

**BE MORE
HEROIC.**

2019-2020
ANNUAL
REPORT

canopy

GUIDE TO THE HEROIC.

design: Donderdag

2 Be More Heroic.

A Message from our Founder and Executive Director

4 Our Courageous Team.

6 Be Bold.

8 Work Together.

10 Change Systems.

14 Speed Solutions.

*Breakthrough Mill –
Columbia Pulp*

Game-Changing Tech

Next Generation Viscose

Fashionable Solutions

20 Make it Easy.

22 Get Results. Save Landscapes.

24 Costs.

25 Nature Facts.



"I think a hero is any person really intent on making this a better place for all people."

– Maya Angelou

"You cannot swim for new horizons until you have the courage to lose sight of the shore."

– William Faulkner

1726 Commercial Drive,
Vancouver BC V5N 4A3 Canada
For more information,
please contact:
info@canopyplanet.org

This past year was Canopy's 20th anniversary, and what a "wake up" year it has been! I write this during a global pandemic originating – like the last four epidemics – from the unsustainable exploitation of animals, the wildlife trade, and incursions into intact forest landscapes. A few months prior, the world watched aghast as Brazil's government allowed the torching of the Amazon, and as climate-induced forest infernos raged across my homeland of Australia.

When the Amazon fires began, I was in a New York café when a waiter walked by wearing a t-shirt emblazoned with the words "Be More Heroic". I was struck by the concept. What could have been dismissed as hipster irony felt instead a clarion call for our times.

A microscopic virus has helped change our perception of heroic. We now appreciate the uncommon valor of everyday heroes who show up daily to work in the face of adversity, including janitors, nurses, doctors, grocery clerks and bus drivers. They wear scrubs, jeans and uniforms rather than capes and spandex.

For the past 20 years Canopy has worked with hundreds of people we consider heroic. They include those on the front lines of forest protection, purchasing managers, sustainability directors, CEOs, influencers and journalists. They dare to go against the grain of convention, to forge new solutions, and stand up for the conservation of global forests for all of us.

Canopy has always had an ethos of 'punching above our weight'. This is only possible because of the partner-

ships we have developed with forward-looking companies and individuals who are championing green paper, packaging and viscose supply chains. In this report, we celebrate some of these heroes for the risks they have taken and the new sustainable supply chains they are helping create. We are delighted to detail a raft of ambitious milestones and thought leadership from the past year.

At this juncture in history, we sit on the edge of an economic recalibration the likes of which has not been seen in decades. We are committed to ensuring that this "rebuild" results in just and sustainable economies.

Our 2030 goal is to meet the science-based targets for climate and species health by helping catalyze conservation of 30 - 50% of the world's forests. This means quickly transforming currently unsustainable wood supply chains to Next Generation Solutions. Our plan is bold because it needs to be. Our times demand nothing less.

Driving change that is proportional to our societies' challenges requires collective action, restless leadership, imagination and courage. These fundamentals underpin Canopy's work. We are deeply grateful to our strategic and philanthropic partners for sharing these qualities and for making our successes possible. This next decade will demand more from all of us.

Thank you for being more heroic.

Nicole Rycroft

Nicole Rycroft
Founder and Executive Director

BE MORE HEROIC.

A MESSAGE FROM
OUR FOUNDER AND
EXECUTIVE DIRECTOR



OUR COURAGEOUS TEAM.

FOUNDER AND EXECUTIVE DIRECTOR



Nicole Rycroft

BOARD OF DIRECTORS



François Barbier
Business consultant and former president of Kraft Foods, European Biscuit Division



Louise Dennys
Executive Vice-President and Executive Publisher, Penguin Random House Canada



Lisa Matthauss
Coordinator, Organizing for Change



Michelle Nzioki
Girls on Boards; Young Women in Business



Tracie Wagman
CEO, TWRL

DEVELOPMENT AND OPERATIONS TEAM



Fawzia Ahmad
Engagement and Operations Director



Kate Thomas
Financing Change Manager



Laura Wallace
Executive Assistant



Laura Yates
Office and Systems Coordinator

IDENTIFYING OUR CAMPAIGNS



CanopyStyle



Next Generation Solutions



Landscapes of Hope



Pack4Good



Communications

CAMPAIGN TEAM



Casey Brennan
Senior Corporate Campaigner



Amanda Carr
Director of Strategic Initiatives



Lafcadio Cortesi
Senior Corporate Campaigner



Elly Dinnadge
Corporate Campaigner



Mélissa Filion
Québec Director and Senior Corporate Campaigner



Catherine Grant
Senior Corporate Campaigner



Mike Hudema
Communications Director



Valerie Langer
Fibre Solutions Strategist



Cecile Monteyne
Corporate Campaigner



Neva Murtha
Senior Corporate Campaigner



Laura Repas
Communications and Marketing Specialist



Tamara Stark
Campaign Director



Catherine Stewart
Senior Corporate Campaigner



Lee-Ann Unger
Corporate Campaigner



TRANSITIONS TO NEW ENDEAVOURS

Josée Breton, Marie Labitté, Elizabeth Sullivan

In January Canopy launched **SURVIVAL – A Pulp Thriller: A Plan for Saving Forests and Climate** in Davos during the World Economic Forum. **SURVIVAL** outlines how to meet the demands of the climate and biodiversity crises, as well as business realities, by taking 50% of forest fibre out of the paper, packaging and clothing supply chains and replacing it with Next Gen alternatives.

SURVIVAL proposes a 69 billion USD strategy between 2020 and 2030 to finance 200 alternative fibre pulp/paper mills, 107 recycled paper mills, and 17 Next Gen dissolving pulp/textile mills around the world in order to protect and restore forests.



HELENA HELMERSSON
CEO H&M Group

**BE
BOLD.**



**WORK
TOGETHER.**



Canopy's newest initiative, **Pack4Good**, is galvanizing the support of the world's largest corporate consumers to move the massive global paper packaging supply chain towards resource-efficient design, Next Gen Solutions, and conservation. A devastating three billion trees are already consumed each year in the manufacturing of packaging.

Forty brands worth over 50 billion USD have already made Pack4Good commitments, including heavy hitters H&M, PVH, and HH Global. Transforming this massive supply chain is a priority for forest conservation.



CARRIE FREIMAN

*Director of Sustainability
Reformation*

CanopyStyle has grown to over 210 brands representing over 260 billion USD in annual revenues. Together these fashion brands are rewriting the rules of the fashion industry and saving countless trees and ecosystems in the process.

Viscose fibre producers representing 85% of **global viscose** fibre production have committed to CanopyStyle and are eliminating sourcing from Ancient and Endangered Forests and adopting Next Gen. 65% have already been audited and 42% have now been awarded a green shirt/low risk ranking. CanopyStyle is changing the fashion supply change in real time.

CanopyStyle's most recent additions include: PVH Corp (one of the world's largest fashion companies and parent to iconic brands like Calvin Klein and Tommy Hilfiger), Burberry, Eddie Bauer, American Eagle Outfitters, Target, and more.



SERGIO BLECUA MORALES

Senior Sustainability Advisor
Inditex/Zara

CHANGE SYSTEMS.



THANK YOU

Canopy likes to pop from the crowd.

Literally.

In celebration of 20 years of award-winning conservation and consumption- and reduction- campaigns, we bring a little of the Leuser Ecosystem to you!



Solutions to the crises we face are everywhere and Canopy is focused on not just talking about them, but seeing them implemented.

Breakthrough Mill – Columbia Pulp

Last year we saw North America's first commercial-scale straw pulp mill go live in Washington State. Thanks to Canopy's leadership, Next Generation Solutions are being implemented and this new green pulp is already being incorporated into the paper and packaging used by some of the world's largest brands.

Plans for new mills in North America and beyond are already in the works. That's good news for our climate and farmers.



JOHN BEGLEY
CEO Columbia Pulp

**SPEED
SOLUTIONS.**





© Zdenek Machacek

Game Changing Tech

Canopy is on the cutting edge and is working with 17 disruptive technology ventures to help break these new sustainable solutions out of the lab and into the marketplace. We are introducing these innovators to brands, producers, and investors, and helping them refine product development to better sync with market expectations all the while saving forests.

Next Generation Viscose

As a result of encouragement by CanopyStyle brands, three of the world's five largest viscose producers now offer initial product lines with 20 to 50% recycled cotton.

With 26 brands already publicly endorsing the CanopyStyle Next Generation Vision for Viscose, which aims for 50% of viscose fibre originating from Next Gen sources by 2030, the number of Next Gen products is expected to soar in the coming years.

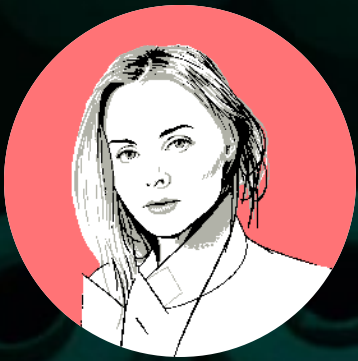


PATRIK LUNDSTRÖM

CEO re:newcell

Fashionable Solutions

A number of Canopy's brand partners, including Mara Hoffman, Country Road, and EILEEN FISHER, are already drawing these early stage Next Gen products into their clothing. Additionally, Stella McCartney produced a limited number of hoodies using 100% recycled textile produced by innovator EVRNU. Multi-national retail giant H&M worked with innovator re:newcell to incorporate Circulose, a material made with 50% used cotton blended with 50% fsc-certified wood, into its Conscious Exclusive collection.



STELLA MCCARTNEY

Fashion Designer and Activist

**MAKE IT
EASY.**



© Peter Mather

Canopy is working to make change as easy as possible. When we urge companies to commit to improve their purchasing practices, we simultaneously make a commitment to them – that we will help navigate the roads of transition.

Canopy's EcoPaper Database (EPD), Hot Button Ranking, and Blueline Ranking are key resources for brands and producers to green their supply chain and chart their progress.

The EPD now has more than 850 listings, Hot Button's "Green Shirt" producers now account for 42.5% of global viscose production, and 34 printers representing more than 28 billion USD in total sales were ranked across 41 criteria in the 2019 edition of the Blueline Ranking.



FARWIZA FARHAN

*Director Forest,
Nature & Environment
Aceh (HAKA)*

Thanks to the work of Canopy and its partners we have secured tangible conservation gains in key **Landscapes of Hope** and wild places. With the historical backdrop of the precedent-setting Great Bear Rainforest Agreement, Canopy has advanced moratoriums of logging in millions of hectares of carbon-rich forests in Canada's Boreal forests and Indonesia's incredibly diverse rainforests. We have also helped support a growing cadre of political decision makers explore and start to advance a conservation-based economy in the remarkable Leuser Ecosystem.

We are now working with local decision makers, Indigenous leaders, brand partners, producers, scientists, local civil society, and government to ensure these conservation advances are enshrined in law.

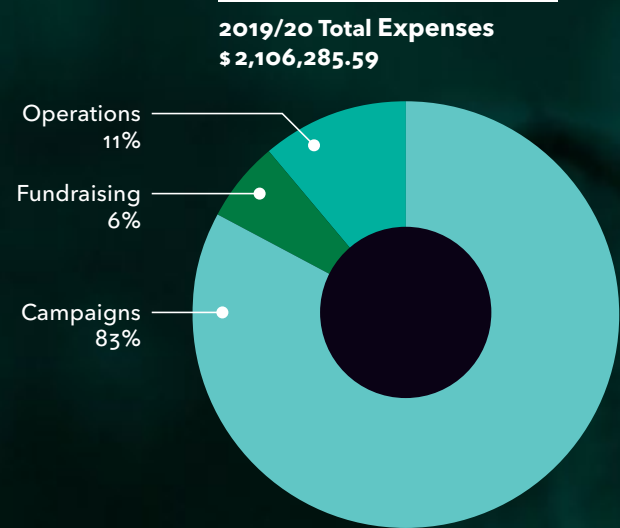
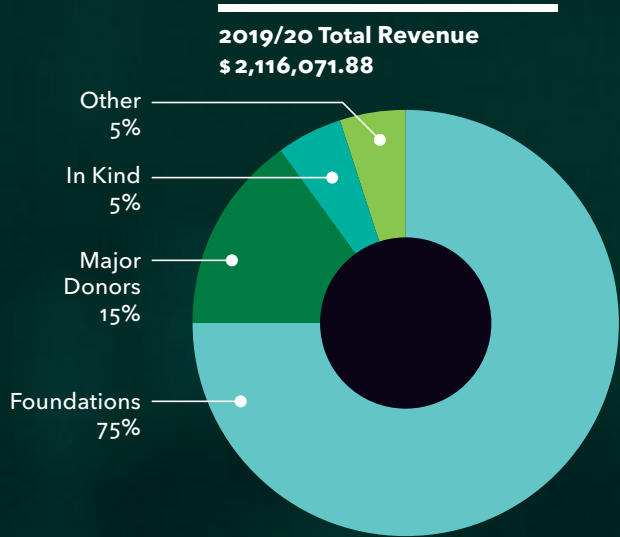


MANDY GULL

*Deputy Grand Chief
of the Cree Nation*

**GET RESULTS.
SAVE LANDSCAPES.**

COSTS.



Canopy does not accept donations from or charge a fee to the companies with which we work. This maintains our independence and clarity on the nature of the partnerships. It also ensures that company budget limitations do not prohibit brands from engaging in our campaigns.

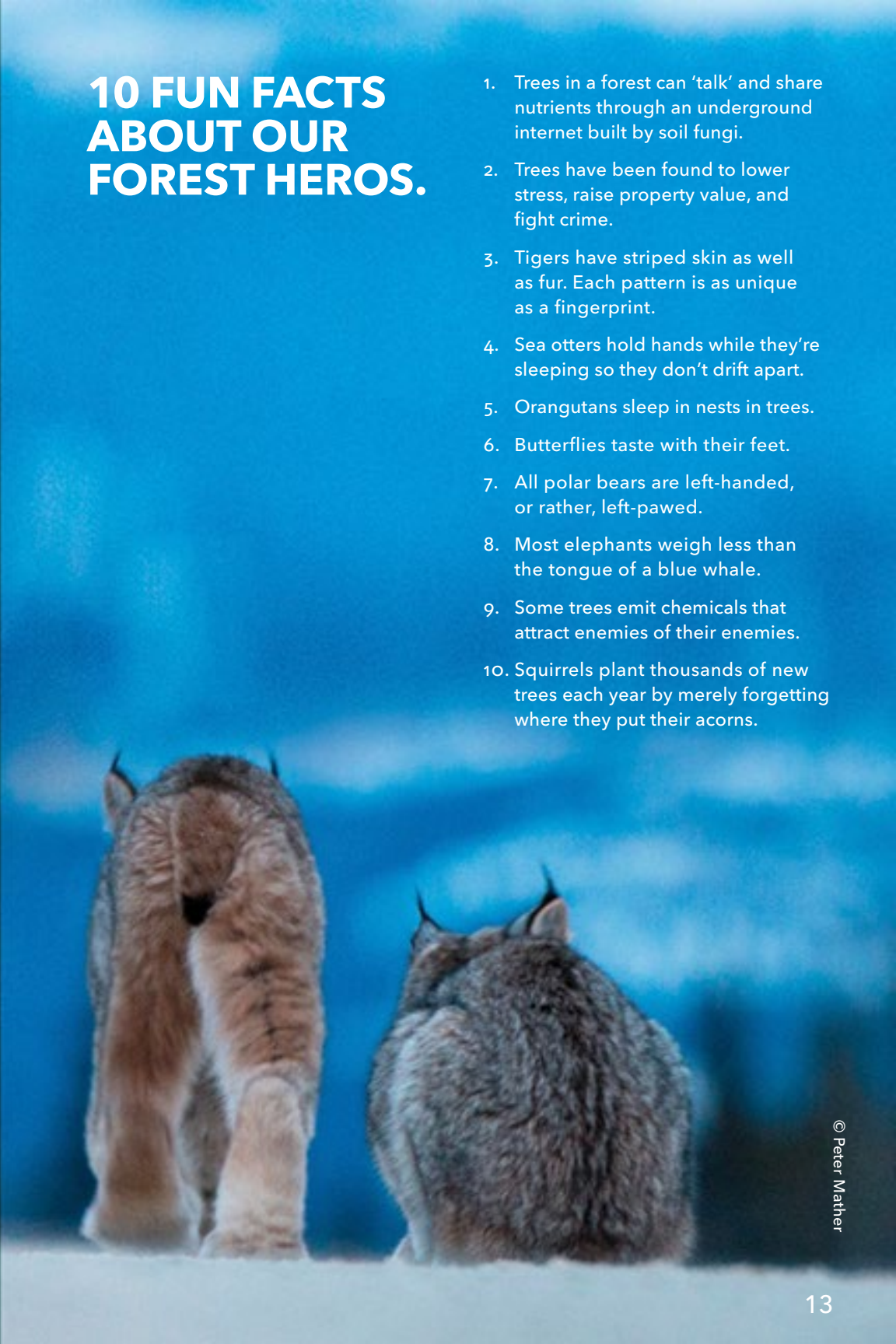
For the complete policy, go to <http://canopyplanet.org/about-us/corporate-donations-policy/>



ANDREW WRIGHT
Photographer, Philanthropist, and Advisor

10 FUN FACTS ABOUT OUR FOREST HEROS.

1. Trees in a forest can ‘talk’ and share nutrients through an underground internet built by soil fungi.
2. Trees have been found to lower stress, raise property value, and fight crime.
3. Tigers have striped skin as well as fur. Each pattern is as unique as a fingerprint.
4. Sea otters hold hands while they’re sleeping so they don’t drift apart.
5. Orangutans sleep in nests in trees.
6. Butterflies taste with their feet.
7. All polar bears are left-handed, or rather, left-pawed.
8. Most elephants weigh less than the tongue of a blue whale.
9. Some trees emit chemicals that attract enemies of their enemies.
10. Squirrels plant thousands of new trees each year by merely forgetting where they put their acorns.




© Peter Mather

In times of crisis, community is more important than ever and we are so thankful to have you as part of ours.



www.canopyplanet.org

   @CanopyPlanet

 Canopy-not-for-profit