



ANCIENT AND ENDANGERED FOREST CONSERVATION POLICY FOR PAPER AND PAPER-BASED PACKAGING

At Herschel Supply Company Ltd. (“**Herschel Supply**”), we care about our community, and the oceans and mountains that surround our city. So, we’re on a journey to do better. As a brand built for Creatives by Creatives, our impact on our community and the planet is important to us.

It is recognized that the expected increase in demand for forest-based products as a substitute for plastics cannot be met sustainably by the current system. Significant changes must occur in paper and packaging production, recycling and reuse in order to support the necessary shift away from single use plastics concurrent with conservation of Ancient and Endangered Forests.

Conservation of Ancient and Endangered Forests and Ecosystems

Herschel Supply will support approaches and systems to build a future that does not use Ancient and Endangered Forests in the paper and packaging we source. We will work to influence our paper and packaging supply chain in order to protect the world’s remaining Ancient and Endangered Forests and endangered species habitat. To do this, we will:

1. Work with Canopy and our suppliers to support collaborative and visionary solutions that protect remaining Ancient and Endangered Forests including those in the Coastal Temperate Rainforests on Vancouver Island and the Great Bear Rainforest, Canada’s Boreal Forests, and Indonesia’s Rainforests.
2. Assess our existing use of paper and paper packaging and eliminate sourcing from endangered species habitat and Ancient and Endangered Forests such as the Canadian and Russian Boreal Forests; Coastal Temperate Rainforests; tropical forests and peatlands of Indonesia, the Amazon and West Africa by 2025.
3. Work to identify and eliminate sourcing from companies that are logging forests illegally; tree plantations established after 1994 through the conversion or simplification of natural forests; and areas being logged in contravention of First Nations/tribal/indigenous peoples’ and community rights or from other controversial suppliers.
4. At any time prior to 2025, if we find that any of our products are sourced from Ancient and Endangered Forests, endangered species habitat or illegal logging, we will engage our suppliers to work to eliminate these sources and/or re-evaluate our relationship with them.
5. While Herschel Supply and Canopy recognize that forest plantations play an important role in supplying fibre for products, it is also recognized that clearing of primary forests for plantations that produce wood fibre has contributed significantly to the destruction of forests in many parts of the world. Herschel Supply recognizes that credible regional conservation plans that identify areas to be restored to natural forest from plantations along with areas that are dedicated for fibre supply (plantations) are the best way to ensure that sourcing from plantations is done sustainably. We will continue to use the FSC (defined below) plantation requirements as a baseline.
6. Where the above conditions are met, Herschel Supply will continue to use the Forest Stewardship Council (FSC) certification system.

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Design and Prioritization of Reduction and Reuse

The reduction and reuse of paper and packaging is of paramount priority for the protection of the world's limited forest resources and has a clear and beneficial impact on reduced costs. Most often sustainability initiatives pay off on longer time horizons, in the case of reduction and reuse the economic and environmental benefits can be seen immediately.

Therefore, over the next year, Herschel Supply with the support of [Canopy](#) will prioritize the development of a paper reduction and reuse strategy with targets and timelines. Within this strategy, for the paper and packaging products we continue to need, we will also explore the use of lower foot print materials, such as post-consumer recycled and agricultural residue content. Over the next three years Herschel Supply will:

- Work on revising our overall packaging strategy;
- Source or work to design re-usable/refillable shipping boxes to reduce corrugated paper and paperboard;
- Design and implement e-commerce, shipping, display and wrapping systems that minimize the use of paper;
- Increase the use of digital communication, marketing and accounting systems; and
- If feasible, work to adopt better best practices including researching and applying emerging and circular economy innovations.

Improve Environmental Quality of Paper/Packaging

Herschel Supply will collaborate with [Canopy](#), innovative companies and suppliers to encourage the development of next generation solutions and paper and packaging sources that reduce environmental and social impacts, with a focus on agricultural fibres (particularly residues) and recycled content. We will work to use Canopy's [Ecopaper database](#) and [The Paper Steps](#) as a guide for paper and packaging sourcing.

To help reduce pressure on forests and freshwater systems, as well as to reduce the carbon footprint of the paper and packaging we use, Herschel Supply will:

- Give preference to paper/packaging with high-recycled content, specifically post-consumer waste content;
- Encourage our suppliers to continuously improve and expand the availability of recycled content in papers/packaging;
- Source papers/packaging from alternative fibres such as wheat straw or other agricultural residues, when possible;
- Support research and development of commercial scale production of pulp, paper and packaging from alternative fibre sources such as wheat straw, and other alternative fibres; and
- Participate in alternative fibre paper and packaging trials as appropriate.

Recognizing, Respecting and Upholding Human Rights and the Rights of Communities

Herschel Supply will work to request that our suppliers respect the Universal Declaration of Human Rights and acknowledge indigenous and rural communities legal, customary or user rights to their territories, land, and resources where applicable. To do so, we will work to request that our suppliers seek to acknowledge the right of Indigenous People and rural communities to, where applicable, give or withhold their Free, Prior and Informed Consent (FPIC) before new logging rights are allocated or plantations are developed. We will

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work to request that our suppliers resolve complaints and conflicts, and remediate human rights violations through a transparent, accountable, and agreeable dispute resolution process where applicable.

Reduce Greenhouse Gas Footprint

Herschel Supply recognizes the importance of forests as carbon storehouses and their role in maintaining climate stability. As part of our ongoing leadership on climate we will support initiatives that advance forest conservation to reduce the loss of high carbon stock forests.

Safeguarding Water and Critical Systems

Herschel Supply recognizes that Ancient and Endangered Forests are vitally important systems for the protection and regulation of water from the local to global level. Large areas of contiguous forest act as a biotic pump helping to move moisture from coastal areas to the interior of continents.

Support Best Processing Practices and Procurement

Herschel Supply commits to do a periodic review of all of our paper and packaging use in order to identify areas where we can increase paper use efficiencies, reduce paper and packaging basis weights, and save resources.

Promote Industry Leadership

Herschel Supply looks to create a positive impact together with our suppliers, partners and customers. As implementation progresses, Herschel Supply will seek to work with suppliers, non-governmental organizations, other stakeholders and brands that are part of Canopy's initiatives to support the protection of Ancient and Endangered Forests and forward solutions to reduce the demands upon forests. We will also seek opportunities to educate and inform the public on these issues and solutions through our marketing and communications.

Jamie Cormack, Co-Founder & Co-Managing Director
Herschel Supply Company Ltd.

October 3, 2023

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