

Responsible Packaging Policy

At prAna, we recognize that single use packaging, whether plastics or paper, currently exerts an impact on ecosystems at the resource extraction point, during production and in disposal. Addressing this requires a holistic approach that doesn't increase pressure on one globally vital ecosystem (e.g. forests) in order to reduce the pressure on another (e.g oceans). Through our Poly Bag Reduction policy started in 2010, we have shown that it is both imperative and possible to create changes in packaging use, sourcing, production and end-of-product-use management to support the shift away from single-use plastics and enable conservation of ancient and endangered forests concurrently. As the packaging industry's environmentally friendly replacements to plastic or paper are relatively still in early stages of development, we pledge to push for the highest level of adoption industry technology can produce within our supply chain. As the technology advances, we will continue our efforts until we have solutions that have minimal impact on the environment but live up to our community expectation of sustainability.

OUR GOALS:

1. Remove all plastic-based product packaging by 2021.
2. Ensure all paper-based packaging we use is free of Ancient and Endangered forest* fiber by 2022.
3. Ensure all paper-based packaging is made from 100% recycled content by 2025.

We will continue to prioritize innovative packaging designs with the intention to reduce overall material needs and consumption. For our 2022 goal, preferences will be given to recycled content and next generation fiber solutions. When wood fiber may be required, we will ensure fibers are from FSC certified forest management units outside of Ancient and Endangered forest areas. For our 2025 goal, preferences will be given to post-consumer waste content, or next generation fiber solutions. We will continue to support conservation solutions and use our brand as a catalyst to engage our customers on these issues. We recognize that forests and agriculture support an integral part of our ecosystem and communities. Our support and move toward Responsible Packaging acknowledges that we respect and uphold human rights and acknowledge the rights of indigenous people and the needs of rural communities.

We will seek out and work directly with innovative companies in partnership with Canopy to expand the availability and development of next generation solutions, with a focus on agricultural residues and post-consumer recycled content.

*Ancient 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. As a starting point to geographically locate ancient and endangered forests, maps of High Conservation Value Forests (HCVF), as defined by the Forest Stewardship Council (FSC), and of intact forest landscapes (IFL), can be used and paired with maps of other key ecological values like the habitat range of key endangered species and forests containing high concentrations of terrestrial carbon and High Carbon Stocks (HCS). (The Wye River Coalition's Endangered Forests: High Conservation Value Forests Protection – Guidance for Corporate Commitments. This has been reviewed by conservation groups, corporations, and scientists such as Dr. Jim Stritholt, President and Executive Director of the Conservation Biology Institute, and has been adopted by corporations for their forest sourcing policies). 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.