



# Restoration Barometer

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## Williams–Sonoma Inc.

### 2022 Pledge Implementation Progress Report

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# 2022 1T.ORG PLEDGE IMPLEMENTATION PROGRESS REPORT

## Williams-Sonoma Inc.

6 Million Trees to Restore & Protect Our Forests

### Reporting period

December 2020 – January 2022

### Pledge status

Fully on track



## Progress summary

Since December 2020 we have planted 1,535,541 trees in 1,135 hectares as part of 11 projects domestically and globally. We have an additional 2,184,550 trees in 14 more projects planned and will be planning additional projects shortly. Our partnership with the Arbor Day Foundation continues to prioritise planting the right species of trees, in the right place, at the right time.

The actions undertaken were the underwriting of the planting of trees in partnership with local communities and local planting partners. It is then reported on when trees get into the ground and the first season of success on these planting efforts is realized. Our partners are obligated to report on material changes to project outcomes such as if replanting was needed or if the project was impacted by drought or fire.

These funds go toward the establishment costs of reforestation efforts-- the planting of trees. Our ongoing partnership and project vetting process is what we use to ensure success is most assured. Regarding ongoing monitoring and maintenance expectations, these differ in their end result to the Arbor Day Foundation depending on the planting partnership, the region, the scale and past experience. To accommodate for these longer-term reporting interests, the Arbor Day Foundation has created its Impact Dashboard to aid in understanding impacts and long-term project observations. Each corporate partner, such as Williams-Sonoma, is granted access to the Impact Dashboard that, among other elements, provides shape files intended for the periodic observation of forest projects. These also include photos of planting activities before and after planting. Satellite imagery is most effective in years 4+ for reforestation projects and could be reported on, but is outside of the current progress reporting framework for 1t.org.

This year we harnessed the collective impact of all our home furnishings brands to double the original commitment set by our sister brand Pottery Barn, made possible and inspired by Pottery Barn's communication of the impact of its work in 2021. We are constantly looking for new ways to evaluate, track and communicate the impact of our work internally and externally and appreciate the Arbor Day Foundation's partnership here.





## Implementation method

Financial support to the Arbor Day Foundation

## Ecosystems and restoration interventions concerned

### Forests and woodlands:

Planting/seeding/natural regeneration of buffers (mixed stands of native species)

Planting/seeding corridors of mixed stands of native species

Restoring cultural forest ecosystems

Native recolonisation



## Policies and strategies

We have a public commitment and executive buy-in to plant six million trees in three years, and to report our progress quarterly on brand websites and each year in our annual impact report.

We are held accountable to our public goal by our board of directors, investors, customers and leadership.

### Supporting documentation

- [WSI Announces New Sustainability Goal to Plant 6M Trees by 2023](#)
- [Impact Report 2020](#)

## Funding

**Over US\$ 1.5 million** in financing disbursed to our implementing partner the Arbor Day Foundation.

The Arbor Day Foundation allocates all financial contributions to our reforestation projects across the globe. Approximately US\$ 1 plants one tree.

### Supporting documentation

- [Pottery Barn – Plant a tree](#)
- [WSI Announces New Sustainability Goal to Plant 6M Trees by 2023](#)





## Area of land

### 1,135 hectares under restoration

The Arbor Day Foundation works to ensure the right trees are planted at the right time in the right ecosystems. This includes longleaf pines in the American south and other endemic species in the Amazon, California wildfire corridors and more.

Tree species are always selected by local planting partners and reviewed by the Arbor Day Foundation. Key criteria for selecting species include, but are not limited to, locally-determined needs, near-term success, long-term success, habitat considerations, climate considerations, plant diversity, native species considerations.

An estimated 1,700 trees per hectare are planted on average, the Arbor Day Foundation reports in acres so this is a conversion and discrepancies may exist.

#### Supporting documentation

- <https://www.potterybarn.com/pages/plant-a-tree>

## Climate

### 1.1M tons of CO<sub>2</sub> (estimated over 40 years of trees' life)

The estimate is used for customer awareness of the importance of trees and for the reforestation goal. These benefits are not tied to our larger climate and carbon reduction goals.

#### Estimation method

- Emissions and removal factors obtained from the open-source tool iTree
- A state-of-the-art, peer-reviewed software suite from the USDA Forest Service that provides urban and rural forestry analysis and benefits assessment tools

#### Supporting documentation

- [Williams-Sonoma Inc. Climate targets](#)



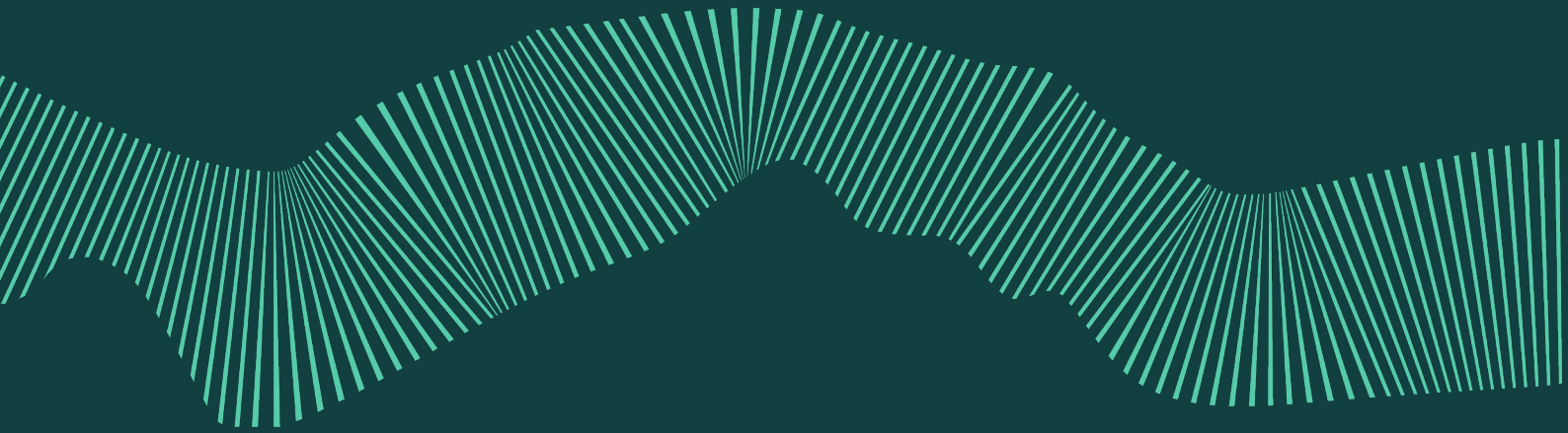


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