reproduced in black and white only, with no keyline or stroke. It should appear, in the contrasting colour, on either very light or very dark backgrounds. The logo should not be imposed over a pattern.

DISTORTION

The logo must never undergo horizontal or vertical compression. The logo must not appear on an angle. The tree ring device and "Ancient Forest Friendly™" type must always appear together as a single unit. The individual elements must not be modified in any way in relation to each other.

SIZE

The logo should not be reproduced at less than 1cm in width.

WHITE SPACE

Adequate space, equivalent to two thirds of the width of the tree ring device, should be given around the entire logo-type whenever possible.

USE OF PHRASE

The term "Ancient Forest Friendly™" is a trademark belonging to Markets Initiative, and is used by permission.

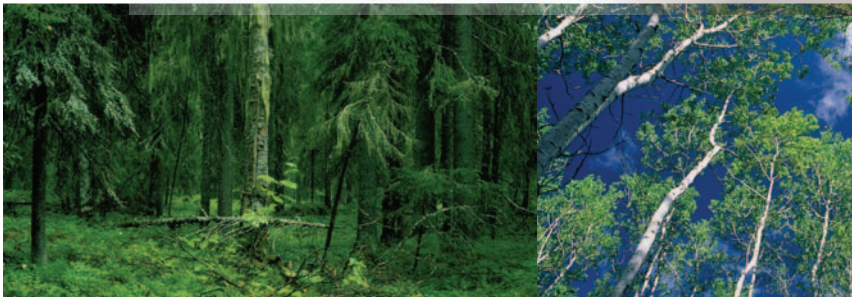
NOTES

Printed in Vancouver by Hemlock Printers Ltd.
on 100% post-consumer recycled, Ancient Forest
Friendly paper: Mohawk Options text & cover

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