

# What 3M did for Nature and People

Annual report 2024





Photo Credit: Danielle Ganak

- 00 ■ The way we work
- 01 ■ Our work around the world
- 02 ■ Objectives
- 03 ■ Global numbers
- 04 ■ What we did together in 2024
- 05 ■ Learnings
- 06 ■ 2025 goals

# | The way Earthworm Foundation works with 3M

Earthworm partners with leader companies – our members – that are prepared to take bold action and demonstrate that it is possible to simultaneously create economic, social, and environmental value.

## VTTV process

**Values** – We support the definition and internalization of our members' values into clear policies and commitments that redefine corporate value

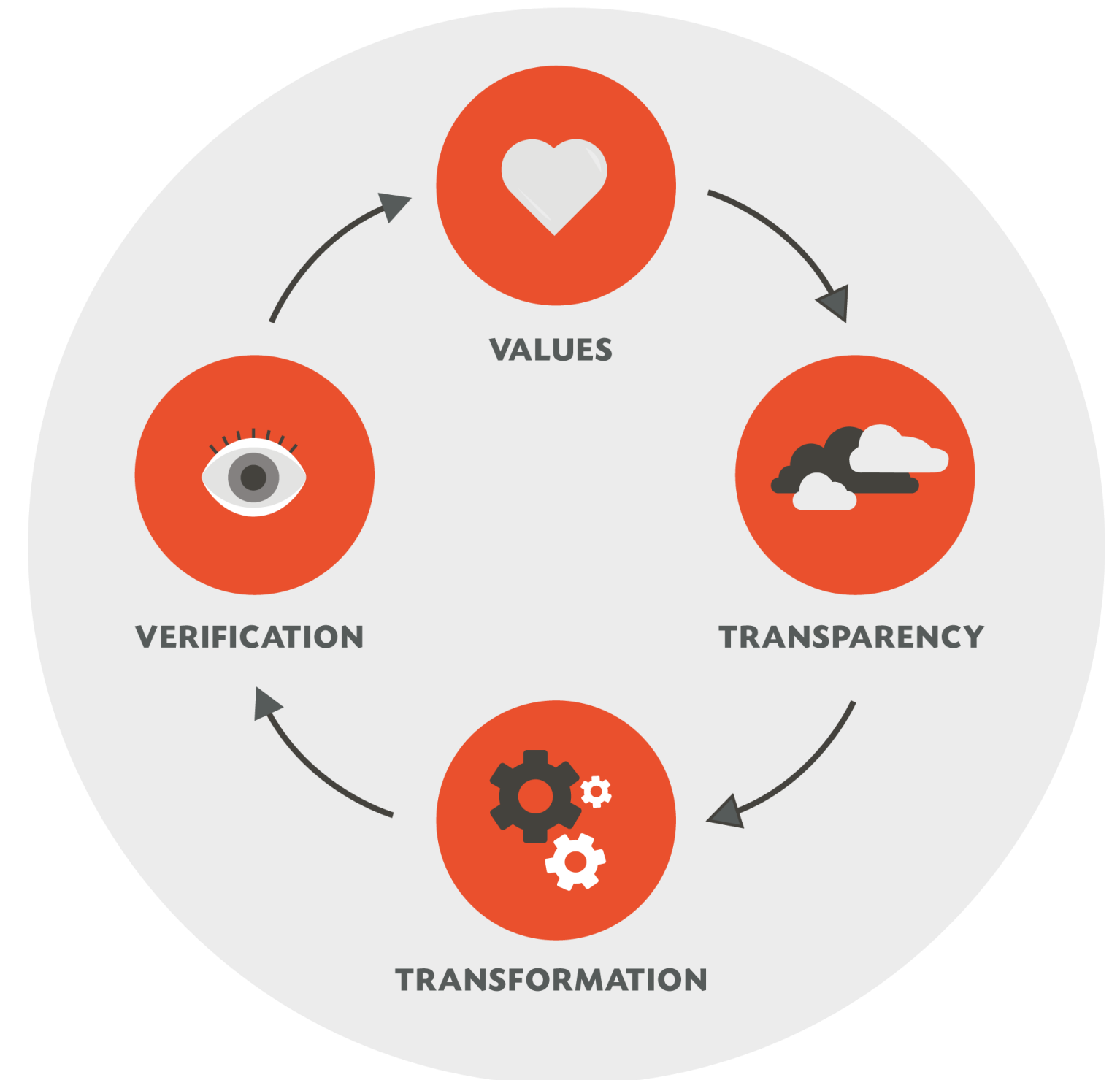
**Transparency** – We help map supply chain actors and geographies to chart strategies and foster accountability through the publication of data and progress updates

**Transformation** – We collaborate to implement tools and processes that transform the way business operates

**Verification** – We innovate on solutions to measure impact, assess progress, and ensure accountability

## About 3M

3M is a technology company that manufactures industrial, safety, transportation, electronics, and consumer products based out of Saint Paul, Minnesota. 3M has been a committed Earthworm member since 2014, working in collaboration with Earthworm on forest products in the 3M supply chain. In this role, Earthworm acts as an accountability partner to 3M. As 3M implements its responsible sourcing agenda, EF supports the co-creation of solutions to strategic and operational challenges. 2024 activities focused on policy-level VALUES, bolstering supplier due diligence tools, TRANSPARENCY with the data refresh, and working towards TRANSFORMATION in Canada, Brazil, Finland, and Sweden.



# | Our work together around the world



Forest Products  
Supplied from  
54 countries

Canada

**Key Issues:** FPIC,  
biodiversity, degradation,  
carbon

Sweden

**Key Issues:** Biodiversity,  
degradation, carbon, FPIC

Finland

**Key Issues:** Biodiversity,  
degradation, carbon

Brazil

**Key Issues:** Degradation,  
FPIC, workers' rights

## A global strategy touching on key sourcing areas

Prioritized landscape and transformation interventions aimed to tackle the most non-conforming and urgent deforestation, degradation, and social issues within 3M's supply chain through targeted supplier engagement, capacity building, and technical support for communities and companies.



**Data Collection & Building 3M Capacity**

Drive supply chain sustainability through increasing 3M knowledge base and capacity and supplier performance assurance



**Risk Assessment**

Targeted supplier engagement across regions, high-risk monitoring, and management



**Transformation**

Risk mitigation through transformation and community engagement



**Proactive Communication**

Strategic Communications & Industry aligned reporting

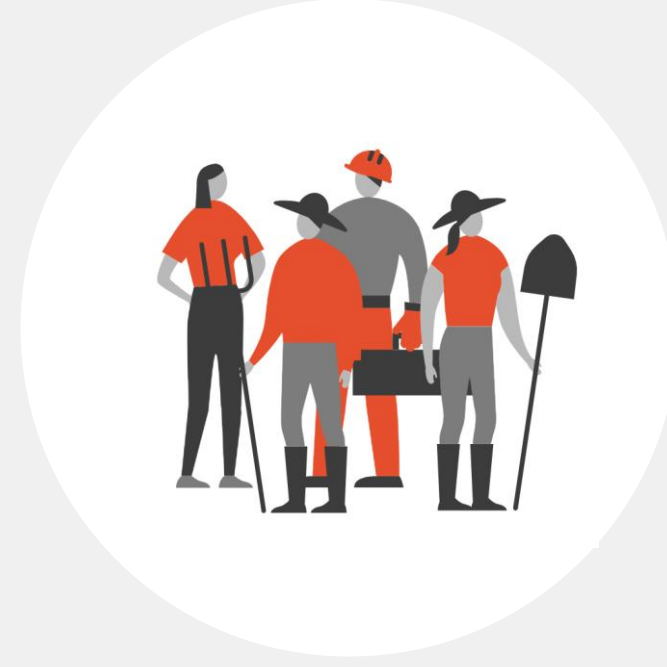
Global objectives

Earthworm’s primary support areas to 3M in 2024 included global risk management and due diligence assessment, targeted regional supplier engagement, and transformation projects in Canada, Brazil, and Finland. Earthworm also developed communications materials for these activities to foster understanding and visibility among stakeholders.



## Supplier Engagement in Four Countries

In 2025, 3M & Earthworm Foundation engaged with 8 priority suppliers around the [3M Forest Products Sourcing Policy](#) expectations in four countries: Canada, Brazil, Finland, and Sweden.



## Three Regional Transformation Projects

As of 2024, through the Earthworm [Brazil Centre for Social Excellence](#), 350+ professionals were trained on social best practices, whose companies collectively manage 7.4 million ha of forest land. 3M and Earthworm Foundation also continued collaboration across the value chain in Finland and Sweden on emerging transformation projects focused on biodiversity, carbon, and the protection of Indigenous Sámi rights.



## One Landscape Project

Support the Tsay Keh Dene Nation's efforts to achieve recognition for the 110,535 ha Wədzhíh Yiné' (Caribou Song) Indigenous Protected & Conserved Area and ensure industry operating in their 3,217,307 ha core territory increasingly respect their right to Free, Prior and Informed Consent.



## Eight Strategic Communications

8 collaborative impact communications and/or events, including 3 articles ([3M article](#), [EF article](#)), 2 speaking engagements at the 3M Environmental and Community Resilience Exchange, and 2 videos highlighting our projects together, including the 3M docuseries, [Green Works](#) launch events in Brazil and New York City, and the [Headwaters of the Ingenika video](#) of showcasing the Tsay Keh Dene-led landscape partnership.


# Conserving Forests through Recognition of Indigenous Rights

In 2024, 3M continued to strengthen relationships through active participation in the Tsay Keh Dene-led Landscape partnership. The partnership's shared objective is to increase respect for Indigenous rights, including recognition of the 110,535-hectare Wədzih Yiné' (Caribou Song) Indigenous Protected Conservation Area (IPCA). Tsay Keh Dene invited Earthworm to participate in their Moose Valley community camp and produced a [video](#) about the partnership.

With Earthworm member support, including 3M, Tsay Keh Dene Nation commissioned and completed a High Conservation Values (HCV) assessment of Chuyaza, a 24,716-hectare area of ecological, cultural, and historical significance to the Tsay Keh Dene people. This was the first HCV assessment conducted globally by an Indigenous community to inform conservation planning at the landscape scale and led to the HCV Network's evaluation and modification of the assessment methodology to more fully respect Indigenous knowledge and expertise.

This year, Earthworm also participated in a panel discussion at the 3M Community and Environmental Resilience Exchange. The panel focused on NGO's roles in facilitating community-company partnerships. Earthworm highlighted the Tsay Keh Dene-led landscape, sharing lessons learned from our partnership, including remarks from Deeanna Izony, Executive Director of Tsay Keh Dene Nation.

The partnership was also featured in the [3M Article](#), "The power of collaboration in driving meaningful solutions to climate change, and the [Sept. 2024 Policy article](#), "3M: Fostering Sustainability Within a Circular Economy,"



"Of all the rights recognized in the UN Declaration on the Rights of Indigenous Peoples (UNDRIP), Free, Prior and Informed Consent (FPIC) may be the most important for realizing Tsay Keh Dene's vision of a sustainable future. FPIC is the foundation for reconciliation and empowering the Tsay Keh Dene people to become self-determining and self-reliant."

—Chief Pierre



## Strengthened collaboration across the 3M value-chain in Finland & increased focus on Sweden

Earthworm continues to support sustainability collaboration between 3M, Ahlstrom, and the Finnish forestry company Metsä Group to accelerate better environmental outcomes in their value chain from the outset.

Following the stakeholder consultation process in the fall of 2023 and a subsequent visit to the Kainuu region, the partners met again in Finland in June 2024 to align on shared values throughout the supply chain. This visit resulted in strengthened buy-in to continue this unique collaboration. In 2025, the key aspects of a roadmap to support improved forest management will be set out, prioritizing a positive impact on biodiversity at a landscape level.

In mid-2024, Greenpeace published "Killed by Cardboard," a report to highlight to downstream customers the risks that the Swedish forestry model poses to high conservation values and the viability of traditional Sami Reindeer Herding Communities.

3M participated in Earthworm Foundation-facilitated calls and visits on these issues. In 2025, through collaboration with Earthworm Foundation, 3M will continue to focus on Sweden to ensure 3M Forest Product Responsible Sourcing Policy requirements are being met and seek opportunities for collective action.



# Essential Guide for Social Project Managers

Volume 1

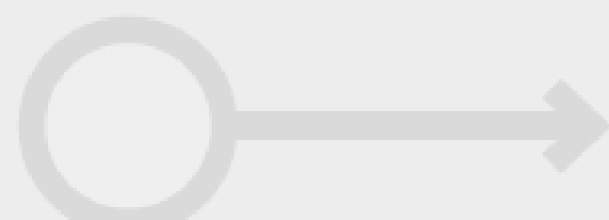
## Strengthening Social Management Best Practices within Brazilian Forestry

Since 2018, Earthworm Foundation's [Centre for Social Excellence \(CSE\)](#) Brazil has been enhancing Brazilian forestry companies' capacity to engage with communities and address social conflicts. Over 435 professionals managing 7.4 million hectares from the Brazilian forestry industries have been trained in social management best practices, including but not limited to Free, Prior, and Informed Consent (FPIC), conflict management, and securing a Social License to Operate amongst other topics.

In 2024, CSE Brazil launched volume 1 of its Standard Operating Procedures, '**Essential Guide for Social Managers**', which addresses key social management best practices on topics ranging from territorial management and development to grievance mechanism management.

With 3M's support, CSE Brazil expanded partnerships, including with the Programme for the Endorsement of Forest Certification (PEFC) Brazil. The team carried out three joint social management training initiatives as part of the update to the PEFC Brazil Forest Management Standard, reaching 134 participants. The team also conducted targeted supplier training to reinforce corporate commitments to human rights and social responsibility within Brazilian forest companies, reaching 66 students. This work continues to strengthen supplier alignment with 3M's Forest Products Sourcing Policy and foster better community relations in their operating territories.

Start



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IV

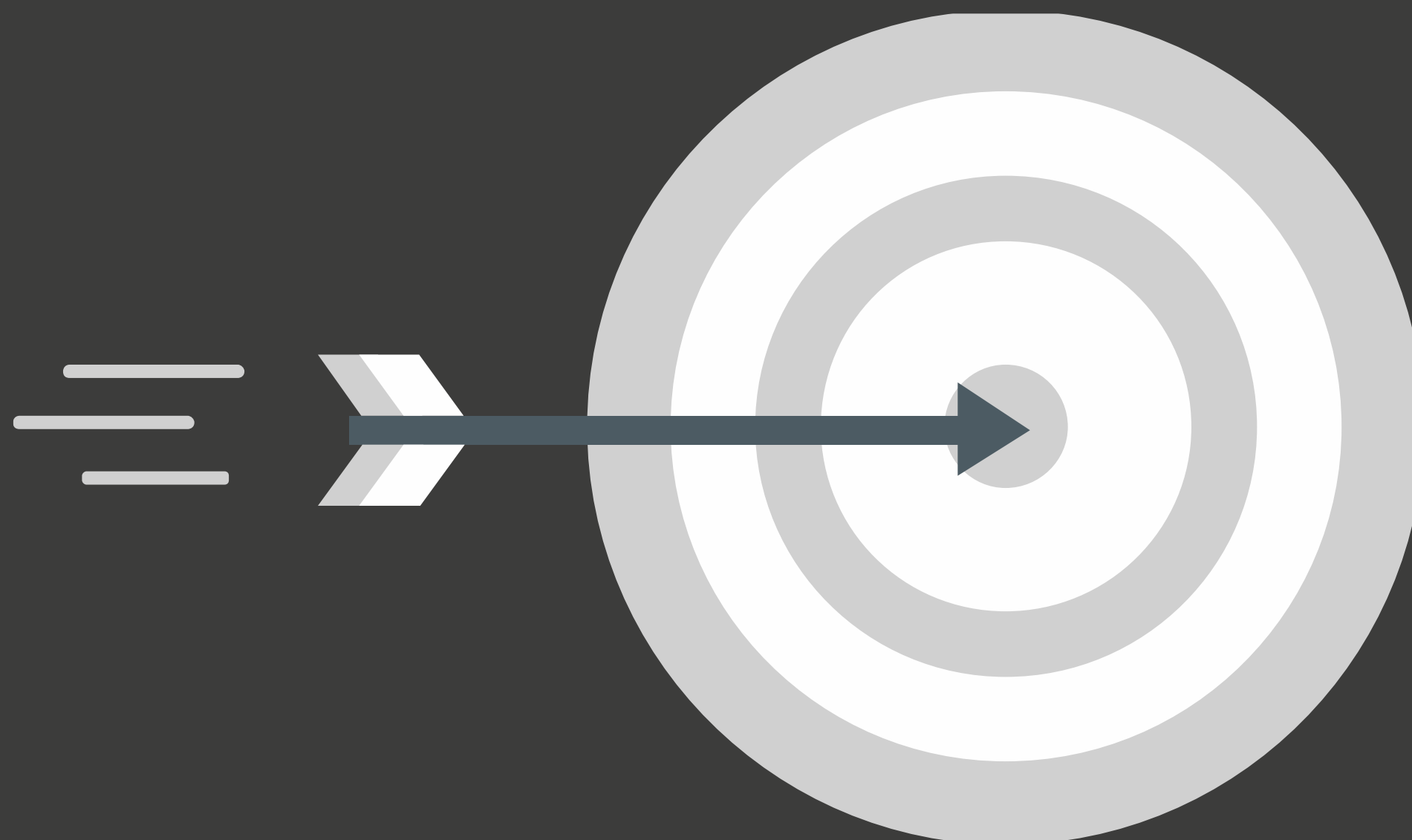
# Lessons Learned

- **The regulatory burden of global compliance can deter investment in transformation and impact.** Sustainability is a journey and achieving legal compliance in an evolving regulatory landscape is a necessary step. Regulation alone cannot fully mitigate systemic social and environmental supply chain risks, which require local, multi-stakeholder, and rightsholder collaboration to address.
- **Being a good partner in supporting Indigenous-led conservation and respecting Indigenous rights, requires investing time to nurture relationships and understanding.** This involves respecting Indigenous' partners free, prior and informed consent to partnership activities and communication, respecting cultural protocols, and prioritizing Indigenous leaders to share their stories, strategic vision, and perspectives directly.
- **Change takes time and is not a linear path.** Supplier engagement, particularly in high-risk regions, is often complex and may take longer than expected. As with any long-term partnership, changing circumstances require flexibility and adaptability.





# Looking Ahead



## Goals for 2025

- Strengthen global due diligence systems and 3M policies to support compliance with EUDR and other relevant regulations
- Deepen targeted engagement with priority suppliers globally to mitigate risk and ensure supplier policy conformance in high-risk regions
- Strengthen partnerships in key emerging regional transformation projects (i.e., Finland, Sweden, Brazil, and Canada)
- Amplify strategic communications to increase the visibility of collaboration and due diligence progress

These goals aim to enhance the transparency of 3M's supply chain, identify risks, and strengthen 3M's capacity to address and monitor those risks effectively. This not only supports 3M's readiness for new regulations, such as the **European Union Regulation on Deforestation-free Products (EUDR)** but also positions 3M to proactively go beyond minimum compliance and take an industry-leading approach in their **responsible sourcing journey** – enhancing preparedness for future regulations and promoting positive impacts on communities and nature.



Get in touch at [info@earthworm.org](mailto:info@earthworm.org)



Acronym	Definition
CSE Brazil	Brazil Centre for Social Excellence
EF	Earthworm Foundation
EUDR	European Union Deforestation-Free Regulation
FPIC	Free, Prior, and Informed Consent
IFL	Intact Forest Landscape
IPCA	Indigenous Protected and Conserved Areas
PEFC	Programme for the Endorsement of Forest Certification
VTTV	Values, transparency, transformation, verification