



Message from the Coordinator

Welcome to the first issue of the Australia Forest and Trade Network (AFTN) newsletter for 2007. I hope you all managed to have some time for rest and relaxation and I am glad you can join me in looking forward to another successful year for the AFTN.

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.

In this issue...

- AFTN news
- AFTN Participant News
- News from the GFTN
- Background and Facts

Jana Blair
Coordinator,

Australia Forest & Trade
Network

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

GREEN CITIES

February 11 - 14, 2007 - Sydney, Australia

Green Cities will showcase Australia's most innovative green building products and services. Conference speakers will include internationally-renowned and Australian experts in critical areas of green building. For more information go to www.greencities.org.au

INTERNATIONAL FURNITURE FAIR SINGAPORE 2007 / 24TH ASEAN FURNITURE SHOW (IFFS/AFS 2007)

March 1 - 5, 2007 - Singapore Expo, Singapore

IFFS/AFS 2007 offers a variety of furniture products on one platform, with more than 32,000 pieces of the latest quality furniture from 30 countries on display, including China, Indonesia, the Philippines, Singapore, Taiwan and Vietnam. For more information go to www.iffs.com.sg

FSC AUSTRALIA LAUNCH

March 5, 2007 - Melbourne, Australia

FSC Australia will be officially launched at a luncheon on 5th March at Zinc Restaurant in Melbourne. If you or your organisation are interested in booking a seat or tables at this event or are interested in sponsorship please send [this form](mailto:merrin@fscaustralia.org) to merrin@fscaustralia.org



WOODMAC CHINA 2007, FURNITEK CHINA 2007 & WOODBUILD CHINA 2007

March 20-23, 2007 - Shanghai, China

WoodMac China (forestry and woodworking machinery & supplies), together with FurniTek China (hardware & furniture manufacturing accessories) and WoodBuild China (wood veneers & wood products) will have a host of complementary professional seminars alongside the exhibition. Topics will include Sustainable Forest Management (SFM), China Wood Flooring Trade, China's Emergence as a Major Global Furniture and Wood Product Exporter, and China's Timber Industry. For more information go to

www.woodmacchina.net

For more forestry and timber trade events in our region go to

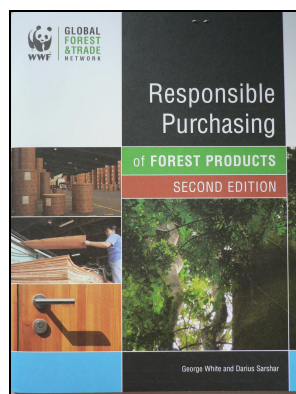
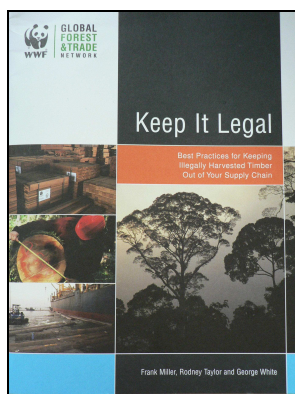
www.forestandtradeasia.org

AFTN News

15 November, 2006

Publication of Keep It Legal and Responsible Purchasing Guide Version II – Towards the end of 2006 the GFTN

published two guides designed to assist businesses grappling with the problems of determining legality and sustainability within their timber and timber product supply chains.



Most of you should have received soft copies of these guides via email. Should you or other interested parties require hard copies please contact me on jblair@wwf.org.au

December 2006

WWF Forestry School – Illegal Logging – In early December 2006 the WWF Forests for Life Programme held a forestry school in Indonesia.

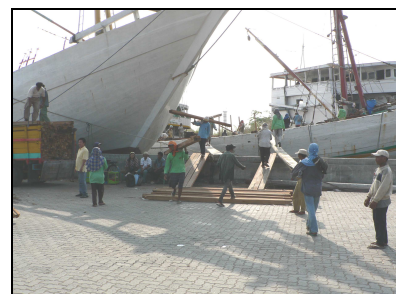


WWF Forests for Life "Forestry School – Illegal Logging" © Jana Blair
WWF-Australia

The "school" brought together WWF representatives from all areas of the globe who are working within the forestry programme with a particular interest in the problems of illegal logging.

The objective of the school was a balance between training and bringing people up to speed on ongoing work related to illegal logging through the global WWF network.

The week commenced with a tour of Sunda Kelapa port, the oldest port in Indonesia where sawn timber from the outer islands such as Borneo arrives. While figures on the extent and scale of illegal logging in Indonesia, and other countries, vary considerably the general consensus is that most of timber flowing through this port has been sourced illegally.



Sunda Kelapa Port © Jana Blair, WWF-Australia

The following day the forestry school visited the port in Surabaya which is the main hub for logs. Around this port are a variety of furniture manufacturing companies who have their logs delivered to the port before they are taken to the furniture factory, sawn and transformed into furniture that is shipped around the world.



Surabaya Port, logs being unloaded © Jana Blair WWF-Australia

Intertrend Utama, new members of the Indonesian Forest and Trade Network, operate several factories near Surabaya. Intertrend produces garden furniture utilising timber that is certified under FSC as well as "in-progress" timber from the Tropical Forest Trust (TFT)¹ and members of the Indonesian FTN.

While the problem of illegal logging persists in Indonesia, the consensus of the companies operating in the region is that the current Indonesian Government is serious about cracking down on illegal activity and that this commitment is making it harder for those who continue to offend.

Forestry School is an invaluable opportunity for the WWF Forest team to share the problems and experiences of illegal logging as they occur in Indonesia, Russia, Latin America and Africa while at the same time sharing stories of success and planning future strategy.

AFTN Participant News

UP&UP Creative : Creative communications that considered youth and the environment.

UP&UP Creative were contracted by the Department of Victorian Communities because of their values-based approach in communicating social issues as well as the capacity to meet the governments' environmental policy through high-end creative eco-graphic design solutions.

As an integrated communications consultancy, UP&UP's team utilised fresh thinking to engage youth audiences for the 'Future Directions' Youth policy document and take-away brochure. The project delivered directly to the target audiences as well as creating something that would be environmentally sound.

At the start of the project UP&UP Creative provided the client production options that both met the communications agenda and environmental considerations. Ensuring the project was produced with FSC paper supported the Department of Victorian Communities' focus on sustainability while also communicating that focus to recipients of the booklet.

The projects key aims were to inform State Departments and to represent and reflect current youth culture. The universal music concept emerged to address this key objective, making the documents fun and easily accessible. The take-away brochure format had the dual purpose of reducing paper usage and delivering the key 'Top 10' policies to the youth audience.



Key youth organisations were consulted throughout the design phase who supported the music design concept direction, ensuring the design talked directly to the audience.

The booklet and take-away brochure documents were produced on Sovereign Offset paper which is an uncoated paper certified by the Forest Stewardship Council. Additionally the paper producer has an ISO14001 environmental management system in place and is manufactured using elemental chlorine free pulp as well as being acid free. UP&UP Creative printed the document using vegetable based inks through an FSC accredited printer.

The project gained further recognition at the recent 2006 Youth, Media and Culture Conference in the Asia Pacific Region International Symposium. The 'Future Directions' project was presented as a successful example of how to engage with the 'youth' demographic, a plus for the Department of Victorian Communities, UP&UP Creative, youth and the environment.

¹ The TFT runs a step wise process assisting producers managing tropical forests to progress towards FSC certification. For more information go to www.tropicalforesttrust.com

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.

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.

General News

Bunnings – keeping the faith

Three years ago, Bunnings led the Australian market in adopting a policy which set a goal of ensuring that their wood and wood products are sourced from legal and well managed forest operations.

This goal was to be achieved in annual steps and by taking a collaborative, comprehensive approach, working with suppliers, government and environmental organisations such as Greenpeace and WWF Australia.

Bunnings Managing Director John Gillam said “We took this initiative because we shared justifiable public concern about issues of legality and sustainability of forest operations in some of the countries from which we are supplied. We believe that action at our end of the chain from forest to consumer will make a positive contribution in the countries of origin.”

And this policy is definitely having an effect. A recent report commissioned by the Australian Timber Importers Federation (ATIF) to review the current policies and practices employed by timber and timber product importers to determine legality of supply found that “the key driver identified for the adoption of written policy and practices to determine legality was Bunnings annual survey. Many of the timber importers nominated their reason for having a procurement policy was due to this initiative by Bunnings.”²

As part of Bunnings’ continued commitment in this area, the company recently conducted an extensive review of their

progress within Australia in implementing the 2003 policy. As a result, Bunnings has decided to increase the focus and effort on higher risk countries and products, and establishing a verifiable legal basis as a condition of future supply.

Bunnings remains committed to ensuring that as a minimum, all timber products originate from legal forest operations with the ultimate aim that they originate from well managed sources.



FSC Garden Furniture from Bunnings © Jana Blair WWF-Australia

The amount of certified products in Bunnings stores continues to increase, with the company recently procuring a significant quantity of FSC-certified outdoor furniture as part of their 2006 Spring range. Recent product additions include timber settings, bar trolleys, timber and mosaic outdoor kitchens, tables, outdoor timber showers and all are identified by a Forest Stewardship Council swing tag.

For more information visit www.bunnings.com.au

21 November 2006

ANZ and WWF join forces to change business decision-making - ANZ and WWF-Australia launched a strategic three-year partnership that aims to change the way business decisions are made.

The two organisations have worked together to develop a very practical program focusing on environmental finance, responsible lending in sensitive industry sectors, reducing ANZ’s environmental footprint and building awareness and understanding of sustainability issues among ANZ staff.

The combined strength of ANZ’s business and investment bankers and WWF’s international network of specialists will be brought to bear on a program which sets out to:

- Develop and embed environmental policies and performance benchmarks to inform business decision-making for ANZ and its clients; and

² The Timber Development Association New South Wales *A Review of the Current Policies & Practices employed by Timber and Timber Product Importers to determine the legality of supply* prepared for the ATIF in June 2006

- Provide ANZ staff with the skills and information they need to engage with clients on reducing environmental impact.

Mr Steve Targett, Group Managing Director Institutional, ANZ said: “This partnership, which has taken many months to design and build, gives us the opportunity to work with WWF for the good of our planet. It’s as simple, and as difficult, as that. The three-year agreement asks of us – bankers, business people, professionals – that we use our skills and knowledge to better effect, in the interests of environmental and social sustainability.”

Mr Targett said that the agreement was a recognition that changing the way a bank and its clients make business decisions was a tough ask, and one which could better be achieved in partnership with an expert and global conservation organisation.

“We have an important role to inform and engage others including our clients, on how they deal with the environment, their people and social issues. This partnership will assist us to focus on tangible outcomes that will make a difference,” said Mr Targett.

Mr Greg Bourne, CEO, WWF-Australia said: “We believe engaging companies from within is a stronger method of creating change in the way business is done. We are working with ANZ to create business policies that truly benefit the environment. These policies will have clear and measurable environmental targets.

“The development of environmental management policies that meet world standards and have high performance targets in high impact industries such as energy, forestry and mining will make ANZ a leader in sustainable finance,” said Mr Bourne.

The partnership is international and extends to regions significant to both organisations, including regions in which ANZ’s clients conduct operations, or where WWF International has country-specific expertise.

3 October, 2006

Timber Queensland breaks new ground – The Queensland timber industry announced new commitments that set it apart from traditional forest industry thinking. Timber Queensland said it had decided to embrace the community’s increasing expectation that business ‘go beyond sustainability’ by enhancing rather than simply maintaining the capacity of future generations to meet their needs.

Chief Executive, Rod McInnes said that, given the large projected increases in Queensland’s population and demand for resources, any industry that wanted a long term future had

to plan to enhance the capacity of future generations. He said that along with climate change, sustainable resource production and use were the biggest sustainability challenges facing the state.

“Another 500,000 cubic metres of additional timber will be required in Queensland by 2020 to meet projected demand, yet there is understandable concern to extend greater protection for Queensland’s forest estate, particularly state forests. So while new plantations and increased timber recycling are helping to meet spiralling demand, native forest resources are shrinking and we are becoming ever more dependent on imports – much of it of suspicious origin.”

“Under the circumstances, our board has decided that we need to plan now for significant changes consistent with future resource demand and constraints. We see no future in fighting the community’s legitimate expectations, but we see profitable opportunities if we embrace the challenges. “

Timber Queensland announces a list of priorities to which our membership is now committed. They focus on two areas: sustainable timber production and use, and enhancing Queensland’s response to climate change. These priorities include:

- Exit all state native hardwood forests as part of a transition to plantations and private wood;
- No clear-felling of native forest, no export wood-chipping of native forests;
- No clearing (or conversion) of remnant native forest for the establishment of plantations;
- No inappropriate use of chemicals such as 1080 against native animals;
- No logging of old growth forests, forests of high-conservation value and rainforest on State land;
- Seeking internationally recognised certification for all timber harvested in Queensland – including FSC as well as existing certification under the Australian Forestry Standard; and.
- Support and end to the import of illegally and unsustainably produced timber.

Mr McInnes acknowledged that the commitments went significantly further in some areas than traditional industry attitudes but said that Timber Queensland made no apology for that.

For more information go to www.timberqueensland.com.au

11 October, 2006

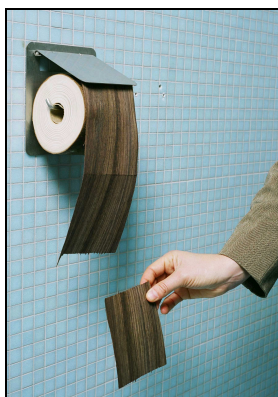
Tissue giants gets mixed scores for forest-friendly practices-

Gland, Switzerland – While some of Europe's leading tissue manufacturers have made improvements to their environmental performances, many gaps remain.

As part of its annual environmental performance assessment, five "giant" tissue manufacturers that make up 75 per cent of the European market — Georgia-Pacific, Kimberly-Clark, Metsa Tissue, Procter & Gamble and SCA Tissue — were scored by WWF across a range of criteria, including their levels of recycled content, wood sourcing practices, pollution control and transparency.

This year, two of the five companies achieved a score of over 50 per cent, compared with none in 2005. Metsa Tissue received a 53 per cent score, while SCA Tissue achieved 69 per cent, the only company to get a "green mark".

SCA Tissue, the producer of such brands as Danke, Edet, Zewa, Cosy and Velvet, is the only surveyed company that is able to ensure that wood fibres used in its products don't come from poorly-managed forests. This manufacturer also promotes the highest environmental and social standards in forest management, reaching 89 per cent of the achievable scores on sourcing. Metsa Tissue is the only company to increase recycled fibre levels in its consumer products.



The WWF assessment shows that Metsa Tissue, Georgia-Pacific, Kimberly-Clark and Procter & Gamble have become more aware of the need to address controversial wood sourcing. However, the companies still fail to show how they effectively exclude the use of timber which is linked to unsustainable forest exploitation, illegal logging and land rights conflict.

"We welcome the improvements made, but we urge these companies to seriously work on the persistent weaknesses identified in the assessment," said Helma Brandlmaier from WWF's Global Forests Programme.

In 2005, WWF highlighted low levels of recycled fibres being used in toilet paper, paper towels and napkins offered in retail markets. This trend has worsened in 2006, according to the global conservation organization.

"As a result, trees from natural forests and plantations from around the world are unnecessarily wasted and land straight in our toilets and bins," Brandlmaier added.

"Consumers should compare the different tissue products and buy those with the best environmental records."

The European tissue business is worth around €8.5 billion annually, and accounts for 26 per cent of global tissue consumption, with each European using 13kg — the equivalent of approximately 22 billion rolls of toilet paper.

"At a time when the world's natural forests are under severe pressure because of the skyrocketing demand for all kinds of timber products, retailers should be offering the most environmentally-friendly tissue products to their customers," said Brandlmaier.

"Customers should urge retailers to stock recycled tissues. The tissue 'giants' should be producing forest-friendly products in the first place."

WWF will rescore the companies again in 2007.

• Detailed findings from the scoring of the tissue giants as well as the scoring report can be found at www.panda.org/forests/tissue

GFTN News

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

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

9th November, 2006

WWF's China Forest & Trade Network Celebrates Second Year of Growth - On November 9, 2006, the China Forest and Trade Network (China FTN), the China chapter of WWF's Global Forest and Trade Network (GFTN), welcomed four new members during its First Annual Members Meeting at the China Wood International Flooring Import and Export Conference in Shanghai. Celebrating its second year of growth, the China FTN now has ten trading participants and

two forest management participants collectively producing or trading almost two million cubic meters of raw material per year sourced from across China, Russia, South Asia, Africa, Europe, North America and South America.

“Our membership now includes a broad range of companies including forest bureaus, flooring, ply mills, furniture manufactures, and retailers,” said Mr. Zhonghao Jin, Manager of the China FTN. “With nine applicants that source over 1.5 million cubic meters of timber waiting to join, the China FTN will continue to grow through 2007.”



The newest China FTN members include three flooring companies, Dalian Huade Wood Product Co., Ltd., Chinafloors Timber (Shanghai) Co., Ltd. and Krono Senhua Flooring Co., Ltd. and one plywood manufacturer, Dehua TB New Decoration Material Co., Ltd. All of these companies export to environmentally sensitive markets in Europe and North America and a number have trading relationships with existing GFTN participants across the globe. By joining the China FTN, these companies have made a public commitment to producing and purchasing responsible forest products, and will now have a transparent forum for communicating their commitment to the global marketplace.

“We hope the China FTN will help us develop a clearer understanding of our supply chains from Russia and the rest of the world so that we can achieve FSC certification,” Ms. Karen Chen, Manager of Import and Export at Dalian Huade Wood Product Co., Ltd. “Many of our customers in North America and Europe are global brands – our work with the China FTN will help us reassure them that the products they buy from us are coming from well-managed sources.”

Since the launch of the China FTN in 2005, GFTN companies have already created 20 trading relationships with China FTN participants with a combined value of over 20 million dollars. “Strong interest from the global market has been key to the growth of the China FTN,” Mr. Jin stated. “Now in turn we will work with our member companies to stimulate responsible forest management in the producer countries that are the main exporters of timber to China.”

The world’s second largest importer of industrial timber, pulp, and paper, China leaves a massive ecological footprint across the forests of the globe both as a producer and a consumer.

Faced with an increasing demand for wood and paper products along with diminishing forest resources, China imports timber from many countries, including Russia, Indonesia, South America, and Central Africa. These regions have significant problems such as illegal logging and forest crimes, loss of natural forest to agriculture and silviculture and loss of biodiversity. Against this backdrop, the environmentally sensitive markets of Europe and North America are calling for wood products that are legally harvested.

Chinese wood products manufacturers need technical supports and guidance on how to satisfy the demands of raw material supplies while reducing the depletion of forest resources. They also require more basic knowledge on illegal logging, forest trade, forest certification, as well as understanding about the international market demands on certified forest products. The China FTN provides this support, while linking member companies with buyers who seek responsible products.

FSC News

Australia

FSC Australia now has a website up and running www.fscaustralia.org

FSC Australia will hold a luncheon in Melbourne on Monday 5 March at Zinc in Federation Square to officially launch FSC Australia. FSC suggest marking this date in your diaries and considering organising a table of your colleagues, customers or other associates. The launch will be a high profile event and FSC Australia are inviting sponsors to support this activity. For more information contact Merrin Layden on merrin@fscaustralia.org

The first Annual General Meeting of FSC Australia will be held the following day Tuesday 6 March. Non-members wishing to participate in this event will need to ensure their membership applications are received one month prior for processing (6 February). Please contact Merrin if you need forms or have any queries. merrin@fscaustralia.org

For more information or to become involved contact Michael Spencer on info@fscaustralia.org or Merrin Layden on merrin@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.

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.
- 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 only 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 (PFEC), Sustainable Forestry Initiative (SFI), Australian Forestry Standard (AFS), Sistema Brasileiro de Certificacao Florestal (CERFLOR), Certificacion 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.
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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 Bulletin, write to jblair@wwf.org.au.

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