

# Rainforest Action Network and Markets Campaigns

- **Founded in 1985, focus is US market , early campaigns on Burger King, Mitsubishi, Texaco, Scott Paper**
- **1999 – Home Depot commits to stop purchasing wood products from endangered forests and to a thorough chain of custody. Followed by Lowe’s and seven other competitors in the US home improvement industry**
- **2004 – Great Bear Rainforest agreement – initial protection of 3.4 million acres in coastal British Columbia, result of pressure from Home Depot, Lowe’s and others**
- **2004 – Citigroup commits to end lending to projects in tropical rainforests & other critical natural ecosystems. Similar, more expansive policies follow from Bank of America, JPMorgan Chase and Goldman Sachs**



# Rainforest Agribusiness Campaign

- Indonesia and Brazil deforestation driven by consumption of agricultural products in export markets, e.g. soy, palm oil
- The U.S. imported approximately 600,000 tons of palm oil in 2008, 95% from Malaysia and Indonesia
- RAN has identified market leader companies who are interested in alternatives to palm oil and pressuring the supply chain for reform, mostly from natural products industries, such as Lush Cosmetics, Whole Foods, Seventh Generation, but increasingly mainstream players such as Unilever.
- Largest importer of palm oil in U.S. is Cargill, RAN has launched a grassroots organizing campaign to convince Cargill to adopt a comprehensive forest policy





Sumatra, Feb 2009 , recent conversion activity

# Indonesia Forest Campaign

- Another major driver of forest loss in Indonesia is pulp and paper
- Asia Pulp & Paper (APP) is responsible for clearing more forests in Sumatra than any other company
- Aggressive logging practices and continued conversion of natural forests to plantations is devastating local communities and threatening elephant, tiger and orangutan populations
- Much of APP's future forest clearance is planned in areas with deep peat, threatening further release of carbon stored in peat.
- US customers include PAK 2000 , which sells disposable shopping bags to high end retailers



Sumatra, Feb 2009 , recent conversion activity

# Gucci Forest Policy

- To be announced in a joint release in the U.S. tomorrow
- The Gucci Group (includes Yves Saint Laurent, Alexander McQueen, Stella McCartney and Balenciaga) is pledging to:
  - Reduce the amount of paper it uses
  - Eliminate fiber from high conservation value forests
  - All paper purchases in all categories to be either recycled or FSC certified by December 2010
- “Standing rainforests are not a luxury, they’re a necessity if the world wants to stop climate change.”
  - Mimma Viglezio, Exec. VP of Global Communications
- Combined with other retailers enacting similar policies (Tiffany, H&M, Staples, etc.) we now anticipate PAK 2000 will take action on APP



# Market Campaigns, Lessons Learned

- **Private sector retailers are vulnerable to reputational and material risks, companies are reluctant to have their brands associated with rainforest destruction**
- **Markets pressure from private sector actors can directly influence producers, who in turn can directly influence governments**
- **The social and environmental controversy that underlies these risks parallel the risks associated with REDD if implemented without adequate safeguards.**
- **Private sector actors are taking voluntary action and are looking for complementary regulatory measures to reduce risk, e.g. transparency throughout supply chains; good governance; maintenance of forest carbon stocks; protection of high conservation value forests; respect for Indigenous and human rights.**



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