



FSC Leadership Awards

# 2014 AWARD *winners*



FOREST  
STEWARDSHIP  
COUNCIL®

The **FSC® LEADERSHIP AWARDS** recognize exemplary dedication to responsible forest management in the US and Canada.

The awards honor FSC certificate holders and nonprofit partner organizations who are based in the US or Canada and are committed to creating a marketplace that promotes environmentally appropriate, socially beneficial and economically prosperous management of the world's forests. They recognize individuals, companies and "uncommon partnerships" between companies and/or organizations.

Photo: Carlos  
Avery Wildlife  
Management  
Area, Charlotte  
Harris 2013

We celebrated the award recipients at our FSC Awards Ceremony in honor of FSC's 20th Anniversary at The Chicory in Downtown New Orleans, on October 23rd, 2014.



# Domtar

**PAPER MANUFACTURING** | Fort Mill, South Carolina

Domtar was one of the earliest adopters of FSC certification in North America. In 2002, Domtar became the first forest products company in North America to achieve FSC certification from forest to consumer.

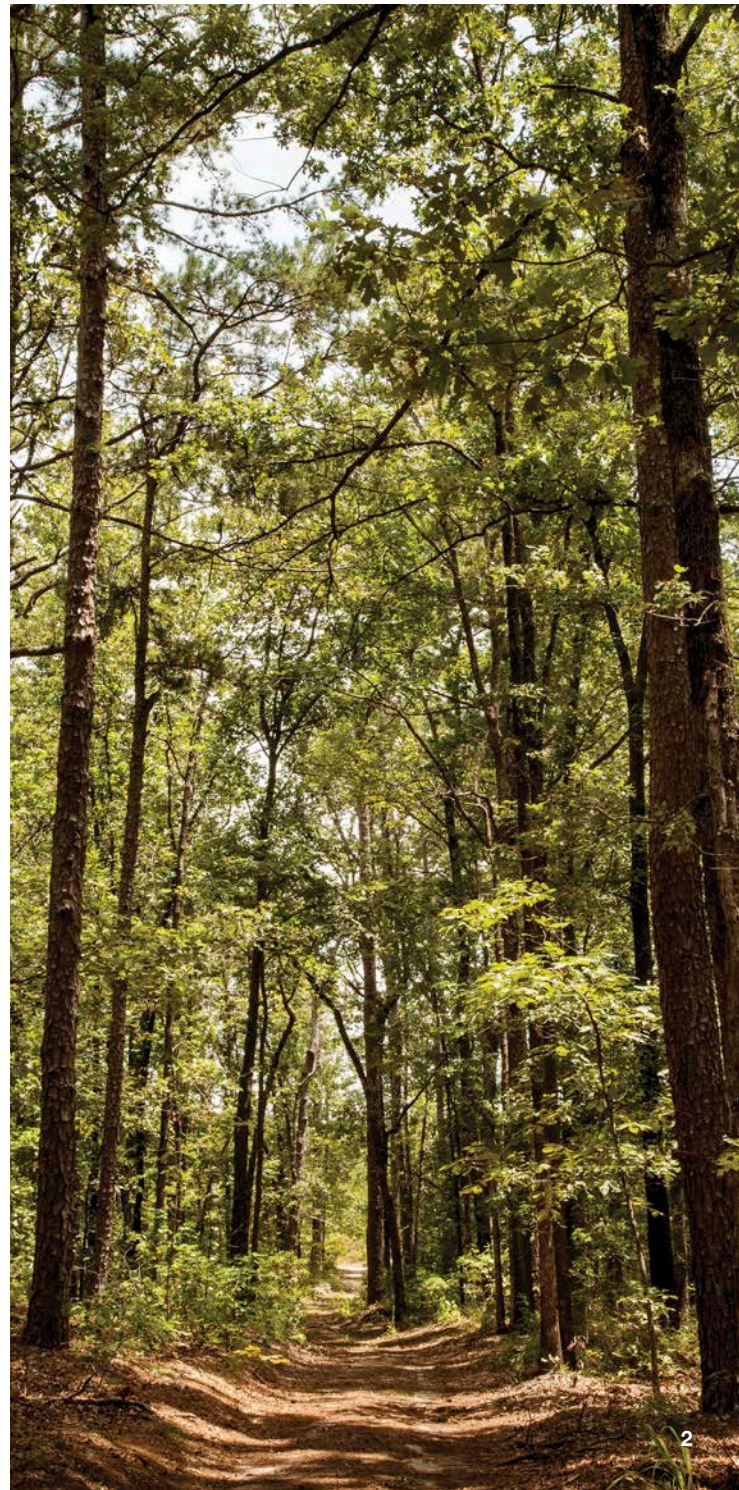


- **In 2005, the company began offering the first general use, FSC-certified copy paper in North America.**

By 2009, Domtar marked a significant milestone with sale of its millionth ton of FSC-certified paper. Just five years later, the company celebrated the sale

of five million tons of FSC-certified uncoated fine paper, another first for the North American market.

- Looking forward, Domtar plans to continue this trend. Recently, the company made a public commitment via its Sustainable Growth Report to increasing its utilization of FSC-certified fiber by 25% by 2020, using 2010 as a baseline. Longer term, **Domtar has set the aspirational goal to eventually procure 100% of its wood fiber from FSC-certified forests.**
- **Domtar partners with family forest owners** to help increase its FSC offerings. Domtar contributes to numerous efforts that encourage land certification among private landowners, including Carbon Canopy, the Nature Conservancy's Working Woodlands, the Forest Management Trust and the Center for Forest and Wood certification.
- Continuing to grow and expand on earlier and bold commitments to FSC certification, Domtar has actually **inspired its competitors to alter their sustainability practices**, with many seeking certification for forests and facilities of their own.



LOVE THE FOREST?  
LOOK FOR  
THE LOGO!



Forest Stewardship Council™ certification protects forests for future generations by preserving wildlife habitats, protecting water and air quality, and providing jobs for local people.

### Show nature you care.

Purchase these participating products and you'll be helping us impact the future by protecting the environment.



Photo: (Left) Kimberly-Clark



## Kimberly-Clark

TISSUE-PRODUCT MANUFACTURING | Roswell, Georgia

Kimberly-Clark has long supported the Forest Stewardship Council, driving demand for FSC-certified fiber in the US and around the world.

- **In 2007, Kimberly-Clark set the goal of 100% FSC-certified suppliers by 2020.** In the same year, they introduced Andrex in Europe, its first FSC-certified branded consumer tissue.
- In 2009, Kimberly-Clark became the first away-from-home tissue products company in North America to seek and obtain FSC chain-of-custody certification. In 2011, Kleenex and Scott Naturals became the first branded consumer tissues in the U.S. to adopt FSC certification and Kimberly-Clark Professional achieved FSC labeling for more than 95% of its North American tissues and towels.
- **By 2012, Kimberly-Clark Professional's North America towel and tissue product lines were nearly 97% FSC certified, the largest percentage in the U.S. and Canada.** By the end of 2013 Kimberly-Clark became the leader in procuring FSC-certified fiber as a percent of total virgin volume purchased (1,923 thousand metric tons in 2013 of which, 1,449 thousand metric tons were FSC-certified).
- In 2014, Kimberly-Clark launched a marketing campaign for FSC-certified Kimberly-Clark products throughout the Wakefern grocery chain in the Northeast US with the goal of driving sales through the promotion of responsible forest procurement.
- By the year 2025, Kimberly-Clark's goal is to ensure that 90% of the fiber in their global tissue products is made from Forest Stewardship Council certified fiber, recycled fiber or sustainable alternative fibers.



# C.F. Martin Guitar

**INSTRUMENT MANUFACTURING** | Nazareth, Pennsylvania

Martin Guitar was one of the first acoustic guitars manufacturers in the industry to produce a guitar model comprised entirely of FSC-certified wood.

- Martin Guitar has been concerned about its impact on the environment for over 100 years. The company's ecological policies were formalized in 1990, embracing the judicious management and responsible use of natural materials and the introduction of alternative wood species and alternative materials, of which some are FSC certified. **The company is committed to purchasing increasing volumes of timber products that are independently certified to credible standards for responsible forest management and recognizes and prefers the FSC as the most rigorous of the available standards.**
- Some highlights in the history of Martin Guitar's FSC certification include:
  - In 1999, Martin Guitar collaborated with Sting to introduce two Limited Edition Certified Wood Sting Signature models. More than 70% of the wood utilized in the construction of each of these models was FSC certified.
  - In 2008, Martin guitar introduced the Cherry Uke, a re-introduction of the Style 3 ukulele from 1918. The Cherry Uke is constructed of solid FSC-certified cherry top, back, sides and neck.
  - **In 2009, Martin Guitar was one of the first acoustic guitar manufacturers in the industry to produce a guitar model comprised entirely of FSC-certified wood.** The D Mahogany includes a genuine mahogany neck, back and sides, a European spruce soundboard and katalox fingerboard and bridge.
  - In 2012, Martin Guitar introduced an FSC-certified recycled Sitka spruce instrument. The wood, reclaimed from dismantled Canadian bridges, is used on the tops of one of the cutaway guitars in the Company's Performing Artist series. The GPCPA4 Sapele is a "Grand Performance" body style with FSC 100% Certified Sapele back and sides and an FSC-certified recycled Sitka spruce top.
  - In 2012, Martin Guitar introduced a very special Custom Artist Edition—the Jeff Tweedy, designed in collaboration with the Grammy Award-winning Wilco front man. The top, back, and side of the guitar are all constructed from 100% FSC-certified mahogany, and it features a unique mahogany sunburst top. **This guitar is Martin Guitar's first Custom Artist model that is FSC 100% Certified, an important distinction for both Jeff Tweedy and Martin Guitar.**



Photo: Jeff Tweedy Guitar, C.F. Martin & Co.





# RoyOMartin

**FOREST LAND MANAGEMENT** | Alexandria, Louisiana

RoyOMartin has been FSC-certified since 2002, making them among the longest certified forest management organizations in the southeastern United States.

- RoyOMartin supplies oriented strand board (OSB), plywood, lumber, timbers, and wood chips from responsibly managed forests to help meet the growing demand of green building projects in the U.S.
- **“We view our FSC-certification as a testament to RoyOMartin’s long-held practices of responsible forest management and manufacturing practices.** RoyOMartin is proud to be recognized as a leader in certified timberland management and deliver a full line of FSC-certified wood products.” — Senior Vice President and COO Scott Poole
- Every year RoyOMartin plants nearly 11 million trees to regenerate 19,970 acres of forests on their lands in Louisiana and Arkansas. Their timberlands demonstrate that **forests can be economically viable and responsibly managed and can provide wildlife habitat, clean water, and recreational opportunities for local communities for generations to come.**



Photo: (top) Roy O Martin 2008; (bottom) Scott Poole, Sr Vice President and COO of RoyOMartin, Thomas McGovern 2014



# World Wildlife Fund, Global Forest and Trade Network

**ENVIRONMENTAL NONPROFIT** | Washington, D.C.



WWF’s Global Forest & Trade Network (GFTN) has nearly 200 participants representing 18% of the global annual trade in forest products.

Photo: WWF Global Forest and Trade Network

- Launched in 1991, WWF’s Global Forest & Trade Network (GFTN) recognizes that **an effective response to deforestation is to turn the global marketplace into a positive force to save the world’s most valuable and threatened forests.** GFTN now has nearly 200 participants representing 18% of the global annual trade in forest products. Ten of these companies are based in the US.
- WWF’s forestry and trade experts work with the companies to develop responsible sourcing policies, identify and mitigate sourcing risks, share best practices, and much more. Requirements for joining GFTN include publicly committing to use only legal and responsible sources of wood, applying for credible certification, and agreeing to comply with the GFTN communication code of practice.
- GFTN participants gain access to dependable sources of responsibly grown and harvested timber, to strengthened consumer and customer acceptance, to recognition as an industry leader. **Together, GFTN participants manage nearly 50 million acres of FSC-certified forests, representing 10.5 percent of the global total FSC-certified area.** They have also worked to strengthen the FSC system globally, ensuring uptake in key producing and consuming countries.



Photo: Sustainable Northwest Wood

# Sustainable Northwest Wood

**WESTERN US LUMBER RETAIL** | Portland, Oregon

Sustainable Northwest Wood is the first lumberyard in the Pacific Northwest to exclusively offer FSC-certified and sustainably sourced lumber products.

- They do not offer FSC-certified materials in addition to conventional offerings; rather, FSC and sustainable (salvaged, reclaimed, restoration by-products) wood products are all that they offer. As a result, even customers not specifying FSC receive FSC-certified product and learn about the system and the difference it makes.
- Everything Sustainable Northwest Wood sells is grown and milled in the Pacific Northwest. “If it is available as an FSC-certified product, then that is what we stock. **For us, FSC is not an add-on as it may be at other lumberyards; it is simply the only option that we offer.**” — Ryan Temple, President, Sustainable Northwest Wood.
- Knowing that the forest tells a better story than we can, over the last 12 years Sustainable Northwest Wood has taken more than 400 building professional into the woods to experience what an FSC-certified forest looks and feels like.
- **Their choice to differentiate through a commitment to FSC has allowed Sustainable Northwest Wood to thrive in a tumultuous market.** Their sales have nearly doubled every year and they have sold FSC-certified wood to projects from Fairbanks, Alaska to Santiago, Chile. “While we appreciate the market opportunity that the FSC label has provided, the real value for us has been the ability to buy and sell a product that reflects our own values. For us, the Forest Stewardship Council is a partner in the broader effort to promote sustainable and equitable forest practices.”— Ryan Temple, President, Sustainable Northwest Wood.





# Richard Donovan & Dr. Robert Hrubes

## UNCOMMON PARTNERSHIP

Dr. Robert Hrubes of SCS Global Services and Richard Donovan of Rainforest Alliance have represented their respective organizations since the inception of the FSC and have stood out as dedicated leaders.



Photo: Richard Donovan and Robert Hrubes, Thomas McGovern 2014

- Balancing collaboration and competition in a manner that is rarely seen in the business world and that has been facilitated by a shared commitment to core principles of environmentally and socially responsible forest management, SCS Global Services (SCS) and the Rainforest Alliance (RA) are longstanding collaborative contributors

to the establishment and advancement of the Forest Stewardship Council, furthering the practice and knowledge of responsible forestry for over 20 years.

- Both RA and SCS are founding members of the Forest Stewardship Council and were instrumental in developing FSC's rigorous certification standards, audit protocols and accreditation system. SCS and RA were two of the three original certification bodies for FSC and remain the only two certification bodies based in the U.S. The vast majority of forest management and chain of custody certificates in the U.S. have been issued by these two certification bodies. **Both SCS and RA are distinguished for their continuing contributions to the advancement of the FSC and responsible forestry; both organizations have donated extensive amounts of pro bono time to FSC working**

**groups and committees beginning in the late 1980's and continuously since then.**

- **Dr. Hrubes is an internationally recognized expert in natural resources management and environmental certification.** In addition to being principal architect of the SCS Forest Conservation Program, he participated as a founding member in the Forest Stewardship Council (FSC), helping to design that certification program.
- **Richard Donovan is a senior vice president and the vice president of Forestry at the Rainforest Alliance,** where he has worked since 1992. Under his leadership the SmartWood program has expanded tremendously, now certifying all types of forest and forest products operations worldwide, in over 60 countries.
- Dr. Robert Hrubes from SCS and Richard Donovan from RA, in particular, have represented their respective organizations since the inception of the FSC and have stood out as dedicated leaders, lending their expertise, extensive experience and abiding commitment to the promotion and continual advancement of the FSC system, and helping forest managers and communities as well as companies trading in FSC products to gain recognition for their commitments to responsible forest management.



# Jameson (Jamey) French

## Northland Forest Products

### FOREST PRODUCT INDUSTRY LEADERSHIP | Kingston, New Hampshire



Photo: Northland Forest Products

Jamey was one of a small group of industry leaders in the mid 1990's who embraced the concept of forest certification.

- **Throughout Jamey's career, his focus has been toward finding pragmatic solutions to contentious forest use issues that bring the forest products industry**

**and the environmental community to a common ground.** Breaking away from forest products industry tradition, Jamey was one of a small group of industry leaders in the mid 1990's who embraced the concept of forest certification. Jamey was also instrumental in the formation of a national initiative for the Forest

Stewardship Council in the U.S., and went on to be elected to the FSC-US Board for three years, serving as the first chairman from the economic sector.

- **The French family has been in the hardwood industry in New England since the 1880's,** and as a 4th generation lumberman, the forest industry's interests and perspectives run deep in Jamey. Land stewardship is a family tradition and Jamey serves as a Director of Meadowsend Timberlands, LLC, which actively manages both family-owned and other lands using sustainable forestry management practices.



Photo: Sacramento Airport, Jim Ratzlaff 2011



# Columbia Forest Products

**WOOD PRODUCT MANUFACTURING** | Greensboro, North Carolina

Columbia Forest Products was the first integrated hardwood veneer and plywood manufacturing operation certified to the FSC Chain-of-Custody standard in North America.

- Columbia Forest Products became FSC certified in 1997. It was the **first integrated hardwood veneer and plywood manufacturing operation certified to the FSC COC standard in North America.** Columbia's first sale of FSC-certified wood was to build out the interior of the McCardell Bicentennial Hall at Middlebury College in Vermont.
- In the early 2000s, many of leading Columbia distributors secured FSC Chain-of-Custody certification in order to service fabricators and contractors engaged in emerging LEED projects. This helped pull FSC-certified wood materials to market. As demand for FSC in LEED projects grew over time, the rest of Columbia's major distributors opted to become FSC COC certified. FSC-certified distributors and fabricators were rewarded during the recession in 2007-2011 when the US government was the biggest builder in the market. Most of these projects built to LEED silver or better, which in many cases encouraged the projects to specify FSC-certified materials. To this day, most of these distributors have maintained their FSC certification, which underlines the importance of green building as a significant market driver.
- Columbia has operated a FSC-certified forest management resource pool since 1999. **Within the scope of the its forest management certificate, Columbia staff manage small family and large privately owned forests under FSC forest management standards at no charge to the landowners, in exchange for first right of refusal on timber sold.** Columbia's independent third party certifier, Rainforest Alliance, performs annual forest audits, assuring the FSC brand promise to Columbia's consumers.



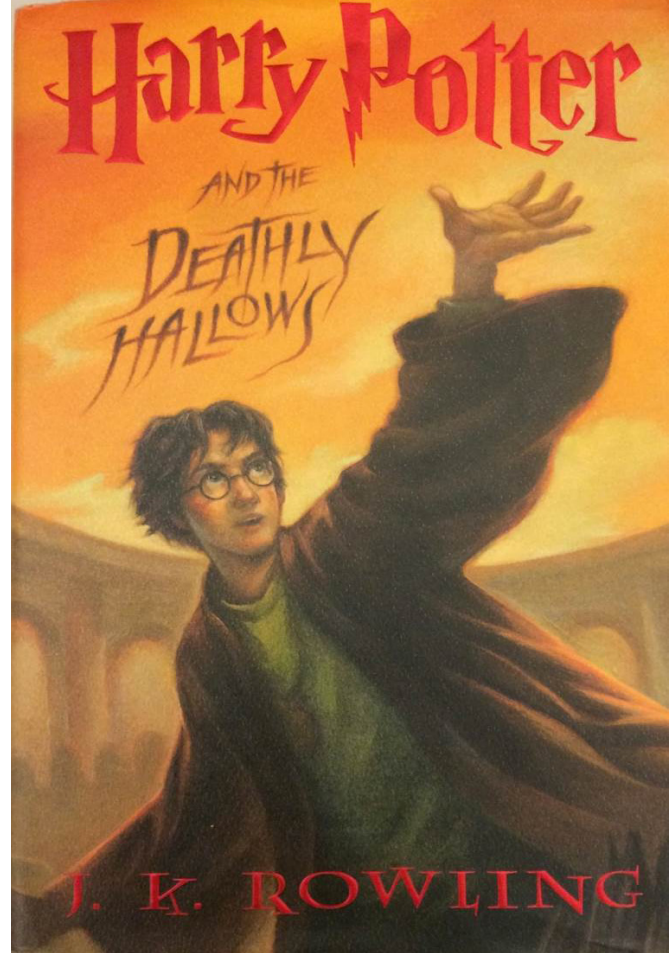


# Scholastic

**PUBLISHING** | New York, New York

As the world’s largest publisher and distributor of children’s books, Scholastic Inc. has a responsibility to protect the environment to help ensure that the children of today and tomorrow enjoy and benefit from our forests.

- **In January 2007, Scholastic rewrote their existing paper procurement policy and set ambitious goals to increase FSC-certified paper procurement from 4% to 30% by 2012.** They publicly announced the new policy, committing Scholastic to becoming an industry leader in responsible paper procurement. They also mandated that all non-FSC-certified paper must meet the conditions of the FSC-controlled wood standard in order to be used on Scholastic products.
- **In March 2007, Scholastic made the largest-ever commitment to FSC-certified paper in a single book for the first printing of Harry Potter and the Deathly Hallows.** 65% of the 16,700 tons of paper (10,855 tons) used in the first printing were FSC certified. They used several mills to gather that much FSC-certified paper, and mandated that the printers involved had to be FSC certified, which required several printers to become certified quickly. Today, all seven Harry Potter hardcover books, as well as the recently launched paperback editions with new cover artwork, continue to be produced on FSC-certified paper.
- In 2011, Scholastic secured sufficient quantities of paper to print their Scholastic Reading Club catalogs on FSC-certified paper. Both the U.S. and Canadian flyers now proudly bear the FSC label. **Scholastic Reading Club flyers reach more than 90% of public elementary schools in the US alone, bringing the FSC logo to the attention millions of students, parents, and teachers.**
- In July 2011, Scholastic increased its FSC-certified paper procurement goal from 30% to 35%, after making significant gains on the original goal. **In 2012, Scholastic surpassed that goal with 68.2% of paper purchases being FSC certified – more than double the original 30% goal.**





# F.D. Sterritt Lumber

**EASTERN US LUMBER RETAIL | Watertown, Massachusetts**

F.D. Sterritt Lumber is proud to be the first FSC-certified retail lumberyard in Massachusetts. The company is a certified chain of custody supplier, distributor, and remanufacturer of FSC wood products.

- F.D. Sterritt Lumber Company has served the building materials industry since 1841. **Because of their strong environmental ethic, Sterritt Lumber started stocking FSC-certified lumber in 2002.** They found solace in the fact that the certification comes from an independent, nonprofit organization established to promote the responsible management of the world’s forests. They maintain over \$1M worth of FSC-certified lumber on the ground at the retail facility all times.
- F.D. Sterritt Lumber does not only serve the green building industry in Massachusetts. **Over the last decade, they have supplied high quality FSC-certified materials to thousands of jobs located in California, Texas, Dubai, a US military installation in Afghanistan,** and hundreds of locations in between.



Photo: F.D. Sterritt Lumber

## APPLY IN 2015

### The FSC LEADERSHIP AWARDS recognize excellence in the use of FSC certified products and commitment to responsible forest management.

The Leadership Awards are presented annually at a celebration that is held at Greenbuild, the world’s largest green building event. The awards recognize individuals and organizations that dedicate their time and efforts to protecting forests through FSC certification. Formerly known as the “Design & Build with FSC Awards,” the FSC Leadership Awards will continue to recognize excellence in green building, while also expanding to celebrate other products, organizations and leaders in the FSC community as well.

#### To be eligible, the project must meet ONE of the following categories:

- **Design & Build:** A commercial, institutional, residential, or mixed-use building, or furniture, that was completed in 2014 or 2015 and utilizes at least 50% FSC-certified materials. The project must be located in the US or Canada.
- **Partnership:** A nonprofit organization with a common cause or partnership with the Forest Stewardship Council and with an office in the United States or Canada.
- **Certified Organization:** An FSC-certified company, government agency, or nonprofit organization with a current and valid certificate, headquartered in the United States or Canada.
- **Uncommon Partnership:** A campaign, event, or project that was completed in tandem with another organization to advance a common interest in FSC and responsible forest management.
- **Trademark License Holder:** An organization with a valid trademark license, headquartered in the United States or Canada.



For more information visit [www.fsc.org](http://www.fsc.org)

To learn more about how to apply for the Leadership Awards, please contact Amelia Harris ([a.harris@us.fsc.org](mailto:a.harris@us.fsc.org)) or visit [www.fsc.org](http://www.fsc.org).