

Welcome to the Forest Friendly 500 Kimberly-Clark “Bust-athon” Action Kit!



In early March, Greenpeace launched the Forest Friendly 500 initiative. The goal of the initiative is to recruit 500 businesses to take a pledge not to use Kimberly-Clark tissue products until the company changes its forest-destructive ways. Our goal is to sign-up these businesses and bust Kimberly-Clark's market: **welcome to the Kimberly-Clark “Bust-athon” May 2006!!** We've already reached the half-way point, primarily through business owners taking the initiative to sign the pledge. With the end of May fast approaching, we need your help to recruit the rest. With activists like you knocking on doors for the next month, we can meet and beat our goal of 500 businesses!

Forest Friendly 500 businesses can be from any sector including restaurants, retailers, fitness studios, law firms, etc. The purpose of the pledge is to let Kimberly-Clark know that it is not only individuals and families who are concerned about threats to ancient forests, but that businesses, both large and small, are also concerned about forest destruction and want to help protect these forests.

The enclosed action kit will help you to recruit businesses in your community to sign the Forest Friendly 500 Pledge. The kit includes:

- Forest Friendly 500 Action Pack
- Speaking points
- Tips for recruitment
- Sample letter to business owners (x 10)
- Pledge sheets (x20)
- Stickers
- Shoppers' guides
- Kimberly-Clark “Bust-athon” Coupon, redeemable for Kleercut gear!!

The Forest Friendly 500 website is also a great resource for building momentum in your community and planning your Kimberly-Clark “Bust-athon” strategy (www.forestfriendly500.org). Keep an eye on the site for:

- Current number of businesses signed on to the Forest Friendly 500
- Ideas for recruitment and building momentum
- Sample press release for your local paper
- Sample op-ed for your local paper
- Sample letter to the editor for your local paper
- News from other groups on their progress and success!!

Big recruiters for the Kimberly-Clark “Bust-athon” will receive Kleercut gear! Send in your coupon and wear your Kleercut gear with pride!!

For the Forests,

The Greenpeace Boreal Team

For more info: contact Jeca Glor-Bell, Boreal Network Organizer at jeca.glorbell@yto.greenpeace.org
416-597-8408 ext. 3017



Forest Friendly 500: Kimberly-Clark “Bust-athon”
www.forestfriendly500.org



Forest Friendly 500: Kimberly-Clark “Bust-athon” Tips for Successful Recruitment



1. **Make Sure the Owner/Manager is In**

Business Owners/store managers are most likely to be onsite during the daytime and on weekdays. Try to plan your outreach so that you visit stores during those times. Even if they don't sign the Pledge form on the spot you can follow-up later and you've helped spread the word!

2. **All Businesses, Small and Big**

Aim for small businesses, because the manager is usually the owner, and you want to talk to the person with the authority to sign the paperwork. If you know business owners personally invite them to sign the Pledge!

3. **Work in Teams**

Working in teams is more fun and is a great way for everyone to get comfortable talking about the Kleercut Campaign.

4. **Know Your Stuff**

Make sure to read through the materials before you start talking to business owners. You will definitely get more comfortable as you practice recruiting businesses, but it's important that you can clearly communicate:

- the 2 **Steps** businesses commit to by signing the Pledge
- the **Problem** and Reasons for the Forest Friendly 500 Pledge and the Kleercut Campaign
- the **Alternatives** that are available (print out the list from the Forest Friendly 500 Action Pack)

5. **Report Back**

Once a business has signed the Pledge make sure to register them on the website ASAP.

www.forestfriendly500.org.

Contact Jeca Glor-Bell, Boreal Network Organizer, if you have any questions at jeca.glorbell@yto.greenpeace.org or 416-597-8408 ext. 3017



Forest Friendly 500: Kimberly-Clark “Bust-athon” Speaking Points



Read through these speaking points and print out suggested additional materials to assist you when talking with store owners or managers.

About the Forest Friendly 500 Pledge

- The Forest Friendly 500 Pledge brings together 500 businesses that support ancient forests and oppose clearcut logging of the Boreal forest, the largest intact ancient forest on earth.
- Your business can help protect ancient forests by signing the Forest Friendly 500 Pledge
- To join the Forest Friendly 500 you can do one OR both of the following:
 1. sign the Pledge (included in the Forest Friendly 500 Toolkit, p.7)
 2. use recycled paper products and/or reusable alternatives (product list in the Forest Friendly 500 Toolkit, p.8-12 – PRINT IT OUT on post-consumer recycled paper!!)
- We are signing businesses up to the Forest Friendly 500 until May 31, 2006
- There are currently ____ businesses registered (check online at www.forestfriendly500.org)

About the Kleercut Campaign

- The Forest Friendly 500 Pledge is the most recent initiative of the Kleercut Campaign
- The Kleercut Campaign a hard-hitting grassroots campaign that is putting pressure on the Kimberly-Clark Corporation to improve its business practices and stop destroying ancient forests, especially the Boreal forest.
- The campaign goals are to push Kimberly-Clark to:
 1. End the use of virgin fiber from clearcut ancient forests and
 2. Use more recycled fiber in their tissue products
- The Kleercut Campaign was launched by Greenpeace in November 2004
- **UPDATE!** On April 27th, 2006, the day of Kimberly-Clark's Annual General Meeting, Greenpeace stopped pulp shipments into Kimberly-Clark's factory in Huntsville Ontario and presented a shareholder resolution at the AGM. Both initiatives significantly advanced progress towards meeting the campaign goals. Find out more, see pictures and video at www.kleercut.net

About Kimberly-Clark

- Kimberly-Clark manufactures the popular Kleenex brand facial tissue, toilet paper and napkins in Canada as well as Scott, Viva and Cottonelle brands in the U.S.
- In North America the Kimberly-Clark disposable tissue products (toilet paper, facial tissue, napkins and paper towels) contain NO recycled content (0%)
- Much of the virgin tree fiber Kimberly-Clark uses for its tissue products comes from clearcut ancient forests

About the Boreal Forest

- Much of the virgin fiber from Kimberly-Clark's destructive clearcut logging operations come from Canada's Boreal forest – 22% of their total global fiber use
- Canada's Boreal forest is the largest in-tact ancient forest left on earth
- Wildlife in the Boreal that is threatened by clearcut logging includes grizzly bears, woodland caribou and migratory birds

Find out more about the Forest Friendly 500 Pledge at www.forestfriendly500.org

Find out more about the Kleercut Campaign at www.kleercut.net

If you have questions or comments contact Jeca Glor-Bell, Boreal Network Organizer at jeca.glorbell@yto.greenpeace.org or 416-597-8408 ext. 3017



Dear manager,

I would like to ask for your help, as a business owner or manager, to protect ancient forests. Below are two simple steps that you can take to help Greenpeace preserve the last remaining ancient forests on the planet.



Step 1: Sign our Forest Friendly 500 Pledge

The Forest Friendly 500 pledge is a Greenpeace initiative to provide a way for businesses to participate in protecting forests threatened by the Kimberly-Clark Corporation.

Kimberly-Clark, the manufacturer of the well-known Kleenex brand of tissue products, as well as tissue products sold under the brand names Scott, Cottonelle, Viva, Professional and Surpass, uses massive amounts of virgin fiber from ancient forests including North America's Boreal forest. Much of this fiber comes from destructive clearcut logging operations that have a devastating impact on forests and wildlife including grizzly bears, woodland caribou and migratory birds. To view some of the impacts of these logging operations please visit: www.kleercut.net/en/theproblem.

Greenpeace and our campaign partner, the Natural Resource Defense Council, are asking Kimberly-Clark to reduce their impact on ancient forests by using more recycled fiber and by only using virgin fiber from logging operations that have been certified as environmentally-sound by the Forest Stewardship Council.

Globally, only 29% of the pulp that Kimberly-Clark uses for its disposable tissue products (toilet paper, facial tissue, napkins and paper towels) comes from recycled sources, and in North America none of this recycled material shows up in the products that are sold at grocery stores. This stands in contrast to many other tissue product manufacturers who are actively working to reduce their impact on ancient forests.

By signing the **Forest Friendly 500 Pledge**, your business will join other progressive businesses in communicating to Kimberly-Clark that you want them to take real steps to protect ancient forests. You will also be communicating that your business will consider not using their tissue paper products until Kimberly-Clark becomes forest friendly.

In return, Greenpeace will publicize your pledge in the following ways:

- With a listing on the Forest Friendly 500 website, www.forestfriendly500.com, including, if you wish, a link to your business' website;
- With a listing in a Greenpeace e-newsletter to be sent out when we reach our goal of 500 businesses;
- With a certificate that you can post in your place of business;
- With a listing in a paid ad placed in a nationally recognized newspaper, once we have reached the 500 businesses mark.

Step 2: Use recycled paper products

The second step your business can take to protect ancient forests is to use recycled paper products. We have provided a list of companies that make tissue paper products (toilet paper, napkins, facial tissue and paper towels) made from recycled paper that have the most diverse national distribution. We have also included a list of distributors for these products, as well as a list of stores that carry them.

We would be happy to see you take both steps, but taking the first step alone will help to increase the pressure on Kimberly-Clark to become a more environmentally responsible company. We hope you will consider helping, I will contact you in the next couple of weeks to get your response. Thank you for your time.

For the forests,

Return completed pledge sheets to Greenpeace Canada #605 – 250 Dundas St. W., Toronto Ontario, M5T 2Z5
OR by fax to 1-416-597-8422 OR enter your pledge information online at www.forestfriendly500.org

Forest Friendly 500 Pledge



As a business owner, it concerns me that 80% of the world's ancient forests have been degraded or completely destroyed. These ancient forests are critical for the production of clean drinking water and clear air. They are also the homes of forest-based cultures and millions of plant and animal species. Ancient forests stabilize our climate and help fight global warming pollution.

_____ believes in environmental stewardship and tries to minimize our impact on natural ecosystems, including forests, through our daily business practices.

We believe that is important for businesses to take a stand to protect the planet's remaining ancient forests by avoiding companies and products that contribute to the destruction of these precious ecosystems. As the Kimberly-Clark Corporation has been implicated in the loss of ancient forests, we pledge not to use any Kimberly-Clark products until the company commits to:

- Not source fiber from endangered forests;
- Greatly increase the use of recycled fiber, including post-consumer content, in all their tissue paper products;
- Only source virgin fiber from logging operations that have been certified to the standards of the Forest Stewardship Council.

Business Name: _____

CONTACT NAME (PRINT): _____

TITLE: _____

SIGNATURE: _____

PHONE: _____ **FAX:** _____

ADDRESS: _____ **CITY:** _____ **STATE/PROV.:** _____

Country: _____ **Zip /postal code:** _____

Return completed pledge sheets to Greenpeace Canada #605 – 250 Dundas St. W., Toronto Ontario, M5T 2Z5
OR by fax to 1-416-597-8422 OR enter your pledge information online at www.forestfriendly500.org



