



GLOBAL
FOREST
& TRADE
NETWORK

WWF GFTN NEWSLETTER

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GFTN is WWF's initiative to eliminate illegal logging and transform the global marketplace into a force for saving the world's valuable and threatened forests. By facilitating trade links between companies committed to achieving and supporting responsible forestry, GFTN creates market conditions that help conserve forests while providing economic and social benefits for the businesses and people that depend on them. GFTN considers independent, multi-stakeholder-based forest certification a vital tool in this progression and helps infuse the principles of responsible forest management and trade practices throughout the supply chain.

MESSAGE FROM GFTN HEAD GEORGE WHITE

Collaboration is the way forward

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The complexities of supply chain management, corporate social responsibility, sustainability and navigating through the maze of different initiatives that are out there was the theme of my visit to the IMD Business School in Switzerland last month. I was impressed by the frankness and innovation on display from the large corporations that attended. I was also struck by the collaborative nature of what is being done to address sustainability, and the humility on display. Everyone accepted that they live and work in an imperfect world and that today's answers might not be the right ones for tomorrow. Going at it alone is simply not on the agenda.

Collaboration is also very much a recurring theme in this month's newsletter. It is evident across the spectrum in terms of the scale of enterprise or in the approach to an issue. As we see in the [interview with FSC's Kim Carstensen](#), FSC's multi-stakeholder approach is both its strength and weakness and managing the dynamics between the three chambers is perhaps one of the keys to its success. It is also assuring to see FSC continuing to focus on community and smaller enterprises. The larger corporations and their achievements – or failures – are often what catch the eye, but we must not forget about the countless small operations and community-owned or managed forests. The recent success in Panama, where the first natural forests were FSC certified in March, and the huge efforts underway across Latin America to link community operations with responsible markets are vital to safeguarding the integrity of forests in these countries.

It has been a tough few years for anyone involved in tropical forestry and even tougher for those with their sights set on achieving credible certification. The recent awards of new certificates in Indonesia, [Peru](#) and [Cameroon](#) have shown that the value of demonstrating responsible forest management remains a powerful incentive even when markets are tight and margins wafer thin. From top to bottom, from global corporations to small and medium sized enterprises community operations, GFTN partners and participants all share a common goal and continue to demonstrate leadership in the world of forestry. GFTN remains committed to supporting these companies and communities in their efforts to ensure that production forests continue to provide the richness of values that we all cherish.

George White
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Tropical pulp still a long way from fiction in German children's books

Mothers reading children's books about the pristine forests of the world, on paper made partially from destroying these very forests, is still a sad reality. German book publishers have only marginally improved their performance in excluding paper pulp sourced through the destruction of tropical forests that are home to critically endangered elephants, tigers and orangutans.

A WWF-Germany survey of children's books found that about 30 per cent of books contained significant amounts of mixed tropical hardwood fibres characteristic of natural forest destruction. A 2009 children's book survey found mixed tropical hardwood fibres in 40 per cent of German children's books from one-third of the publishing houses sampled.



A number of German children's books on rainforests are among titles published on paper that's derived from destroying rainforests.

**WWF REPORT:
ABOUT 30% OF GERMAN
CHILDREN'S BOOKS
CONTAIN SIGNIFICANT
AMOUNTS OF MIXED
TROPICAL HARDWOOD
FIBRES CHARACTERISTIC
OF NATURAL FOREST
DESTRUCTION**

WWF attributes the low rate of improvement to increased production of books in China and large scale sourcing of pulp from deforestation in Indonesia and other tropical forest countries. Today, more than 40 per cent of German books are imported from Asia, and the amount of storybooks imported from China and Hong Kong has multiplied by a factor of 12 between 2000 and 2011.

"Germany's publishers have been amazingly slow to react despite the highlighting of their involvement in forest destruction in 2009," said Emmanuelle Neyroumande, Manager of WWF's global paper programme. "Recycled or appropriately certified pulp and paper sources are all avenues available for companies wanting to end their involvement with tropical forest destruction."

Some publishing houses, including Holtzbrinck-Group, Kosmos Verlag Lingen Verlag or Oetinger Verlag had committed to recycled or FSC certified paper sourcing since the initial WWF survey, with Random House Germany being a pioneer in responsible sourcing from even earlier.

Read a summary of the report here: http://awsassets.panda.org/downloads/wwf_kinderbuchstudie_2012_e_docx_tok.pdf

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New timber national legality reference documents released

WWWF/GFTN and TRAFFIC have released new legality reference documents designed to support companies and other stakeholders involved in national legality definition processes in producer countries improve governance of their forest resources and prevent illegal logging and timber trade through encouraging compliance with laws related to the forest sector. The Frameworks for Assessing Legality of Forestry Operations, Timber Processing and Trade now includes guidance for China, Indonesia, Cameroon and India.

The guidance documents are part of GFTN and TRAFFIC's efforts to help companies, in countries of export and import, understand legal requirements in a clear and accessible manner and to eliminate illegally and irresponsibly produced and traded wood and wood products. It is a helpful tool for companies who wish to perform their own checks of suppliers, brief a third-party verifier or to meet customer requirements

as well as for stakeholders involved in national legality definition processes. The guidance accompanies GFTN and TRAFFIC's other guidance tools on legal schemes, including the [GFTN Guide to Legal and Responsible Sourcing and Exporting in a Shifting Legal Landscape](#).

The frameworks encompass the legal requirements covering the entire supply chain, including forestry operations and corresponding processing and timber trade relating to timber origin, production, transportation, processing and trade and legislation safeguarding agreed upon environmental, conservation and social standards. These reference documents are designed to complement legislative efforts of national governments rather than duplicate any ongoing efforts. As a standard practice, key stakeholders from the government and forestry sectors as well as legal experts are consulted in the development of each legality framework to ensure that they are relevant, applicable and harmonized with national legislation.

To date, guidance documents have been completed for Cameroon, Central African Republic, China, Democratic Republic of Congo, Gabon, India, Indonesia, Malaysia, Republic of Congo and Vietnam.

Access the full national legality frameworks here: <http://gftn.panda.org/resources/tools/?202483/Framework-for-Assessing-Legality-of-Forestry-Operations-Timber-Processing-and-Trade>

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Addressing sustainability dilemmas in natural resources

DEMAND FOR WOOD IS EXPECTED TO TRIPLE BY 2050

IMD will hold two events to address these issues. One is the *CSL/SAI Platform Sustainability Master Class* on 3-4 June 2013, in collaboration with the Sustainable Agriculture Initiative (SAI) Platform. The second is the *One Planet Leaders program* in conjunction with WWF, to be held at various dates in 2013 and 2014.

For more information, visit:

www.imd.org/calendar/csmevents/Sustainable-sourcing-strategies-2013.cfm

www.imd.org/executive-education/opl/#/corporate-sustainability/description-dates-fees/

Natural resources are getting scarcer, but demand for them continues to grow rapidly with rising population and new emerging economies. The sheer scale of pressure on land will mean that difficult choices will need to be made regarding food and fibre. For many global companies, this is not a future scenario; it is today's challenge.

How to address these issues was the theme of the "Sustainability Dilemmas and Solutions Affecting Natural Resource Use" roundtable, hosted by IMD, one of the world's leading business schools. The meeting took place in Lausanne, Switzerland, on 20-21 March and featured a number of influential leaders from various industries.

George White, Head of GFTN, spoke on how industry specific platforms and collaborations can help solve sustainability dilemmas affecting natural resources.

"Forests will face enormous pressures tomorrow. Only a quarter of four billion hectares of forests today are used for production, and even though they are under pressure, demand for wood is expected to triple by 2050," White said. "For this reason, best practices are not a luxury item for companies anymore. Best practices must be made accessible right through the supply chain from forest to consumer. The private and public sector and NGOs must come together to address this issue and the entire spectrum, as this problem cannot be fixed on its own."

The workshop looked at how platforms addressing agricultural commodities, shipping, mining and forest products are seeking to collaborate to achieve a broader impact.

The attendees at the roundtable concurred that there is a bigger push among companies to map and understand their supply chains, understand the product lifecycle and increase collaboration with partner organizations. There is also an increasing awareness of sustainability issues and the need to source responsibly.

"What began for many organizations as a single issue approach has now become part of broader initiatives to manage supply chains more responsibly," said White.



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Siberian tiger.

**WWF REPORT:
THE PERMITTED
VOLUME OF
MONGOLIAN OAK
AUTHORIZED FOR
LOGGING IN THE
RUSSIAN FAR
EAST EXCEEDED
200% IN 2010**

WWF report: Illegal logging in the Russian Far East reaching crisis proportions

The forests of the Russian Far East are being pushed to the brink of destruction due to pervasive, large-scale illegal logging, largely to supply Chinese furniture and flooring manufacturers, many of whom in turn export to the U.S. and Europe. This widespread timber theft is driving the endangered Amur tiger – which calls these forests home – closer to extinction.

To demonstrate the scale of this rampant criminal activity, WWF-Russia has synthesized over 10 years of on-the-ground field observations into an eye-opening report, *Illegal Logging in the Russian Far East: Global Demand and Taiga Destruction*. The report highlights a sobering reality: The forest sector in the Russia Far East has become criminalized, with poor law enforcement, allowing illegal loggers to plunder valuable timber stocks of Mongolian oak, Manchurian ash, Japanese elm, Amur linden and Manchurian linden, at a rate that far outstrips the legal and sustainable supply.

WWF analysis of Russian customs data revealed that in 2010, the permitted volume of Mongolian oak authorized for logging in the region exceeded 200 per cent – meaning that at least half of the oak being exported across the border to China was stolen. 2010 was a mild year, compared to 2007 and 2008 when the oak harvest was four times as large, the report found.

Global companies that are importing Chinese furniture and flooring made from Far Eastern hardwoods face major risks of violating legislations such as the U.S. Lacey Act, EU Timber Regulation and Japanese Green Purchasing Policy. With legality high on the radar in consumer countries, it is imperative for companies to address this issue.

The report lays out recommendations for the private sector on how to mitigate the risk of sourcing from Russian Far East. These include knowing the source; exclusively purchasing wood products certified by FSC, especially for products made with Russian oak, ash, elm or linden; If FSC is not available but sourcing must continue, establish rigorous legality and traceability confirmation systems that go beyond collecting the right documents and that incorporate third-party auditors and Russian civil society stakeholders. In the case that none of the above approaches is possible, the report recommends that companies avoid any furniture, flooring or other wood products made from hardwoods that could be of Russian Far East origin (oak, ash, elm, and linden) due to the high risks of illegality.

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GFTN launches new Risk Assessment Tool

For over 20 years, GFTN has helped companies in all parts of the timber supply chain progress towards responsible forest trade. The tools and unique expertise that GFTN offers can help companies navigate the complex world of legality, and GFTN's stepwise approach helps participants with the due diligence process and in securing responsibly produced forest products.

Now, GFTN has launched the Risk Assessment Tool designed to help participants reduce the risk of illegally harvested timber in their supply chain. The Tool provides basic guidance to participants in performing risk assessments at a very basic level. The Risk Assessment Tool is available through MyGFTN, a new web site for GFTN participants that contains valuable information and tools.

For more information, contact the GFTN manager in your country or:

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GFTN ON THE GROUND

Preserving the habitat of proboscis monkeys

Proboscis monkeys (*Nasalis larvatus*) are a relatively rare primate. Distinguished by their large protruding noses, these mammals prefer ecotone areas, from mangrove forests to swampy ecosystems, that are found only on the island of Borneo. Usually active from late in the afternoon until dark, proboscis monkeys stay mostly in the trees and never stray far from a river.

Much of the remaining population of proboscis monkeys lives outside of protected areas. This endangered species is under increasing threat from poaching and habitat loss caused by forest clearing for commercial logging and palm oil plantations. The population of proboscis monkeys has declined by more than 50 per cent in the last four decades. To halt that trend, the Indonesian government has made proboscis monkeys one of its top biodiversity priorities, with a goal of increasing the population by at least 3 per cent between 2010 and 2014.

The largest remaining population is found in Kalimantan, which is designated as an area of high conservation value. Here, in the lush tropical forests of Kubu Raya district, West Kalimantan, WWF/GFTN is working with PT Kandelia Alam (18,130 hectares) and PT Bina Ovivipari Semesta (BIOS) (10,100 hectares) to preserve the habitats of these unique species of monkeys through responsible forest management of the company's mangrove concessions. In addition to proboscis monkeys, these forest management units are also home to freshwater dolphins and Irrawaddy dolphins.

These forest management units operated by the two sister companies are the only mangrove concessions in Indonesia that are still operational. Mangrove forests are critical to fighting climate change, as mangroves absorb large amounts of carbon dioxide from the atmosphere, storing the carbon in the trees and in the soil, according to research by the Centre for International Forestry Research (CIFOR). This makes the commitment to responsible forest management by PT Kandelia Alam and BIOS even more significant as it will be essential in ensuring that mangrove forests continue to maintain their ecosystem services and biodiversity.

The two companies produce more than 80,000 M3 of chip and charcoal for international markets, mainly Japan and Korea. BIOS has a sustainable forest management system certificate from Indonesia's Ministry of Forestry (LPI).

"The concessions of PT Kandelia Alam and BIOS represent an increasingly rare ecosystem of mangrove forests in West Kalimantan, and the companies' commitment towards responsible forest management makes the area an island of natural habitat and a refuge for endangered species among palm oil and acacia plantations," said Aditya Bayunanda, Manager, GFTN-Indonesia. "GFTN has facilitated surveys of the biodiversity, social and the baseline assessments of the concessions, and has enabled discussions with local stakeholders on certification and responsible forest management. We are now on course to make this special place a certified well managed forest."

WWF/GFTN is helping the companies attain FSC certification for over 28,000 hectares of forest in West Kalimantan, and training the staff on how to implement best practices to harvest responsibly, preserve the habitat of proboscis monkeys, and mitigate social conflict with local communities.

In October 2012, WWF led a training session in collaboration with the Indonesian Forest Concession Holders Association (APHI) to build capacity around responsible forest management, understand FSC certification and legal requirements, as well as



A survey by the WWF team of PT Bina Ovivipari Semesta's (BIOS) forest management units.



Proboscis monkeys, Labuk Bay Sanctuary, Sabah, Malaysia.

THE POPULATION
OF PROBOSCIS
MONKEYS HAS
DECLINED BY
MORE THAN 50%
IN THE LAST FOUR
DECADES

Best Management Practices to implement responsible forest management policies. The training was attended by 22 participants from PT Kandelia Alam and BIOS, Indonesia's forestry department, and universities. WWF/GFTN also hosted a trip for the media in conjunction with the training to raise awareness about responsible forest management practices and the companies' work to preserve the habitat of proboscis monkeys. Additionally, the staff of PT Kandelia Alam and BIOS has received training on high conservation value (HCV) and preparation of management plans.

"On January 2013, the pre-assessment for FSC on both concessions has been done. With support from and collaboration with WWF-Indonesia, we will continue to do HCVF identification on the whole concessions and based on that (proboscis monkey survey and HCVF survey) will develop integrated management plan to conserve or protect the species and its habitat," said Fairus Mulia, Director of PT Kandelia Alam and BIOS.

For more information, contact:

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More information:

Adopt a proboscis monkey:

<http://gifts.worldwildlife.org/gift-center/gifts/Species-Adoptions/Proboscis-Monkey.aspx>

Mangroves among the most carbon-rich forests in the tropics:

<http://www.nature.com/ngeo/journal/v4/n5/abs/ngeo1123.html>

Borneo Lowland & Montane Forests – A Global Ecoregion

http://wwf.panda.org/about_our_earth/ecoregions/borneo_lowland_forests.cfm

Peru's indigenous community signs the largest contract for responsible forest management

THE AGREEMENT
BETWEEN THE NATIVE
COMMUNITY PUERTO
ESPERANZA AND
GFTN-PARTICIPANT
CFA IS EXPECTED TO
GENERATE US \$155,000
PER YEAR FOR THE
COMMUNITY

The indigenous community of Puerto Esperanza in the eastern Peruvian Amazon, and GFTN-participant Consorcio Forestal Amazónico (CFA), a timber company, signed an unprecedented contract to join efforts in responsibly managing 800 hectares of forest managed by the native community.

The agreement sets a new paradigm in forest management as it goes beyond good management and responsible use of the forest, but is also an innovative model of partnership between a community and a company that generates a greater economic value per hectare in a legal, transparent and equitable way. The goal of this community project is to work with private enterprises at a rate of 800 hectares per year for 20 years to harvest and sell timber from Puerto Esperanza's land.

"This experience represents a great achievement because it is the first time within Peru that communities and companies have reached a transparent and mutually beneficial commercial agreement," said Margarita Céspedes, Forest Specialist, WWF-Peru.

Under the agreement, CFA is in charge of harvesting and transporting timber from the forest to the river port within a sector of the indigenous community's territory, while Puerto Esperanza will provide the timber and will be responsible for monitoring the progress of their operations as well as get and attain FSC certification. The agreement is expected to generate US \$155,000 per year for the Puerto Esperanza community.



Rana Lemur Naranja (phyllomedusa tomopterna) is found in the pristine tropical forests of the Amazon.



Puerto Esperanza community members.



Community members Grimaldo Ramírez Vásquez (left) and Mario Muñoz Sánchez examine the site map.

“This successful interaction between a private company and a native community is crucial within the current context since it demonstrates that these kinds of projects are like wheels,” said Rafael Venegas, GFTN Coordinator, WWF-Peru. “If we give them enough momentum, they will continue to roll on their own.”

The agreement is a historic one for Peru’s forest sector, as it safeguards the livelihoods of communities by ensuring that both the community and company reap equal economic benefits from the sale of responsibly produced timber. It also ensures that the forests that the communities rely upon are harvested responsibly and maintained for future generations.

“We are very happy with the way of working we are developing with Puerto Esperanza, and we hope that soon more communities want to adopt this scheme of work in which the company is a winner and so are the communities,” said Mario Javier de la Cruz Gonzales, Manager of Human Resources and Public Affairs at CFA.

CFA, which sells products to Europe, the United States and Latin America, holds both FSC’s forest management and chain of custody certification. Puerto Esperanza, the first community in Peru to work on a responsible forest management plan, received FSC certification for over 19,000 hectares of forest management units in November 2012. For this native community, FSC certification and partnership with CFA opens up a world of new social and economic opportunities. Puerto Esperanza, a community of the Ashéninka ethnic group, has become a model of how communities can take charge of their forests and protect themselves from the threat of illegal timber industries and illegal timber trade.

“We live of the forest, we get our food from it, and with its timber we build our houses, boats and cook our food,” said Oscar Vasquez Rios, chief of Puerto Esperanza native community.

The agreement has already set the precedent for future collaborations between communities and the private sector. Another indigenous community, Bufeo Pozo in Ucayali, is now on its way to obtaining permits for forest management.

WWF/GFTN has supported the work between CFA and Puerto Esperanza through The Living Amazon Project, which is funded by the European Union and WWF-Germany, and implemented via a partnership of WWF-Peru, WWF-Colombia, DAR, SNV, TRAFFIC, CorpoAmazonia, and Sinchi.

For more information, contact:

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More information:

Indigenous Community embraces initiatives towards sustainable forest management:
<http://peru.panda.org/en/?207730/IndigenousCommunityofPuertoEsperanza>

For a Living Amazon!:

http://wwf.panda.org/what_we_do/where_we_work/amazon/

Amazonia Viva:

http://peru.panda.org/nuestro_trabajo/en_peru/amazonia/manejo_forestal_sostenible/amazonia_viva/



A man from the Baka community talks during discussions on SFID's local development plan.

Rougier pushes FSC certification in Cameroon above 1 million ha

The Baka ethnic group is considered one of the oldest residents of Cameroon's tropical rainforests. These forests hold a deep spiritual value and the community is closely tied to nature through social and commercial bonds.

Across Cameroon, the influx of private sector due to new economic opportunities and opening up of landscapes is translating into new challenges for the semi-nomadic Baka people. The forests that these communities call home are exploited for commercial gain at the expense of indigenous groups, leading to conflicts between them and companies. For companies that do want to engage with indigenous groups, communication can be challenging due to language, social and knowledge barriers.

GFTN has been working with both communities and companies in Cameroon to mitigate such conflict, and encouraging the uptake of FSC certification, which ensures that the forests are harvested responsibly and the rights of the community members are being respected.

In March, GFTN participant Société Forestière et Industrielle de la Doumé, a subsidiary of France-based Rougier, reached a milestone when it achieved FSC certification for three concessions covering 285,667 hectares in Cameroon, pushing the total FSC certified area in the country above 1 million hectares. The certified forest management units are located in the Mbang area of eastern Cameroon, and the achievement marks the first substantial increase of FSC certified area in the Congo Basin in several years.

Discussions on the Local Consultation Framework in a Baka community.

NORBERT SONNE/WWF-CENTRAL AFRICA PROGRAMME OFFICE





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Baka subsistence hunters and gatherers in the forest.

“We congratulate Rougier on this achievement and salute their commitments to responsible forest management in the Congo Basin,” said Daniel Tiveau, Regional GFTN Manager for Central Africa. “Managing forests responsibly is the best way to ensure a better future for people and biodiversity, and buying certified products from the Congo Basin is the best way markets can influence forest management in the region.”

GFTN has assisted SFID in Cameroon since October 2009 to develop an action plan to achieve FSC certification. GFTN has also held a number of training sessions to train logging companies, including SFID employees, on conflict resolution

and ways to engage with community forest farmers. Moreover, GFTN supported SFID in building the capacity of the Local Consultation Framework and in putting together a local development plan for the Baka community. On the community side, GFTN has provided support to local and indigenous peoples in understanding the developments in the region.

In working toward FSC certification, SFID has improved its internal management procedures through better documentation of its work, and has undergone third party assessment.

“Many years ago, Rougier entered into a voluntary process of certification in which the group invested heavily to enhance its production on the international market. Through our efforts in matters of certification, we wish to consolidate our positions on the developing markets for certified products,” said Rougier CEO Francis Rougier.

SFID’s forest management units surround habitats of critical species, making FSC certification even more important.

“It’s also important Rougier and Cameroonian authorities work together to maintain elephant populations in these forests, considering the recent documented massacres in the Congo Basin,” Tiveau said.

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More information:

Protecting Baka pygmies access to forest resources in Southeast Cameroon:
<http://wwf.panda.org/?139921/Protecting-Baka-pygmies-access-to-forest-resources-in-Southeast-Cameroon>

More about Congo Basin:
<http://worldwildlife.org/places/congo-basin>

The Rougier Group:
<http://www.rougier.fr/>

GFTN CUTTING EDGE INSIGHTS

Interview with Kim Carstensen, FSC's General Director

Kim Carstensen took on the helm of FSC as its General Director in October 2012. Among many other interesting and high profile roles, Carstensen has led WWF-Denmark as Executive Director, before heading to work at WWF's Global Climate Initiative and, most recently, his own consultancy.

Carstensen has worked with legislators, businesses and sees himself as an advocate of the poor. He has lived and helped shape an important part of recent environmental history - representing WWF as one of two NGOs on the Danish delegation in Rio in 1992. He remembers the disappointment when nothing substantial was agreed through the policy process on forests, and how this led to WWF exploring market alternatives. In many ways, this was the conception of the very organization he is now leading 20 years later.

Carstensen spoke to WWF on his 11th day on the job.

What made you leave your own consultancy that you run in partnership with your wife, to now lead the FSC?

I was asking myself that same question. We were having enormous fun with our own company, doing things that we felt were groundbreaking, working with partners in the South to define what a Green Economy would look like if it was to be good for the poor and socially just.

To be honest, when I was first approached for this FSC job, I was not very interested. But then through the interview process, I increasingly saw that the FSC was in pretty good shape, that a lot of improvements had been made in the last five to six years.

So I felt there was a good basis. And some very interesting and important challenges, to which I thought I could bring some good experiences from my experience working with WWF and on my own. I thought we'd make a good match.

Will we see stronger social criteria for the FSC?

That I don't know. We just have been through a review of the Principles and Criteria for FSC International. But we will certainly see an interest from my side to engage with the Social Chamber inside the FSC.

Over the past few years the FSC has been quite good at reaching out to the Economic Chamber, to the big and small companies who are so important for the market penetration of FSC products all over the world. FSC has become good at that and that is certainly something we would want to continue. But at the same time, I will want us to also have a very strong focus on our constituencies on the social side: Indigenous Peoples Groups, Trade Unions and others, so we maintain a true balance between all three interests: the social, environmental and economic.

Where do you see the challenges and opportunities?

It is important that we maintain a true balance between the various interests in the organization. We have to maintain the attention we have developed on the economic side and match that with equally strong interest from the social and environmental side.



Kim Carstensen, General Director, FSC

There are also some very important issues that will come up. Some of which have been with us for a long time. We have not yet managed to get FSC to be the mainstay for sustainable forest management in the tropics, and particularly not in Africa. There is a huge challenge there to get activities going in Africa.

Another big challenge related to this is how do we move FSC beyond its stronghold in Europe and North America and into emerging markets, and particularly China and India? That is another big one.

Of course an overall challenge is to maintain credibility. We have seen enormous growth over the last few years. And now we need new systems and technologies that allow us to maintain credibility of a system that is much larger now than ever before.

Speaking about credibility. There is of course the system integrity, the processes and procedure. But there is also the ability to demonstrate impact in the field, to demonstrate that all these complex systems yield real positive change where it matters.

My sense is that we have some bits of answers, we have some good illustrations of how FSC certification matters. But there is a lot more that must be done to fully demonstrate the impacts of FSC certification. I am convinced positive impacts are there. But I am also convinced that more research needs to be done so we understand what the impacts are and where they are strongest and where they are weakest.

I am not sure yet how to address this. FSC is not itself a research organization. And I am not convinced FSC should be analyzing itself. We believe very much in third-party verification. But it is an important issue that we need to figure out.

Impact is positive change times uptake. Compared with some younger certification systems, FSC is growing comparatively slowly. Do you see this as an issue?

Well, FSC has grown tremendously over the past 4-5 years, and I am as interested in consolidating that growth into a truly functioning global organization as I am in continuing the level of growth. Growth is important of course, but even more important is that we have a strong organization that can deliver on the ground, and that we begin to grow in those areas where we have not been growing so far, namely in tropical forest and smallholder certification.

I would like to see a clear strategically targeted growth in tropical forests and small holder forests, and succeeding in those areas would make me even more proud than just maintaining massive overall growth figures.

Looking beyond FSC now. FSC stood as the model for many certification systems. What do you see as the main lessons learned from FSC?

There was much learning in how to make a true multi-stakeholder environment work. This resulted in certain governance features either being dropped or adopted by others. The whole notion of doing something that includes social, environmental and economic interests is one that we have learned a lot from. We learned how difficult it can be, but also how powerful it is when it functions.

And we have demonstrated to the world that it is possible. Of course we need to get better at documenting and demonstrating the impacts - show that we are actually achieving what we set out to do. But I believe we have demonstrated that it is possible, not only to talk about environmental, social, or economic interests individually, but all at once. That will always result in compromise. That will always be more fuzzy, never as clear, edgy and sharp as you would want it to be if you only had one perspective. And it will take time. But it is also much stronger and more durable in the long run. These are important lessons not only of relevance to the newer certification schemes, but also for the world as a whole.

Read the full interview here:

<http://gftn.panda.org/newsroom/?206745/Interview-with-Kim-Carstensen-new-FSC-Director-General>

GFTN & CREDIBLE CERTIFICATION

First FSC certified natural forests in Panama

Panama's Embera-Wounaan community is rich in tradition and heritage. Residing in the Darien rainforest, the country's largest remaining forest, this indigenous community is known for its impressive wood craftsmanship and artisanship. Traditionally, fishing and logging has been the main occupation of the Embera-Wounaan community, but in recent years, there has been an increasing focus on forest management as a way to attain bigger economic benefits.

With little technical knowledge of forest management, the indigenous communities of the Darien have always been susceptible to exploitation by large timber merchants who had little incentive to pay a fair price for the timber. Not only did it rob the communities of their economic wellbeing, it also degraded soil conditions and inherently, the very forests that they depend upon for survival.

WWF/GFTN has been working with the communities of the Darien to build capacity for community forest management and train community members in the skills needed to manage community forest enterprises.

In March, over 43,000 hectares of forests managed by the communities of Río Tupiza and Marraganti received FSC certification, the first for natural forests in Panama and a significant milestone for responsible forest management in the country. Credible certification opens up new markets for community forest enterprises as it provides assurance to international buyers that the timber is coming from responsibly harvested forests. It also assures that the value and integrity of these ecosystems are preserved for future generations.

"Responsible forest management has not only improved the communities' economic standards by increasing their incomes, it has also resulted in improved social standards and better labor and safety conditions," said Miguel Pacheco, Coordinator, GFTN-Northern Amazon Choco Darien.

Since 2004, WWF/GFTN has helped community forestry enterprises in Panama understand and practice responsible forest management through a measured stepwise approach. The goal of the project is to conserve forests for the long term using responsible extraction while at the same time offering economic alternatives to organized communities in the indigenous territories. Today, nearly 75,000 hectares of this land, which includes five forest management areas and several indigenous communities and river basins, is being harvested responsibly.



Children of the Marraganti community receive the FSC certificate.



Community representatives hold the FSC certificate and GFTN-NACD diploma alongside GFTN staff members (left to right) Miguel Pacheco, Daniel Arancibia, Maria del Carmen Carreras, Rodrigo Donadi and Rafael Venegas.



© MIGUEL PACHECO/WWF-NACD

GFTN's first International Business for Sustainable Forestry Roundtable in Panama, March 2013.

The FSC certificate was awarded during the first International Business for Sustainable Forestry that took place in Panama on 18 March. The event attracted 40 companies from Bolivia, Canada, Colombia, Costa Rica, United States, Panama and Peru and resulted in more than 70 business transactions and negotiations worth more than half million dollars.

The roundtable was designed to facilitate interaction between responsible producers and buyers of forest products and promote the transformation of the global marketplace through responsible forest management.

“The roundtable, as well as the certification of the two community owned forest management units, has modified the paradigm of how forestry is seen in Panama,” Pacheco said. “Increasingly, NGOs, academic institutions and government agencies are realizing the benefits of forest certification as a credible tool to improve management practices and promote a profitable, fair and legal market, and FSC certification is only likely to gain momentum in this region.”

For more information, contact:

Miguel Pacheco, GFTN Coordinator, WWF-NACD (mpachecho@wwf.org.co)

PT. Ratah Timber attains FSC certification

© WWF-CANON / SIMON RAWLES



Wasis Kuncoro, Camp Manager for PT Ratah Timber, East Kalimantan, Borneo.

GFTN participant PT. Ratah Timber has achieved FSC certification for 85,261 hectares of tropical forests in East Kalimantan, Indonesia. The high conservation value forest management units are home to important biodiversity such as the agile gibbon (*hylobates agilis*) and the critically endangered bird, black ibis (*pseudibis davisoni*), as well as the endangered tropical timber species, dipterocarpacea (*shorea spp*).

Since becoming a GFTN participant in April 2010, PT. Ratah Timber has implemented reduced impact logging to ensure that logging is minimally disruptive to the landscape. WWF/GFTN has also assisted the company in attaining FSC certification and implementing best forest management practices.

PT. Ratah Timber's concession is located in the outer buffer zone of the Heart of Borneo area, which will protect the zone from the pressure of unwanted activities such as illegal logging and encroachment. The concession is surrounded by 11 villages, and 85 per cent of the workforce is from these communities. The company has worked actively to improve the social and economic standards of these communities, including offering free primary education as an alternative to faraway public schools.

PT. Ratah Timber is the eighth company in The Borneo Initiative to achieve FSC certification, bringing the total area to 891,531 hectares. The Borneo Initiative was created in 2008 as a partnership to promote the use of certified timber and promote responsible forestry.

PT. Ratah Timber, which sells logs that are processed into plywood for international exports, is owned by PT. Roda Mas Timber. With this latest certification, all three of the company's forest concessions totaling 237,301 hectares are now FSC certified.

For more information, contact:

Joko Sarjito, Responsible Forest Officer, WWF-Indonesia (jsarjito@wwf.or.id)



*Bikin River, Maritime Territory
Siberia, Russian Federation.*

Russia's printing houses gain influence in forest products sector

**BETWEEN 2001
AND 2011 ALONE,
THE PRODUCTION
OF PAPER AND
PAPERBOARD IN
RUSSIA INCREASED
BY MORE THAN 25%**

Russia's printing houses are emerging as a powerful force in the domestic paper industry despite the decline in the sector in other parts of Europe. Growing domestic demand for packaging and labeling as well as printing technology has led Russia's printing sector to become an increasingly important consumer of paper products. Between 2001 and 2011 alone, the production of paper and paperboard in Russia increased by more than 25 per cent.

Russia's printing industry can play a key role in promoting responsible forest management and trade and credible certification, which is continuing to gain recognition. The total FSC certified in the country increased to 33.4 million hectares in December, an 11 per cent rise from the same time the year before. Between October and December 2012, 17 new chain of custody certificates were issued, including to three printing houses, which raised the number of certified printing houses to 13.

In June 2012, WWF and FSC launched the second phase of the FSC promotion campaign to raise demand for certified products in the domestic market. This phase, being led by FSC with support from WWF, includes three videos designed to raise public awareness about credible certification, publication of two booklets and online promotion. The project specifically targets the private sector with the goal of helping it create environmentally appropriate, socially beneficial, and economically viable forest management policies and procurement.

The one and a half year-long campaign builds upon the momentum from the first phase of the campaign that was launched by WWF-Russia in 2009. The campaign was designed to raise awareness among retailers, government and municipalities, as well as individual consumers on why certified products are the best mechanism to ensure that Russia's forests are responsibly managed for the future. The campaign resulted in greater awareness and demand for FSC publications, in turn leading to the certification of 13 printing houses, including one in Sochi for the 2014 winter Olympic Games. WWF/GFTN is currently engaged with Northern Arctic Federal University to help the university's printing house prepare for FSC chain of custody certification, which will be the first one in Russia printing textbooks and scientific papers.

WWF/GFTN has been an active proponent of FSC, continually pushing companies towards FSC certification and providing assistance to its 25 participants and other partners on how to prepare for certification.

For more information, contact:

Alexander Voropaev, GFTN Manager, WWF-Russia (AVoropaev@wwf.ru)

WWF-West Africa develops guide for timber exporters and importers

WWF–West Africa Forest Programme Office has completed a timber legality guide for timber exporters and importers from Ghana and Liberia under the project “Facilitating compliance with Forest Law Enforcement Governance and Trade and European Union Timber Regulation (EUTR) in Cote d’Ivoire, Ghana and Liberia.”

The project, implemented over a 17-month period, sought to contribute to measures targeted at eliminating illegal logging from the supply chains in Ghana and Liberia. In addition to the guide, a key output of the project was the development of a strategy document for civil society organizations in environment, forest and social sectors as they seek to present a common front in the negotiation and implementation of a Voluntary Partnership Agreement (VPA) in Cote d’Ivoire.

The project enhanced understanding among stakeholders of the requirements of the EUTR and what to do to meet them. In Cote d’Ivoire, enthusiasm was generated among civil society organizations to engage as a single unit in the upcoming VPA negotiations as well on other natural resources management issues, including Reducing Emissions from Deforestation and Forest Degradation (REDD+).

To implement the project, WWF partnered with The Forest Development Authority of Liberia, the Timber Validation Department of the Forestry Commission of Ghana and the National Working Group on Forest Certification and Sustainable Forest Management (GNT) in Cote d’Ivoire. Critical inputs were provided by TRAFFIC, the FAO in Ghana and the IDL group in Ghana and Liberia. Funding was provided by the European Union through the Food and Agriculture Organization (FAO) of the United Nation’s African, Caribbean and Pacific (ACP) Forest Law Enforcement Governance and Trade (FLEGT) Programme.

Download the Timber Legality Guide for Ghana and Liberia here:

http://awsassets.panda.org/downloads/ghana___liberia_timber_legality_guide.pdf

For more information, contact:

Mustapha Seidu, GFTN Manager, WWF-West Africa Programme Office (mseidu@wwfghana.org)

Legally harvested timber, Samreboi, Ghana.

© HARTMUT JUNGUIS / WWF-CANON



GFTN & MARKET TRANSFORMATION

Love Your Forests: Driving demand for responsible supply in Australia



In 2011, WWF-Australia joined forces with FSC-Australia and Kimberly-Clark Australia/New Zealand to encourage consumers to look for the FSC trademark when purchasing wood-based products. The Love Your Forests campaign combines the brand trust and recognition of WWF, the rigour and integrity of FSC and the marketing reach and leadership of Kimberly-Clark.

A year and a half later, as the profile of FSC in Australia strengthens, the campaign is entering a new phase; seeking to take consumers on a journey from a general awareness of FSC, towards a more thorough understanding of what FSC represents in terms of protecting threatened species, fragile ecosystems, and community rights.

Planting the seed

GFTN is focused on engaging with the most strategic and influential companies in forest product markets, and working with these

companies to shift the market towards FSC. But while corporate engagement is the primary mechanism, there are certain conditions that can help push companies to do the right thing. These so-called “enabling conditions” include government policies that incentivize and reward corporate adoption of responsible standards, and consumer preference for these standards.

“FSC is growing in Australia, and throughout the Asia Pacific region, but is yet to reach the level of supply or demand that is seen in Europe and North America,” said Tim Cronin, Manager, GFTN-Australia. “So encouraging companies to make a public or exclusive commitment to FSC can be difficult if raw supply is uncertain or consumer demand is not loud and clear.

“The Love Your Forests campaign came about as a way to address that demand side. By letting consumers know that FSC is supported by WWF, the idea was that this would drive awareness levels of FSC, followed by demand for FSC, and ultimately strengthen the business case for why companies should buy into credible forest certification.

Leveraging consumer channels

For the campaign to work, WWF and FSC needed a strong business partner with a prominent consumer brand, major market reach, a commitment to FSC and a willingness to take on a leadership role in promoting credible certification. As a global partner of WWF, including being a GFTN participant, and manufacturer of the iconic Kleenex and Viva brands, Kimberly-Clark ticked all the boxes.

“Responsible procurement, including the ethical sourcing of materials such as forest fibre, is a key focus area for Kimberly-Clark and is increasingly important to our customers,” said Jacqueline Fegent-McGeachie, Sustainability and Corporate Social Responsibility Manager for Kimberly-Clark Australia and New Zealand. “Globally, we’re committed to only sourcing third party certified fibre, with a preference for FSC.

**AWARENESS
OF THE FSC
TRADEMARK
HAS MORE THAN
DOUBLED SINCE
THE CAMPAIGN
COMMENCED**

In Australia we put in place a commitment that by 2015, all the fibre we sourced would be FSC certified, and we've now achieved this for all our locally made tissue and towel products.

“Partnering with WWF and FSC on the Love Your Forests campaign has provided us with a great platform to build consumer recognition of the certification scheme and to differentiate our product in a crowded marketplace, while the campaign has also impacted positively on sales.”

Kimberly-Clark has invested significantly in marketing the campaign, including online, TV, in-store and outdoor advertisements, as well as an innovative social media campaign through Pinterest. Pin to Make a Difference, which took place in May 2012, provoked conversations among mothers about small steps they can take around their home – such as choosing FSC certified toilet paper – that can reduce our environmental footprint. The campaign won the FSC-Australia “Campaign of the Year” award, as well as a Gold SABRE Award in the “Marketing to Women” category.

Leveraging business channels

The Love Your Forests campaign commenced as a way to drive awareness of FSC in consumer markets. However, it soon became clear that Kimberly-Clark's business-to-business division, Kimberly-Clark Professional, provided a significant opportunity to take the campaign to a whole new audience. Kimberly-Clark Professional supplies handtowels, tissues, and toilet paper to some of Australia and New Zealand's most prominent businesses, as well as government agencies, schools and hospitals.

“It's a competitive market we work in, and as much as Kimberly-Clark's strong credentials around fibre supply and environmental impacts can provide us with a competitive advantage, this can be a difficult and complex area for our sales teams to broach,” said Jennifer Bracken, Kimberly-Clark Professional's Marketing Manager for Australia and New Zealand. “Partnering with WWF and FSC has helped us to articulate some clear messaging on these issues, as well as provided us with the comfort that the direction we've taken is supported by one of the world's most recognized and respected conservation originations.”

After joining the campaign, Kimberly-Clark Professional took Love Your Forests on the Road. Throughout mid-2012, WWF and FSC presented at a series of events across Australia and New Zealand, which brought together key sales staff and major buyers, to discuss the rationale for responsible fibre procurement and credible certification

Phase 2 - from awareness to understanding

The Love Your Forests campaign, as well as FSC more broadly, has made significant inroads. Evidence suggests that prompted awareness of the FSC trademark has more than doubled since the campaign commenced, while FSC is on the verge of certifying one million hectares of production forests in Australia.

“More and more when I speak to companies working in forest product markets – whether they're producers, processors, manufactures - they're telling me that FSC is what the market is asking for,” Cronin said. “We believe that the campaign has been successful in raising general awareness levels of the FSC trademark. Now we want to improve the understanding of what this trademark stands for; what it means in terms of protecting threatened species, fragile ecosystems, and community rights. When consumers really understand the difference that their choices can make, that's when we'll really be able to shift the market.”

For more information, contact:

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Growing Heathrow airport's energy

**HEATHROW
AIRPORT'S GOAL
IS TO REDUCE
ITS CARBON
FOOTPRINT BY
34% BY 2020**

The challenge for any airport is to demonstrate its sustainability in a demanding environment. At London's Heathrow Airport – one of the world's busiest airports – a new \$45 million wood fuel supply contract with LC Energy is helping put life back into undermanaged woodlands in southeast England.

GFTN participant Heathrow has undertaken a large energy infrastructure project that will deliver upgraded heat and power assets at the airport through a 10MW biomass Combined Heat and Power (CHP) plant. This initiative is one of the largest in the UK with a requirement of around 25,000 tons of wood chip per annum when the biomass boiler is fully operational. The biomass plant will enable Heathrow Airport to reduce carbon dioxide emissions at the airport by at least 13,000 tons each year, compared with producing the same output from natural gas. The aim is to reduce Heathrow's carbon footprint by 34 per cent by 2020, based on 1990 levels.

The airport's focus is to source timber from woods in the southeast of England.

“The most exciting element of the contract is the contribution to sustainability – not only to Heathrow but also to the local community. Our focus is to source timber from woods in the southeast of England which in recent years have been undermanaged due to the lack of markets for lower-quality wood,” said Dianne Sanders, senior procurement manager at Heathrow Airport Limited. “Habitat diversity within these treasured woods has declined and impacted on the biodiversity.”

Heathrow has been on the forefront of sustainability. In 2012, the airport won a prestigious award for Best Contribution to Corporate Responsibility from the Chartered Institute of Purchasing and Supply (CIPS). The award was in recognition of “an excellent tender process, pushing boundaries and innovation through a complex process to achieve highly measurable and sustainable results.”

For more information, contact:

Julia Young, GFTN Manager, WWF-UK (jyoung@wwf.org.uk)

GFTN Participant Opens First Fully FSC Certified Store in the UK

GFTN participant Marks & Spencer recently opened a new store that is the UK's first 100% FSC-certified retail structure.

The store was designed and built with responsibly produced timber as a prerequisite and the building is even fuelled by the same replenishable commodity. From the project's onset in 2005, Marks & Spencer challenged the architects to create a flagship sustainable store that would represent a significant departure from traditional steel box retail design. As a result, the Cheshire Oaks store – the retailer's third Sustainable Learning Store – was awarded full FSC project certification under license of Simons Construction. It is the first retail store in the UK to have a 100% FSC-certified structural frame.

The elegant glulam structural frame and roof, which can be seen from all parts of the store, creates a light and inspiring space for customers and staff alike. The structure expresses the honesty of the build by limiting unnecessary finishes that would have increased maintenance demands. Where practical, the team substituted energy-intensive materials with timber to reduce the embodied carbon in building materials.

For more information, contact:

Julia Young, GFTN Manager, WWF-UK (jyoung@wwf.org.uk)

Procter & Gamble sets ambitious target for FSC products

Procter & Gamble (P&G), the largest consumer packaged goods company in the world, has set a target of 100 per cent of the virgin wood fiber used in its tissue/towel and absorbent hygiene products be third-party certified by 2015. This would include 40 per cent FSC certified fiber for its Family Care products.

The company also announced that 100 per cent of its packaging will contain either recycled or third-party certified virgin fiber by 2020.

The commitments are part of P&G's new environmental goals that build upon the company's long-term sustainability vision. P&G joined GFTN-NA in 2008 to with the goal of removing unwanted wood sources from its supply chain while increasing FSC certified pulp in its packaging. Since joining GFTN, P&G has achieved FSC chain of custody certificate for its Family Care production facilities, and is now working to achieve the new FSC certified goal.

For more information, contact:

Keila Hand, Senior Program Officer, WWF-US (Keila.Hand@wwfus.org)



Procter & Gamble's line of Family Care products

“On Balance:” New blog from WWF

<https://worldwildlife.org/blogs/on-balance>

Humanity is in overdraft. Our demand for natural resources is outpacing Earth's ability to replenish them. WWF's new blog, On Balance, explores ideas and solutions to meet this growing demand on a finite and warming planet. The blog will be a forum for a constructive dialogue from voices across civil society, industry, academia and the non-profit sectors.

Visit the blog, share with your colleagues, and lend your perspective. Follow **@BalanceWWF** on Twitter to stay out in front of relevant trends, issues and milestones on sustainability issues.

NEW GFTN PARTICIPANTS

International Paper Joins GFTN-North America

Companies that seriously commit to responsible wood sourcing and trade can have significant positive impacts on forest conservation. As the world's largest paper and packaging company and newest participant of GFTN-North America, International Paper is in an important position to influence responsible forestry and catalyze transformational change within the pulp and paper sector, all the way to the forest floor.

"By joining GFTN and increasing its sourcing of credibly certified fiber, International Paper – as the world's largest paper and packaging company – can use its purchasing power to drive improvements in responsible forestry around the globe" said Suzanne Apple, vice president of Business and Industry, WWF-US. "This kind of leadership is critical to conserving the places and species we are working so hard to protect."

Through participation in GFTN, IP has committed to increasing its FSC-certified fiber inputs by 15 per cent in the next three years for its operations in Brazil and North America, representing an increase of 1.5 million tons of fiber with direct influence into some of the world's most important forest product supply chains. The Amazon contains about half of the planet's remaining tropical forests, and while the Southeastern United States supplies over 64 per cent of North America's forest products supply, it has less than 3 per cent of FSC-certified forests.

This collaboration will also advance WWF's understanding of the rapidly growing pulp and paper sector in Asia. IP's expansion areas overlap with some of the

world's most diverse and ecologically valuable areas in China, Russia, Brazil, and India. With its presence on all continents, and its growing presence in Asia, IP's commitments can help drive availability of FSC-certified paper around the globe.

"Ensuring the continued health of the world's forests is among our top priorities at International Paper," said James McDonald, International Paper's Manager, Sustainability. "We see our voluntary sustainability goals as well as collaboration with GFTN as important for continuing to use this natural resource wisely."

For more information, contact:

Linda Walker, GFTN-North America Manager, WWF-US (linda.walker@wwfus.org)



International Paper's FSC certified Happy Days Tree Farm, Mississippi, U.S.



FSC certified logs being transported from International Paper's Happy Days Tree Farm Mississippi, U.S.

GFTN NOTES FROM THE FIELD

Promoting responsible forestry in Laos

Angel Llaveró, GFTN's Responsible Purchasing Coordinator, traveled to Laos last month. Below are his reflections from the field.

The Lao People's Democratic Republic is a culturally and biologically diverse country with around 50 ethnic groups and rich biodiversity. The country boasts the last wild populations of the Mekong giant catfish and the region's largest remaining population of Asian elephants, an important cultural icon in Asia.

More than half of Laos – around 68 per cent – is covered by forests and a large swath of the country's six million people depend on these forests for their livelihood. Timber sales accounted for 12 per cent of the government's revenue in 2006, per the European Forest Institute (EFI).

Like the rest of the Greater Mekong, social and economic development in Laos is thriving, which could open up new opportunities for businesses and locals, but it also means that the impact on forests will be intensified. To prevent Laos from following in the footsteps of its neighbors Vietnam and Thailand, where two-thirds of the original forest has been cleared or seriously degraded, responsible forest management must be placed front and center in both the public and private sectors, and it makes WWF/GFTN's conservation work in the region all the more urgent.



Asian elephant, Minneria National Park, Sri Lanka.





Giant catfish (*Pangasianodon gigas*); Bangkok, Thailand.

**FOREST COVER
IN THE GREATER
MEKONG HAS
FALLEN FROM OVER
55% IN THE EARLY
1970S TO 34%
TODAY**

Challenges to credible forest management

The Laos government has pledged to implement and promote responsible forestry to preserve the country's production forest areas, but it has yet to live up to those promises.

In January 2012, the government suspended quotas for production forests, hampering efforts to boost credibly certified products in the market as the suspension meant that the supply of certified timber was cut off from factories that had FSC chain of custody certification.

Furthermore, the government provides logging permits for development projects, such as the construction of roads and dams, but the poor monitoring and enforcement capacity in place makes it challenging to control these permits and the volumes of timber extracted. For this reason, logging related to development projects has become the main threat to natural forests in Laos. It is also the main way by which timber is exported to the booming manufacturing industry of wood products in Vietnam and China. Laos exports a combination of logs and sawnwood to Thailand, China and Vietnam, according to EFI. FAO data shows that exports of forest products from Laos have more than quadrupled in the last ten years, to nearly USD \$290 million in 2011, from USD \$63 million in 2001.

Laos plays also a significant role as a transit country for timber from neighboring countries to the Vietnamese and Chinese market. This role is expected to become more important as the easing of sanctions against Myanmar boost the trade flow from that country.

Boosting responsible forestry in Laos

With rapidly growing economic development, increasing trade flows in the region and lack of monitoring by the government, buyers of forest products with timber originating from forest in Laos – especially in Europe, the U.S. and Australia – can play an important role by placing robust due diligence systems in place to ensure legality.

WWF/GFTN is working actively with government officials in Laos to promote credible certification and develop better monitoring and enforcement systems. GFTN-Laos has provided companies support for chain of custody certification, opened dialogue with the government to support legal trade policies and build the capacity of both the public and private sector to ensure that timber and non-timber forest products, such as rattan, are responsibly produced.

For more information, contact:

Angel Llaveró, GFTN Responsible Purchasing Coordinator (allaver@wwf.panda.org)

FACES OF GFTN



Annika Terrana

Annika Terrana

Programme Officer, GFTN-North America

Annika joined the GFTN-North America team as Programme Officer in September 2013. Prior to joining WWF, Annika worked with FSC-US to manage FSC membership, including governance functions, recruitment, application, and communications. Annika is also a founding member of the Organic Health Response, a community health organization addressing HIV, environmental health, and local deforestation along the shores of Lake Victoria, Kenya. She formerly served as Eco-Awareness Coordinator, then Co-Director of Operations for OHR, overseeing U.S.-based operations and all partnership programs with OHR Kenya, and still visits her home in Lake Victoria when she can. She holds a B.A. in History and Environmental Studies from the University of Wisconsin-Madison.

Ashish Mishra

Director, Sustainable Forest Management, WWF-India

Ashish joined WWF-India as Director of Sustainable Forest Management in January 2013. In his new role, Ashish is leading and managing WWF-India's existing programme on forest conservation and management, and heading GFTN in India while working to strengthen FSC certification for timber, pulp and paper sectors. Ashish did his Masters in Forest Management from Indian Institute of Forest Management and possesses over 17 years of experience in Wood Resource Management & Administration. Prior to joining WWF-India, he worked as General Manager with Aditya Birla Group and headed the Wood Resource Management of the Group's Pulp & Fiber Business under its flagship company, Grasim. There, Ashish commanded a diverse team and played a crucial role in steering Techno-Commercial facets of Wood Supply Chain, evolving & executing systems for monitoring & control, and implementing systems while ensuring a cost-effective sustainable wood supply chain for the organization. For his outstanding work in Wood Resource Management, Ashish was conferred with the coveted ABG Chairman's Distinguished Achiever Award. Ashish was also responsible for ensuring a benchmark Self Sustainability for Grasim's Raw Material Sourcing which has been adjudged the Best in India by Centre for Science & Environment, New Delhi.



James Horne

James Horne

GFTN Coordinator, WWF-UK

James joined WWF-UK in 2003 and for the past few years, he has been working as a coordinator for GFTN-UK, which aims to improve the management of the world's production forests by using the purchasing power and influence of UK businesses. James is also heading up a campaign encouraging UK councils to sign a sustainable timber pledge. Some of James's earliest childhood memories are of watching amazing nature documentaries with David Attenborough, and being totally captivated by the utter beauty of the natural world. Even from that young age, James wanted to spend his life trying to preserve nature for future generations to enjoy. Before working for WWF, James worked as a film extra for a few years after graduating from Reading University with an honours degree in Biological science, specialising in ecology and zoology.



Karen Mo

Karen Mo

GFTN Research & Development Specialist

Karen joined the GFTN Global Support Unit as an R&D specialist based in Washington, D.C. in December 2012. Born in China and raised in Japan, with professional experience in international business and natural resource management across the U.S. and the Asia Pacific, Karen came to GFTN with a wide range of skills and knowledge. Prior to assuming her current role, Karen worked as a market researcher and overseas business development coordinator for multinational corporations in the global outsourcing industry for a number of years. She transitioned into the non-profit sector four years ago to pursue her passion for environmental conservation. Since then she has worked on ODA safeguarding policy advocacy, sustainable supply chain project management, community forestry, and forest certification research. She received her Master's degree in International Development Studies, with a concentration on international business and sustainability, from George Washington University. During her study, she conducted a field research on the environmental and socio-economic impacts of rubber plantations in Laos. Karen speaks fluent Chinese and Japanese, as well as survival-level Spanish and Thai/Lao, and is interested in learning many more.



Matthew Markopoulos

Matthew Markopoulos

Forest Coordinator, WWF-Greater Mekong

Matthew joined WWF in November 2012 as WWF-Greater Mekong's Forest Coordinator. He has over 17 years of experience in the fields of forest policy, certification, community forest enterprise and forest landscape management. After graduating in Biology from the University of Oxford, and taking a Masters' degree in forestry from the University of Wales, Matthew travelled to Thailand in 1993 as a volunteer researcher. He stayed in Thailand until 1996, working mainly on forest issues for the Thailand Environment Institute, then returned to the UK to take up a position with the Department for International Development (DFID). In 2001, he successfully defended his DPhil thesis at the University of Oxford, entitled "The Role of Certification in Supporting Community-Based Forest Enterprise in Latin America", which was based on field work with certified forest communities in Bolivia, Honduras and Mexico. The same year, Matthew returned to Thailand, where he worked as an independent forestry consultant for FAO, RECOFTC, WWF and others. In 2008 he joined IUCN's Asia Regional Forest Programme, and from 2011 onwards he took responsibility for managing IUCN's Thailand Country Programme. In his current role, Matthew provides strategic, technical and coordination support to GFTN-Laos and GFTN-Vietnam, as well as other relevant parts of the WWF-Greater Mekong forest portfolio.



Noorainie Awang Anak

Noorainie Awang Anak

GFTN Manager, WWF-Malaysia

Noorainie returned to WWF in October 2012 after nearly 20 years at TRAFFIC Southeast Asia, where she was in charge of maintaining working relationships with the CITES Management and scientific authorities in Malaysia, as well as government agencies and researchers, often providing these agencies and counterparts with advice on CITES procedures and updates. Noorainie led TRAFFIC's Heart of Borneo project from 2009 until 2012, acting as liaison officer for the three countries, especially on capacity building training. Noorainie also managed several projects such as on agarwood, pangolin, marine turtles and provided assistance to the TRAFFIC Global Timber Advisor on timber works and issues. Noorainie first joined WWF-Malaysia as Scientific Officer in 1990, based in Sabah. At the time, the Sabah Ministry of Tourism and Environmental Development commissioned WWF-Malaysia to prepare the Sabah Conservation Strategy, in which Noorainie was closely involved. Noorainie holds a Bachelor's degree in Communication Studies from Middlesex University, UK, and has published papers on pangolin trade in Sabah, Malaysia's agarwood trade, medicinal plants and trade in ramin, among others.



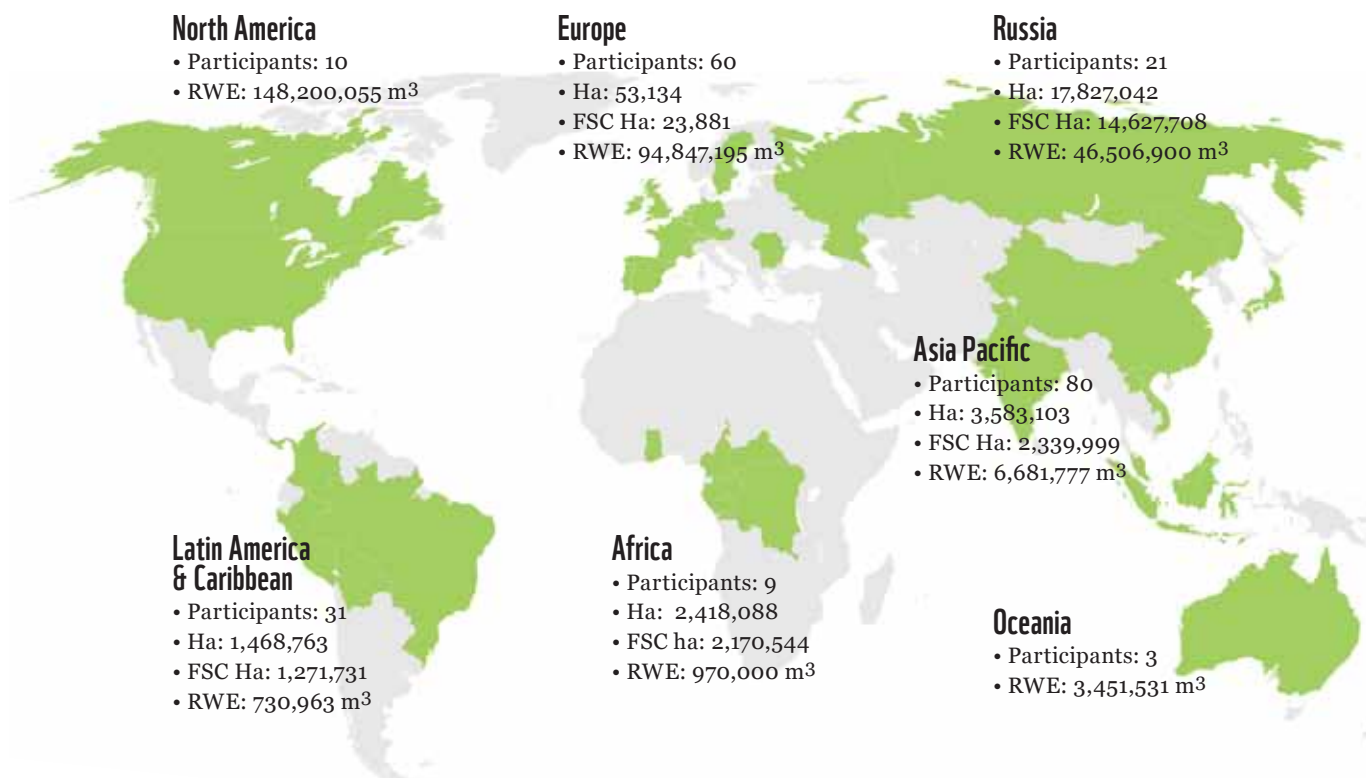
Rafael Venegas

Rafael Venegas

GFTN Coordinator, WWF-Peru

Rafael joined WWF-Peru as GFTN-Coordinator in November 2012 and is in charge of all GFTN matters in the country, including the implementation of the Business Plan, fundraising and relationships with participant companies. Rafael studied forestry sciences at the La Molina National Agrarian University and took specialization courses on business plans development at the Pacific University, both in Peru. He has had experience on market issues, such as business roundtables, forest plantations, responsible purchasing policies implementation and community relations. Before joining WWF full-time, Rafael provided consultancy support to GFTN.

GFTN AT A GLANCE



GFTN TOOLBOX

Briefing note on the EU Timber Regulation

WWF/GFTN

A guidance document for timber operators and traders in the European Union.

http://awsassets.panda.org/downloads/final_eutr_gftn_briefing.pdf

WWF Environmental Paper Company Index 2013

WWF

WWF's transparency reference tool for the paper industry.

http://wwf.panda.org/how_you_can_help/live_green/fsc/save_paper/paper_toolbox/environmental_paper_company_index_2013/

GFTN GLOBAL STATS

300 MILLION M³

GFTN participants trade more than 300 million m³ of timber and fibre

20 MILLION

GFTN participants manage nearly 20 million hectares of FSC certified forests, representing over 11% of the global total of FSC certified forest area

\$470 BILLION

GFTN participants have combined annual sales of over US \$450 billion with sales of forest products totaling US \$63 billion per annum

25 MILLION

GFTN participants manage over 25 million hectares of forests

200

GFTN encompasses more than 200 global companies, employing over 1.5 million people worldwide



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http://gftn.panda.org/about_gftn/contacts/



Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

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