



International Paper takes a
leap forward

with Dogwood Alliance
for Southern forests

**Dogwood Alliance secures
an agreement with
International Paper to
conserve important
Southern forests!**



**DOGWOOD
ALLIANCE**

Revolutionizing Forest Protection

After more than a decade of campaigns criticizing International Paper's impact on Southern forests, the world's biggest paper producer is taking big steps that address long-standing concerns. Those steps are as follows:

- IP and Dogwood Alliance will work together to map forests around International Paper's southeastern operations to identify whether any endangered forests or high conservation value areas exist. This mapping will help ensure that IP is not sourcing from any endangered forests as per their company policy and will also identify mutually-agreed upon areas where conservation can be focused.
- IP will work with Dogwood Alliance to discourage the future conversion of natural hardwood forests to plantations.
- After having expanded Forest Stewardship Council (FSC) certification in the US South and globally, International Paper will triple FSC certified fiber volume by 2014, making it one of the largest FSC users in the world.
- IP has committed to fund a \$7.5 million five-year project with the National Fish and Wildlife Foundation to restore and conserve forests in the Coastal Carolinas, Cumberland Plateau and Texas/Arkansas Piney Woods regions.

*It's amazing how your
future can change
from dismal to
hopeful in a snap!
— Venus Flytrap*



GROUND-BREAKING NEWS FROM DOGWOOD ALLIANCE

This new agreement represents a pinnacle achievement in our long-term effort to transform the paper industry. Since 2000, Dogwood Alliance has convinced major corporate consumers of paper like Staples, Office Depot, McDonald's and Yum! Brands/ KFC to hold paper companies to a higher standard. Since then, several large paper producers including Georgia-Pacific, Resolute Forest Products and Domtar have worked with Dogwood to improve forestry practices. Now, the world's largest paper company is working with Dogwood Alliance, taking important steps to conserve forests in the world's largest paper-producing region, a clear sign that a broader transformation in the paper industry is underway. Dogwood applauds IP for taking these important steps and for raising the bar for the rest of the industry.

IP's new commitment represents major progress, but the work of protecting Southern forests still continues. Dogwood Alliance will work with IP to maximize the positive impact

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this agreement has in the place it matters most...the forest. (Watch for news and updates about our work with IP throughout 2013 and 2014.) In addition, we will continue to hold the rest of the Southern paper industry accountable to these same high standards.

While the paper industry appears poised for a new era, our forests are still not out of harm's way. New, unprecedented demands on Southern forests as a fuel source for power generation by utilities based here at home and in Europe threaten to roll back progress. Dogwood will vigorously defend Southern forests from this latest threat.

Change can be gradual, but slow and steady wins the race!

- Gopher Tortoise



IP's new commitment will help preserve key forest areas in the South.

