

# Kimberly-Clark Corporation Recognized By Forest Stewardship Council As Conservation Champions

Kimberly-Clark Corporation Recognized by Forest Stewardship Council As Conservation Champions

DALLAS - The Forest Stewardship Council recognized Kimberly-Clark Corporation for leadership in corporate commitment to create change in the marketplace in an awards ceremony at Greenbuild 2014. Since 2009, Kimberly-Clark has increased the use of FSC-certified fiber in global tissue products by 111 percent.

Co-hosted with the World Wildlife Fund and Green Sports Alliance, the 10th Annual Design & Build with FSC Awards added the first FSC Leadership Awards. Awards were given to organizations and people who have long championed forest conservation and leveraging markets to promote stewardship.

"Like salmon swimming upstream, the award winners have worked tirelessly to protect forests and create change in the marketplace," said Corey Brinkema, president of the Forest Stewardship Council US. "They are used to being told 'it can't be done' so they know that true leadership requires resolve and determination, usually in the face of strong currents protecting the status quo," he added.

"Over the last several years, we've committed ourselves to achieving aggressive forestry sourcing goals. It's a great honor to know that our efforts are appreciated and recognized throughout the industry," said Lisa Morden, senior director of sustainability at Kimberly-Clark. "But we're not satisfied. We know that what is essential for our planet is also essential for our business and we will continue to innovate to reduce pressure on forests and to develop sustainable alternatives to fiber from natural forests."

## **About the Forest Stewardship Council**

The Forest Stewardship Council is an independent nonprofit organization that promotes environmentally sound, socially beneficial, and economically prosperous management of the world's forests. FSC was created in 1993 to help consumers and businesses identify products from well-managed forests. FSC sets standards by which forests are certified, offering credible verification to people who are buying wood and wood products. 4,000 companies and 175 million acres of forestland are certified under FSC standards in the United States and Canada. For more information visit [www.fsc.org](http://www.fsc.org).

## **About Sustainability at Kimberly-Clark**

Kimberly-Clark is a global corporate leader in sustainability innovation, recognized among the "100 Best Corporate Citizens" by Corporate Responsibility Magazine, "World's Most Ethical Companies" by Ethisphere Institute, as a component of the "Natural Capital Leaders Index" by GreenBiz Group, as a best-workplace employer of choice in multiple global markets and recipient of other notable citizenship distinctions. Kimberly-Clark publishes an annual comprehensive review of progress against its "Sustainability 2015" pillars for People, Planet and Products. You can find Kimberly-Clark's current report online at [www.kimberly-clark.com/sustainability](http://www.kimberly-clark.com/sustainability).

## **About Kimberly-Clark**

Kimberly-Clark Corporation (NYSE: "KMB") and its well-known global brands are an indispensable part of life for people in more than 175 countries. Every day, nearly a quarter of the world's population trust K-C's brands and the solutions they provide to enhance their health, hygiene and well-being. With brands such as Kleenex, Scott,

HUGGIES, Pull-Ups, Kotex and Depend, Kimberly-Clark holds No. 1 or No. 2 share positions in more than 80 countries. To keep up with the latest K-C news and to learn more about the Company's 142-year history of innovation, visit [www.kimberly-clark.com](http://www.kimberly-clark.com) or follow us on [Facebook](#) or [Twitter](#).

---

<https://www.news.kimberly-clark.com/press-releases?item=125384>