



CANOPYPLANET.ORG

Vancouver  
Toronto  
Québec City  
New York

AN INDEPENDENT, NON-PROFIT ORGANIZATION DEDICATED  
TO PROTECTING THE WORLD'S  
INTACT AND ENDANGERED FORESTS.

AT CANOPY OUR MISSION IS TO PROTECT THE WORLD'S INTACT AND ENDANGERED FORESTS by shifting big paper buyers to ecologically sustainable paper products, or eco-paper as we call it. We work with companies in the book, newspaper, magazine and print industries to phase out their use of paper from intact and endangered forests, and to create demand in the marketplace for eco-paper. Then we work with these companies on conservation initiatives. That's how Canopy is transforming business for the planet.

**WHAT'S BLACK AND WHITE,  
AND GREEN ALL OVER?**

Well, thanks to Canopy, a dozen major newspapers in North America, so far. We helped all of them develop and implement environmental paper policies. We've done the same thing for 180 Canadian magazines, and are now working with a total of 650 large publishers and printers across North America.

Thanks to Canopy, Alice Munroe stopped the presses to have her hit title *Hateship, Friendship, Courtship, Loveship, Marriage* printed on 100% recycled paper. We convinced J.K. Rowling and *Raincoast Books* to do the same thing for *Harry Potter* too, eventually making it the greenest book in history.

In all our campaigns we bring the influence of big paper buyers to bear – increasing demand for more eco-paper options, supporting on-the-ground conservation initiatives, and creating opportunities for new environmental solutions such as the “Wheat Sheet”.

**A LEAN, GREEN MACHINE**

At Canopy we believe the way to protect intact and endangered forests is to work with industry – to bridge the gap between environmental solutions and business as usual. That's why almost everyone at Canopy is a campaigner. We work tirelessly building new agreements with North America's biggest paper buyers, and steering them towards decisions that make sense for business and the environment.

Nicole Rycroft is Canopy's founder and Executive Director. She is the recipient of an Ashoka Fellowship, a Canadian Environment Award Gold Medal, and numerous print and publishing industry awards. Nicole has also been named one of Canada's 50 Most Influential People in Graphic Communication for the past four years.

The Canopy team is lean. Our staff of seven – based in offices in Vancouver, Québec City, and Toronto – works with leading companies in just about every major North American city.

Canopy's cutting edge campaigns have been recognized with the award for Outstanding Corporate Campaigning at the Benny Awards, the Academy Awards of the environmental movement.

CANOPY – TRANSFORMING BUSINESS  
FOR OUR PLANET