



OUR FORESTS. OUR STRENGTH.

FORESTS ARE WORTH MORE THAN THE WOOD THEY CONTAIN.

We have used this fact to transform the business practices of some of the largest corporations on Earth. And we are just getting started...

CAMPAIGN VICTORIES



In November 2002, Staples committed to a fundamental rethink of its paper-buying practices.



In 2007, Domtar Corporation joins Carbon Canopy, preserving Southern forests and reducing greenhouse gas emissions by hundreds of thousands of tons.



In March 2011, McDonalds launched a sustainable packaging policy that prevents the harvesting of thousands of acres of endangered forests.



In February 2013, International Paper, the world's largest paper producer, adopted a comprehensive framework for protecting Southern forests.



HERE'S HOW IT WORKS

EXPOSING DESTRUCTION

Our hard-hitting campaigns expose the truth about forest destruction in the Southern United States and put strategic pressure on corporations and government to take action.

REWARDING CONSERVATION

We then use that pressure as leverage to work with companies, crafting evidence-based policies that put forest protection at the heart of their businesses.

DEVELOPING ALTERNATIVES

From clean water to carbon sequestration, a 21st Century economy means valuing forests for their ecosystem services, not just the raw materials they provide.



AN EVOLVING APPROACH TO FOREST PROTECTION

The Southern United States is home to some of the most diverse forests on the planet. Unfortunately, the threats to these forests are diverse too. That's why we take a multi-pronged approach to our work.

PAPER CAMPAIGN

The Southern United States is the largest paper producing region in the world. When we started in 1996, the clear-cutting of endangered forests was standard practice. Through a combination of unrelenting campaign pressure and innovative, strategic collaborations, our paper campaign has transformed the forestry and paper-buying practices of some of the largest corporations on Earth—including 4 of the 5 major paper producers.

OUR FORESTS AREN'T FUEL

Recently biomass energy emerged as a new threat to Southern Forests. Despite the fact that deforestation accounts for 12% of global CO2 emissions, European policy makers are promoting the burning of Southern forests to meet their “clean energy” targets. We have launched a major new campaign to alert citizens, policy makers and industry on both sides of the Atlantic to the dangers of this false solution.

CARBON CANOPY

If we value our forests, then we need an economy that values them too. The Carbon Canopy was developed to encourage landowners to leave forests standing—placing a real economic value on carbon sequestration and the other ecosystem services that these forests provide.



Large-scale clear-cutting of forests in the Green Swamp region of North Carolina. In 2013, following a sustained campaign from Dogwood Alliance, International Paper committed to transforming its forestry practices.



NEVER MISS AN ACTION



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PROTECT YOUR FORESTS. SUPPORT OUR WORK.

dogwoodalliance.org/donate

Building a 21st Century economy takes time and it takes resources.

Whether it's hard-hitting campaigns targeting destructive practices, research into the latest threats facing our forests or developing collaborative relationships with industry leaders, we need your support.

Please visit dogwoodalliance.org/donate or use the tear-off sheet on the next page to lend us your support.

For the forests,
Dogwood Alliance

YES, I WANT TO PROTECT OUR FORESTS!

Enclosed is my donation of \$ _____

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Card Number: _____

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I would like to make a recurring donation every:

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dogwoodalliance.org

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