

“The quest for commercial gain has led to the worldwide destruction of species habitat like that for chimpanzees and other great apes, and for the woodland caribou of Ontario. Glimmers of hope can be found in those business leaders who are making meaningful conservation decisions as they recognize that we are all inextricably connected to the complex web of life on earth.”

— Dr. Jane Goodall



## Jane Goodall Joins Canopy

for Business Leaders' Action Forum

For more information on Canopy Club and to see part of Dr. Goodall's speech visit [here](#).



Renowned primatologist Dr. Jane Goodall joined forces with Canopy in late September to speak out about the decline of the world's biodiversity and the need for immediate action to protect species such as chimpanzees and woodland caribou.

At a CEO luncheon hosted by Canopy, Indigo Books & Music and The *Globe and Mail*, Dr Goodall left the audience with a special message of hope. Her inspirational address was followed by action oriented breakout sessions.

Canopy's Executive Director, Nicole Rycroft joined Dr. Goodall at the microphone. Likewise, Philip Crawley, Publisher & CEO, *The Globe and Mail*, Joel Silver, President, Indigo Books & Music and John Thomson of Parks Canada and former CEO of *Canadian Geographic* all contributed to the day's proceedings.

Canopy Club brings together some of North America's most dynamic and influential business leaders with the goal of building an innovative roadmap for the benefit of our planet, climate and forests. Over the course of the coming months, Canopy Club will advance action priorities developed during this session as well as keep members updated with priority issue briefings and webinars.



Help save Ontario's woodland caribou!

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## Grabbing the bull by the horns

or in this case, the woodland caribou by the antlers

The raindeer of North America, [woodland caribou](#) is threatened throughout Canada. This shy and vulnerable animal is a flagship species of the Boreal forest - its health, indicative of the wellbeing of many others. Already forced from half of its historic range in Canada, woodland caribou are particularly sensitive to the habitat fragmentation associated with logging, oil and gas development and other human disturbances. Intact forest habitat is critical to the survival and recovery of caribou across Canada.

In a federal government report released earlier in the year, 40 of Canada's 57 designated woodland caribou populations were identified to have less than 50% chance of surviving the next 100 years. Yet, in spite of these sobering projections, critical caribou habitat is still being logged for paper production across Canada.

That is why Canopy has joined the David Suzuki Foundation, Forest Ethics and Greenpeace Canada in launching the Save the Bou campaign to protect Canada's remaining woodland caribou populations. This joint initiative will be part of Canopy's ongoing work to protect woodland caribou and their habitat across Canada.

**DID YOU KNOW:** Unlike other deer species, many female caribou grow antlers.

In Ontario, pressure is mounting on Premier Dalton McGuinty to deliver meaningful caribou regulations that will prevent further logging of caribou range. Join us in urging Premier McGuinty to protect this iconic Canadian species. Join us on facebook at [www.facebook.com/SaveTheBou](http://www.facebook.com/SaveTheBou).



## The Year of the Flood

Canopy Teams Up with Margaret Atwood

Margaret Atwood's latest book, *The Year of the Flood*, is an enthralling tale of ecological disaster and resilience. Fittingly, the critically acclaimed book is printed on the best environmental paper currently available for book publishing. Printed on 100% post-consumer recycled content and brightened without the use of toxic chlorine bleaches, *The Year of the Flood* has a light footprint on our climate and species. But the legendary author's environmental commitment doesn't stop with the turn of the final page, she has ensured that her North American and European tours are as low-impact as possible. Canopy helped Atwood and her North American publishers ensure that all printed materials related to the tour were on eco-papers. To find out more about Margaret's green book tour and to follow her engaging blog, visit [www.yearoftheflood.com](http://www.yearoftheflood.com).



## Order of the Forest Recipients

Jean Denault, Transcontinental & Joel Silver, Indigo

For the past six years, Canopy has recognized individuals and companies whose exceptional actions are significantly helping safeguard forests and species around the world. At a recent Canopy event in Toronto, two new members were added to [the Order of the Forest](#). Joel Silver, President of Indigo Books & Music, and Jean Denault, Transcontinental's VP of Operations & Procurement, have both spearheaded environmental initiatives within their companies that are having impacts through their respective entire supply chains. On behalf of critters large and small, congratulations!



## New Decade Brings a New Name

providing shelter and clarity

We have a new name and look! After 10 years of being Markets Initiative, we've taken on a new name that we feel better reflects the environmental consciousness of our times and the ecological values we are working to protect. Canopy/Canopée symbolizes a haven of spaciousness and clarity from the density of the undergrowth. From the canopy, roots are sent down into the earth while branches reach energetically skyward. From the canopy it is also possible to have a clear vision of the horizon. As an organization, 'Canopy' works to protect the fragile and vital ecosystems of the forest and beyond. We work directly with businesses to help them improve their environmental performance – grounding them in sustainable business practices whilst providing shelter and clarity along the path to healthy financial, ecological and social performance.

## Join Habitat Circle

focusing on priorities

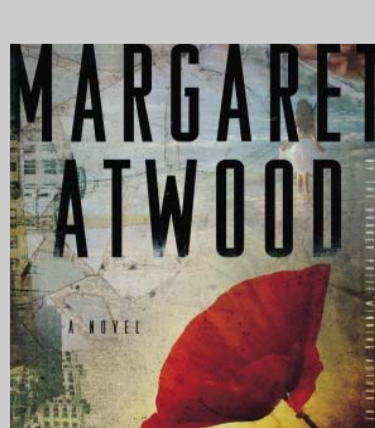
Click [here](#) to donate.



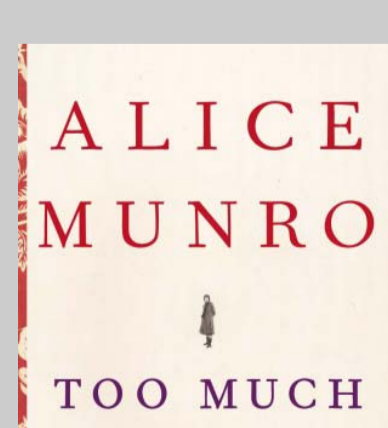
Habitat Circle is Canopy's monthly giving program. Monthly donors provide Canopy with a steady and reliable source of funding which allows our team to focus on advancing conservation issues and helping businesses green their operations. It is the most efficient and cost effective way for donors to support Canopy's campaigns. Join our monthly giving program and become a part of our Habitat Circle. You can also get your workplace involved with Habitat Circle. Please email [Fawzia](mailto:Fawzia) or call her at 604 253 4808 x 26 to find out how we can engage your co-workers in fun activities to promote environmental awareness and at the same time raise money to support Canopy's work.

## GOOD FOR OUR PLANET AND YOUR SOUL — FALL BOOKS

As the rain settles in, it's the perfect time to be curling up with a good book. Here are a couple of recommendations, all of course printed on paper free of endangered forests.



*The Year of the Flood* – Margaret Atwood, McClelland & Stewart



*Too Much Happiness* – Alice Munro, McClelland & Stewart



*Because I Have Loved and Hidden It* – by Elise Moser, Cormorant Books



*Toronto Book of Everything* – ed. by Nate Hendley, Karen Lloyd, and Tanya Gulliver, MacIntyre Purcell Publishing



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