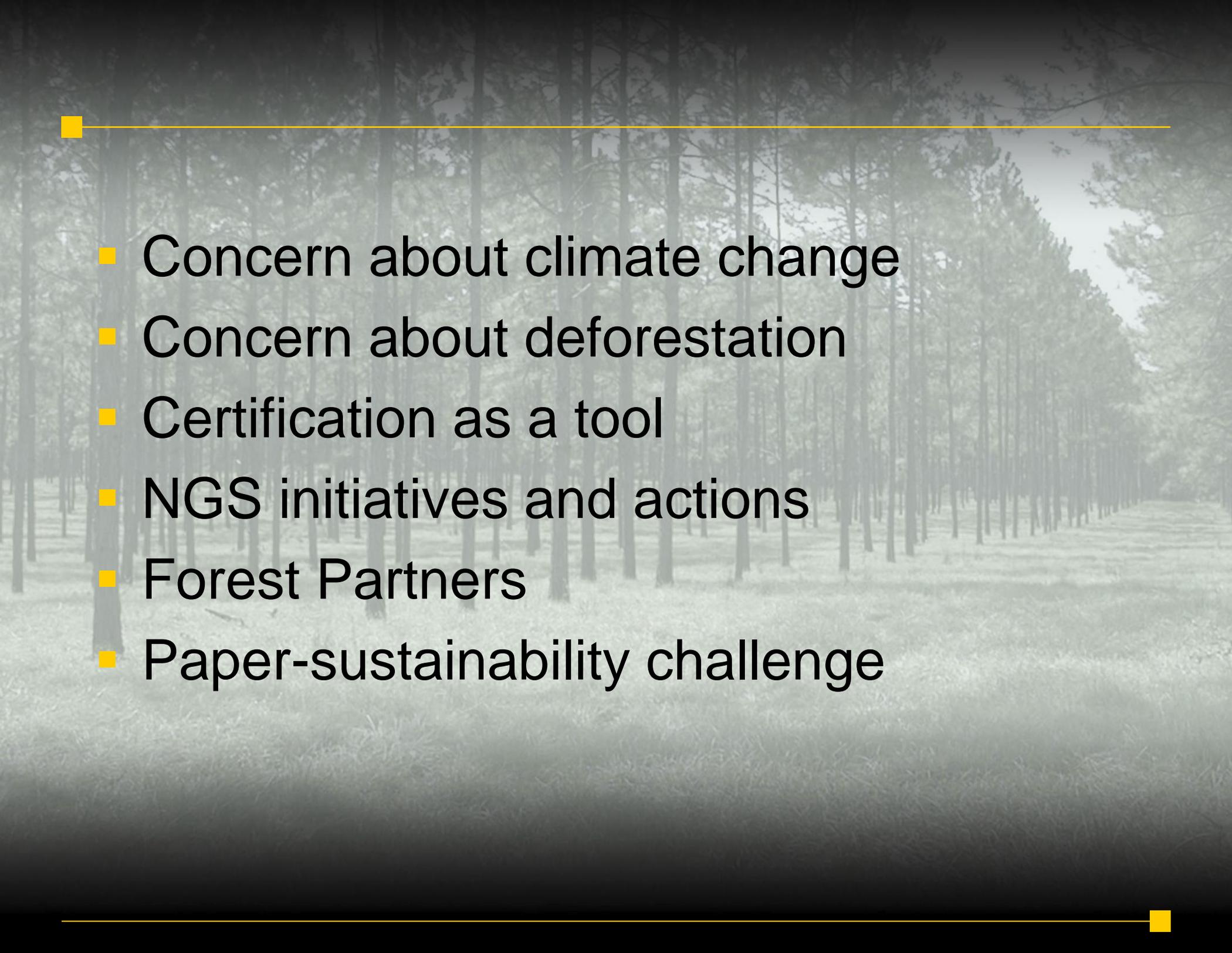


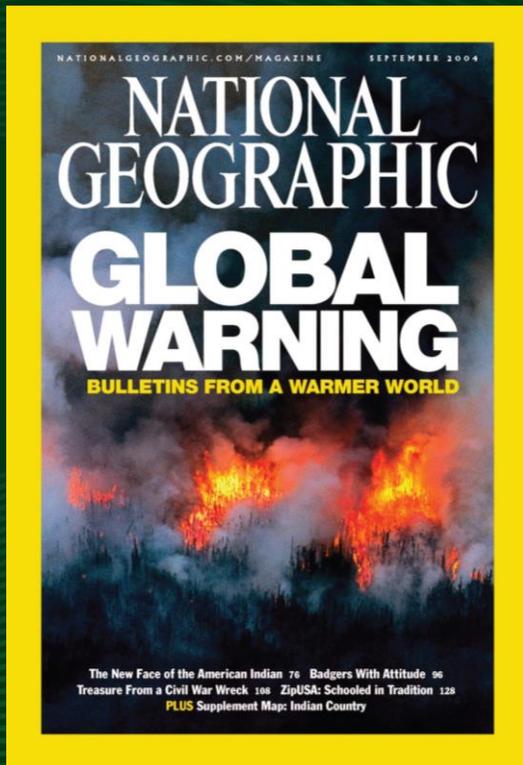
National Geographic Society

An SFI Forest Partner

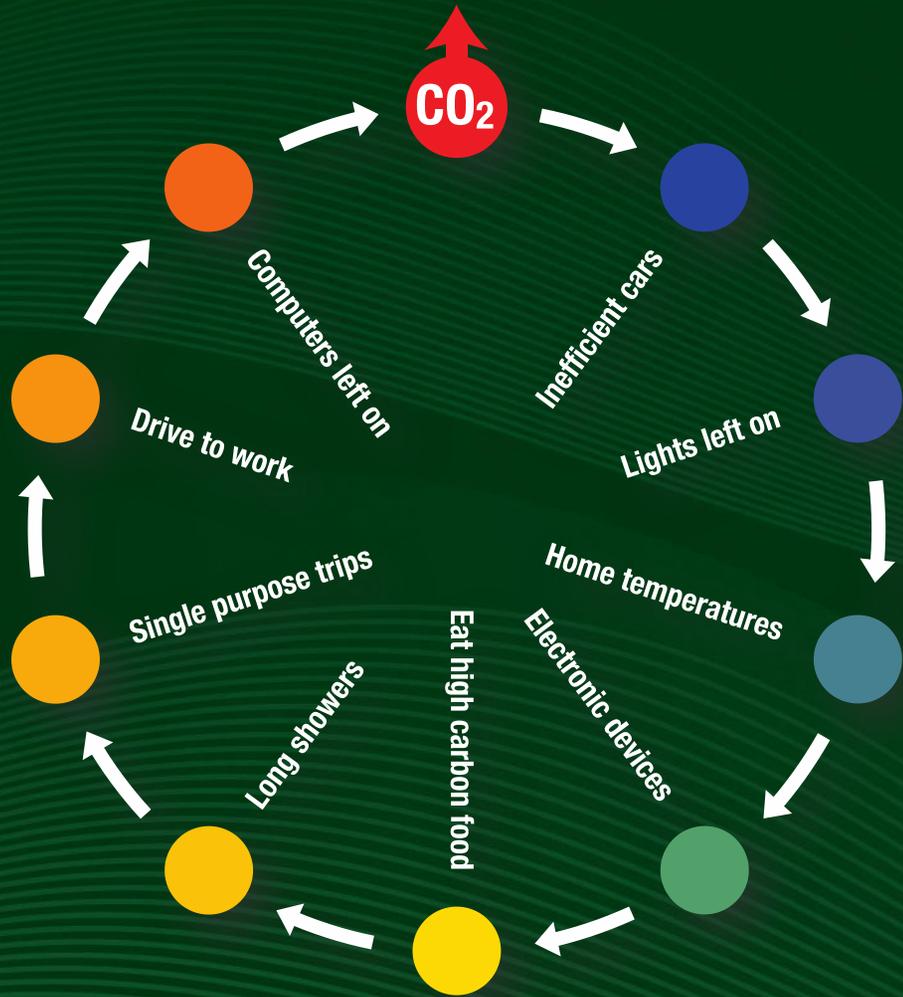
Hans Wegner
Chief Sustainability Officer (Retired)

- 
-
- Concern about climate change
 - Concern about deforestation
 - Certification as a tool
 - NGS initiatives and actions
 - Forest Partners
 - Paper-sustainability challenge
-

Getting our house in order at NGS



We needed to connect the dots!



GoGreen Committee - 2007

- Vision

- The National Geographic Society should be a leader in environmentally sustainable practices, doing all it can reasonably do to “walk the talk” and thereby have credibility in communicating the message to others.

- Walk the Talk!



GoGreen Committee

- **Where to start?**
- **Decided: Measure our Carbon Footprint (CF)!**
 - Buildings
 - Products
 - Services
 - Everything!
 - Know → then act!

Goal: GoGreen Committee

- Be Transparent
- Be Credible
- Third-Party Verify
- Be a Change Leader

Offset Strategy

- Renewables for energy use
- Methane capture for natural gas
- Forestry for travel business and paper

2. Concern About Global Deforestation

- 2007 NGS made a commitment to become a carbon-neutral company
- Healthy and abundant forests are part of the solution

2. Concern About Global Deforestation

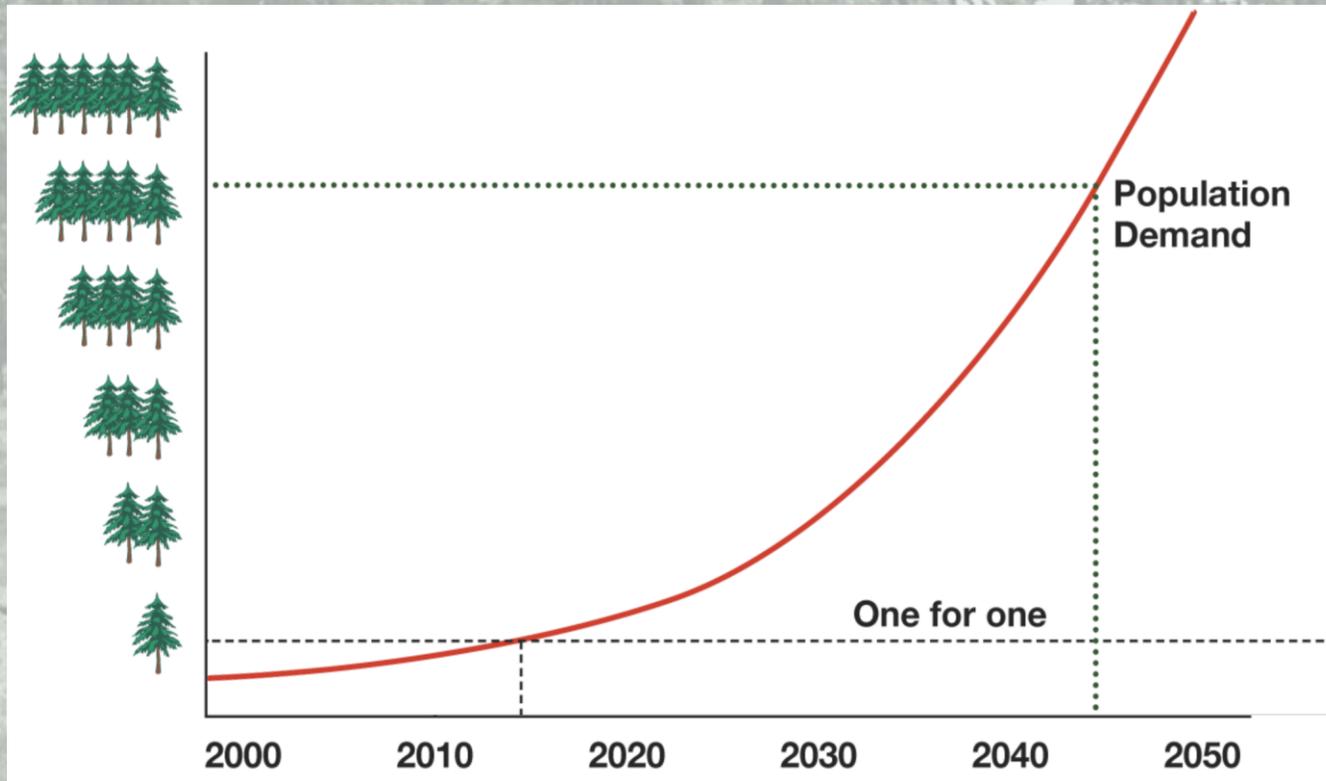
Deforestation Facts

- 50% of world's forest lost since 1850
- Tropical forests continue to decline 1.8 - 2.0% per year
- Sequestration loss causes 20% of climate change
- Concerns
 - Resource use not sustainable
 - Climate change threat
 - Conversion of land to alternate uses
 - Loss of biodiversity
 - 70% of land species are forest based

Deforestation Imperative

- Plant more trees
- Be honest about number of trees planted
- Help buyers to understand the problem
- This is a climate change issue!

Sustainable Forest Challenge



Concern About Global Deforestation

Certification is one answer

- Forests are replanted
- Forests are not converted to alternate uses
- Builds a bridge – landowner to end user
- Assures the buyers they are not contributing to deforestation

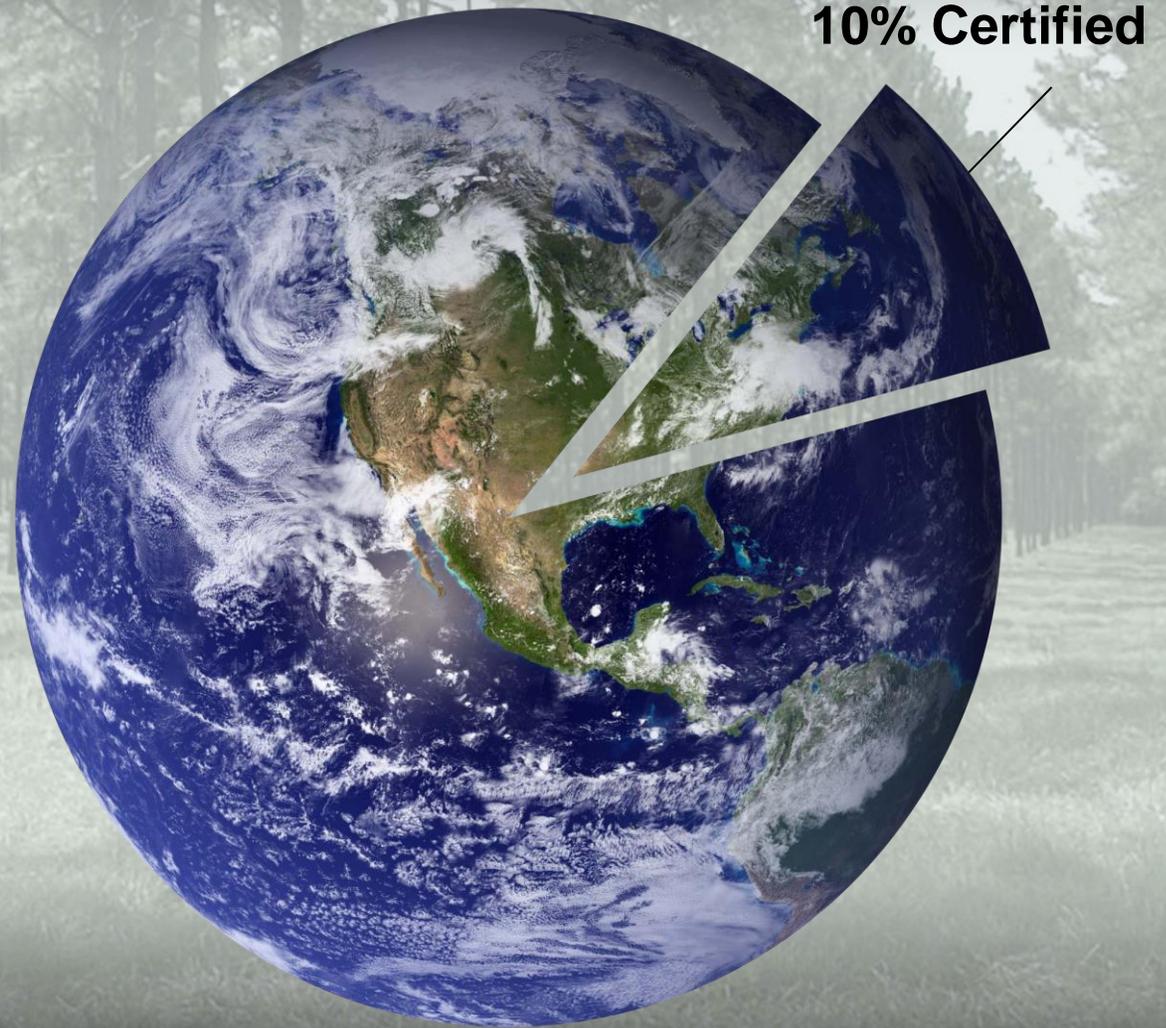
What is Forest Certification

- Assessment of the forest
 - Inventory of tree stand
 - Identify:
 - Unique ecosystems
 - Endangered flora and fauna
 - Riparian zones and vernal pools
 - Impact on indigenous people
 - High Conservation Value forests
 - Establishes management regimen
 - Creates harvesting plan
 - Requires reforestation of harvested land

World Reality

Worldwide 10%

- NA 30%
- EU 50%
- Asia .2%
- LA .2%



What NGS Has Done

- 1980's policy
 - No old-growth fiber
 - BFMP
- 2009 – No illegally sourced fiber
- 2009 – 35% Certified fiber – NGM
- 2010 – Lacey Act compliance
- 2012 – 100% Certified fiber – NGM
- 2013 – 100% Certified fiber – all magazines & catalogs
- Today – 100% for all web products

What NGS Has Done

- 800,000 acres in Maine – 2011
- 2012 Forest Partners
- Purchase offsets in reforestation
 - Kenya
 - Panama

Why We Joined Forest Partners

- We are forest product users
- Concern about deforestation
- Concern about climate change
- Need for more certified forest—worldwide

Why Forest Partners?

Because

- SFI has a goal – 10 million acres
- SFI is working aggressively to recruit forest owners
- SFI is focused on 7 southeastern states
- We want to do our part

Why Forest Partners?

Because

- Need to help fund the initial audit certification
- We cannot just demand certified fiber; we must help create supply
- We want to be sure we can get 100% certified fiber tomorrow
- We want every forest product user to specify 100% certified

Forest Partner status update

- Members: Time Inc., National Geographic, McMillan, Pearson
- We are well on our way to 5 million acres by the end of 2014
- 6 landowners have completed certification
- 4 more are in the audit process
- Florida just committed 413,000 acres for certification
- Va. Tech and U of Alabama: 40,000 acres each

Forest Partner Benefits

- Program allows us to work together as a supply chain
- Common vocabulary and common vision along supply chain
- Shared vision to accelerate certification

We need to grow and certify more forest

Because

- Global use of forest product is not sustainable!
- Need to protect the biodiversity of our planet
- Growing competition for certified fiber
- Climate change imperative
 - We need more forest!

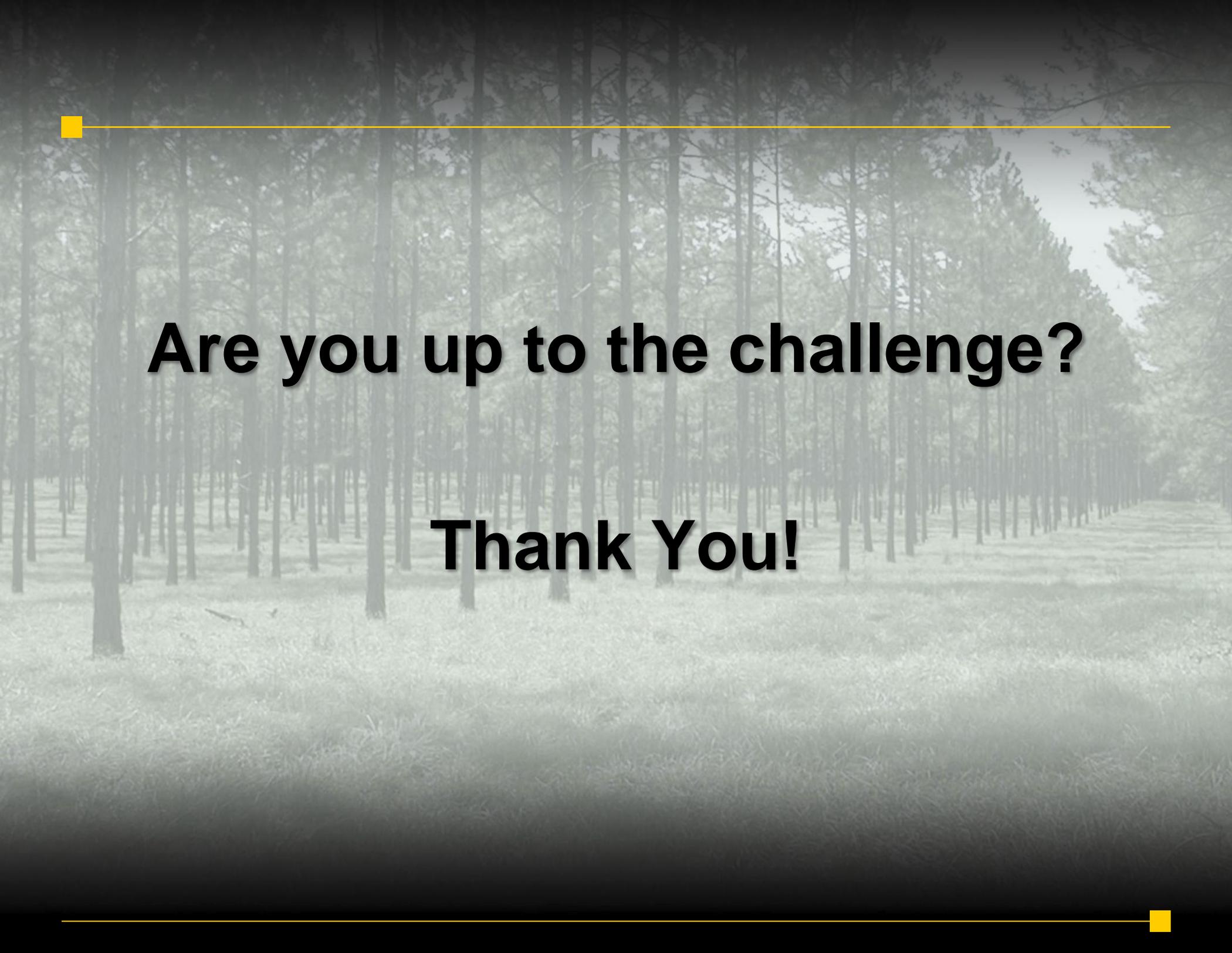
The Climate Change Imperative

Climate Change

- Is a threat to you
- Is a threat to our forest
- Forests are the “Lungs of the Land.” (FDR)
- Need to restore the Forest Lungs
- Healthy forest – critical part of the solution

Our Challenge – Our Responsibility

- Grow and manage more sustainable forests
- Expand forests worldwide
- Expand certification worldwide
- In so doing – put our forest to work to reverse climate change



Are you up to the challenge?

Thank You!

The Climate Change Imperative

- We need to restore the Forest Lungs!
- Forests—a critical part of the solution
- Challenge: What forests do we plant today?

We need to grow and certify more forest

- Pressure from forest product users
- Increased public awareness
- Competition for certified fiber as a fuel (wood pellets)
- Climate change imperative

Certification Challenge

- Where is the supply to meet demand?
- It is not enough for us to specify
- We must all work to get more forest planted
- We must all work to get more forest certified