



## WWF and Tembec Put Conservation on the Map

What do big business and environmentalists have in common? When it comes to our forests, the answer might surprise you. Tembec, proud manufacturer of the FSC certified Kallima paperboard and one of North America's largest forestry products companies, teamed up with WWF and showed just how powerful such a partnership can be.

In 1989, amid the darkest hour for Canadian wildlife conservation efforts, WWF's Arlin Hackman and Monte Hummel embarked on an audacious campaign to reverse the tide in nature's favor. The plan was grand in scope: protect a representative sample of each of the country's 486 ecoregions and, in the process, set aside at least 12% of Canada's land mass to meet UN-recommended conservation goals.

Tembec was first to FSC certify all of its managed forests. Others followed, changing industry practices forever.

WWF's team knew that to accomplish this monumental feat they needed to mobilize every possible resource. Hundreds of organizations across the country, from the Girl Guides to the Assembly of First Nation, were mobilized to support the program and it took two intense years of work to get the full backing of the federal, provincial and territorial governments. Despite such tremendous momentum, the campaign came close to collapse several times due to the resistance of mining and forest industries to cede ground. That is, until Tembec took the lead and began to work with WWF.



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### One in a Billion

A swath of green across Canada, the boreal forest supports over a billion North American migratory and resident birds, such as the Great Gray Owl, Canada's largest owl species. FSC has done more than any other conservation initiative to secure Canada's working boreal forest.

It took a lot of effort and significant financial sacrifices - Tembec gave up hundreds of thousands of cubic meters of its commercially valuable forests - but the result was well worth the cost. This collaboration between environmentalists, industry and government led directly to the protection of 2.4 million hectares in Ontario alone. The program spread throughout the country and by the year 2000, WWF's *Endangered Spaces* campaign had protected an incredible 39

million hectares throughout Canada - creating 1,000 new parks, wilderness areas and nature reserves.

The partnership didn't stop there. WWF wanted to make sure that wildlife and communities that depended on working forests were protected as well. The organization approached Tembec to have one of its forests certified by the Forest Stewardship Council (FSC). At the time, FSC had very little traction in Canada, despite being internationally recognized as having strict environmental and social standards. Tembec once again raised the bar with an unprecedented offer: to have all of its forest in Canada FSC certified. It took thousands of hours of work, and overcoming the most financially crippling decade in the industry's history, but Tembec pushed through and ultimately certified every one of its 13 million hectares in Canada. Other industry players soon followed and now over 40 million hectares are FSC certified throughout the country. Tembec's leadership proved that it's possible to have a healthy forest industry and healthy forests.

The benefits are not only expressed in hectares, percentages, or dollars and cents. The fruits of WWF and Tembec's labors lie also in knowing that precious wildlife and entire communities have been protected for future generations. What is more, the two organizations set a powerful precedent - industry and nature do not have to be at odds. The work is certainly not finished and we cannot rest on our laurels, but WWF and Tembec's partnership shows that with the right leadership and vision, anything is possible.



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#### **Free to Roam**

The caribou are just one of the thousands of species whose habitat has been protected by WWF's programs.

This note captures only a small portion of WWF's inspiring article "100 Million Hectares". We encourage you to read this publication in its entirety and celebrate all the organizations as well as the millions of individuals who made this campaign possible. We invite you to play your part by supporting the World Wildlife Fund and the companies who are committed to the protection of the environment.

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