

# #Irreplaceable

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**Ancient and Endangered forests are #irreplaceable.**

*“A forest is a system of relationships that has evolved over tens of thousands to millions of years between species as large as elephants and bears, as small as mychorizal fungi and as ethereal as wind.”*

Ancient and Endangered Forests are home to countless plant and animal species. Millions of people depend on them for their livelihoods. Most importantly, they perform essential functions that make life on earth liveable.

And yet, they are being logged at an alarming rate.

In part as a response to the oceans plastics crisis, natural fibres, such as wood and wood pulp, are presented as the best possible solution.

It is true that natural fibres have certain advantages if they are sourced and produced sustainably.

However, this thinking is also leading to an increase in the use of wood products because they are viewed as “green”. Viscose production is slated to have doubled between 2013 and 2020 and pulp production for packaging is slated to increase by 3.5% per year until 2030. This means more logging in forests globally. Already, 3 billion trees are logged for packaging alone each year.

The question at hand is: “Where will all these trees come from?” Some of these forests are of very high ecological value, and are home to critically endangered species. Already, [deforestation and forest degradation are accelerating](#) rapidly. This is why we must put all efforts necessary to develop alternatives to existing fibres, also called [next generation solutions](#). We are working with investors, innovators and our brand partners to make these sustainable options available in the near future.

- A tree is not a forest. Once industrially disturbed, Ancient and Endangered Forests are not simply “renewable.”
- And while tree fibre is indeed “natural” fibre, it doesn’t automatically make it sustainable, especially if it comes from an Ancient and Endangered Forest.
- Ancient and Endangered Forests perform essential functions that make life on earth liveable.
- There is a significant difference between logging trees from [carbon rich intact forest landscapes](#) and trees that are logged in plantations converted from natural forests decades or centuries ago, or from responsibly managed second growth forests, certified by the Forest Stewardship Council
- Ancient and Endangered Forests are essential to the health of the Earth’s species, climate and biodiversity. They are carbon storage powerhouses. It is estimated that 30% of the climate solution lies with forests. They filter fresh water, prevent flooding, and provide home to millions of species.



PHOTO: ADRIAN COOPER

SOME THINGS ARE

**#IRREPLACEABLE**

#IRREPLACEABLE

canopy

