



## ANCIENT AND ENDANGERED FOREST CONSERVATION VISION AND FOREST FIBRE PROCUREMENT POLICY

**Effective: February 12, 2024**

### OUR VISION STATEMENT

Genera Inc. is committed to demonstrating environmental and social leadership in the paper and paper packaging industry. To achieve this, we will expand Next Gen Solutions alternative fibre pulping capacity in order to help our partners eliminate sourcing from the world's Ancient and Endangered Forests and other controversial fibre sources.

Genera Inc. recognizes that sustainable business leadership is a fundamental component of long-term transformation. We commit to use our influence in the market towards the development of both supply and demand environmental solutions. We will collaborate throughout the supply chain to ensure support for the creation of paper and paper packaging made from low footprint sources<sup>1</sup>.

As such, Genera Inc. is committed to actively implementing the goals noted below and to applying this model and principles to all our corporate paper and paper packaging production and use.

### OUR IMPLEMENTATION GOALS

#### Develop Next Generation Fibre Sources

Genera Inc. will continue to scale alternative fibre<sup>ii</sup> production capacity as a commercially viable fibre source for paper and packaging. We anticipate there will be rapid advances in this area over the next few years that will lead to new alternative fibre developments and opportunities. Therefore Genera Inc. will:

- Support research and development of commercial-scale production of pulp, paper and packaging from sustainable alternative fibre sources such as agricultural residues.
- Manufacture papers and packaging from alternative fibres such as miscanthus and switchgrass and other verified low-footprint agricultural feedstocks.
- Support investment in agricultural residue fibre pulps for paper and packaging, whether through direct investment in increased pulping capacity or by providing letters of interest to purchase or off-take agreements.
- Our goal is to have 36,500 tonnes of alternative fibre production capacity by 2024.

#### Protect and Conserve Ancient and Endangered Forests, Biodiversity and Ecosystems

Genera Inc. recognizes the impact that paper and paper packaging production has on forests, species and the climate and, therefore, the need to ensure the adoption of environmentally and socially responsible paper and paper packaging production. We will work in partnership with other companies, our suppliers, customers, and [Canopy](#) to forward the conservation of the world's critical high carbon value (HCS) and biodiverse (HCV) forest ecosystems.

Genera Inc. commits to eliminate the use of all fibre from Ancient and Endangered Forests<sup>iii</sup> as identified in [ForestMapper](#), as well as forest fibre from threatened and/or endangered species habitat<sup>iv</sup> and other controversial sources by 2025. Genera Inc. will be a vocal advocate for the conservation of Ancient and Endangered Forests globally.

Genera Inc. also recognizes that certain forest regions have been identified as a priority for conservation by scientists and other stakeholders. Until conservation solutions are in place, we will not source from these regions which include but are not limited to: Canada's Boreal Forests<sup>v</sup>, Indonesia's Rainforests<sup>vi</sup>, the Amazon, the Great Bear Rainforest<sup>vii</sup> on Canada's central and north coast and the Coastal Temperate Rainforests<sup>viii</sup> of Vancouver Island.

Genera Inc. will ensure that by the end of 2025, we are not sourcing from controversial sources including:

- Companies that are logging forests illegally<sup>x</sup>.
- Tree plantations<sup>x</sup> established after 1994 through the conversion or simplification of natural forests, as required by the Forest Stewardship Council. This is due to concern that although plantations can play an important role in supplying fibre for products, Genera Inc. recognizes that clearing natural forests for plantations has contributed significantly to the destruction of forests in many parts of the world.
- Areas being logged in contravention of First Nations and/or Indigenous peoples' collective community rights, including the right to Free, Prior, and Informed Consent (FPIC) and the rights codified under the [UN Guiding Principles on Business and Human Rights](#). We will require that our suppliers resolve complaints and conflicts and remediate human rights violations through a transparent, accountable, and mutually-agreed dispute resolution process.
- Genetically modified organisms.

If we find that any of our fibre sources or pulp contain fibre from such critical habitat or Ancient and Endangered Forests or other controversial sources, we will work either autonomously or with our suppliers to eliminate this fibre from the supply or find another source of supply.

### **Maximize Recycled Content**

Industry-supported life cycle analyses (LCA)<sup>x1</sup> shows that sourcing recycled and post-consumer recycled fibre reduces pressure on forests and species and other important natural resources like water. It also significantly reduces the carbon footprint of paper, especially when using fibres from post-consumer waste. Therefore, Genera Inc. commits to a preference for recycled pulp over virgin pulp, where applicable.

### **Strong Certification and Forest Management Standards**

Genera Inc. fully supports responsible forest management practices that protect biodiversity and ecosystem integrity, provide long-term social and economic benefits to communities, and facilitate a stable, sustainable supply chain and climate of operational certainty. Where virgin forest fibre is required in our pulp and packaging products, Genera Inc. will ensure that it is not derived from Ancient and Endangered Forests or controversial sources. We will also work with our pulp suppliers to ensure this fibre it is certified by the Forest Stewardship Council (FSC) and will preference pulp with FSC Forest Management certification.

Genera Inc. also supports the adoption of Roundtable on Sustainable Biomaterials certification throughout our entire alternative fibre supply chain.

### **Reduce our Carbon Footprint**

Genera Inc. aims to reduce our company's own greenhouse gas emissions. Where possible will play a role in mitigating climate change by participating in initiatives that reduce the loss of biogenic carbon from carbon-rich forests (e.g. ancient, old-growth temperate rainforests and forests growing on peat lands) by encouraging the development of products made within a circular mode of production and low carbon feedstock.

### **Prevent Pollution**

Conventional pulp production is a resource-intensive process that can lead to air and water emissions that impact overall environmental quality. Genera Inc. is scaling a pulping technology that reduces overall emissions, does not use harmful chemicals that cannot be recycled in a closed process, minimizes air and water pollution, and maximizes water-use efficiency.

### **Transparency and Reporting**

Genera Inc. is committed to transparency in implementing this policy and will publish annual progress reports publicly.

Additionally, Genera Inc. will request that virgin our pulp suppliers publish information on their fibre sourcing publicly. Genera Inc. will work with suppliers and 3rd party auditors to validate compliance.

### **Setting Benchmarks, Timelines, and other Accountability Mechanisms**

Genera Inc. will establish benchmarks, timelines, and other accountability mechanisms to implement this policy, and will review and adapt these annually.



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Ben Mascarello, CEO  
Genera Inc.  
February 12, 2024

### **ENDNOTES**

<sup>1</sup> Environmentally friendly, lower footprint fibre sources include:

- Post-consumer recycled waste fibre
- Pre-consumer recycled fibre
- Agricultural residue defined below
- Fibre from FSC certified tenures (no controlled wood from controlled wood tenures)

<sup>2</sup> Agricultural Residues are residues left over from food production or other processes and using them maximizes the lifecycle of the fibre. Fibres include: cereal straws like wheat straw, rice straw, seed flax straw, corn stalks, sorghum stalks, sugar cane bagasse, and rye seed grass straw. Where the LCA (life cycle analysis) shows environmental benefits and conversion of forestland to on purpose crops is not an issue, kenaf and other on purpose crops can also be included here. (Agricultural residues are not from on purpose crops that replace forest stands or food crops.)

<sup>3</sup> Ancient and Endangered Forest Ancient and endangered forests are defined as intact forest landscape mosaics, naturally rare forest types, forest types that have been made rare due to human activity, and/or other forests that are ecologically critical for the protection of biological diversity. Ecological components of endangered forests are: Intact forest landscapes; Remnant forests and restoration cores; Landscape connectivity; Rare forest types; Forests of high species richness; Forests containing high concentrations of rare and endangered species; Forests of high endemism; Core habitat for focal species; Forests exhibiting rare ecological and evolutionary phenomena. As a starting point to geographically locate ancient and endangered forests, maps of High Conservation Value Forests (HCVF), as defined by the Forest Stewardship Council (FSC), and of intact forest landscapes (IFL), can be used and paired with maps of other key ecological values like the habitat range of key

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endangered species and forests containing high concentrations of terrestrial carbon and High Carbon Stocks (HCS) (The Wye River Coalition's Endangered Forests: High Conservation Value Forests Protection – Guidance for Corporate Commitments. This has been reviewed by conservation groups, corporations, and scientists such as Dr. Jim Stritholt, President and Executive Director of the Conservation Biology Institute, and has been adopted by corporations for their forest sourcing policies). Key endangered forests globally are the Canadian and Russian Boreal Forests; Coastal Temperate Rainforests of British Columbia, Alaska and Chile; Tropical forests and peat lands of Indonesia, the Amazon and West Africa. For more information on the definitions of Ancient and Endangered Forests, please go to: <http://canopyplanet.org/solutions/ancient-forest-friendly/ancient-forest-friendly-defined/> and [ForestMapper](#)

<sup>19</sup> A good source to identify endangered, threatened and imperiled species is NatureServe's Conservation Status rankings for imperiled species that are at high risk of extinction due to very restricted range, very few populations (often 20 or fewer), steep declines in populations, or other factors.

<sup>20</sup> Protection of Boreal Forests where the largest remaining tracts of forests are located worldwide is critical. Canada's Boreal Forest contain the largest source of unfrozen freshwater worldwide and are part of the world's largest terrestrial carbon sink – equivalent to 26 years worth of global fossil fuel use. Canopy is committed to working collaboratively on the establishment of new protected areas, the protection of endangered species and the implementation of sustainable harvesting in Canada's Boreal Forest.

<sup>21</sup> Indonesia experiences the second highest rate of deforestation among tropical countries, with the island of Sumatra standing out due to the intensive forest clearing that has resulted in the conversion of 70% of the island's forested area (FAO Forest Assessment 2010; Margono, B.A. et al. 2012). Canopy and our NGO partners are focused on forwarding lasting protection of the Leuser Ecosystem – the last place on earth where orangutans, tigers, elephants, rhinoceros and sun bears still co-exist

<sup>22</sup> A legal conservation plan is now finalized for the Great Bear Rainforest. On February 1st, 2016 the Government of British Columbia, First Nations, environmental organizations and the forest industry announced an Ecosystem-based Management framework that sets 85% of this region off limits to logging and stringent logging rules in the other 15%. Provided these agreements are fully implemented – sourcing from this ancient and endangered forest region can be considered to be within sustainable levels. We encourage ongoing verification of this through renewal of Forest Stewardship Council certification.

<sup>23</sup> Coastal temperate rainforests are rare and only ever covered 0.2% of the planet. On Vancouver Island only 10% of Vancouver Island's productive old growth rare coastal temperate rainforest remain. These stands of 1,000-year old trees continue to be harvested despite their immense value to local communities for tourism. Their accessibility and beauty is a remarkable global asset and Canopy is working to see these last stands protected.

<sup>24</sup> Legal forest management: Management that complies with all applicable international, national, and local laws, including environmental, forestry, and civil rights laws and treaties.

<sup>25</sup> Plantations are areas planted predominately with non-native trees or other commercial plants. Forests comprised of native species can also be managed as plantations, including via single species plantings on sites that would normally support multiple species, exclusion of other species via herbicide applications, short logging rotations that preclude the development of forest composition and structure, and/or other practices.

<sup>26</sup> Paper Task Force Report and the Environmental Paper Network Paper Calculator. "The scientific basis for these conclusions is the analysis of the Paper Task Force, a three-year research project convened by Environmental Defense and involving Duke University, Johnson & Johnson, McDonald's, Prudential Insurance, and Time Inc. The Paper Task Force examined environmental impacts through the full lifecycle of paper, along with economic and functional issues across major paper grades. Its findings were extensively peer-reviewed by scientists, academics, environmental experts, and government and industry representatives."