



CANOPISTYLE 5-YEAR ANNIVERSARY REPORT

*Five points on
a star, five sides on
a pentagon, and
five fabulous years
of CanopyStyle.*

photos: (hand) © rawpixel; (forest) David Gilbert

Five years ago, Canopy launched the CanopyStyle initiative to address the relatively unknown issue that 150 million trees disappear to make rayon and viscose clothing every year. The campaign is based on the belief that the fashion industry could help conserve the world's remaining Ancient and Endangered Forests to the benefit of humanity, as well as species such as orangutans and caribou. We were confident that by working collaboratively with brands, their suppliers and disruptive technology innovators we could transform this unsustainable supply chain.

Today, CanopyStyle is one of the fastest moving environmental initiatives in the fashion industry. At the time of writing, CanopyStyle includes over 160 global companies, worth USD 171 Billion, and viscose producers that represent 75 percent of global viscose production, working toward ridding their supply chain of Ancient and Endangered Forest fiber. This report celebrates five years of high-speed change and momentum, the past year of CanopyStyle milestones, and looks to a bright and innovative future for our forests and species.



CanopyStyle's Starring Role in the First Interactive Map of Ancient and Endangered Forests

ForestMapper, developed by Canopy at the behest of the CanopyStyle Leaders for Forest Conservation, is the first-ever interactive map of the world's Ancient and Endangered Forests. It was designed to support companies worldwide in making better sustainability decisions when purchasing paper, packaging, lumber and/or viscose fabrics by bringing conservation science to the boardroom.



Five – Just the Beginning

It's been an exciting five years, and while we celebrate our joint achievements, we know our work has just begun. We are excited to work with our CanopyStyle partners to harness the innovation, creativity, and savvy that the fashion industry is known for to conserve forests and create a circular economy. More than one third of the wood fiber used in clothes is still at high risk of coming from Ancient and Endangered Forests. While we will continue to transform this fabric supply to low risk and support shifts to sustainable forestry, alternative sources will be needed ... soon. Next generation fiber solutions, like recycled and old clothing and agricultural residues like straw, are on the horizon.

STAR TURNS – TOP MOMENTS OF CANOPYSTYLE'S FIRST FIVE YEARS

2014

In 2013 CanopyStyle launches with EILEEN FISHER, lululemon, PRAnA and other progressive designers such as Nicole Bridger.

CanopyStyle gains amazing support when luxury designer Stella McCartney, and the world's largest clothing retailers, H&M and Inditex/Zara develop endangered forest commitments.

2015

Sixty CanopyStyle brands are heard: the very first viscose producers sign CanopyStyle policies.

2016

UN times two: CanopyStyle video featuring Stella McCartney is launched at the UN's HQ and wows the crowd. Canopy's Founder and Executive Director, Nicole Rycroft, is a keynote speaker at the UN's annual First Ladies Lunch.

2017

CanopyStyle ranks swell to 100 brands! The addition of US-based apparel giants like Gap Inc., and VF Corp tips the scales in favour of this exciting initiative.

2018

Twenty-eight percent of global viscose production is verified as low risk of sourcing from Ancient and Endangered Forests.

Five Star Moments of 2018



Spotlight on Impact and Awareness in Indonesia

On March 21, 2018, Canopy released the short film *CanopyStyle Follows the Thread* to coincide with International Day of Forests. The film profiled Canopy's on-the-ground work with communities in Indonesia. It was viewed by 11.5 million people and received global media coverage and social media support.



"We were told there would be no math!"

CanopyStyle Counts added up the impact of four-and-a-half years of viscose supply chain transformation. In February and March Canopy launched a collaborative social media campaign along with partner brands such as H&M, Levi's and EILEEN FISHER, featuring boldly illustrated stats and milestones of CanopyStyle.



Inroads in Asia

The welcoming of apparel giant Fast Retailing and several other brands into the CanopyStyle fold in May 2018 was a cause for celebration. Fast Retailing's five brands include global fashion phenomenon Uniqlo. The addition of such a fast-growing, Asia-based company shows the truly global direction of the campaign.



Where the Action Is

This has been an action-packed year in Canopy's work with viscose producers. Two producers, Germany's ENKA, and Yibin Grace, signed policies, and four new producers completed their CanopyStyle Audits, including three large Chinese viscose producers – Sateri, Tangshan Sanyou and Zhejiang Fulida. This was a significant step as producers take stock of the current state of their pulp sourcing. To date, companies responsible for 52 percent of global viscose production have completed the independent CanopyStyle Audits.



A Hot List

Canopy is committed to providing up-to-date sourcing tools for our partner brands to make informed purchasing decisions and viscose producers to improve their sustainability performance. To that end, we released a newly updated Hot Button Issue Ranking, which details the environmental performance of global viscose producers with respect to their fiber sourcing. For the first time, the Hot Button Ranking is also available as an interactive online tool. Viewers can sort by various criteria and see detailed information and assessments of each producer.



Five Reasons Next-Generation Sourcing Solutions are the Future

1 Much Needed and Elegant

Agricultural residues are waste products leftover after all other uses have been exhausted. For example, wheat straw leftover after the grain harvest, animal feed/bedding, and tilling back into soil, is normally burned. A more elegant solution is to use that residue to make high quality paper and packaging, as the new Columbia Pulp Mill in Washington, USA, will do in early 2019. There is enough left-over straw to keep hundreds of millions of trees standing every year.

2 There Is Enough Clothing

It's estimated that each American throws away 80 pounds of clothing every year. Much of that clothing can be used to make new textiles and next season's styles, keeping it out of landfill while taking the pressure off sourcing areas – like forests.

3 There Is So Much Innovation

So much so, in fact, that three global CanopyStyle brands – H&M, Kering, and C&A – have established prizes to support the early-stage development of promising technologies for next-generation and alternative fabrics. Canopy works with 16 next-generation-solutions enterprises to bring their technologies to market at scale.

4 It's Proven To Be Low Impact

A cutting edge Life Cycle Analysis commissioned by Stella McCartney has clearly shown that rayon and viscose fabrics made with recycled fiber and flax straw have significantly lighter environmental footprints than using virgin wood fiber sourced in the Canadian Boreal Forest and Indonesia's rainforest.¹

5 There Are Frameworks in Place

Our planet is dotted with closed or under-used lumber and pulp mills. If there were 32 medium-sized mills producing 200,000 tonnes of recycled fabric and/or agricultural residue viscose annually, we could replace, retrofit or modify the current production of wood-based viscose globally (6.5 million tonnes). This would alleviate the pressure on forests and have a major positive impact on the world's species and climate.



5 Reasons to Protect Forests

- Three hundred million **people** live in and directly depend on forests.
- The world's Ancient and Endangered Forests are home to countless **species** and are critical for their survival.
- Ancient and Endangered Forests are the workhorses of the planet, storing **carbon** to maintain climate stability, and creating the air we breathe.
- Ancient and Endangered Forests only cover an estimated 12.6% of the earth's surface. What is left is **irreplaceable**.
- Ancient and Endangered Forests contribute to air quality, soil stability, availability of clean water, and provide many other **eco-services** essential to human health and well-being.



FACT ABOUT 5

The traditional fifth wedding anniversary gift is wood. CanopyStyle's desired gift would be to stop thinking of trees as only wood and to start valuing them for what they really are, vibrant ecosystems critical for our climate, species and precipitation cycles.