

# FOREST PRODUCTS WORKING GROUP



# MEMBERSHIP INFORMATION

## ABOUT THE FOREST PRODUCTS WORKING GROUP

**Common challenges. Shared values. Collaborative solutions.**








GreenBlue's Forest Products Working Group brings together leading companies that rely on paper, wood, and other forest products to share their knowledge and develop innovative solutions to support thriving forests and the forest products industry.

The group, following the successful blueprint of GreenBlue's industry-leading Sustainable Packaging Coalition, launched in October 2011 with diverse representation across supply chains and industries.

## OUR APPROACH

The Forest Products Working Group takes a unique approach to corporate sustainability by bringing together stakeholders to address unmet needs in the forest products sector. Our members pool their collective knowledge and resources to identify solutions that work for business, people, and the forests. Led by an independent sustainability nonprofit, the group is committed to science-based solutions.

In this approach, the Forest Products Working Group focuses on seven desired outcomes that encompass the life cycle of forest products:

-  Responsible sourcing
-  Efficient use and conservation of raw materials
-  Conservation of natural systems
-  Clean production
-  Community and human well-being
-  Credible reporting and verification
-  Achieve market criteria for performance and cost

*“Intelligent business models are needed to incorporate sustainability into standard business practice. The Forest Products Working Group has the opportunity to do this through its cross-industry representation with a focus on measurable results and innovative thinking.”*

JAKE SWENSON, DIRECTOR,  
SUSTAINABLE PRODUCTS & SERVICES, STAPLES

## OUR ACTIVITIES

The Forest Products Working Group will work on a variety of projects each year to develop resources and conduct research on best practices and technological innovations.

For its inaugural project, the group is designing a set of clear, science-based guidelines to inform decision-making for paper design, procurement, use, and recovery.

*Additional areas of potential future work include:*

- Addressing the need for more sustainably managed forests
- Increasing the quantity and quality of recovered fiber
- Exploring the benefits of alternative and wood fibers

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## OUR MEMBERS

The Forest Products Working Group is led by recognized sustainability nonprofit GreenBlue and our membership represents leadership companies from multiple industry sectors. Any company that relies on forest products to meet business objectives—including paper suppliers, consumer product goods companies, retailers, publishing companies, and building product manufacturers—is invited to join the group.

## MEMBER BENEFITS

- Opportunity to participate in all project work and introduce new project ideas
- Access to all resources developed by the group
- Complimentary attendance to two annual Forest Products Working Group meetings
- Participation in bi-monthly conference calls
- Opportunity to connect and collaborate with other members
- Demonstrate corporate leadership in improving the sustainability of forest products

## BECOME A MEMBER

Membership in GreenBlue's Forest Products Working Group is open to any for-profit company, government agency, or academic institution that supports the goals and principles of the group.

For information on eligibility requirements, membership dues, and to apply for membership, please visit [www.greenblue.org](http://www.greenblue.org).

## CONTACT

For additional information about membership, please contact [forestinfo@greenblue.org](mailto:forestinfo@greenblue.org) or call 434.817.1424 ext. 332

*"We joined the Forest Products Working Group as a means to collaborate with other innovative sustainability leaders. We are confident the group will deliver meaningful and measurable outcomes across the forest products supply chain that would otherwise be unattainable by companies working in isolation."*

LAURA M. THOMPSON, DIRECTOR, TECHNICAL MARKETING & SUSTAINABLE DEVELOPMENT, SAPPI FINE PAPER NORTH AMERICA

## FOUNDING MEMBERS



Avery Dennison Corporation

Avon Products, Inc.

Bank of America

Catalyst Paper

Domtar

HAVI Global Solutions

Sappi Fine Paper North America

Staples



*The Forest Products Working Group is a project of GreenBlue®, a nonprofit that equips business with the science and resources to make products more sustainable.*