



1985 - 2010

25 Years of Challenging Corporate Power

PHOTO: GETTY IMAGES

1985 began with the swearing in of Ronald Reagan for his second term as President of the United States. It was a flashpoint in our democracy marked by massive deregulation of corporations and unprecedented environmental rollbacks.

It was also the year that Randy Hayes and Mike Roselle founded Rainforest Action Network, an organization that has made challenging corporate power a centerpiece of its hard-hitting campaign strategy to protect the world's ecosystems and defend the rights of Indigenous peoples.

By blending traditional activist tactics with nonviolent direct action and civil disobedience, Hayes and Roselle helped catalyze a

movement of grassroots activists to take on some of the largest and most destructive institutions in the world.

Twenty-five years later, RAN continues to take bold action to hold corporations accountable. This special edition of *The Panther* is a living example of that tradition as well an inside look at our accomplishments over the last 25 years. It is also a tribute to all of our activists, supporters and allies who have helped make these victories possible.

Today, our work remains more important than ever before, and with your support, we will continue pushing the corporate sector to take bold steps in support of forests, the climate and human rights.

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INDONESIA'S RAINFORESTS!** ➔ ➔ ➔ [page 2](#)

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RAN ACTIVISTS REPEL OFF OF A SKYBRIDGE DURING MORNING RUSH HOUR NEAR CARGILL'S OFFICE AT THE GRAIN EXCHANGE IN MINNEAPOLIS, HIGHLIGHTING CARGILL'S ROLE IN INDONESIAN RAINFOREST DESTRUCTION. PHOTO: LINDA WELLS / RAN

GENERAL MILLS JOINS RACE TO PROTECT INDONESIA'S RAINFORESTS *CAN CARGILL CATCH UP?*

On September 22, 2010 RAN welcomed the release of General Mill's new palm oil policy, one of the strongest palm oil policies to date. After nearly a year of RAN campaigning, the food company pledged to "help ensure our purchases are not associated in any way with deforestation of the world's rainforests."

In short, General Mills committed to source 100 percent of its palm oil from responsible and sustainable sources by 2015, to support the call for a moratorium on peat forest conversion, to require Free, Prior and Informed Consent (FPIC) from impacted communities, and to cancel contracts with controversial suppliers deemed such during an audit.

Not only has General Mills' pioneered a leadership palm oil policy, but also the company's move puts additional pressure on Cargill,

the largest importer of palm oil in the country. The agribusiness giant has yet to take sufficient action to meet the growing demand for responsible palm oil, which General Mills proves is possible right now.

On September 23, the day after General Mills released its policy, RAN activists hung two billboard-sized banners off a skyway in downtown Minneapolis, where Cargill has an office in the Grain Exchange. The banner called out Cargill as the "#1 Supplier of Rainforest Destruction."

It's time Cargill, the largest privately owned company in the country, takes responsibility for its role in protecting rainforests, Indigenous rights and the climate—that is what real leadership looks like.

The PANTHER

A PUBLICATION OF RAINFOREST ACTION NETWORK

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FROM THE CANOPY

By Rebecca Tarbotton, RAN Executive Director

2010 was a remarkable year for Rainforest Action Network on many counts.

First and foremost, we celebrated 25 years of hard-hitting activism that continues to challenge and change the way some of the world's largest and most powerful companies do business. Our campaign model, pioneered by Randy Hayes and Mike Roselle 25 years ago, continues to inspire grassroots activists around the world to compel companies and whole sectors towards treading more lightly on the planet and ending human rights abuses.

While 2010 will go down in history as the year that all governments failed to take bold action on climate change, it will also go down in history as the year that U.S. banks committed to turning their backs on mountaintop removal coal mining, the Canadian banking sector committed to seriously addressing human rights in the tar sands, and the U.S. food industry began to phase out palm oil grown on destroyed rainforests. Simply put, while governments were looking at their feet, RAN spent the year pushing the corporate sector to take bold steps in support of forests, the climate, and human rights.

Looking at the year ahead, it is clear that our work is more relevant than ever. A November 2010 article in *The New York Times* revealed that in the last quarter of 2010, corporate profits were the highest on record. On the flip side, the United Nations Environmental Program Finance Initiative (UNEP FI) estimated the cost of environmental damage caused by the world's 3,000 largest publicly traded companies at 2.5 trillion dollars in 2008 (2010 numbers are still being tabulated). These abstract numbers translate into real impacts on the health of our environment and our communities.

There are, however, many signs that the ground is shifting.

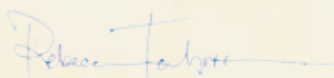
Despite failing to reach an agreement on how to address climate change, the United Nations (UN) did manage to adopt a plan to meet the objectives of the 1993 UN Convention on Biological Diversity (CBD), a step in the right direction that commits 193

nations to reducing the rate of habitat loss at global, regional and national levels and to institute biodiversity into national accounting. In another positive turn of events, after nearly 30 years, both Canada and the United States formally endorsed the UN Declaration on the Rights of Indigenous Peoples (UNDRIP), a symbolic step toward recognizing the right to free, prior, and informed consent (FPIC) for Indigenous peoples.

In the coming months, we may see the outcome of one of the most highly anticipated court cases in history. The decision could finally bring justice to more than 30,000 Ecuadorians living in the Amazon who, nearly two decades ago, bravely sued oil giant Chevron for dumping billions of gallons of toxic oil waste in the rainforest they call home. The case is the first time Indigenous people have forced a multinational corporation to stand trial in their own country for violating human rights. If the Ecuadorians prevail; it will set a huge precedent for environmental justice cases around the world.

Making change in the world is hard work — some times decades-long hard work. What we have found time and again is that the right combination of strategies, experience, tenacity, and allies has made it possible to achieve victories that have a lasting impact. Last year, Rainforest Action Network took on corporate titans and secured real wins for the world's forests, the climate, and human rights. None of those victories would have been achievable without you. In 2011, it will be this strength as a network, the power that comes from a passionate, committed, and ever-growing community of allies, that will again make deep change possible.

I invite you to join us.



Rebecca Tarbotton
Executive Director



PHOTO: DAVID GILBERT / RAN



RAN EXPOSES TRUTH BENEATH CHEVRON'S NEW AD CAMPAIGN

One of the challenges behind running a corporate campaign against an oil giant like Chevron is staying three steps ahead, anticipating the company's next moves. Within any industry a unique set of trade secrets exist, kept under heavy guard from competitors—not to mention outside agitators. The details of a new, multi-million dollar advertising launch is one those key secrets. However, in October of last year, that was one secret Chevron could not keep.

Purportedly designed as a response to its critics – and as a means to distance itself from the fall out from the BP oil spill—Chevron's most recent advertising campaign features “real people” expressing concerns with big oil. Likely, you've seen them. The ads resemble the look and feel of anti-industry street posters juxtaposed with sincere-sounding headlines like: “Oil Companies Should Support the Communities they're a Part of.” Each ad ends with the line, “We Agree,” stamped above the signature of Chevron executives and beside the Chevron logo.


Last October, RAN and our allies at Amazon Watch got wind of the new ad campaign before it was released; in fact, we even saw drafts of the ad designs. Before Chevron's press release announcing its “We Agree” campaign could hit reporters' inboxes, RAN teamed up with Amazon Watch and corporate pranksters, The Yes Men, to send out a press release on Chevron's behalf—along with our own set of ads, designed exactly the same as Chevron's but telling a more truthful story. What followed was what *Advertising Age* magazine described as “one of the Top 10 marketing Fiascos of the Year.”

Throughout the morning of October 18, reporters were unsuspectingly directed to a spoof Chevron website where they could preview and download our satirical ads. One of the ads depicts an Ecuadorean man beside the headline, “Oil Companies Should Clean Up Their Messes,” a candid reference to Chevron's dumping of 18 billion gallons of toxic oil waste into Ecuador's Amazon rainforest. Another headline made by one of our supporters said: “Destroying Communities Shouldn't be Profitable but It Is.”


In the following weeks, the campaign was so hot that it

caught the attention of actor / comedian Will Ferrell and his team at their leading comedy website, FunnyOrDie.com. They joined us to produce a pair of spoof commercials, which aired on their homepage as well as a poster contest resulting in hundreds of original entries from activists spoofing the “We Agree” campaign.


While the spoof was eventually revealed, the damage to Chevron's advertising campaign was done. Major media outlets, including *The New York Times*, *Washington Post*, *Reuters*, *Business Week*, *Christian Science Monitor*, *The Atlantic*, *Fast Company*, and *NPR* covered the spoof and, more importantly, highlighted the very real Ecuador disaster. By the end of the week, everyone from marketing strategists to RAN allies agreed—Chevron's “We Agree” campaign was a complete failure.



Take Action! Tired of Chevron's appalling advertisements? Visit ChevronThinksWereStupid.org to download RAN's version of the ads.



With your help we can truly change Chevron! Make a donation today at RAN.org/give.



Energy shouldn't cost lives



ROYAL BANK OF CANADA STEPS AWAY FROM THE TAR SANDS

On December 22, 2010 the Royal Bank of Canada (RBC) released new environmental and social standards, which will guide the financing of clients operating throughout the oil and gas industries, including Canada's tar sands. The policy instructs bankers to prepare an Environmental and Social Risk Review Report on all clients and to review whether clients are complying with environmental and human rights standards.

RBC's policy follows nearly two years of RAN campaigning alongside First Nations throughout Canada concerned about the negative impacts of tar sands development. Last year, RAN led a 150-person demonstration at RBC's Annual General Shareholder meeting and a high-profile poster campaign targeting CEO Gord Nixon's wife as well as intense negotiations with bank representatives.

RBC's policy breaks significant new ground on Indigenous rights. For clients with operations within Indigenous territories, the bank will document the status of consultation with those groups. While many banks have already incorporated the World Bank standards of “consultation, leading to broad community support” into their lending policies, RBC has committed to document whether clients have met a standard of “Free, Prior and Informed Consent” in their dealings with impacted communities.

The standard of Free, Prior, and Informed Consent—commonly referred to as FPIC —was taken from the UN Declaration on the Rights of Indigenous Peoples (UNDRIP), which was recently endorsed by the U.S. and Canadian governments during the closing months of 2010. No other bank has yet issued such an explicit expectation of its clients regarding Indigenous rights. RBC will also be extending this policy to its entire capital markets business.

In the coming months, RAN will be monitoring RBC's transactions to assess the impacts of its new policy. The first test for RBC will be with the highly controversial Enbridge Northern Gateway Pipeline, the largest crude-oil pipeline expansion in North America. Sixty-one First Nations have already declared unified opposition to the pipeline, which would carry more than half a million barrels of tar sands oil per day through the heart of the Great Bear Rainforest and

the territory of 20 First Nations. The strength of RBC's policy will be measured when Calgary-based oil giant Enbridge goes to the bond market to finance the \$5.5 billion project.



You can help support this campaign!
Make a donation today at RAN.org/give.



TOP: AN OPEN MINE PIT IN FRONT OF SYNCRUDE'S MILDRED LAKE FACILITY. PHOTO: GREENPEACE / EAMON MAC MAHON;
RIGHT: GITZ CRAZYBOY OF THE ATHABASCA CHIPEWYAN FIRST NATION RALLIES THE CROWD AT RBC'S 2010 ANNUAL GENERAL MEETING WHILE MARCHERS TAKE TO THE STREETS OF TORONTO.

1986 Kicking off a worldwide movement to highlight the destructive lending practices of the World Bank and International Monetary Fund, RAN hangs its first banner off the World Bank’s Washington, D.C., headquarters.

1987 RAN’s first grassroots market campaign yields success when fast-food chain Burger King cancels \$35 million worth of Central American rainforest beef contracts – a major milestone in the fight against converting rainforests to cattle ranches.

1988 Funding cancelled for the development of the Nam Choan dam, which threatened to displace local rainforest communities in Thailand.

1989 U.S.-based Scott Paper forced to cancel a \$653 million Indonesian pulp mill that would have clear-cut 2 million acres of rainforest on the Indonesian island of Irian Jaya.

1991 Dupont-owned Conoco pulls out of a multimillion dollar oil development project within Yasuni National Park in the Ecuadorian Amazon.

1992 U.S.-based Stone Container’s plans to build a rainforest chip mill that would decimate 2.5 million acres of Honduras’ virgin pine forests are halted.

Brazilian government declares Yanomami lands permanent Indigenous territory.

RAN helps support Ecuadorian Indigenous people’s march to secure title to 2.5 million acres of their ancestral rainforest lands.

1994 Hollywood’s major studios agree to phase out the use of lauan – a tropical forest hardwood used in set design – and switch to alternative wood products.

True Geothermal abandons its plans to build a controversial power plant and withdraws from the last Hawaiian lowland rainforest.

1996 The Brazilian government issues an order that officially recognizes the Indigenous land rights of the Panara people within their traditional territory in the Brazilian rainforest.

1997 British-based RTZ, the largest mining company in the world, and Canadian mining giant ODIN both announce plans to abandon their operations in Ecuador.

1998 Mitsubishi Motor Sales America and Mitsubishi Electric America pledge to end use of old-growth forest products and phase out use of tree-based paper and packaging products in favor of alternative fibers.

MacMillan Bloedel, Canada’s largest logging company, announces that it will end its contentious practice of clear-cut logging in old-growth forests.

Twenty-seven Fortune 500 companies – including IBM, Kinko’s and Hallmark – commit to go old growth-free.

1999 Home Depot, the world’s largest wood products retailer, announces its commitment to stop selling wood from endangered forests. Within the next year, home improvement retailers Wickes Lumber, HomeBase, Menard’s, Lowe’s, 84 Lumber and Payless Cashways all commit to phase out wood from endangered forests.

2000 RAN convinces Centex Homes, Kaufman & Broad, and Ryland Homes to stop using wood from endangered old-growth forests in new home construction.

2001 Boise cancels \$160 million Cascada Project in southern Chile, slated to be the world’s largest chip mill.

RAN and a coalition of allies, First Nations communities and logging companies announce the largest rainforest conservation measure in North American history, protecting more than 3.5 million acres of Canada’s Great Bear Rainforest.

Los Angeles-based Occidental Petroleum withdraws from the U’wa tribe’s ancestral land in northeastern Colombia.

2003 After three years of relentless RAN campaigning, Boise releases “Boise and the Environment,” a policy that makes it the largest American forest products company to eliminate the logging and purchasing of wood and paper products from endangered forests.

After pressure from RAN activists, FleetBoston Financial transforms a Chilean logging company’s bankruptcy into permanent protection for close to 150,000 acres of endangered temperate rainforest.

2004 RAN declares victory after a four-year campaign as Citigroup announces its “New Environmental Initiatives,” the most far-reaching set of environmental commitments of any bank in the world.

Bank of America announces its new climate and forest protection policies on the eve of a planned National Day of Action coordinated by RAN.

2005 JPMorgan Chase releases a comprehensive environmental policy that takes significant steps forward on climate change, forest protection, and Indigenous rights.

Working closely with RAN, Goldman Sachs becomes the first global investment bank to adopt a comprehensive environmental policy, calling for urgent action by public policy makers and regulators to reduce greenhouse gas emissions.

2007 Toronto Dominion becomes the first Canadian bank to adopt a comprehensive environmental policy to guide its financing and operations. It is also the first bank to recognize the rights of Indigenous peoples to free, prior and informed consent over industrial projects in their traditional territories.

2008 RAN and allies convince ANZ, Australia’s third largest bank, to not fund Australian logging giant Gunns Ltd’s controversial Bell Bay pulp mill project in Tasmania. The pulp mill would have accelerated the conversion of Tasmania’s native and old-growth forests to woodchips for export to Japan.

RAN successfully pressures Boise Inc. to cease purchasing wood fiber logged from the traditional territory of the Grassy Narrows First Nation in northwest Ontario without the Indigenous community’s consent. Shortly after, AbitibiBowater, the largest paper company in the world, agrees to stop logging on Grassy Narrows land and throughout Canada’s 2.7 million-acre Whiskey Jack Forest.

Ontario’s premier announces a commitment to protect 56 million acres of old-growth forests in the northern boreal, the largest conservation agreement in North American history.

2010 Australian timber giant Gunns announces it will pull out of native old-growth forest logging altogether.

Eight of Wall Street’s biggest banks commit to limit funding to mountaintop removal (MTR) coal mining projects. This is a major step in curbing the practice of blowing up America’s mountains and poisoning drinking water.

Eight top children’s book publishers pledge to eliminate controversial Indonesian suppliers Asia Pulp and Paper (APP) and Asia Pacific Resources International Limited (APRIL) from their supply chains after RAN released “Rainforest –Safe Kids Books” scorecard.

General Mills issues one of the strongest palm oil policies to date and commits to getting all of its palm oil from responsible sources by 2015, supporting the call for a moratorium on peat forest conversion and requiring free prior and informed consent (FPIC) from impacted communities.



RAINFOREST ACTION NETWORK'S TOP TEN OF 2010

1 WALL STREET TURNS ITS BACK ON MOUNTAINTOP REMOVAL COAL MINING

Eight of Wall Street's biggest banks committed to limit funding to mountaintop removal (MTR) coal mining projects. This was a major step in curbing the practice of blowing up America's historic mountains and poisoning drinking water all for tiny seams of coal. This particular victory also landed RAN in a front-page article in *The New York Times*.

6 EPA TAKES A STAND ON MOUNTAINTOP REMOVAL

The EPA issued a landmark decision strengthening the guidelines it uses to approve MTR permits. This was the most significant administrative action yet taken in the US to address the issue. The EPA also announced its intent to veto the permit for the largest MTR mine site in West Virginia, Spruce Mine. This is the first time the EPA has flexed its veto power.

2 SEVEN BOOK PUBLISHERS PROTECT INDONESIA'S RAINFORESTS

Seven top children's book publishers pledged to eliminate controversial Indonesian paper fiber from suppliers Asia Pulp and Paper (APP) and Asia Pacific Resources International Limited (APRIL) from their supply chains after RAN released our "Rainforest-Safe Kids' Books" scorecard.

7 GUNNS TIMBER COMPANY STOPS LOGGING OLD GROWTH

Australian timber giant Gunns broke ranks with Tasmania's forest industry, stating that it will pull out of native old-growth forest logging altogether.

3 GENERAL MILLS LEADS CALL FOR RESPONSIBLE PALM OIL

RAN's campaign against General Mills concluded in September 2010 when the company issued one of the strongest palm policies to date. General Mills has committed itself to getting all of its palm oil from responsible sources by 2015, supporting the call for a moratorium on peat forest conversion, requiring free prior and informed consent (FPIC) from impacted communities, and canceling contracts with controversial suppliers.

8 UNITED STATES ENDORSES UNDRIP

With President Barack Obama's announcement in December that the United States will "lend its support" to the UN Declaration on the Rights of Indigenous Peoples (UNDRIP), the U.S. has at last joined the global consensus on this critical human rights issue. Activists across the country have been working towards this for over 30 years. But, as many Indigenous leaders are saying, the U.S. supporting UNDRIP is something to celebrate, but much work remains to be done.

4 CHEVRON MARKETING CAMPAIGN PUNK'D

RAN "punk'd" Chevron, squashing the launch of the oil giant's multimillion-dollar "We Agree" ad campaign. Ad Age called it one of the top 10 marketing fiascoes of the year, along with the flight attendant who inflated the slide on a JetBlue plane, the Apple employee who lost his iPhone4 prototype, and Christine O'Donnell.

9 RBC STEPS AWAY FROM TAR SANDS

The announcement marks a significant about face on tar sands by one of the sectors biggest financiers following nearly two years of campaigning by RAN alongside First Nations concerned about the negative impacts of tar sands development. The policy is the first by a major international bank to document whether bank clients have received consent from Indigenous communities.

5 CARGILL GETS REAL ABOUT RAINFORESTS

After being the target of three years of campaigning, Cargill, the world's largest privately owned corporation, took first steps toward addressing impacts of their operations in Indonesia's rainforests. Cargill will initiate full supply chain assessment as well as certification audits of all its palm oil plantations.

10 HUNDREDS OF THOUSANDS TAKE ACTION TO HOLD CORPORATIONS ACCOUNTABLE

Over the year, RAN inspired and mobilized literally hundreds of thousands of people to take action both online and offline. In addition to our incredible, ever-expanding activist and donor networks, RAN's Facebook community tripled in 2010 and @RAN's Twitter following grew by five times. This means tens of thousands of people are staying up-to-date and taking action daily to protect forests, communities and the climate.

TOP FIVE WAYS TO PROTECT RAINFORESTS IN 2011

Many of us live thousands of miles away from Brazil, Indonesia and the Congo Basin, where the largest stands of tropical rainforests still exist. It's easy to forget that each breath we take is connecting us to those remote ecosystems, and that we should care as much about their survival as our own.

Some of this you probably already know: Rainforests provide homes and habitats for more than 50 percent of the species on Earth as well as for millions of Indigenous peoples. What's more, rainforests also serve as one of our key defenses against global warming by storing massive amounts of carbon. More than 40 percent of the world's oxygen is produced from rainforests. It may sound cliché, but the adage is true: Rainforests are the lungs of the planet.

Today, more than two-thirds of the world's tropical rainforests exist only as fragmented remnants. Industrial agribusiness, resource extraction, poor governance, illegal logging and the failure to recognize and respect the rights of forest peoples as well as global warming all threaten the continued existence of our planet's lungs. It's as if humans have been on a smoking bender for a few hundred years, and, in spite of advanced lung cancer, we just can't stop ourselves from opening that next pack.

North America and Europe are responsible for a large part of the consumer demand that drives rainforest destruction — which also means we can do something about it. Here are a few important steps you can take to stand with RAN in protecting the world's rainforests. This is by no means a comprehensive list, but a few of our favorites.

1 Become a Rainforest Lover

Perhaps the most important step to protecting our rainforests is falling in love with them. Educate yourself, your family and your friends about the beauty and remarkable importance of these ecosystems. Right now forest destruction is more profitable than forest protection. You can change that, and a great place to start is arming yourself with the facts. One of the best repositories of rainforest stories and facts is Mongabay.com — start your love affair with rainforests there.

2 Support Rainforest-Safe Books and Paper

Pulp from cleared rainforests is made into cheap copy paper, books, tissue and toilet paper and luxury shopping bags that are then sold to consumers in the United States, Europe and Asia. But it doesn't need to be this way. Top U.S. publishers are taking a stand and demanding rainforest safe paper, but they need your help. Visit RAN.org to learn which companies are doing their part to protect forests and which companies need pressure to shape up.

3 Stop Destruction of Rainforests for Palm Oil

Believe it or not, palm oil is found in half of all packaged goods in the U.S. — everything from cereal, cooking oil and candy bars to lipstick and soap. However, the palm oil's cultivation is one of the key causes of deforestation. Concerned customers have pushed companies like General Mills, Unilever and Nestle (to name just a few) to commit to source only responsible palm oil. Now it's Cargill's turn! As the company that buys more palm oil than any other in the U.S., Cargill can make a big difference if they choose not to buy palm oil that destroys rainforests.

4 Fundraise for Forest Peoples

RAN's Protect-an-Acre (PAA) is a small grants program that contributes directly to forest communities struggling to protect their rainforest homelands and the natural resource base on which these communities rely. This is an easy way for you, your friends, and/or your classroom to raise critical funds that help forest peoples defend their rights to their traditional lands. To learn more, visit RAN.org/paa.

5 End our Addiction to Fossil Fuels

It may not be readily obvious, but fossil fuels like coal and oil are a major threat to rainforests and rainforest communities. Worldwide, the degradation and destruction of tropical rainforests is responsible for 15 percent of all annual greenhouse gas emissions. At the same time, climate change is negatively impacting forest ecosystems, destabilizing the careful balance that has sustained life for generations. Stopping dirty energy at its source is one way to stop this destructive cycle. In the U.S., coal-fired power plants provide nearly half of the nation's electricity and are the single largest source of greenhouse gas emissions. Across the northern border, oil extracted and refined from Alberta's tar sands have become Canada's leading source of carbon emissions. RAN's Energy and Finance Program works to cut off the funding that drives these dirty energy projects by challenging the banks that finance them.

RAN CHALLENGES BOOK PUBLISHERS TO GO GREEN ON BLACK FRIDAY



TIKI'S -STORY-

Of all the tigers in all the world, Sumatran Tigers are the smallest. They're very hard to find—but not because they're so small. It's because there are less than 500 of them left, and they all live deep in the remaining rainforests of Indonesia.

One of them is very special. He's a tiger cub, and he's the smallest Sumatran Tiger in all of Indonesia. And that means he's the tiniest tiger in the whole wide world. His name is Tiki and he needs your help!

To learn more, visit: TIKI.THE TIGER.COM

Indonesian paper fiber and paper suppliers.

In the coming months, RAN will be watching to ensure that the laggards in the publishing industry, Disney and HarperCollins take public action to protect Indonesia's rainforests.



Take Action! Tell Disney and HarperCollins to stop destroying Indonesia's rainforests!

Or write a letter to:
Brian Murray, President and CEO
HarperCollins
10 East 53rd Street, New York, NY 10022

R. Russell Hampton, Jr., President
Disney Publishing Worldwide
44 S. Broadway, White Plains, NY 10601

or visit www.RAN.org/Rainforest-SafeBooks



You can help support this campaign!
Make a donation today at RAN.org/give.

On November 18, 2010 just in time for Black Friday, RAN released a new report and consumer guide linking publishers of popular kids' books to Indonesian rainforest destruction and global warming. The report, *"Rainforest-Safe Kids' Books: How Do Publishers Stack Up?"*, includes a downloadable rainforest-safe children's book guide for shoppers that ranks 11 of the nation's largest children's book publishers based on their paper policies and purchasing practices. The guide follows a previous RAN report launched in May finding that a large number of kids' books sold in the United States are now being printed in Asia using paper linked to Indonesian rainforest destruction.

Indonesia's rainforests, home to unique species like the orangutan and the Sumatran tiger, are under severe threat from paper companies Asia Pulp and Paper and APRIL that rely on clearing rainforests and peatlands for fiber plantations, which supply cheap pulp to their paper mills in China and Indonesia. This controversial paper is then used by Asian printers to manufacture kids' and other books for U.S. and international markets. The huge carbon footprint from the destruction of Indonesia's forests and peatlands has made the country the third-largest global greenhouse gas emitter, behind only the U.S. and China.

The timely release of the report and consumer guide immediately caught the attention of the U.S. publishing industry. After engaging with RAN, seven of the top ten children's books publishers (Candlewick Press, Hachette Book Group, Houghton Mifflin Harcourt, MacMillan, Penguin Group (Pearson), Scholastic, and Simon & Schuster) made public commitments to decrease their forest and environmental footprints. All seven publishers agreed to phase out controversial

APPALACHIA RISES AGAINST MTR



PHOTOS: TOP: VIVIAN STOCKMAN / OHVEC.ORG; BELOW: MICHAEL BUTCHER / BUTCHER PHOTOGRAPHY

The tide continues to turn against mountaintop removal (MTR) coal mining with Appalachian residents, scientists, congressional representatives and environmentalists decrying the practice as coming at too high a cost to public health, land, water and taxpayers.

On September 27, 2010 RAN supported an Appalachian-led coalition of allies to organize Appalachia Rising, the largest national protest to end MTR coal mining in the United States. Thousands converged in Washington, D.C. to demand that the Obama Administration end the destructive practice that continues to destroy forests, poison drinking water and communities.

The event culminated with a march and rally from Freedom Plaza to Lafayette Park, where more than 100 activists, retired coal miners and faith community leaders joined renowned climate scientist James Hansen and Appalachian residents in a dramatic sit-in in front of the White House, demanding President Obama follow his own science and end MTR. In addition, four people were arrested earlier in the day during a similar sit-in at PNC bank, a leading financier of coal companies engaged in MTR.



HISTORIC EPA VETO SPARES APPALACHIAN FOREST FROM MINE

On January 13, the U.S. Environmental Protection Agency (EPA) vetoed the Clean Water Act permit for the Spruce No. 1 Mine in Logan County, West Virginia. The Spruce mine is one of the largest mountaintop removal mines ever proposed in Central Appalachia, and would have resulted in the destruction of 2,278 acres of temperate hardwood forests and the burial of 7.5 miles of streams. This is a historic decision from the EPA, which comes after a year of active campaigning by RAN and Appalachian allies. In fact, it is the first time the EPA has used its veto authority for mountaintop mining permits.



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HONORING TWO EXTRAORDINARY HEROES

Rainforest Action Network is reflecting on the recent loss of two extraordinary individuals whose work continues to inspire.

Richard N. Goldman, philanthropist and passionate environmentalist, passed away peacefully on November 29, 2010 at the age of 90. Goldman will forever be remembered for co-founding the world-renowned Goldman Environmental Prize, which continues to honor six grassroots activists from six continents each year for their heroic activism in defense of the planet.

Julia "Judy" Bonds was a grandmother, a coal miner's daughter, and a leading voice in the movement to abolish mountaintop removal coal mining and to bring justice to communities across Appalachia. Judy's fearless work was internationally recognized when she became a recipient of the Goldman Environmental Prize in 2003. On January 3, she passed away after a battle with cancer.

While we mourn the loss of these two extraordinary leaders, we celebrate their lives and the commitments that they inspired in each of us. We will continue to honor them through our work for justice.