

Wild Awards

**Title: " WEYERHAEUSER:
FOREST FOR THE TREES "**

Date: 1-9-02

Brush cu: video from tv spots

In broad, bold strokes one company hopes to paint a new vision for tomorrow's forests today.

Weyerhaeuser logo over tree background

Weyerhaeuser, a world leader in the forest products industry, has owned and managed private forests for over a century. Their goal is to be "The Best Forest Products Company in The World" and in an industry so reliant on natural resource this includes unique and serious environmental responsibilities.

Planting and harvesting video

Primary concerns include utilizing sustainable forestry, reducing pollution, and conserving natural resources through recycling and waste reduction.

Key words: "Commitment"

Since 1971, Weyerhaeuser's environmental policy has outlined commitment and guided behavior; integrating forestry and conservation practices so communities benefit from their forests now and for years to come.

Dailey Logo

With the help of the Dailey Agency, Weyerhaeuser lets it be known their concerns include not only the sustainable production of raw materials but protecting water quality, habitat and soil productivity; and the cultural, historical, recreational and aesthetic values associated with many forests. The company's leaders want to wisely manage the environmental aspects of all timberlands and manufacturing operations.

Montage of imagery from spots and print

This focus has been reflected in broadening the scientifically, environmentally and economically sound practices in the growth, harvest and use of forests. Harvested areas are now promptly reforested while protecting the water quality in streams, lakes and other water bodies.

Habitat is enhanced by developing and promoting diversity and the conservation of the plants and animals found in forest communities. Today, much more consideration goes into minimizing the visual impact by designing harvests to blend into the terrain, by restricting clearcut size and/or by using harvest methods to promote diversity in forest cover. And all the while providing the public, communities and the landowners opportunities to participate in decision making.

Footage of recycling efforts with some fullscreen slats: 2.5 billion lbs. recycled...

Recycling is another area Weyerhaeuser is a world leader. Weyerhaeuser is the nation's second-largest paper recycler. Their investment in recycling began in 1974. Weyerhaeuser holds the largest single-source paper recycling contract in the nation with Kmart. Since 1992, more than 2.5 billion pounds of old corrugated containers have been recovered and used to make new corrugated boxes. Weyerhaeuser collected, de-inked and recycled more than 200 million average-sized daily newspapers in 1999.

Footage of wildlife combined again with spot and print shots

Onscreen: Across the US, more than 1,200 species are listed as threatened or endangered under the 1973 Endangered Species Act, with nearly 200 more considered candidates for the list

Threatened and endangered species are also concerns Weyerhaeuser takes very seriously. A number of these species either live on or near Weyerhaeuser lands. Weyerhaeuser works with federal and state agencies to develop long-term plans authorized under the Endangered Species Act to mitigate impact on species during normal land-use.

Weyerhaeuser logo over jumping salmon

In Washington and Oregon. Weyerhaeuser is working with state, federal and local agencies, native tribes, environmental groups and other landowners to protect and restore declining salmon populations. A Weyerhaeuser biologist helped reveal the importance of spawned-out salmon carcasses as a source of nutrients and organic matter. Conservation groups are now placing carcasses of spawned-out hatchery fish in streams.

Stream shots with fish and harvesting intermixed

Weyerhaeuser is also studying the relationship between fish populations and in-stream structures, and with the help of fish biologists, Weyerhaeuser is placing boulders or logs into streams to create pools and provide cover for fish. To protect watersheds, efforts also include repairing old roads, letting the forest take over others and building new culverts to allow fish to move freely upstream.

Salmon have for hundreds of thousands of years fought seemingly insurmountable odds to keep their species going. Only recently have we really begun to appreciate the magic and reward of this bounty. Think what this world be without this inspiring resource.

Think how life would be without the benefits and beauty man gathers from the forest and the stream, the oceans and the mountains, it is only when we truly respect and appreciate the gifts nature provides, that we will commit to protecting and preserving them for tomorrow.

Closing graphic

Seeing the forest for the trees, and the trees for tomorrow. Weyerhaeuser and the Dailey Agency, sharing a message of environmental concern and responsible stewardship... to keep our planet the ultimate masterpiece.