

SANTA'S FOURTH ANNUAL SCORECARD ON THE DIRECT MAIL INDUSTRY

It's that time of year when little chubby-cheeked children are lining up once again to tell Santa just how nice they've been, and how duly deserving they are of toys. However, while standing in line for a seat on Santa's lap, few are willing to admit when they've been naughty.

Meanwhile, catalogs and other pieces of junk mail pile up in our mailboxes—begging us to get their 1-800 numbers jingling with purchases. Unfortunately, they're about as likely to advertise their naughtiness as a child on Santa's lap.



ForestEthics volunteer Santa Claus

But while children's mischief is innocent, big catalogers and junk mailers such as Sears, Citi, and Chase have behaved outright destructively toward the environment this year—including behavior that hasn't been kind to the famous reindeer of holiday lore.

You see, reindeer—or caribou, as they're called in the wild—find critical habitat in Canada's Boreal Forest. The Boreal itself is one of our first lines of defense against climate change, as it forms part of the Earth's largest terrestrial carbon storehouse. Yet, every year millions of acres of Canada's Boreal Forest are destroyed to produce catalogs, junk mail, and other paper products.

Some catalogers and direct mailers have done what they can to help. As our 4th annual Direct Mail Industry Scorecard shows, there are more and more 'nice' companies who are taking concrete steps to ensure that their paper choices don't endanger precious wildlife, and don't destroy intact Boreal Forest. These companies have earned the cute caribou you see on the scorecard.

But the naughty companies—the ones with ties to destruction in Endangered Forests, with little post-consumer recycled content or FSC-certified paper, and who are passing up opportunities to reduce their overall paper—will find lumps of coal in their stockings.

SEARS GREENWASHES FOREST DESTRUCTION

Sears seems to have set up permanent camp on our Naughty list, earning enough coal on our scorecard to, well, contribute mightily to climate change! And now Sears has outdone the Grinch by announcing a new paper policy that, instead of protecting Endangered Forests, leaves them to the axes of logging companies certified by the (Un)Sustainable Forestry Initiative (SFI). Just as the Grinch dresses up like Santa to take presents instead of give them, the SFI certifies "forest destruction as usual" practices that hurt people, deceive consumers, and cheat taxpayers.

ALL I WANT FOR CHRISTMAS IS LESS JUNK MAIL

Like bands of carolers joining up to spread holiday cheer, Americans are uniting in their near unanimous frustration with junk mail's waste. Over 100,000 people have signed the petition at donotmail.org calling for a national Do Not Mail Registry, and in March the city of San Francisco became the first government body to actually represent Americans who are fed up with the status quo, passing a resolution calling for state and national registries. Like Do Not Call in 2003, Do Not Mail is an idea whose time has come.



Santa's List

Nice!

- | | |
|----------------|-------------------|
| Timberland | Dell |
| Patagonia | Williams-Sonoma |
| REI | Victoria's Secret |
| Macy's/ | JC Penney |
| Bloomingdale's | L.L. Bean |
| Crate & Barrel | J. Crew |

Checking Twice...

- HSBC
- Capital One
- Bank of America
- Lands' End
- American Express

Naughty.

- Sears
- Neiman Marcus
- Eddie Bauer
- Citi
- Chase



DIRECT MAIL COMPANIES		ENDANGERED FORESTS	FSC CERTIFICATION	RECYCLED CONTENT	PAPER REDUCTION	
						
		nice	checking twice	naughty		
NICE	Timberland					Timberland gets a kiss under the mistletoe! They've stopped printing catalogs altogether--showing how the best businesses innovate to meet consumer demand.
	Patagonia					Patagonia once again stands atop the highest peaks, using the highest percentage of post-consumer recycled content in all the land.
	REI					REI knows that FSC is the only credible forest certification and is very merry to work with, just like any good camping buddy.
	Macy's/ Bloomingdale's					Macy's/Bloomingdale's followed up their phase-out of Bloomingdale's catalog by increasing post-consumer recycled content from 10% to 30%!
	Crate & Barrel					Crate & Barrel's catalogs are now printed <u>entirely</u> on FSC-certified paper. Jingle <i>all</i> the way!
	Dell					Dell has enhanced a strong paper policy with strong climate goals. Joy to the World.
	Williams-Sonoma					Williams-Sonoma finishes what they start: their 99% FSC-certified content is now a perfect 100%. That's a gift to all forests!
	Victoria's Secret					Victoria's Secret is not just playing reindeer games: they're petitioning the Canadian government to actually protect them.
	JC Penney					JC Penney vastly reduced its paper consumption by completely eliminating their big catalog! Sometimes less is so much more.
	L.L. Bean					L.L. Bean has been left behind by companies that have decided that they don't have to send so many freakin' catalogs.
J. Crew					J. Crew took a backwards step toward the naughty this year by getting mixed up with notorious greenwasher SFI.	
CHECKING TWICE	HSBC					HSBC's FSC commitments are nice, but they're still sending naughty quantities of annoying junk mail.
	Capital One					Capital One's new paper policy has strong FSC commitments, but we gotta ask: must they send so much of it?
	Bank of America					Bank of America hasn't shown much progress on anything, and last year's showing wasn't that nice.
	Lands' End					Lands' End's paper reduction has been solid, but what's left has been greenwashed by their preference for SFI over FSC certification.
	American Express					American Express' Endangered Forest and FSC policies are better. But they're not using <u>any</u> recycled content? Seriously?
NAUGHTY	Sears					Sears finally delivered a paper policy, but instead of protecting our forests, it greenwashes their destruction. This holiday season brings coal for Sears.
	Neiman Marcus					Neiman Marcus lacks the holiday spirit of sharing: they didn't even respond to our survey.
	Eddie Bauer					Eddie Bauer better have a good excuse for ignoring our survey. Hiking the Appalachian Trail?
	Citi					Citi must be too busy counting its bailout money to answer our survey and talk about their paper policy.
	Chase					Chase is happy to pour endless junkmail into our mailboxes, with paper sourced from the US Southeast, but can't be bothered to answer our survey.

FORESTETHICS

Because protecting forests is everyone's business

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