



Message from the Coordinator

This newsletter will provide regular updates on developments in forest certification and the supply, specification and use of certified forest products. Please feel free to pass this newsletter onto interested parties.

Jana Blair

Coordinator, Australia Forest & Trade Network

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The Global Forest and Trade Network

The Global Forest & Trade Network or GFTN is WWF's initiative to eliminate illegal logging, improve the management of the world's valuable and threatened forests, and promote credible forest certification. By providing support to and facilitating trade links between progressive forest industry companies, the GFTN seeks to create market conditions that will help conserve the world's forests while providing economic and social benefits for the businesses and people that depend on them.

The AFTN is the Australian arm of the GFTN (see page 7 for more information).

Events

HO CHI MINH INTERNATIONAL FURNITURE AND HANDICRAFTS FAIR 2007

October 10-14, 2007 - Ho Chi Minh, Vietnam

For more information go to www.hcmcexpo.com.vn/expo/news/

THE FUTURE OF FORESTS IN ASIA AND THE PACIFIC: OUTLOOK FOR 2020

October 16 - 18, 2007 - Chiang Mai, Thailand

This major international conference is being organized to strengthen the consultative and capacity-building processes of APFSOS II by bringing together diverse stakeholders and expertise to provide broader perspectives on emerging changes, probable scenarios and their implications for forests and forestry in the region. For more information go to www.fao.org/forestry/site/39701/en/



UNEP FI 2007 GLOBAL ROUNDTABLE

October 24-25, 2007 - Melbourne, Australia

For more information go to www.unepfi.org/events/2007/roundtable/index.htmlFor more forestry and timber trade events in our region go to www.forestandtradeasia.org

AFTN Participant News

Complete Colour talk about lessons learnt in tracking paper credentials - Complete Colour Printing found that it was a very resource intensive process to research their past paper purchasing to establish baseline data. To be better able to meet their aims and targets set out in their agreement as a trade participant of WWF-Australia's Australia Forest and Trade Network, Complete Colour decided they must create a new procedure. "Considering the volume and variety of paper stocks purchased by the company, it seemed a necessary step to create a more automated process that will help us track our progress in the future" said Gemma Harbutt of Complete Colour.

To make tracking paper stocks in the future easier, Complete Colour have now implemented a procedure into their environmental management system. There has always been a procedure to identify a paper stock as FSC certified. When a job is sent through the company's management information system, the estimator was given the option to select whether the paper stock was FSC certified. The company have now taken this a step further and have included a place to identify a paper stock as having recycled content. This means that the task of identifying and tracking paper stocks is easier and gives the company a procedure to develop further in the future.

Web page:

The AFTN now has its own web presence please click here [AFTN home page](http://www.forestandtradeasia.org/country/Australia/English/) (www.forestandtradeasia.org/country/Australia/English/) .

The AFTN welcomes feedback on both the content and layout of the website and if there are any extra features you think may be of interest.

General News

02 July 2007

Investigative Report March 2007 released, APP destroys tiger habitat - Eyes on the Forest (EoF), a coalition of three environmental NGOs in Riau, Sumatra has released it's Investigative Report for March/April/June 2007. The EoF Investigation found Asia Pulp & Paper (APP) to be involved in forest clearance operations in some concessions in Giam Siak Kecil, Kampar Peninsula, and Senepis forest blocks.

EoF strongly calls all the concession holders involved, PT Tiara Cahaya Delima, PT Arara Abadi and PT Ruas Utama Jaya as well as APP to immediately stop their logging and timber sourcing operations to prevent the clearing of natural forests which are: (1) still in good condition, and (2) on peat soil deeper than 3m.

APP poses a threat to the proposed Sumatran tiger conservation in Senepis block with its ongoing 45-km road construction cutting through natural forests.

EoF has submitted a letter requesting confirmation from APP management concerning this investigative report. To date EoF have not received a response from APP management.

EoF also strongly calls on APP to work with local NGOs to conduct HCVF assessments as well as delineate all HCVFs prior to any logging of natural forests as in concessions of PT Tiara Cahaya Delima, PT Arara Abadi, PT Ruas Utama Jaya, and PT Suntara Gaja Pati.

For regular updates go to <http://eyesontheforest.or.id/index.php>

18 August, 2007

Certification Security - From Timber Trade Journal Online: Ensuring sustainable timber supply means we all have to be eco-evangelists, says WWF Consultant George White.

In 1993 I wrote to TTJ (Timber Trade Journal). I had just finished a thesis on “certification and the timber trade” and was anxious to share what I had found. Certification had arrived and seemed to offer a promising future for a trade with a great deal of questions about its sources. Most people in the industry I contacted for the study said certification was going to be a big part of the future – but not all. A quote from the boss of one major processor lives with me – “the WWF 95+ group and its self-styled coterie of eco-evangelists have got it all wrong”, he said.

Fourteen years on, we can all say that certification plays a meaningful role in our industry. I say “our industry” as, in my role with WWF and the work we do with companies around the world, I do feel close to it. That in itself is perhaps one of the greatest changes over the past decade – industry and NGOs working together, not just fighting on the sidelines while Rome – or the forest – burns.

Certification has become a reality. Last month I was at the launch of FSC China. The day before I saw large volumes of PEFC-certified sycamore being processed in a Chinese mill, and wood from the first FSC natural forest in China being packed for a new UK customer.

Bumpy Road

It has been a bumpy road, but in the last 10 years certification has made good progress. The conservation organisations wanted it at the outset as a way of recognising good forestry and to ensure that market forces drove more of it. The debate continues over whether the certification schemes available offer good forestry, but the framework is there and the process is to a large degree market driven.

Thankfully much of the heat in the ‘certification war’ has died down and in many places schemes are trying to improve their standards. Again the market is playing a key role, as are many NGOs, in challenging and engaging with these schemes. We probably won’t ever live in an “FSC only” world, but we might live in a world where production forests are managed responsibly and assured against standards that take into account all stakeholder interests.

Unfortunately certification in the broadest sense hasn’t solved all the problems. With only around 6-7% of the world’s production forests certified, we should all be concerned about the rest. Forest conversion, illegal and high impact logging, loss of high conservation-value forest, poverty and poor governance all remain prevalent in many of the places both WWF and the timber industry hold dear.

So are we on the right track? In an ever more globalised world with ever greater calls for transparency and sustainability, certification will continue to grow and WWF and other NGOs will ensure that the growth is in forests that are most valuable and threatened. These are not easy to certify, but the alternative means that this is as imperative as ever. The industry can look forward to a future where calls for certified product increase and second best material will need to be checked and verified in some way. Those who have ignored these issues are simply going to run out of excuses.

The recent trend for “legality certification” gives rise to hope and concern. It shows that producers in countries with high levels of illegality are responding to market demands; but it causes concerns that they will limit their ambition to just being legal and not achieving certification.

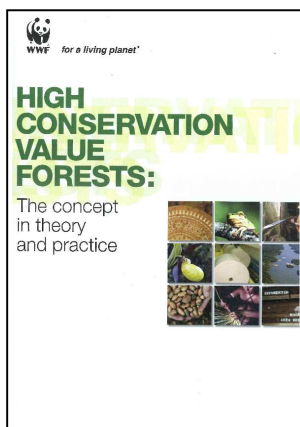
Forest ownership

The ownership structure of forests, especially natural forests, is changing and this will affect those that want to access the timber. Many communities are bringing to manage their forests and market their own products. The challenge for industry will be how it will adapt to sourcing from such young and often ill-equipped enterprises.

February 2007

High Conservation Value Forests: The Concept in theory and practice – WWF has published a brochure to explain the concept of High Conservation Value Forests and give examples of how the theory has been applied around the world.

The brochure will interest anyone seeking solutions for forest use that look at not only the economic value of forests but also the critical social and ecosystem values and services which forest provide to people and nature.



Readers will be able to learn about the concept of High Conservation Value Forests (HCVFs) and how it has been applied throughout the world. They will also be able to see how the concept has been used in many different settings and by a wide range of stakeholder groups, including:

- Government policy-makers involved in conservation, forestry and landscape planning;
- Forest managers and owners interested in responsible forest management and certification;
- Investors and donors concerned with reducing the social and environmental risks of their support to forest sector projects; and
- Organisations working in conservation and sustainable development.

The brochure also includes a brief discussion of how the HCVF concept and its uses may develop in the future.

In the last five years, the HCVF concept has been picked up by many groups around the world and used in many different applications. This rapid expansion has been accompanied by exciting innovations but has also brought challenges in maintaining consistency in how the concept has been used and clarity in how it has been understood. It has also made it difficult to keep track of all the innovation and experimentation going on.

The aim of this brochure is therefore to clarify the concept, show its strengths and limitations, illustrate how it has been applied throughout the world, and look forward to how the concept may evolve in the future.

Hard copies of the brochure can be obtained from the AFTN Coordinator or alternatively to download a copy of the brochure go to http://www.panda.org/news_facts/publications/index.cfm?uNewsID=93560

GFTN News

Copies of the a full participants list can be downloaded from the GFTN website www.panda.org/gftn

As of August 2007 GFTN participants.....

- ❖ Have annual forest product sales exceeding \$44.5 billion per year
- ❖ Are engaged in 160 trading deals with other GFTN participants
- ❖ Manage over 26.9 million hectares of forests in progress to certification.
- ❖ Buy or sell in excess of 190 million cubic metres of forest products per year
- ❖ Employ over 1.4 million people globally

Asia

In our region the Global Forest and Trade Network has chapters in China, Indonesia, Japan, Malaysia and Vietnam.

For more information on the Forest and Trade Networks in our region go to [/www.forestandtradeasia.org](http://www.forestandtradeasia.org)

Rest of the World

The Global Forest and Trade Network also has chapters in Africa, Europe, Latin America and Caribbean and North America.

For more information on the Forest and Trade Networks around the world go to

http://www.panda.org/about_wwf/what_we_do/forests/our_solutions/responsible_forestry/gftn/index.cfm

UK – FTN - Co-op First to Roll Out Sustainable Household Paper Range In May 2007 the UK retailer, The Co-operative, became the first UK retailer to convert its entire own-brand household paper range, including facial tissues, to material that has been completely sourced from FSC-certified responsibly-managed forests and recycling facilities.

Attention has been paid to all the components of the product – from the tissue, to the cardboard, to the packaging. The range includes the following highlights:

- All products are from FSC-certified material
- Recycled toilet tissue and recycled kitchen towel options available
- Degradable film used to wrap the kitchen towel and toilet tissue - fully degradable in four years (conventional plastic takes up to 100 years)
- Core roll in the centre of the toilet tissue and kitchen towel made from recycled material
- Recycled cardboard box for the facial tissue range made from post-consumer waste
- All the boxes for the facial tissue are entirely card and paper – no plastic components to interfere with recycling.

The range includes the UK's first FSC-certified recycled toilet tissue and kitchen towel. These are produced, in part, through a pioneering "Closing the Loop" initiative. This involves collecting waste paper from The Co-operative Group's head office complex in Manchester, which is also home to the North West's largest in-house office waste recycling centre, opened by the Group in February. Here it is converted to recycled paper, which is used in the recycled bathroom tissue and kitchen towel sold in Co-op stores.

This is the first time that recycled tissue products have been FSC certified, and this is only possible because the material can be identified as 100% post-consumer recycled paper. The source of this waste paper is independently verified by a certification body accredited by the FSC, which audits each stage of the production process, from the recycling plant to the manufacturer.

The FSC certification encompasses the entire range of the Co-op's own-label household paper products, from Everyday to premium lines, providing customers with the assurance that they really are supporting sustainable forestry and recycling.

This new range complements the Co-op's FSC stationery range, FSC barbecue charcoal, FSC garden furniture and FSC kitchen utensils.

Guy McCracken, Chief Executive, Co-operative Food Retail, said: "By leading the way on selecting FSC-approved material for our entire range of household paper products, along with our innovative 'Closing the Loop' recycling scheme, we are demonstrating our commitment to giving our customers quality products which also minimise the impact on the environment."

Charles Thwaites, Executive Director, FSC UK, commented: "All of us who care about the future of the world's forest take great encouragement from this bold commitment by such a large retailer as The Co-operative Group. FSC standards are very high and it requires a lot of dedication all round to create a watertight recycling system like 'Closing The Loop' which is open to independent checking. FSC UK congratulates The Co-operative Group for being in the forefront of verifiable sustainability."

Julia Young, WWF-UK FTN Manager, said: "WWF-UK is very pleased to see Co-op release this new range of FSC approved tissue products. They have shown that where there is a will to provide more environmentally responsible product choices for customers, there is also quite clearly a way!"

For more UK-FTN participant success stories go to http://www.wwf.org.uk/ftn/member_success.asp

FSC News

Australia

Publishers, Printers and Paper Network Meeting Sydney 25th September

FSC Australia will hold the second "Publishers, Printers and Paper Network" event in Sydney. The Network brings together participants in the FSC system from the paper, printing and publishing industries and provides an opportunity to learn more about FSC. Speakers will include representatives from certification bodies and participants in the FSC system who can provide an industry perspective. Participants will be updated on developments in the FSC system including a recent guidance note for labelling books.

Date: 25 September

Venue: Allen and Unwin terrace

Address: 83 Alexander St, Crows Nest, NSW

Time: 5.30-7.30pm

RSVP: 17 September (ppp@fscaustralia.org)

Trademark Workshop for Graphic Designers/Artists Sydney- 25th September and Melbourne - 9th October

The workshop is intended to help people designing marketing and promotional material; books, publications and packaging understand the rules regarding use of FSC trademarks and apply the trademarks in a way that meets FSC standards. Designers and artists who complete and meet the requirements of the course will be listed on the FSC Australia web site as registered Graphic Designers and Artists. Please register early.

Date: 25 September – Sydney; 9th October - Melbourne

Venues: TBC (Central Sydney and Melbourne)

Time: 8.30 am to 12.30pm

Cost: \$500 per person. Includes course materials; refreshments and listing on the FSC Australia website as a registered graphic designer/artist for two years. Discounts are available for multiple places and member organisations.

Bookings: info@fscaustralia.org

Workshop for retailers purchasing and promoting FSC certified products

A training session specifically for retailers purchasing and promoting FSC certified products will be held in Melbourne on October 10th. The workshop will clarify what retailers need to look for when purchasing FSC certified products, where they can research FSC sources of supply, where and how they can check potential suppliers and how they can promote and market FSC products. The course aims to make the process of buying and selling FSC products as simple as possible for retailers. Depending on the response, a further workshop could be scheduled for Sydney.

Date: 10th October

Venue: TBC (central Melbourne)

Time: 8.30 am to 12.30 pm

Cost: \$500 per person includes all course material and refreshments. Discounts are available for multiple places and member organisations. Retailers whose key staff have undertaken the program, who put in place internal programs to ensure all relevant staff are aware of FSC requirements and commit to regular monitoring, can be listed on the FSC website as registered retailers. Contact FSC Australia for details of this program.

Bookings: info@fscaustralia.org

FSC Australia becomes FSC Nominated Agent for Trademark Management

Nominated Agent status has been granted to FSC Australia. This allows FSC Australia to assess applications for promotional use of the official trademarks; the name Forest Stewardship Council, the initials FSC and the tickmark and tree logo. Retailers, agents, NGOs, media organisations and other non-certified organisations should contact FSC Australia before using the registered trademarks. N.B. Certified companies should continue to seek approval for trademark use from their certification body. Further information:

merrin@fscaustralia.org

Development of FSC Forest Management Standard for Australia

FSC Australia has commissioned former Head of Policy and Standards at FSC International, Matthew Wenban Smith to write a "Draft 00" of the FSC Australian Forest Management Standard. The draft will be based on FSC Principles and Criteria and take into account forest management standards in Australia, New Zealand and other countries with similar forest practices as well as the draft FSC International Generic Standard. The draft, being called a "straw-dog" version is due to be presented to the FSC Australia Board by the

22nd of October. It will provide the basis for stakeholder dialogue in subsequent stages of the standards development process. It will not have any status other than as a collection of existing indicators that stakeholders may choose to use as a starting point for the development of the Australian FSC Forest Management Standard. Fundraising is continuing for the standards development process.

Impact of FSC certification in Australia and New Zealand

A study of the impact of FSC certification in Australia and New Zealand found that certification has influenced changes in both systems and practices of forest management. The study found that in the FSC certifications undertaken to date, there has been a greater requirement for changes to environmental and social aspects of forest management, than for changes to economic elements. The greatest changes required were to: the protection of rare, threatened and endangered species; stakeholder consultation and incorporation of social and environmental impact assessments into planning; the use of chemicals for pest management, and; management planning. The study was undertaken by Jodie Mason, Senior Consultant with URS Forestry and Loy Jones, Asia Pacific Regional Manager for the Smartwood Program of the Rainforest Alliance (FSC certification body) and was presented at the ANZIF Conference held in June 2007 at Coffs Harbour, NSW. The study illustrates: (1) that FSC certification did lead to changes in management practices; (2) that FSC certified companies had made a commitment to improving their operations in order to meet the highest international standards and, (3) the importance of public reporting of certification decisions so the information is available for public scrutiny.

Copies of the paper can be downloaded from

<http://www.forestandtradeasia.org/posting.html?cnt=Australia&lang=English&nID=1697>

Continued Growth in the FSC System

The FSC system has grown to more than 6,000 certificates globally including more than 800 Forest Management certificates covering 88 million hectares in 76 countries. In Australia, the growth in certificates has continued with 55 certificates listed on the FSC database and a continuing strong inquiry rate. Three new Forest Management certifications are at various stages of progress in Australia.

For more information go to the FSC Australia website at www.fscaustralia.org

What is the AFTN?

The Australia Forest and Trade Network (AFTN) is the local arm of the Global Forest and Trade Network (GFTN) set up by WWF to assist and encourage Australian businesses to support responsible forestry.

Participants in the AFTN support responsible forestry by implementing a timber and paper purchasing policy and time-bound action plan that identifies and, as quickly as possible, ends the purchase of forest products from illegal or controversial sources and continuously increases the amount of product sourced from “known”, “legal”, “verified legal”, “progressing toward certification” and “certified” sources.

The AFTN is open to all Australian businesses that produce, supply or use timber and paper and who are seeking to support responsible forest management.

The benefits of participation are:

- Assistance in developing and implementing a practical, responsible timber and paper purchasing policy;
- Access to a global network of like-minded businesses and organisations, including producers and suppliers, that are committed to supporting responsible forestry;
- Guidance in assessing the value and credibility of different forest and chain of custody certification schemes;
- Improved risk management on a major environmental issue for many businesses; and
- Demonstrate to shareholders, employees, regulators and other stakeholders an enhanced corporate reputation.

AFTN Assistance

Certification Assistance

Contact Jana Blair, Australia Forest and Trade Network Coordinator. jblair@wwf.org.au

To find accredited FSC certifiers search on www.fsc.org

Group Certification: **Group Certification for Forests (2002)** www.proforest.net/publications

How to find FSC Certified Timber

Lodge a “Market enquiry” with your AFTN Coordinator. These enquires are forwarded to all members of the GFTN on a quarterly basis.

Global search for FSC certified timber and products:

www.certifiedwood.org. This database allows you to search by type of timber and timber species, by product type and supply chain position and country.

On www.fsc-info.org you can search for FSC certified species all over the world. Search mechanisms include species, tenure and country.

Global search for FSC Forest management and Chain of Custody certificate holders: www.fsc-info.org

On www.certifiedwood.org you can confirm the certification status of a company.

Global search for FSC certified forests:

www.certifiedwood.org The advantage of this certified forest list is the contact details like telephone numbers are included.

The most up to date information on which forests and companies are certified can be found on the main FSC International website www.fsc.org, however this information is mainly aimed at providing an overview rather than to establish contact.

A new website www.whyFSC.com is now officially online. The website is an initiative by a number of European companies to promote FSC. The site features support testimonials and results of independent research about FSC. The information includes documents by scientists, societal interest groups, legal authorities and governments.

Publications

The AFTN has the following publications available in both hard and soft copy:

- AFTN Fact Sheet
- Responsible Purchasing Guide – Version II
- Keep it Legal – Guide on how to keep illegally harvested timber out of your supply chain.
- High Conservation Value Forests - The Concept in theory and practice
- FSC Certification – An Introductory Guide
- FSC Principles and Criteria – A Framework for Forest Management
- FSC Certification: Chain of Custody – A Technical Guide for Manufacturers and Suppliers
- Controlled Wood – A Guide for Avoiding Environmentally and Socially Damaging Wood

Background and Facts

The Forest Stewardship Council (FSC) is currently the most credible, globally applicable timber certification system supported by WWF. The FSC label makes it possible for buyers to choose forest products that come from forests managed to the highest environmental and social standards and from legal sources. As a global system FSC offers market incentives for improving forest management around the world.

Further details on

Forest Stewardship Council (FSC) www.fsc.org

Global Forest and Trade Network www.panda.org/gftn

Forest For Life Programme, WWF www.panda.org

NGO Positions on Certification systems

Footprints in the Forest (2004) –

In depth report on Canadian Standard's Association (CSA), Forest Stewardship Council (FSC), Programme for the Endorsement of Forest Certification (PEFC), Sustainable Forestry Initiative (SFI), Australian Forestry Standard (AFS), Sistema Brasileiro de Certificacao Florestal (CERFLOR), Certificacao Forestal (Certfor) and the Malaysian Timber Certification Council (MTCC).

www.fern.org

Make your own judgement about Certification Schemes

Assessing Forest Certification: A Practical Guide (2002)

<http://www.proforest.net/publications>

WWF Forest Position Statements

WWF works on forest conservation through a multiplicity of approaches and strategies. WWF Position Statements on the following issues are available on WWF's web-site www.panda.org/about_wwf/what_we_do/forests/publications/_position_papers/index.cfm

- Forest Protected Areas
- High Conservation Value Forests
- Forest Certification
- Certification Schemes (FSC and PEFC)
- Forest Plantations
- Climate Change and Forest Carbon Sequestration
- Forest Conversion
- Illegal Logging and Crime
- Forest Fires

WWF World Bank Alliance

The World Bank/WWF Alliance was formed in 1998 and draws on the comparative institutional strengths of the partner institutions:

- The Banks' access to policy dialogue, convening power, analytical capacity and financing operations;
- WWF's strong field presence, private sector partnerships, public trust and forest conservation experience.

For more information on the World Bank/WWF Alliance go to www.forest-alliance.org

For Further Information

For more information and to be sent an AFTN application form please contact: Jana Blair on jblair@wwf.org.au

The AFTN welcomes your response to information published in the Newsletter, write to jblair@wwf.org.au.

For more information on the work of WWF-Australia please go to: www.wwf.org.au