



Alignment Pledge

Values. We pledge to respect the TreeSisters values.

TreeSisters plants five powerful choices into the core of their being. They are the seeds of a Restorer Species..

The five intentional choices of a treesister are:

1. Embracing Truth - seeing things as they actually are and consciously including the greater sacred intelligence that is running the show
2. Embracing One Another - leading from the inclusive and compassionate heart that opens to our shared need to belong, to be supported and to contribute
3. Embracing Nature - respecting natural systems, nature's wisdom and the nature of your own body in everything we do
4. Responding with Action - living into the instincts and ideas that are rising through us and taking off our brakes
5. Giving Your Gifts - letting your light shine, your leadership rise and your uniqueness contribute simply because you can

No Greenwash. We pledge to communicate with truth and transparency in public about our environmentally responsible efforts.

We support TreeSisters zero tolerance for greenwash.

TreeSisters defines greenwash as “Disinformation disseminated by an organization so as to present an environmentally responsible public image”¹. We are especially sensitive to greenwash claims about forests, their management and wood derived products and need to ensure there is no evidence of such misleading claims. TreeSisters is guided by UK government advice on green claims.² We operate by the ‘no claim no blame’ principle: We will not shame a company for its (poor) level of progress. However we cannot engage with a company that makes false/misleading claims about wood and wood products. Please review our Greenwash Guidance document.

Supply Chain Solutions. We pledge to prioritize the development and implementation of a forest products procurement and distribution policy that is earth loving.

- We are committed to understanding the source of our forest products and the wider ecological impact of the products, packaging, their transport and disposal.
- We are committed to understanding the environmental impact of the distribution of our products and will prioritize the establishment of distribution systems that minimize the environmental impact of the distribution of our products.

¹ Oxford English Dictionary April 2019 <https://www.lexico.com/en/definition/greenwash>

² <https://www.gov.uk/government/publications/make-a-green-claim>



We pledge that we are not Directly Involved in Destructive Forest Activities.

- **Destructive Forest Activities.**³ are defined by TreeSisters as:
 - Illegal logging of wood or other forest products;
 - Significant conversion of forests to plantations or non-forest use;
 - Violation of traditional and human rights, in forest contexts (including in areas where forests have already been felled);
 - Destruction of high conservation values (HCVs) in forest contexts (including in areas where forests have already been felled and remnant forest related HCVs remain);
 - Introduction or use of genetically modified organisms in forest contexts;
 - Violation of any of the ILO Core Conventions in a forest context (as defined in the ILO Declaration on Fundamental Principles and Rights at Work).
- **Directly Involved** is defined by TreeSisters as when a business entity is:
 - Undertaking the damaging activity itself; or
 - Directly ordering the damaging practice to happen by commissioning it via the engagement of a third party; or
 - Investing in the damaging practice of a third party company, is set to receive a return and could therefore potentially profit from it; or
 - Advising that a company should undertake or how to undertake damaging activities.
 - *Directly Involved does not include:* Service providers such as accountants, marketing companies, auditing companies or others that are not set to receive a return from the damaging activities (i.e. receives only a set payment for a set standard service that is not advice on the need to or how to undertake damaging activities) and do not directly carry out the damaging activities.
 - *Directly Involved does include:* If a company is owned 51% or more by another company, the Direct Involvement alignment analysis includes the activities the parent company.

³ These Destructive Forest Activities are derived from and based on The Forest Stewardship Council's *Policy for the Association of Organizations with FSC*. 2011. FSC-POL-01-004 V2-0 EN. FSC Bonn.
<https://ic.fsc.org/en/document-center/id/30>