

Sustainability, Sourcing & Certification

Richard Z. Donovan
Rainforest Alliance
Senior Vice President
Vice President Forestry



**Sustainability is a journey...his expectations
will be different than ours**



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WHAT IS THE RAINFOREST ALLIANCE?

We work to conserve biodiversity and ensure sustainable livelihoods by transforming...

Land use practices



Business practices

Consumer behavior



Global Reach: Where We Work



- Tropical, temperate & boreal forests
- High Conservation Value Forests
- Protected reserves
- Government land
- Indigenous- and community-run cooperatives
- Tree plantations
- Farms, lodges, hotels & cruise ships

90 countries



RA Offices & Representatives

Americas

- Argentina
1. Bolivia
 Brazil
2. Canada
 Chile
 Colombia
3. Costa Rica
4. Ecuador
 El Salvador
5. Guatemala
 Guyana
 Honduras
6. Mexico
 Nicaragua
 Peru
 Uruguay
7. USA (3)

Asia Pacific

- Australia
 China
 India
8. Indonesia
 Japan
 Malaysia
 New Zealand
 Vietnam

Africa
 Cameroun
 Congo Kinshasa (DRC)
 Ghana
 Ivory Coast
 Kenya

Europe

- Belarus
 Denmark
 Estonia
 Germany
 Italy
 Latvia
 Lithuania
 Poland
 Russia (3)
 Serbia
 Spain
9. UK

Non-profit partners:

- **Imaflora/Brazil (agriculture & forestry)**
- **NEPCon/Baltics, Eastern Europe, Russia & Scandinavia (forestry)**
- **Various other agriculture partners as part of Sustainable Agriculture Network**



Rainforest Alliance Overview: Transforming the Global Marketplace



• Forest Products

- We have certified 4% of the working forests (158 million acres) in 60+ countries.
- Companies working with us include IKEA, Gibson, B&Q, Domtar, Klabin, Tembec, Grupo Nuevo, Fibria, Sumalindo

• Agriculture

- Certify coffee, tea, citrus, bananas, pineapple, cacao, flowers, macadamia nuts, ferns, passion fruit, plantains
- Certified 1.3% of the world's coffee and 15% of the bananas, nearly 19,800 farms
- Work with companies Kraft, Chiquita, Caribou Coffee, Whole Foods Markets, United Nations, Citigroup, Unilever

• Tourism

- Created Sustainable Tourism Network of the Americas, recruited more than 20 tour operators to source sustainably
- Trained more than 4,000 small and medium tourism operations in five countries.

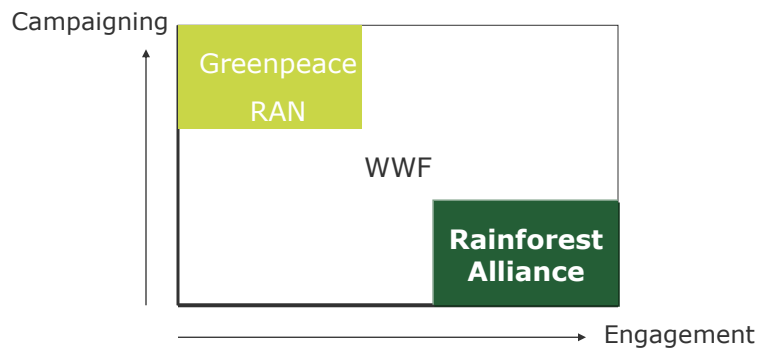


Rainforest Alliance Overview: What is Rainforest Alliance Certification?

- As an independent, third party we award a seal of approval to farm and forestry operations that meet our guidelines.
- Rainforest Alliance guidelines are comprehensive and balance ecological, economic and social considerations.
- Our seal is a guarantee to consumers that the products meet our set of criteria for sustainability.
- Certification is a strictly voluntary, non-governmental process.



Rainforest Alliance within the NGO arena



A Global Leader in Forestry Certification



We are the **world's largest FSC certifier** of forests. To date, we've certified...



- **158 million acres** around the world — 3.5% of all working forests
- **46%** of the FSC's global portfolio
- Over 3,000 certified operations in 70 countries, representing **more than \$2 billion in sales**



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A Global Leader in Sustainable Agriculture



- **Crops certified:** açai...aloe vera...avocado...bananas...citrus...chestnut...cocoa...coffee...cupuaçu...flowers & foliage...guava...heart of palm...macadamia...mango...passion fruit...pineapple...plantain...rubber...tea...vanilla
- **1.64 million acres** of farms certified in 28 countries (approximately ½ of acreage @ protected areas)
- 93,000 farms, representing an estimated **\$2.5 billion in sales** of retail products
- 15% of the world's bananas
- Benefiting over 270,000 farm families



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We Measure the Impacts of Our Work



We instituted an ongoing system of **impact monitoring & evaluation** - we are constantly conducting research and working to ensure the environmental, social and economic success of Rainforest Alliance certification around the world.



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Sustainable Shopping Trends



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Sustainable Shopping Trends

Fifty-four percent of shoppers interviewed consider sustainability to be one of their decision making factors and are 'Leaning Green'



Source: 2008 Deloitte GMA Sustainability Consumer Study

Note: Sample size is 6,498 shoppers interviewed, based on answers to a series of lifestyle questions (p8 - reference Appendix B)



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Promoting Sustainable Products

Green products are getting lost in the store. Although 63 percent of shoppers surveyed looked for green products, only 47 percent actually found them.

In-store communication strongly influences green purchasing. The top three means of identifying a product as green for shoppers surveyed were through

- packaging/labeling
- in-store signage
- brand advertising.



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Promoting Sustainable Products

Sustainable considerations become a tie-breaker when other factors are in relative parity. Therefore, sustainability characteristics can drive a relatively large amount of product switching.

Green shoppers are on a learning curve. They do not always understand the social and environmental benefits and **they need help at the point of purchase.** **The rate of green purchase was very sensitive to the use of in-store communication and information.**



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Sustainable Shopping Trends: Deloitte/GMA Study

The number of shoppers interested in green products is larger than most realize.

As consumers learn more about green products over time, they will likely move along the adoption curve. As they move along the adoption curve, their purchases of sustainability-enhanced products does not just grow—it accelerates.

In addition, shoppers will reward the companies that first successfully offer truly green products.

- Green shoppers try new green products, yielding higher levels of brand switching.
- Green shoppers remain loyal to products once they know they like them.



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Impacts on Forests

- In less than 20 years, world population will grow from 6 billion to 7.7 billion; >50% urban
- 1.1 billion people live in the world's biodiversity hotspots where population is growing 3.1% per year
- Over 90% of 1.2 billion people living in poverty depend on forests for their livelihood (World Bank)
- 50% of our land mass is occupied by forestry, agriculture and livestock
- 1/2 of our forests have been cleared to date; 40 million acres are lost every year, estimate of 100 species a day

Rainforest Alliance

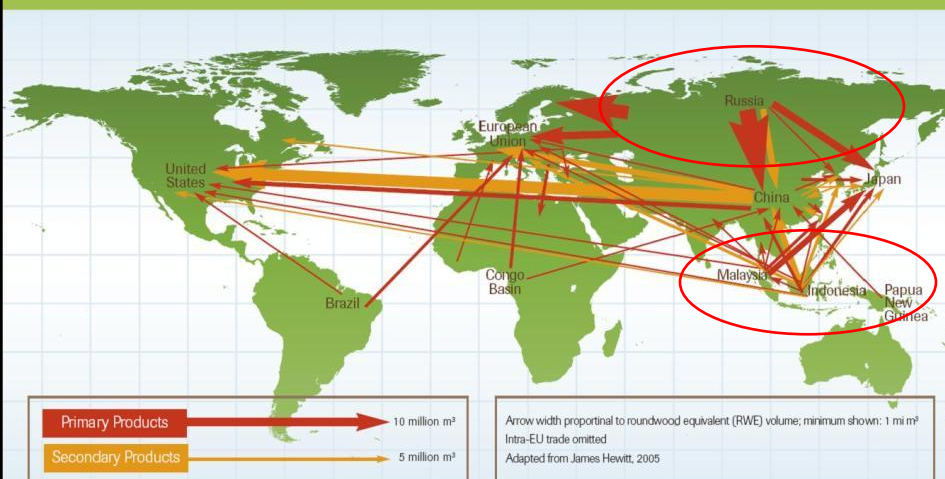
The Impacts of Deforestation

- Deforestation destroys the ecosystem services provided by forests
- 20% of global GHG emissions are caused by deforestation
- 70% of deforestation due to conversion to agriculture
- Unsustainable and illegal logging degrades forests, opening the door to conversion to agriculture & creates an uneven playing field in the global forest products trade



Global Flow of Wood and Paper Products of Illegal and/or Controversial Origin

High-Risk Forest Products Trade



Source: The Nature Conservancy, 2007. Advancing Responsible Forest Management and Trade.
 Online at http://www.nature.org/initiatives/forests/files/forest_trade_brochure.pdf



And now....the Lacey Act – Amended 2008 & in 2010 the EU Timber Regulation (Due Diligence)

- On May 22, 2008, the U.S. Congress amended a groundbreaking law banning commerce in illegally sourced forest products—including timber, wood, and paper products.
 - All trade in plants and plant products illegally sourced from any country or U.S. State is prohibited
 - Importers are now required to declare countries of origin and species for all plant based materials in their products.
- What this means for you:
 - If a company purchases paper partially or wholly made from pulp illegally sourced from wood in any country, we would be violating the Act and liable
 - Failure to comply with the requirements above can result in penalties including forfeiture of goods, fines, and/or jail time



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The Red Flags

- Goods priced significantly below market rate
- Cash only/lower price for goods without paperwork
- Paperwork authenticity is questionable or otherwise suspect
- Unusual sales methods or practices
- Transactions fit the description of illegal transactions discussed in trade/industry publications
- Inability of suppliers to provide rational answers to routine questions on where the raw material came from



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Examples of Non-conformance

- Mislabeling products in order to avoid higher tariffs
- Importing timber or products harvested without the proper permits
- Not accurately identifying the correct countries (or possible countries) of origin, where the wood was originally harvested
- Purchasing any wood product illegally harvested in another country
- Knowingly falsifying documents
- No declaration paper work
- Not practicing Due Care



Information taken from Fact Sheet: Are you Ready for the Lacey Act? Distributed by the EIA and the World Resources Institute



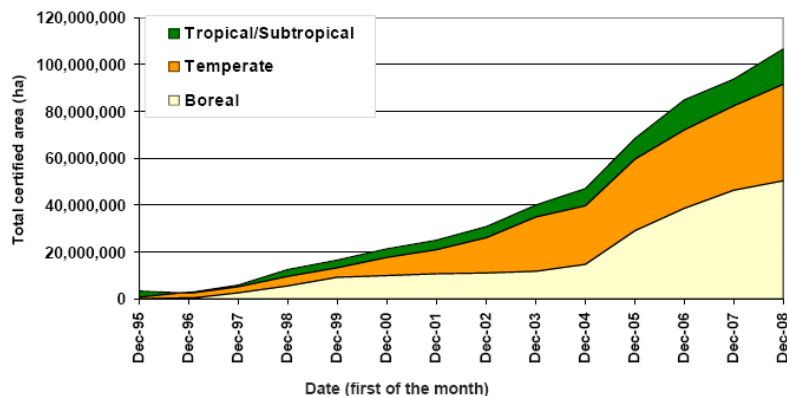
23

CURRENT	FSC	RA/SmartWood
Number of countries	104	70
FSC Forest management certificates	1,018	378 (37% of FSC)
FSC Certified forest area (hectares)	135 million	65 million (48% of FSC)
FSC Chain-of-custody certificates	19,006	3,022 (16% of FSC)



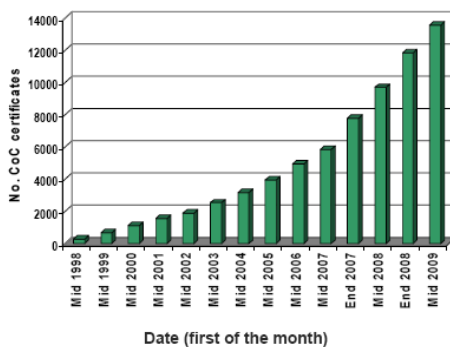
FSC: Growth in certified forest area

FSC certified forest area growth



FSC: Growth in Chain of Custody Certification

FSC chain of custody (CoC) growth



- The FSC supply chain rapidly expanding, globally
- 50% growth in 2008
- It is becoming easier to find FSC labeled products in the market place, globally
- Greater choice for suppliers, globally
- Increased awareness of the FSC brand, globally

Source: FSC International 01/06/09



Our Global Impact



2008 Study of Rainforest Alliance Certified Forests



- Nearly 40% of these forests are set aside for protection.
- More than 50,000 linear km of perennial streams flow through these forests. If laid end to end, these streams would span the Earth's circumference.



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Our Global Impact



An analysis of 129 Rainforest Alliance Certified forestry operations in 21 countries demonstrated:

- Improved protection of aquatic, riparian & **ecologically sensitive areas**.....**63%**
- Improved management of threatened or **endangered species**.....**62%**
- Improved worker **safety and training**.....**64%**
- Improved communications with local communities & **conflict resolution** with stakeholders.....**75%**
- Improved **regeneration/reforestation** efforts.....**55%**
- Reduced use/**improved handling of chemicals**..**48%**
- Improved **compliance with laws**.....**40%**



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Rainforest Alliance & Credit360



SmartSource Supplier Database Tool



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Introduction

- **A web-based tool being developed by Credit360 with Rainforest Alliance's SmartSource program.**
- **Credit360 is a sustainability data management firm with headquarters in Cambridge, UK and its Americas head office in Chicago, IL.**
- **Clients include: Staples, HSBC, ING, McDonalds and the resort municipality of Whistler - Full client list can be found at <http://www.credit360.com>**



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Tool Summary

1. The Credit360 Tool is:
 - Web-based, and
 - Based on the SmartSource product questionnaires
 - Designed to address environmental, social & legal risk
2. The tool allows member companies and their suppliers to see real-time information on each supplier and information on the components of products being supplied.
3. You can also provide/include supporting documentation (e.g. on certification schemes).
4. Answers are then submitted to RA for verification.
5. Reports easily produced that show where risks and opportunities lie along your supply chain.



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Filling in the Questionnaire

When a user logs into the system, they see:

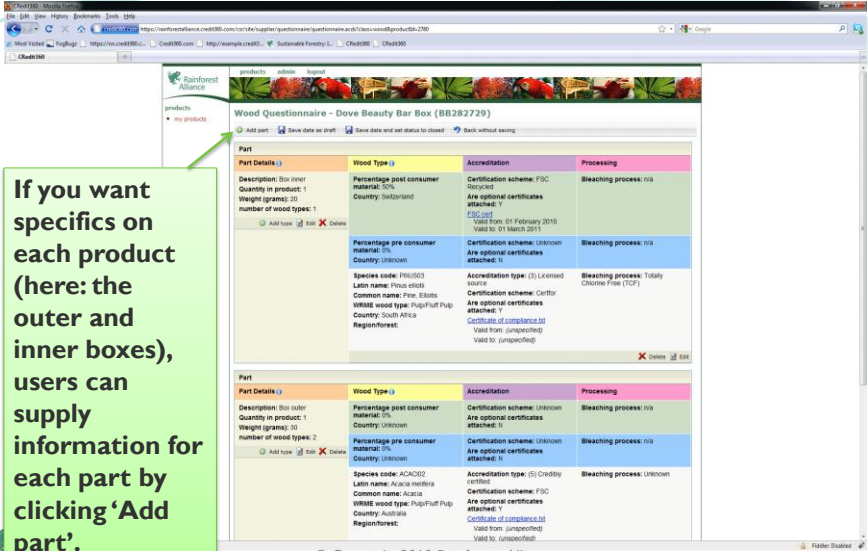
- The data he/she has to provide; or,
- The data from suppliers that he/she has to approve.



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Wood Questionnaire



Wood Questionnaire - Dove Beauty Bar Box (BB282729)

products

• my products

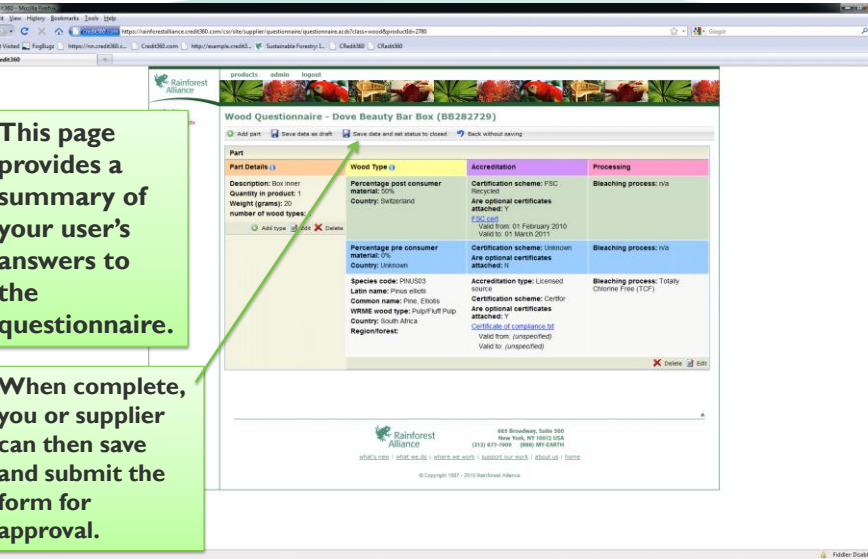
Add part Save data as draft Save data and set status to closed Back without saving

Part Details	Wood Type	Accreditation	Processing
Description: Box inner Quantity in product: 1 Weight (grams): 20 Number of wood types: 1	Percentage post consumer material: 5% Country: Switzerland	Certification scheme: FSC Recycled Are optional certificates attached: Y FSC cert: Valid from: 01 February 2010 Valid to: 31 March 2011	Bleaching process: n/a
Percentage pre consumer material: 7% Country: Unknown	Certification scheme: Unknown Are optional certificates attached: N	Bleaching process: n/a	
Species code: PRUS03 Latin name: Pinus elioti Common name: Pine, Elliot WRISE wood type: Pulp/Full Pulp Country: South Africa Region/forest:	Accreditation type: (3) Licensed Certification scheme: Certfor Are optional certificates attached: Y Certificate of compliance: Valid from: (unspecified) Valid to: (unspecified)	Bleaching process: Totally Chlorine Free (TCF)	

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If you want specifics on each product (here: the outer and inner boxes), users can supply information for each part by clicking 'Add part'.

Wood Questionnaire – Details



Wood Questionnaire - Dove Beauty Bar Box (BB282729)

products

• my products

Add part Save data as draft Save data and set status to closed Back without saving

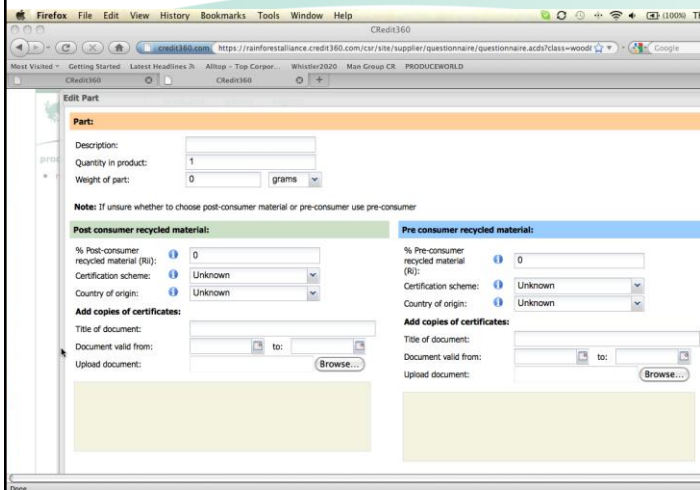
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This page provides a summary of your user's answers to the questionnaire.

When complete, you or supplier can then save and submit the form for approval.



Entering Data about Product Components



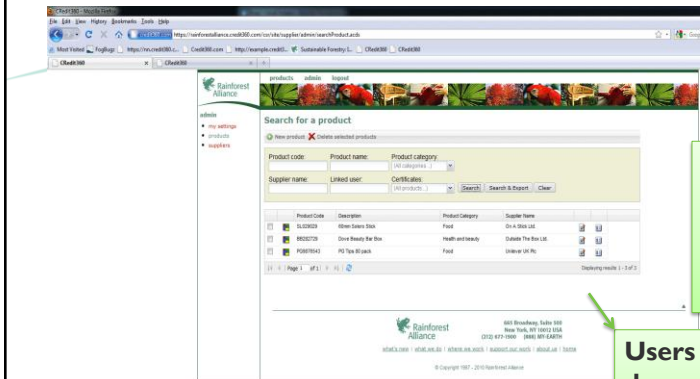
Users can input information about:

- % recycled material in the product,
- Certification scheme etc.

They can also provide/attach supporting documentation.



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Searching for a Product

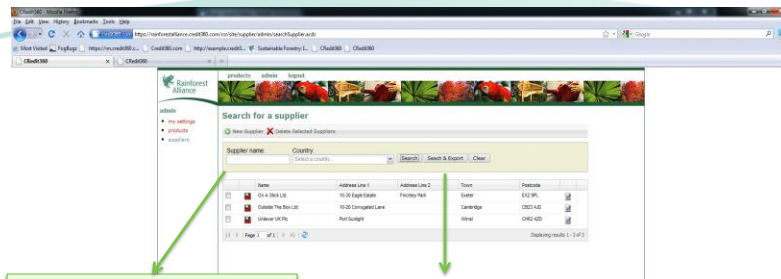


You can also search for products by name, category, supplier name etc.

Users can attach documents (invoices etc.) to support the data supplied.

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Searching for a Supplier



You can search the system for specific suppliers

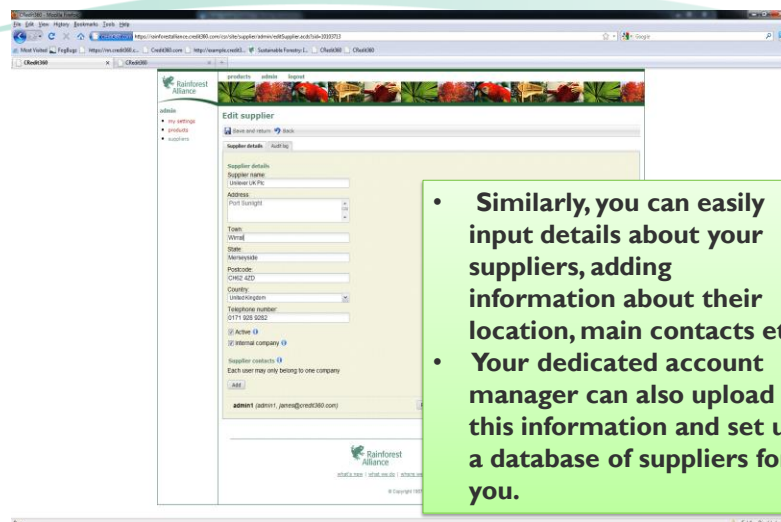
Or export the information to a spreadsheet for your records.



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Supplier Details



- Similarly, you can easily input details about your suppliers, adding information about their location, main contacts etc.
- Your dedicated account manager can also upload this information and set up a database of suppliers for you.



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Product Questionnaire – Submission/Approval

Product Questionnaire: Dove Beauty Bar Box (BB282729)

Sustainable Sourcing: Submitting

Questionnaire:
Sustainable Sourcing status: Submitted for approval
Document ready by: Submit

Wood

Approve Reject

After your supplier submits the questionnaire:

- The person designated to approve the data will be notified by email.
- You have the option of approving, rejecting or returning it to the data provider to amend and provide more information.



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Approver View

Sustainable Sourcing Products

The lists below shows you products you have been asked to enter data or approve data for.

Products I am providing data for:
No products...

Products I am approving data for:

Description	Product Code	Providers
Paper Roll grade 10 500m x 1m	PM6765	Contacts ▾
Paper roll box for 100's	BC233232	Contacts ▾
Staple brand - A5 Notepad ringbound	ST98765456	Contacts ▾
Yellow Legal Pad (200 sheets)	ST108292	Contacts ▾

Page 1 of 1

When a data approver logs in, he/she sees a list of product questionnaires he is approving data for.



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...Companies currently working with us



that was easy™

- Committed to move the majority of their paper products to FSC-certified paper by the end of 2010, based upon availability of supply and market conditions



- In 2009, Domtar sold the millionth ton of FSC-certified paper. They have the ability to manufacture FSC-certified products across their entire product line.



- Sells more FSC Certified wood than any retailer in the U.S., and are the largest supplier of certified wood on the planet.



- The world's largest paper bag manufacturer, sourcing 40-55% of their incoming paper from Forest Stewardship Council (FSC) approved sources.



- In 2009, Marks & Spencer sourced 52.56% of their wood inputs from FSC Certified sources (includes wood across all M & S departments).



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Marks & Spencer: U.K. Leading Retailer

SmartSource is helping M & S implement their responsible sourcing program - Plan A - by:

- Assessing their supply chain
- Reviewing their policy & providing guidance so that they achieve the Plan A target of only sourcing wood that is FSC, recycled or otherwise protects forests and communities by 2012
- Employee and supplier training
- Eliminating unknown or controversial sources



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sourcing wood responsibly

We've teamed up with the Rainforest Alliance to make sure we're sourcing the wood for our furniture as responsibly as possible. They're helping us:

- review our policy so we can meet our updated Plan A target of making sure that by 2012 all our wood is recycled, FSC-certified or otherwise protects forests and communities.
- train our employees and suppliers, as well as assess our supply chain
- make sure any unknown or controversial sources are excluded

It's all going to add up to wood from sustainable sources, making furniture that not only looks good, but helps to do good, too.

Plan A DOING THE
RIGHT THING



HOME/CONSERV/SUM10

STAPLES: World's largest office products company

In 2009, our SmartSource Program began working with STAPLES to develop and implement a *responsible procurement program*. In the past year we have provided:

- Analysis on Key Sourcing Issues "Green Trends in Chinese Forest Products" (internal report)
- Preliminary Sourcing Review of Staples Branded Products (Notebooks, filling materials)
- Involvement in Climate Initiative (Carbon Canopy)
- Support on Paper Purchasing Policies
- Supplier Stories for Media Outlets and Consumers (RA Frog Blog)



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Rainforest Alliance Verified Sourcing

Our first effort
focused on
legality in the
forest
products trade



Meets Rainforest Alliance
requirements for
Verified Legal Compliance

Now, a new Rainforest Alliance
“Verified Sourcing” Program
is being put in place, starting with forest products



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Certification vs. Verification

Certification Services

- FSC Forest Management
- FSC Chain-of-Custody
- Rediscovered Wood
- Sustainable Agriculture

The Distinguishing Characteristics

- Depth & breadth of requirements
- Length of contracts
- On-product vs. off-product labeling

Verification Services

- SmartLogging
- SmartStep Forestry
- Legality
- Sourcing
- Verification of High Conservation Value Forest (HCVF)
- Generic Chain-of-Custody
- Carbon projects (VCS, etc.)
- Sustainable tourism requirements for tourism businesses (hotels, etc.)



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Key Components of Verified Sourcing

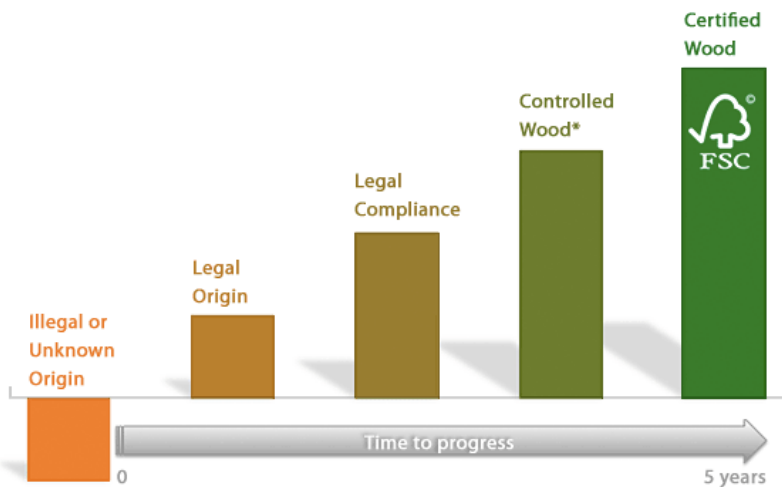
1. Categories of supply
2. Tracing to source of the natural resource
3. Internal auditing expected
4. External Rainforest Alliance verification to ensure accuracy of internal system
5. Off-product claims using our “Rainforest Alliance Verified” seal
6. Joint communications



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Example - Progression in Forest Products Sourcing



*Controlled Wood legal standards may be less than Legal Compliance standards for some jurisdictions.



Why Companies Choose Our Seal



- An association with an internationally respected environmental group can help **safeguard and enhance a company's reputation**.
- Clients benefit from **our credibility** as a certification leader and our connections with other environmental and social development organizations.
- Our **independent** third-party certifications are always conducted with **full transparency** and with the involvement of all stakeholders, minimizing controversy and future complications.



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Domtar – Demonstrated Commitments, then Joint Marketing



**RA/FSC Certified
Product line:**
[EarthChoice®](#)

Digital Media



National press, radio and PR:

Fast Company, The Wall Street Journal, The New York Times, The (Toronto) Globe & Mail, Audubon, National Geographic, National Public Radio (NPR).



Short Films:
[PAPERbecause videos](#)

**Making Paper Fun
Campaign: [Quizzes](#)**



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Increasingly, Our Frog is Everywhere

Now our bananas have a vision.



A quality banana which respects the rainforest and leaf must dare to go further than the others. That's why Chiquita is aligned with the Rainforest Alliance, an independent NGO. With their guidance, we've reached new horizons regarding environmental management and discovered new respect for the rainforest. Every Chiquita banana has come a long way. And has returned a better banana.

www.rainforestalliance.org

Chiquita. Growing a better banana.

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Better banana farming, one banana at a time

In collaboration with the Rainforest Alliance since 1992, Chiquita was the first major banana producer to commit to Rainforest Alliance certification. Today this commitment continues. All of Chiquita's owned farms and the great majority of our banana suppliers are Rainforest Alliance Certified®.

The impact of our commitment has been wide and varied:

- Around one million trees and bushes planted
- 3,000 tons of plastic are recycled annually
- Pesticide use is strictly controlled - streams and rivers run cleaner
- Tens of thousands of workers benefit from safe working conditions, decent housing and healthcare

As the Rainforest Alliance Certified® standards have become more rigorous, so also our farming methods have become more efficient and sustainable. And perhaps more important: thousands of men and women have come to understand how they can contribute to a better way to farm bananas!

Chiquita: Perfect for Life.™



Chiquita



Marketing Sustainability: BANANAS

Meet the frog that made us sweat.



Thank you for your commitment to sustainable agriculture. It's the only way to ensure the future of our banana. That's why Chiquita is aligned with the Rainforest Alliance, an independent NGO. With their guidance, we've reached new horizons regarding environmental management and discovered new respect for the rainforest. Every Chiquita banana has come a long way. And has returned a better banana.

www.rainforestalliance.org

Chiquita. Growing a better banana.



Now our bananas have a vision.



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www.rainforestalliance.org

Chiquita. Growing a better banana.



RAC Seal on...RONA Garden Tools

Available across
Canada



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Marketing Sustainability: CARIBOU COFFEE



WEBSITE



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- Preliminary Sourcing Review of Staples Branded Products (Notebooks, filling materials)



Rainforest Alliance Seal (& the Frog!) on...Clearwater Tissue Paper

Available across
U.S. supermarkets
under store-brand
labels



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Marketing Sustainability: MARS DRINKS



Wave the flag
for the Rainforest Alliance!

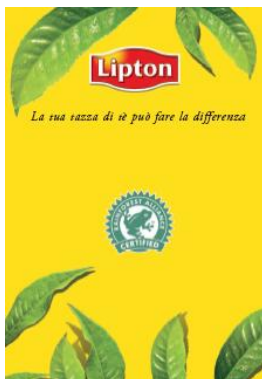
Our new English Breakfast tea from Rainforest Alliance Certified™ farms comes highly recommended! With every cup you drink, you are helping to protect the environment and ensure a good standard of living for our Rainforest Alliance Certified™ farmers, workers and their families around the world. Continue doing your bit and choose FLAVIA®.

FLAVIA

Look out for **two more FLAVIA®** teas from Rainforest Alliance Certified™ farms coming this Autumn!



TENT CARD



Lipton/Unilever



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Monday, November 22, 2010







BUILDING A SUSTAINABLE FUTURE. ONE BANANA AT A TIME.

Protecting the Furry, Flighty and Fishy Types

Wildlife habitat is protected as deforestation is reduced; the banks of rivers are protected with buffer zones; critical ecosystems such as wetlands are protected and forest patches on farms are preserved.

Naked Juice




Rainforest Alliance

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McDonald's McCafés in Europe



Rainforest Alliance

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The Company We Keep



The June 2009 issue of ***Ethical Corporation*** magazine highlighted 10 companies for their responsible business practices.

6 of the 10 have worked with the Rainforest Alliance:

- **Kraft**
- **Chiquita**
- **Unilever**
- **IKEA**
- **Marks & Spencer**
- **Walmart**



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What Collaborators & Research Tell Us



"...Sales for [these] green coffees are exploding. Rainforest Alliance Certified™ coffee had average sales growth of 106 percent each year from 2003 through 2006. In 2007, more than 91 million pounds of Rainforest Alliance Certified coffee were sold worldwide."

-Entrepreneur.com (2009)

Awareness & recognition of the Rainforest Alliance Certified™ seal is up from 21% in 2008 to 42% in 2009.

-Lipton/Unilever research in Australia

Companies with a strong commitment to sustainability **outperform competitors.** Performance differential translates to an average \$650 million in market capitalization per company.

-AT Kearney Global Management Consulting (2009)



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What Certified Companies Say



"The decision to work with the Rainforest Alliance has been one of the best business decisions our company ever made."
-George Jaksch, Chiquita International

"It started with doing the right thing in the forest, which then turned into an opportunity to put new products into the marketplace."

-Lewis Fix, Domtar



"Greener products inspire greater brand loyalty, and there's a connection between brand loyalty and brand equity."

-Steve Yucknut, Kraft Foods

"In markets where we [have put the Rainforest Alliance logo on packaging], we've outperformed the competition ... Our sales are up in volume and value by five per cent."

-Michiel Leijnse, Lipton/Unilever



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