

WEYERHAEUSER – GROWING FOREST LITERACY

Laura Six, *Forest Ecologist and Project Learning Tree EOC Member*

OUR COMPANY VISION

Citizenship and Sustainability are core values



DEFINING CITIZENSHIP

We are passionate about our communities

We operate in rural areas across our ownership footprint

FINANCIAL GIVING

Company-Employee matching

Corporate Partnerships

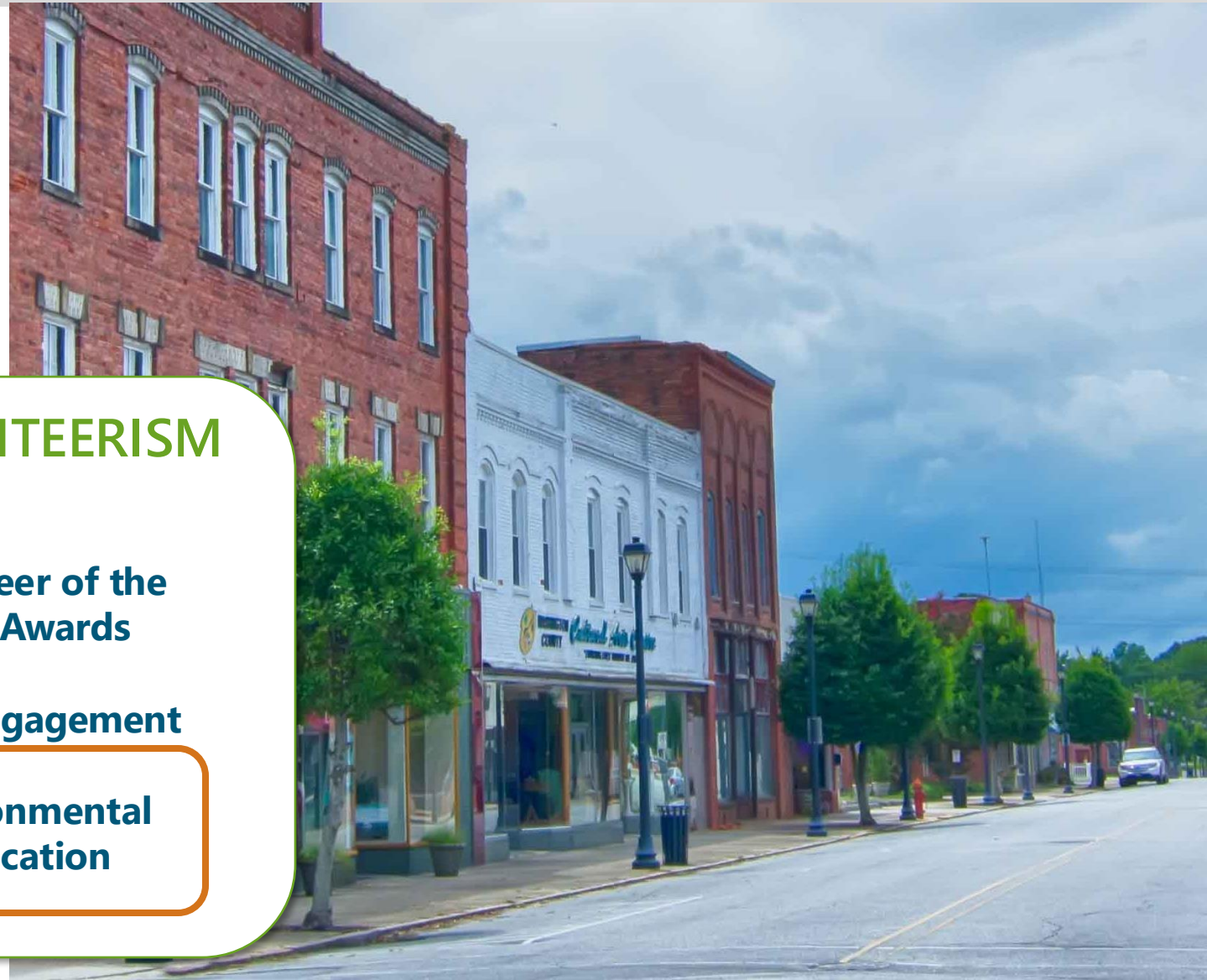
Giving Fund

VOLUNTEERISM

Volunteer of the Year Awards

Civic Engagement

Environmental Education



DEFINING SUSTAINABILITY

AT WEYERHAEUSER,
WE IMMEDIATELY THINK OF:

ENVIRONMENTAL STEWARDSHIP

Sustainable Forestry

Manufacturing Footprint

Carbon Sequestration

IN ADDITION,
SUSTAINABILITY ALSO INCLUDES:

SOCIAL RESPONSIBILITY

Human Capital Management

Staff Safety and Development

Community Investment and Engagement

AND A
COMMITMENT TO:

STRONG GOVERNANCE

Business Ethics & Transparency

Disciplined Risk Management

Board Governance Policies & Practices

SUSTAINABILITY = Everything We Must Do (in addition to financial performance) to Make Sure WY Endures for the Next 100 Years

WE ARE COMMITTED TO MAKING A BIG IMPACT BY 2030

Demonstrate our positive impact

WEYERHAEUSER SUSTAINABILITY AMBITIONS

3 BY 30

Working to Solve

3 BIG CHALLENGES

by 2030

Climate • **Homes** • **Communities**

1

CLIMATE

Our Working Forests Contribute to Climate Change Solutions



2

HOMES

Our Sustainable Products Help Provide Homes for Everyone



3

COMMUNITIES

We Help Our Rural Communities Be Thriving Places To Work and Live



3 WE HELP OUR RURAL COMMUNITIES
Be Thriving Places to Work and Live

THE CHALLENGE

Barriers to economic and social prosperity are high, particularly in rural communities.

WHY WE ARE INVOLVED

We operate in rural areas across North America. We depend on the success of these communities, and they depend on us.

OUR CURRENT FOCUS AREAS

- Direct our time, talent and money toward causes that help our rural operating communities.
- Leverage our scale, voice, influence and resources by partnering with organizations that focus on rural issues.



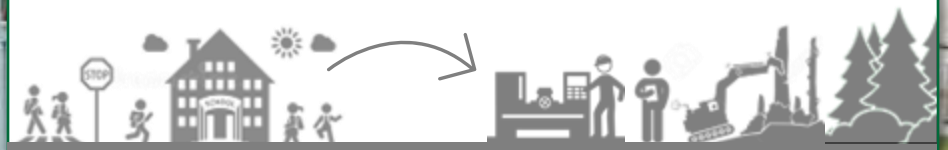
RURAL COMMUNITIES: PRIMARY GIVING FOCUS

Building a Local Pipeline by Advancing Youth Education & Workforce Development

Our Signature Focus Area

"Learn Local : Earn Local"

Partnering with key organizations
to advance youth education
& workforce development
in all our rural operating communities
so kids can see a promising future for
themselves right where they grew up



HOW IT WORKS

1. **Identify key partner organizations** with national presence that advance job readiness for local careers

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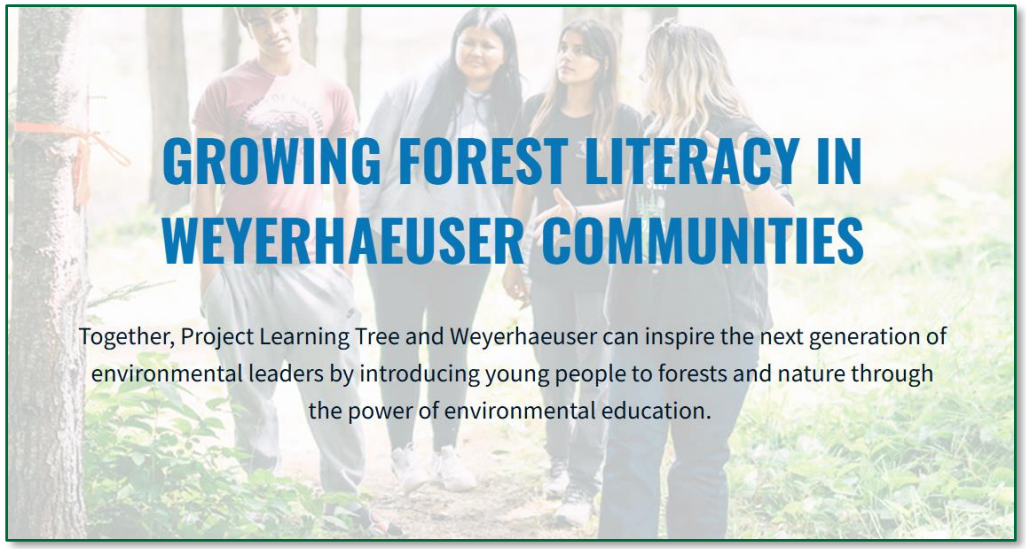
2. **Commit at a national scale** to establish programs in our communities
3. **Allocate additional resources locally** through WY giving committees focused for youth, education and/or workforce development programs
4. **Target youth/workforce development** for one of three matching gifts campaigns each year

PROJECT LEARNING TREE PARTNERSHIP

Working together to increase forest literacy

Weyerhaeuser-specific PLT webpage

- Importance of Environmental Education
- Forest Literacy Framework
  - Translates forestry and sustainability concepts for age-appropriate audiences
- Simulated Activities (virtual/live examples)
- Previous collaborations
  - Learn About Forests
  - The Journeys Guide





PROJECT LEARNING TREE PARTNERSHIP

Working together to increase forest literacy

Deliverables

- **Professional Development Workshops**
  - Educator workshops in WY communities (AL, WA, OR, ONT)
  - 7 workshops with 13 employees reached 109 educators, preservice education students, and natural resource professionals
  - WY engagement: office/field site locations, hosting, technical expertise
- **WY Staff Training – Lunch & Learn Webinar**
  - Strengthen employee engagement and community outreach
  - Classroom use of PLT activities and forest literacy resources



