

RESPONSIBLE

Paper, Packaging and Fiber Policy

Grove[®]
COLLABORATIVE

Responsible Paper, Packaging and Fiber Policy

MISSION STATEMENT:

Grove Collaborative's mission is to transform the CPG industry into a force for human and environmental good, creating and curating products that are healthy for people and the planet. Reforestation (and avoiding deforestation and forest degradation) is a central part of this mission. We are committed to protecting the world's forests through our approach to procurement of pulp, paper, packaging and fabrics.

GROVE COLLABORATIVE'S GOAL:

In addition to planting 1 million trees by 2022, we are committed to ensuring that our supply chain is free from any materials that directly or indirectly contribute to deforestation and forest degradation.

This means verifying that all forest-fiber based materials we source are completely free of any raw materials from ancient and endangered forests by 2022, and virgin forest fibers by 2025.

We aim for all of the forest-based fibers that we use to be entirely comprised of post-consumer recycled and FSC certified content by 2022.

We are taking a holistic approach to our packaging to ensure that we transition out of plastic and into the best possible alternatives. As substitutions for single use plastics are sought out as we strive to move Beyond Plastic™, our five year plan to be 100% plastic free by 2025, the increase in demand for forest-based products as a substitute must be carefully considered to ensure that we make the best decisions when it comes to alternate materials. This policy looks to support the necessary shift away from single use plastics concurrent with the pressing need for conservation of ancient and endangered forests. As part of this effort, Grove Collaborative has joined the non-profit organization, Canopy, and it's Pack4Good initiative as a trusted and independent third party to support Grove in achieving our plastic-free goals.

CONSERVATION OF ANCIENT AND ENDANGERED FORESTS AND ECOSYSTEMS

Grove Collaborative will support approaches and systems to build a future that does not use ancient and endangered forests¹ in the packaging, paper or in man-made cellulosic fabrics (MMCF). We will influence these supply chains in order to protect the world's remaining ancient and endangered forests and endangered species² 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 forests³.
2. Assess our existing use of man-made cellulose, packaging and paper and eliminate sourcing from endangered species habitat and ancient and endangered forests⁴ by 2022 for man-made cellulose and paper and packaging.

3. Work to eliminate sourcing from: companies that are logging forests illegally⁵; tree plantations^[8] established after 1994 through the conversion or simplification of natural forests; or areas being logged in contravention of First Nations/tribal/indigenous peoples' and community rights or from other controversial suppliers.
4. Should 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 change practices and/or re-evaluate our relationship with them.
5. In our purchase of carbon offsets and other environmental initiatives, prioritize projects that support forest conservation and protection of these critical ecosystems.

¹Ancient and endangered forests are defined as intact forest landscape mosaics, naturally rare forest types, forest types that have been made rare due to human activity, and/or other forests that are ecologically critical for the protection of biological diversity. Ecological components of endangered forests are: Intact forest landscapes; Remnant forests and restoration cores; Landscape connectivity; Rare forest types; Forests of high species richness; Forests containing high concentrations of rare and endangered species; Forests of high endemism; Core habitat for focal species; Forests exhibiting rare ecological and evolutionary phenomena. Key endangered forests globally are the Canadian and Russian Boreal Forests; Coastal Temperate Rainforests of British Columbia, Alaska and Chile; Tropical forests and peat lands of Indonesia, the Amazon and West Africa. For more information on the location and definitions of ancient and endangered forests, please go to: <https://canopyplanet.org/tools/forestmapper/>

²A good source to identify endangered, threatened and imperiled species is NatureServe's Conservation Status rankings for imperiled species that are at high risk of extinction due to very restricted range, very few populations (often 20 or fewer), steep declines in populations, or other factors.

³Including those in the Coastal Temperate Rainforests on Vancouver Island and the Great Bear Rainforest, Canada's Boreal Forests, and Indonesia's Rainforests. Protection of Boreal Forests where the largest remaining tracts of forests are located worldwide is critical. Canada's Boreal Forest contain the largest source of unfrozen freshwater world-wide and are part of the world's largest terrestrial carbon sink – equivalent to 26 years worth of global fossil fuel use. Canopy is committed to working collaboratively on the establishment of new protected areas, the protection of endangered species and the implementation of sustainable harvesting in Canada's Boreal Forest. Indonesia experiences the second highest rate of deforestation among tropical countries, with the island of Sumatra standing out due to the intensive forest clearing that has resulted in the conversion of 70% of the island's forested area (FAO Forest Assessment 2010; Margono, B.A. et al. 2012).

⁴such as the Canadian and Russian Boreal Forests; Coastal Temperate Rainforests; tropical forests and peatlands of Indonesia, the Amazon and West Africa.

⁵Legal forest management is management that complies with all applicable international, national, and local laws, including environmental, forestry, and civil rights laws and treaties.



Full text of Policy continued:

FOREST CERTIFICATION

In order to ensure that our paper and MMCF sourcing practices are aligned with our values around forest protection, Grove Collaborative will request that all fabric, packaging and paper sourced from forests are from responsibly managed forests, certified to the Forest Stewardship Council (FSC) certification system, and where FSC certified plantations⁶ are part of the solution.

Our goal is for all forest-based products to be entirely comprised of post-consumer recycled and FSC certified content by 2022.

IMPROVE ENVIRONMENTAL QUALITY OF PACKAGING AND PAPER

Grove Collaborative will collaborate with [Canopy](#), innovative companies and suppliers to encourage the development of next generation solutions and packaging and paper^[10] that reduces environmental and social impacts, with a focus on agricultural fibres (particularly residues)¹⁰ and recycled content. We will use Canopy's [Ecopaper database](#) and [The Paper Steps](#) as a guide for paper and packaging sourcing.

To help reduce the footprint of the paper and packaging we use^[11], Grove Collaborative will:

1. Do an annual 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 money and resources.

a. Capture recycled / FSC content for paper-based packaging on an annual basis for review and publish in sustainability report (summer timeframe)

i. Boxes: 37.5% recycled (29.3% PCR, 7.7% preconsumer)

ii. Fill paper: 80% recycled

iii. Mailers: 100% recycled

2. Give preference to paper/packaging with high-recycled content, specifically post-consumer waste content reaching an **overall recycled fiber content in our papers and packaging of at least 50% average by the end of 2022;**

3. Encourage our suppliers to continuously improve and expand the availability of recycled content in papers/packaging;

⁶Plantations are areas that have been "established by planting or sowing using either alien or native species, often with few species, regular spacing and even ages, and which lack most of the principal characteristics and key elements of natural forests". Plantations prior to 1994 are often FSC certified. Source FSC International Generic Indicators: <https://ic.fsc.org/en/document-center/id/335>. Forest plantations can play an important role in supplying fibre for products, it is also recognized that clearing of primary forests for plantations has contributed significantly to the destruction of forests in many parts of the world. Grove Collaborative recognizes that credible regional conservation plans that identify areas to be conserved and also restored back to natural forests is the best way to ensure that sourcing from plantations is done sustainably. We will use the FSC plantation requirements as a baseline. Additionally, we will advocate for our suppliers and national and regional governments to engage in, and develop, conservation plans for the regions from which we source as a means to distinguish those plantations that are contributing to solutions and those that are exacerbating the problem.



4. Source packaging and paper from alternative fibres such as wheat straw or other agricultural residues, when possible;
5. 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 including participation in trials as appropriate.

RECOGNIZING, RESPECTING AND UPHOLDING HUMAN RIGHTS AND THE RIGHTS OF COMMUNITIES

Grove Collaborative will 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 resources⁷. To do so, we request that our suppliers acknowledge the right of Indigenous People and rural communities to give or withhold their Free, Prior and Informed Consent (FPIC) before new logging rights are allocated or plantations are developed. We request that our suppliers resolve complaints and conflicts, and remediate human rights violations through a transparent, accountable, and agreeable dispute resolution process.

REDUCE GREENHOUSE GAS FOOTPRINT

Grove Collaborative 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, by encouraging suppliers to avoid harvest in these areas, and by giving preference to those that use effective strategies to actively reduce their greenhouse gas footprint. We will also prioritize projects that support forest conservation in our purchasing of carbon offsets.

SAFEGUARDING WATER AND CRITICAL SYSTEMS

Grove Collaborative 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. While this is not a requirement give preference to those suppliers that use effective strategies to actively maintain and restore forest intactness to maintain forests' function of regulating the flow and purity of water at a micro and macro scale.

⁷<http://www.un.org/en/universal-declaration-human-rights/>

PROMOTE INDUSTRY LEADERSHIP

Grove Collaborative looks to create a positive impact together with our suppliers, partners and customers. As implementation progresses, Grove Collaborative will work with suppliers, non-governmental organizations, other stakeholders and brands that work with Canopy 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.

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. Grove will continue to explore the development of a reduction and reuse strategy for all packaging that includes reusable/refillable shipping boxes to reduce corrugated paper and paperboard as well as adopt best practices including researching and applying emerging and circular economy innovations.



Danielle Jezienicki
Director, Sustainability
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