



How Your Business Can Use ForestMapper: A Simple Guide

Your company has a policy to eliminate Ancient and Endangered Forests from the supply chain. How does ForestMapper fit in?



Read Canopy's Quick Guide to Ancient and Endangered Forests for more detailed information.

Business leaders need accurate and digestible science to make sound business decisions. With ForestMapper, Canopy enables companies to adapt their sourcing and operations to avoid intense degradation of forest biodiversity and carbon sinks globally. ForestMapper presents Ancient and Endangered Forests at a global scale. These include all areas where at least one significant ecological value is present, which helps ensure that no critically important forest area – from an ecological standpoint – is overlooked.

With today's ecological realities, it is critical not to shy away from the scientific realities of our time, no matter how disturbing they may be. It is important to integrate this context into purchasing decisions and land-use planning, and to act intelligently to develop solutions and adapt our behaviour to avoid or reverse the negative trajectories that both our current and historical consumption decisions have resulted in.





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ForestMapper provides information about the world's Ancient and Endangered Forests to help companies make decisions that will enable them to reach sustainability goals.

Remember to:

- Ensure Free Prior and Informed Consent (FPIC) of indigenous people is respected.
- Reinforce that FSC forest management (FM) certification is required after the conservation planning processes are finalized.

For paper and packaging customers, the best way to avoid Ancient and Endangered forests is to source 100% post consumer recycled 'superior paper' as listed in Canopy's Ecopaper database.

Once you've maximized the recycled content of your paper and packaging, there may still be virgin fibre in your supply. If so:

1 Identify where your company is sourcing its virgin paper and packaging:

- identify your suppliers and ask where they are sourcing their raw material from (area, region, country).
- if your mill buys/uses market pulp, ask for its forest of origin.

2 Check this information against the Ancient and Endangered (A&E) Forest layer of ForestMapper.

If all or part of the fibre basket shows up on the Ancient and Endangered layer of the map, then:

3 Engage the mill to:

- Avoid sourcing from Ancient and Endangered Forests, until robust conservation planning has been completed and operationalized in the area, similar to the Framework established in the Great Bear Rainforest.
- Publicly support the creation of a science-based conservation planning process, and publicly advocate for the establishment of moratoria in priority ecosystems including, but not limited to, rare ecosystem types and endangered species habitat. Additionally, the mill should be a strong advocate for formal, legislated protection of conservation priorities as identified through a conservation planning process.

4 Share this information with Canopy to discuss next steps.

For more information on ForestMapper, consult our website or contact us.

info@canopyplanet.org

www.canopyplanet.org

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