



## RAINFOREST ACTION NETWORK

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news release

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### Media Release

## **Gucci Group Commits to Protecting Indonesia's Rainforests**

*Group Launches Strong New Paper Policy*

**San Francisco** - Joining forces with Rainforest Action Network (RAN), the prestigious conglomerate of fashion and luxury brands Gucci Group has decided to eliminate all paper made from Indonesian rainforests and plantations and by controversial suppliers like Asia Pulp and Paper. The move is a first step in implementing an industry-leading paper policy and a continuation of the Gucci Group's interest in stemming climate change, about twenty percent of which stems from forest loss. RAN is delighted to count the Group among its partners in an ongoing effort to protect Indonesian and other endangered forests.

"Standing rainforests are not a luxury, they're a necessity if the world wants to stop climate change," said Mimma Viglezio, Executive VP Global Communications at the Group. "Our actions are lowering our own carbon footprint, but we hope that they will also raise awareness inside the fashion industry that it's possible for our industry to make a difference for rainforests and for the climate."

The Gucci Group's move commits some of fashion's most famous brands, including Yves Saint Laurent, Alexander McQueen, Stella McCartney and Balenciaga to perhaps the luxury industry's strongest paper policy. With its new policy, the Gucci Group has pledged to reduce the amount of paper it uses, eliminate fiber from high conservation value forests, and only to purchase recycled products or those certified by the Forest Stewardship Council by December 2010. With this policy, they are ensuring that all paper categories used by the group, from copy paper to shopping bags, do not come from endangered forests like those in Indonesia.

"The Gucci Group's actions and commitments confirm its place as an industry leader," said Lafcadio Cortesi, RAN's Forest Campaign Director. "This move sets a bar for others in fashion and retail and demonstrates the foresight our society needs for our children and grandchildren to have standing rainforests and a stable climate."

Since the beginning of Fall 2009, RAN has been urging the fashion world to more closely examine their paper supply chains and to sever any connection with paper suppliers like Asia Pulp and Paper who are actively destroying Indonesia's rainforests. Gucci Group's new policy puts them at the front of a growing list of major companies, including Tiffany & Co., H&M Group, Staples and Unisource who are taking concrete action to clean their supply chains of rainforest paper and severing relationships with companies who continue to destroy rainforests in Indonesia or elsewhere.

Worldwide, the degradation and destruction of tropical rainforests is responsible for twenty percent of all annual greenhouse emissions. The carbon emissions resulting from Indonesia's rapid deforestation account for around eight percent of global emissions: more than the combined emissions from all the cars, planes, trucks, buses and trains in United States. This huge carbon footprint from forest destruction has

made non-industrialized Indonesia the third-largest global greenhouse gas emitter, behind only the U.S. and China.

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*Rainforest Action Network campaigns to break North America's oil and coal addictions, protect endangered forests and Indigenous rights, and stop destructive investments around the world through education, grassroots organizing, and nonviolent direct action. For more information, please visit: [www.ran.org](http://www.ran.org)*