



WWF

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REVIEW

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FOREST SECTOR TRANSFORMATION ANNUAL REVIEW FY 2015

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WWF Forests for Life programme aims to reduce the risk of deforestation and forest degradation and the linked loss of natural capital, biodiversity and ecosystem services globally. It has a solutions oriented, integrated and local to global approach and seeks synergies with relevant stakeholders to influence drivers of forest loss and degradation. This report reflects upon the successes and achievements of the programme’s work on transforming forest markets during Fiscal Year 2015 (July 2014 – June 2015).

For more information, visit panda.org/forests/

LIVING IN HARMONY WITH NATURE

NORTH AMERICA:

- Nearly a quarter of GFTN participant McDonald's fiber-based packaging, such as hot cups and carry out bags, is certified or recycled
- GFTN participant Tetra Pak uses 100% FSC-certified paper products in its US and Canada offices
- 54% of the virgin wood fiber used in GFTN participant P&G's tissue and towel products is FSC certified, and the company exceeded its goal to have 40% certified by 2015

WESTERN EUROPE

- WWF partner IKEA's catalogue is the world's largest print production ever to be fully FSC certified
- NGP participant, the UK Forestry Commission, owns 870,000 hectares of FSC-certified plantations in the United Kingdom
- WWF-Netherlands partner Ahold reached its 2015 FSC sourcing objective by achieving 100% FSC on its paper products

RUSSIA

- GFTN participants represent over 35% of the total FSC certified area, covering over 14 million hectares

ASIA PACIFIC

- In 2015, GFTN participants PT Kandeliam Alam and PT Bina Ovivipari Semesta received the first group certification at the concession level in Indonesia
- Supported by a philanthropic gift from Apple, WWF is spearheading a five-year project to promote responsible forestry and trade in China
- GFTN participants manage more than 3.5 million hectares of forest, of which 2.5 million hectares are certified by FSC
- 100% of eucalyptus plantations managed by Stora Enso, an NGP and GFTN participant, in Guangxi, China are FSC certified

LATIN AMERICA AND CARIBBEAN

- GFTN participants manage 1.4 million hectares of forest, of which 1.3 million hectares are certified by FSC
- NGP participants manage 3.6 million hectares of plantations, more than 80% of which are FSC certified

AFRICA

- GFTN-France participant Rougier is one of the largest forest operators in the Congo Basin, managing more than over 2.1 million hectares of natural forest
- FSC-certified concessions represent roughly 10% of all logging concessions in the Congo Basin
- WWF partner Mondi's owned and leased forest lands in South Africa are all FSC certified

AUSTRALIA

- GFTN participant Officeworks is the largest office products retailer in the country

WWF'S FOREST SECTOR TRANSFORMATION WORK'S GLOBAL REACH

YEAR IN REVIEW

REFLECTING BACK. LOOKING FORWARD.

MESSAGE FROM ROD TAYLOR DIRECTOR, WWF GLOBAL FOREST PROGRAMME

Humanity is likely to use more wood and other forest products in more ways as the future unfolds. A transformed forest sector could ensure this is good news for the planet and people living in or near forests.

This transformation would protect vulnerable forests from illegal logging, encroachment or conversion. It would consign bad practices to the history books – no more plantations that displace communities or take away their livelihoods; no more dirty pulp mills; no more landfills full of paper fit for recycling.

This report highlights many examples of progress in this transformation – sound forest stewardship motivated by a commercial interest in sustaining a wood supply; wood-based products replacing others with heavier footprints; serious efforts to keep illegal wood out of supply chains; companies restoring tropical forests alongside plantations; and innovations to secure new income streams for the provision of forest ecosystem services.

Collaboration is at the core of this transformation – whether between those living and working in the same landscape or along international supply chains. The case of smallholders in Laos supplying certified rattan to supply Switzerland's largest supermarket chain is an example of both. The results described in this report are all due to WWF's collaborators – participants in its global platforms such as the Global Forest & Trade Network (GFTN) and New Generation Plantations (NGP), stakeholders in fora such as the Forest Stewardship Council (FSC) and The Forests Dialogue (TFD) and our many other forest sector partners ranging from global companies to the smallest community forest enterprises.

In recent months, forests were elevated on the global agenda through their inclusion in the Paris Climate Deal and the endorsement of an ambitious and comprehensive forest target in the Sustainable Development Goals. Now more than ever, the forest sector has the opportunity to play a central role in the transition to a greener, more inclusive, "one planet" economy.

Rod Taylor
rod.taylor@wwf.panda.org



Rod Taylor. © WWF

JULY 2014



Villagers train in weaving Easter baskets ordered by Coop © Bounheuang Khampa / WWF-Laos

AUGUST 2014



Illegal logging in Madre de Dios, Peru. © André Bärtschi / WWF

NEW FSC CERTIFICATIONS STRENGTHEN SUSTAINABLE RATTAN MANAGEMENT IN LAOS

Three years after the first FSC-certified rattan forests premiered in Laos, two more were certified in Central Laos, bringing the total area of FSC-certified rattan forests to 33,392 hectares. Local developments towards sustainable forest management were complemented by international progress as Swiss retailer Coop – one of the largest retail and wholesale companies in the country – placed a third order for rattan baskets worth almost US \$30,000.

“The FSC-certified rattan forests are managed in such a way as to contribute to both community development and forest conservation. A clear benefit-sharing system has been set up with the consensus of villagers, under which rattan harvesters agree to contribute 17 per cent of their income to community projects and forest management,” said Ms Bouavanh Phachomphonh, WWF-Laos’s Rattan Project Manager.

WWF’s support to promote sustainable rattan management in Laos and for linking rattan producers to global markets began in 2006 and will continue until at least 2017. WWF is currently working with villagers and officials in the central province of Bolikhamxay to add another 8,405 hectares of rattan forest to the FSC group scheme. To ensure the sustainability of the rattan supply chain, WWF is helping companies to strengthen their capacities in design, marketing and export.

[Learn more](#)

EU GOVERNMENT BAROMETER 2014 SHOWS LACK OF EUTR ENFORCEMENT

A survey released by WWF showed that several European Union countries were failing to halt the entry of illegal wood products into the EU markets.

WWF’s EU Government barometer, conducted in the first half of 2014, showed that only 11 EU countries have adopted national legislation and procedures considered robust enough to control the legality of timber and timber products.

All other 17 countries have either not adapted their national legislation to the European law or have adopted legislation where low sanctions or dysfunctional prosecution systems are considered obstacles for an effective implementation of the law.

In 2011, the EU accounted for 35 per cent of the global trade of primary timber products. As acknowledged by the European Commission, even if it is difficult to estimate what per centage of this trade was in illegally harvested timber, the EU is an important export market for countries where levels of illegality and poor governance in the forest sector are most serious.

[Learn more](#)

SEPTEMBER 2014



WWF delegates at the FSC General Assembly 2014. © Kerry Cesareo / WWF-US

FSC PROVES RESILIENCE, PAVES WAY FOR A STRONGER FUTURE

The Forest Stewardship Council (FSC)'s 2014 General Assembly, a gathering of more than 600 members from across the world, proved that the multi-stakeholder organization remains important for forest conservation and is uniquely positioned to tackle the challenges facing responsible forestry.

WWF played an important role as a key stakeholder in the Assembly, particularly in passing four historic motions that will be critical in driving the uptake of FSC certification while ensuring that it delivers environmental and social gains.

“The General Assembly demonstrated that FSC’s diverse membership can come together and find practical solutions to conserve forests, even on issues where there’s disagreement,” said Rod Taylor, Director, WWF Global Forest Programme. “FSC has emerged stronger than ever and true to its mission of promoting environmentally appropriate, socially beneficial and economically viable management of the world’s forests.”

The General Assembly – the organization’s highest decision-making body – meets every three years. WWF is an active stakeholder in FSC, which remains, to date, the scheme that best fulfills WWF’s requirements of a credible certification scheme.

[Learn more](#)

OCTOBER 2014



IKEA's 2015 catalogue. © Inter IKEA Systems BV 2014

IKEA'S 2015 CATALOGUE WORLD'S LARGEST PRINT PRODUCTION TO CARRY FSC LABEL

IKEA's 2015 catalogue, which reaches over 200 million people worldwide, holds the distinction of being the largest print production ever to be fully FSC certified. The process to produce the catalogue involved the coordination of printing 67 editions in 32 languages, and the use of more than 100,000 tonnes of FSC Mix Credit certified paper.

From the forest to the printer, the entire value chain of the IKEA catalogue is certified by FSC, ensuring that the paper originates from responsibly managed forests.

“That IKEA has chosen to use FSC-certified paper, and to inform their customers about it, means they value what FSC stands for – responsible wood products from well-managed forests,” said Emmanuelle Neyroumande, WWF’s Pulp and Paper Global Manager.

With a track record of 23 per cent of the catalogue being certified in 2013, advancing to 68 per cent in 2014, the challenge was initially regarded as almost too bold. But concerns of FSC paper scarcity and costly certification processes proved to be overstated and the goal was achieved one year ahead of plan.

“Getting the catalogue certified is a way to show our strong support for FSC. It also gives us an opportunity to talk about our ongoing work to continuously increase the sourcing of FSC certified wood for the production of the articles in the stores,” says Matthieu Leroy, Sustainability Specialist, Inter IKEA Systems B.V – the owner of the IKEA Concept and worldwide IKEA franchisor.

[Learn more](#)

OCTOBER 2014

McDonald's hot cups. © McDonald's



MCDONALD'S, ONE OF THE WORLD'S LARGEST RESTAURANT COMPANIES, JOINS GFTN

McDonald's became a GFTN-North America participant in October 2014, marking the first time that a global restaurant company has joined the Network. WWF is working with McDonald's to reduce its forest footprint and source responsibly produced paper-based packaging globally.

As of the end of 2014, 23 per cent of that packaging – which includes hot cups, carry out bags and clamshells - was certified or recycled and, as of October 2015, all centrally-sourced packaging for McDonald's 38 European markets was chain-of-custody certified. The company is moving toward its goal of 100 per cent by 2020, with a global preference for FSC.

“Thanks to McDonald's leadership, millions of McDonald's customers around the world are using paper products that are sourced from responsibly managed forests,” said GFTN-NA Director Linda Walker. “McDonald's recent decision to begin FSC labeling of its hot cups in the US helps the company communicate its leadership commitment to customers. We look forward to working with McDonald's as it continues to make progress on its sustainable sourcing journey.”

The scope of McDonald's participation includes fiber-based consumer facing packaging for all McDonald's restaurants in North America, Europe, and APMEA (Asia/Pacific/Middle East/Africa), representing 90 per cent of McDonald's global consumer facing paper-based packaging. The collaboration includes 31,800 McDonald's restaurants and an average of 640,600 tonnes of wood products annually.

[Learn more](#)

NOVEMBER 2014



Locals living near uMngeni river basin, KwaZulu-Natal, South Africa © Andrew Heald

NGP STUDY TOUR SPOTLIGHTS WATER SECURITY ACROSS AGRICULTURE AND FORESTRY

The uMngeni river basin accounts for 15 per cent of South Africa's economic output, almost all of it dependent on fresh water, and supplies water to more than 4 million people, but the supply of fresh water can't keep pace with rising demand. Like so many parts of the world, this is an area of growing water stress.

Forest plantations are one of the major land uses in the uMngeni catchment, and a major water user. Water scarcity is a business risk for the sector – and it's also the sector's responsibility to be part of the solution. But plantations are only one part of the picture. Water is the ultimate shared resource, and finding sustainable solutions means bringing together everyone who has an impact on the river basin.

The NGP study tour, hosted by Mondi, WWF-South Africa and the WWF Mondi Wetlands Programme, shed light on how solutions can be implemented at the landscape level to address issues such as water security in the uMngeni river basin. As well as visiting forest plantations, the study tour included visits to sugarcane plantations, dairy farms and water treatment works. NGP participants were joined by representatives from the sugar and dairy industries, retailers and manufacturers, banks and insurance companies, water companies and local authorities – all of whom, ultimately, depend on water security and resilient landscapes.

In total, 42 people from 17 countries took part.

[Learn more](#)

DECEMBER 2014



Low impact logging in the IFO concession, Republic of Congo © Daniel Tiveau / WWF Central Africa

LARGEST FOREST CONCESSION IN THE CONGO BASIN RECEIVES FSC CERTIFICATION

The largest contiguous forest concession in the tropics received FSC certification in December 2014. Industrie Forestière d'Ouessou (IFO), which operates as a subsidiary of hardwood company Danzer in the Republic of Congo, received the Forest Management and Chain of Custody certificates at the end of 2014, following a successful independent evaluation.

The IFO concession covers 1.16 million hectares, bringing the total FSC-certified area in the Republic of Congo to 1.7 million hectares and to 4.8 million hectares in the entire Congo Basin.

IFO was one of the FSC certification pioneers in Central Africa, passing its first audit in 2009. It subsequently lost its certificate because FSC dissociated from IFO's parent company Danzer following allegations that another former subsidiary in neighboring Democratic Republic of Congo (DRC) had infringed on the human and traditional rights of forest communities. Danzer and its subsidiaries were reassociated in August 2014.

[Learn more](#)

JANUARY 2015



Beech forest, Piatra Craiului National Park, Romania © Wild Wonders of Europe / Corneila Doerr / WWF

GREEN HEART OF EUROPE SEES BOOST IN FSC CERTIFICATION

About 3.5 million forest hectares in Bulgaria, Romania and Ukraine – an area bigger than the size of Belgium – received FSC certification in January 2015. The area represents about 17 per cent of the forests in these three countries, which are part of the Green Heart of Europe – an area spanning the Danube basin and the Carpathians.

The Danube-Carpathian region contains many of Europe's most valuable forest habitats and resources. The largest areas of virgin and natural forests in Europe outside northern Scandinavia and Russia are here. However, poor management is one of the biggest threats to conserving these areas.

"Our goal is to ensure the sustainable management of at least 30 per cent of all forests in the Green Heart of Europe by 2020," says Costel Bucur, Head of Forests & Protected Areas at WWF Danube-Carpathian Programme.

[Learn more](#)

FEBRUARY 2015



APP learning about the costs of fixing the immense damage of reckless deforestation © Eyes on the Forest

REPORT ON APP SHOWS THE COMPANY HAS NOT YET PUT WORDS INTO ACTIONS

Two years after Asia Pulp & Paper (APP) announced a new “forest conservation” policy, a report released in February 2015 found that APP’s pledge to halt forest clearing has held, but its forests are still disappearing.

A Rainforest Alliance audit confirmed the findings by WWF and local NGOs that APP is failing to stop deforestation and illegal activities in its concessions by other parties, even in areas already identified by the company as containing high conservation values and carbon stocks. The Rainforest Alliance audit confirmed that other than stopping new canal development APP has taken no action to reduce greenhouse gas emissions resulting from the draining of over a million hectares of peatland under company control.

“APP has halted its own forest clearing and embarked on a wide array of assessments in its concessions,” said Aditya Bayunanda, Forest Commodity Leader WWF-Indonesia. “But not much has changed on the ground - forests continue to disappear, peat soils continue to be drained and social conflicts remain unresolved. The company has even failed to protect forests they are legally required to conserve.”

[Learn more](#)

MARCH 2015



Participants at the 2014 Annual NGP meeting, Santiago © Andrew Heald

DRINKING MAQUI JUICE AND TALKING PLANTATIONS

Plantations often have a bad reputation, and in many cases, it’s fully deserved. There are still examples in Indonesia of pristine forests being cleared to make way for pulp plantations, or corporations establishing huge plantations with little consideration for, or consultation with, the communities living nearby.

But there is a growing number of examples of how plantations can be part of the solution – native rainforest being restored and reconnected alongside plantations on degraded land; fast-growing fuelwood plantations taking the pressure off natural forests; plantation companies working alongside poor, rural communities to increase food production and develop sustainable businesses.

This was the topic of discussion at the NGP Annual Meeting in Santiago, Chile, where representatives from WWF offices, forestry companies, governments, indigenous communities, NGOs and academia from 24 countries came together to share examples and ideas for the future.

One exemplary model is that of Arauco in Chile. Maqui berries grow wild in the forests of southern Chile. Their juice is produced by Arauco, one of the forestry companies that participates in NGP. Local people harvest the berries from the native forests that Arauco conserves alongside its tree plantations. That helps boost incomes in neighbouring communities and increases the economic value of the natural forest. Local people benefit, as does the environment, and the company.

[Learn more](#)

APRIL 2015



FSC certified logs © Jurgen Freund / WWF

WWF-FRANCE AND ROUGIER TO JOINTLY ADVANCE RESPONSIBLE FOREST MANAGEMENT AND TRADE

WWF France and Rougier Group signed an agreement for a three-year strategic collaboration that focuses on advancing sustainable forestry in Africa and responsible supply chains in Europe. The collaboration between WWF, a leading environmental NGO, and Rougier, an integrated forest & trade company, sends a strong signal that addressing environmental sustainability makes good business sense.

Rougier is a key player in the European market and sources timber from a number of WWF priority regions. The company has production forests and facilities in Cameroon, Gabon and Republic of Congo and an import, trade and marketing branch in France. Rougier also holds FSC Forest Management Certificates for some concessions in Gabon and Cameroon, and its subsidiary Rougier Sylvaco-Panneaux holds an FSC and PEFC Chain of Custody certificate.

“Sustainable development is integral to our business and we are very pleased to be working with WWF as we continue to increase our responsible forest area and volume traded,” said Francis Rougier, the Rougier Group’s CEO.

“Key ecosystems in climate regulation, forests have always been one of WWF’s priorities. They represent real carbon sinks as forests accumulate 20 to 50 times more CO₂ than other ecosystems. Convinced by the role of leaders as Rougier to move the market functioning to a more sustainable approach, we are really pleased to welcome the group as a new GFTN member,” added Marie-Christine Korniloff, WWF France’s Head of Corporate Engagement.

[Learn more](#)

MAY 2015



Wanglang Nature Reserve, Sichuan Province, China © Colby Loucks / WWF-US

WWF AND APPLE COMMIT TO HELP PROTECT CHINA’S FORESTS

Through a new project announced in May 2015, WWF and Apple will help China – the world’s largest producer and consumer of paper products – reduce its environmental footprint by producing paper products from responsibly managed forests within its own borders.

The five-year project is an opportunity to position China as a country that uses less land, water and pollution to produce paper, while still meeting the high and growing demand for paper products. This approach to forest management is increasingly common in China but not yet widespread.

The WWF and Apple project demonstrates the dynamic role that companies can play in protecting forests. WWF believes that companies should use paper more efficiently, increase recycled paper content and source paper responsibly, which Apple has publicly stated it is doing. But, to truly secure forests, companies must also proactively conserve the acreage of working forests around the world that is required to meet their needs on an annual basis. Apple is doing so, in relation to its virgin fiber footprint, through this and other initiatives.

“This project is an unprecedented opportunity to drive responsible forestry in China and highlight an exciting new model of environmental leadership in addressing forest footprints,” said Kerry Cesareo, Senior Director of Forests for WWF-US.

[Learn more](#)



Local woman making brooms out of bamboo fibre, Zhejiang, China © Andrew Heald

BAMBOO PLANTATIONS SPOTLIGHTED IN NGP STUDY TOUR

The value of China's bamboo industry has rocketed over the last three decades. Bamboo is increasingly being used in flooring, furniture and construction, as an alternative fibre in tissue and paper products, and even as a substitute for plastic. It's also a source of fuel, helps to restore degraded land and mitigate climate change, and it's edible.

Bamboo plantations are part of a massive expansion in forest plantations in China. Over the last 25 years, the country has planted 37 million hectares of trees in an effort to combat erosion, desertification and climate change, restore degraded land, grow its timber industry and improve incomes for rural communities.

The NGP study tour travelled to the heart of bamboo country – Zhejiang province in eastern China – to discover what lessons we can learn from China's bamboo boom. A group of 50 participants from China and around the world joined in with fertile discussions, site visits and practical exercises.

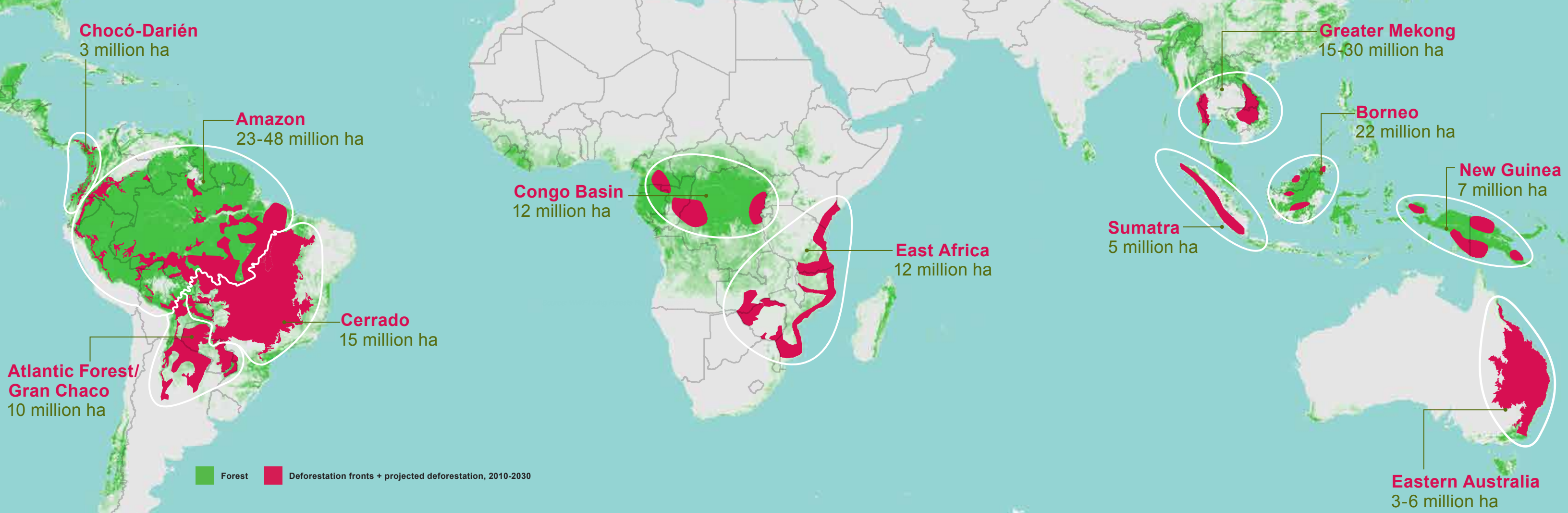
The tour, hosted by WWF-China, the Chinese State Forest Administration and the China Green Carbon Foundation, showed how local smallholders have improved their livelihoods by forming bamboo-growing cooperatives, how new technologies are opening up even more possibilities for using bamboo even further, and how bamboo plantations lock carbon in the soil.

[Learn more](#)

GLOBAL OVERVIEW



Mist rising through typical Dipterocarp forest in FSC certified forest, Northern Malaysia. © Edward Parker / WWF-Canon



Source: WWF Living Forests Report Chapter 5

LIVING FORESTS REPORT: OVER 80% OF FUTURE DEFORESTATION CONFINED TO JUST 11 PLACES

WWF’s Living Forests Report Chapter 5, Saving Forests at Risk, shows that eleven places in the world – 10 of which are in the tropics – will account for over 80 per cent of forest loss globally by 2030.

Up to 170 million hectares of forest – the size of Germany, France, Spain and Portugal combined – could be lost between 2010 and 2030 in these “deforestation fronts” if current trends continue. The fronts are located in the Amazon, the Atlantic Forest and Gran Chaco, Borneo, the Cerrado, Choco-Darién, the Congo Basin, East Africa, Eastern Australia, Greater Mekong, New Guinea and Sumatra. These places contain some of the richest wildlife in the world, including endangered species such as orangutans and tigers. All are home to indigenous communities.

The report builds on earlier analysis by WWF showing that more than 230 million hectares of forest will disappear by 2050 if no action is taken, and that forest loss must be reduced to near zero by 2020 to avoid dangerous climate change and economic losses.

Landscape solutions vital to halting deforestation

Living Forests Report: Saving Forests at Risk examines where most deforestation is likely in the near term, the main causes and solutions for reversing the projected trends. Globally, the biggest cause of deforestation is expanding agriculture – including commercial livestock, palm oil and soy production, but also encroachment by small-scale farmers. Unsustainable logging and fuelwood collection can contribute to forest degradation, or “death by a thousand cuts,” while mining, hydroelectricity and other infrastructure projects bring new roads that open forests to settlers and agriculture.

“The threats to forests are bigger than one company or industry, and they often cross national borders. They require solutions that look at the whole landscape,” said Rod Taylor, Director, WWF Global Forest Programme. “This means collaborative land-use decision-making that accounts for the needs of business, communities and nature.”

The report was released at the Tropical Landscapes Summit: A Global Investment Opportunity, an international gathering of political, business and civil society leaders in Jakarta, Indonesia. Reporters from more than 32 media outlets attended the LFR media briefing and the report has received international coverage in more than 200 media outlets, including The Washington Post, The Guardian and Mongabay.

[Learn more](#)

Forest Sector Transformation quarterly newsletter

The WWF Forest Sector Transformation newsletter is the leading information source on WWF’s work to promote a green forest economy. The quarterly newsletter features news, stories and updates from WWF, as well as unique insights from WWF experts, partner organizations and participating companies.

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NGP study tour, South Africa, November 2014. © Andrew Heald



NGP study tour to Los Rios and Araucania regions, Chile, 2014. © Andrew Heald

PLANTATIONS AND PEOPLE

Plantations provide around 60 per cent of global commercial wood supply, and that volume is expected to rise as demand for wood and paper products increases. The WWF/IIASA Living Forests Model shows that demand for wood products may need to triple by 2050. But can plantations – a contentious topic in many areas – be more than just an efficient way of producing wood?

The New Generation Plantations (NGP) platform suggests they can. The dialogue platform was set up by WWF in 2007 with a group of plantation companies and government agencies, and its premise is that plantations, located in the right places and managed in the right way, can make a positive contribution to the environment and to people. It provides a space for sharing knowledge, ideas and experiences and learning from each other, through study tours, workshops, meetings and publications.

Recently, the platform has increasingly focused on the role of plantations within the wider landscape – both biophysical and social. NGP events over the last two years have brought other voices – including local and indigenous communities, other land users and related business sectors – into the debate to investigate how plantations can create greater value for people and nature.

“The biggest challenge we have is to give a response at scale to how forestry and plantations can contribute to society in the 21st century, and especially to those who most need it – the communities and the family farmers,” said Luis Neves Silva, NGP Manager. “The solutions are not reaching them, and that’s where we need to put our focus.”

These issues attracted lively discussion during NGP’s 2015 annual meeting in Santiago, Chile, where the theme was “Plantations for People”. In Chile, as in many countries, the plantation industry still faces strong opposition from civil society, and levels of trust are often low. However, in recent years, companies have made significant efforts to redress problems resulting from past poor practices, and to transform their presence into a positive force for social development.

Local children, NGP study tour, Los Rios and Araucania regions, Chile. © Andrew Heald



Several examples were highlighted during the meeting and field visits that followed. In southern Chile, one of the country’s largest companies, CMPC, is supporting indigenous Mapuche communities to grow and sell raspberries and blueberries, and to develop a nursey to protect and recover traditional medicinal plants and other rare species. Meanwhile in Santiago, NGP participant Masisa has set up a carpenters’ cooperative to install wooden furniture made from its board products in social housing.

Similar initiatives have been explored on recent NGP study tours, in a wide range of contexts. In KwaZulu Natal, South Africa, the focus was on how plantation companies can work with other sectors to improve water security for all. A trip to Anji in China included visits to community-run bamboo cooperatives, and discussions on how to enable these smallholders to access the fast-growing global market in alternative fibres. And in the grasslands of Uruguay and Argentina, NGP participants saw how plantation companies have turned a potential land-use conflict with cattle ranchers into a mutually beneficial partnership: cattle now graze within the companies’ plantations and set-aside areas, while ranchers earn extra income by selling timber from trees planted on their own land.

These and other experiences are being collected through NGP’s new social media project, PlantNation. At newgenerationplantations.net, users can “plant” an idea by posting a short piece of text, a photo or a video. They can also comment on other people’s ideas. Since the site was launched in late 2014, it’s collected more than 80 stories and ideas from 18 countries.

“The aim of PlantNation is to create an online community where people can share inspiring experiences – and be inspired,” says Neves Silva. “Like NGP, it’s a place to co-construct creative solutions to the challenges the forest sector and society face.”

[Learn more](#) | [Watch experts discuss NGP concept](#)

VALUING RESPONSIBLE FORESTRY THROUGH CLIMATE SMART FORESTRY



Extraction routes orientation for harvest planting in Madre de Dios, Peru. © Rafael Venegas / WWF-Peru

Forests play an important role in mitigating climate change but they can turn from carbon sinks to carbon sources when deforested or degraded, accelerating runaway climate change. The agriculture, forestry and land-use sectors account for about a quarter of all global greenhouse gas (GHG) emissions, and are the largest sources of these emissions after cars, trucks, trains, planes and ships combined.

As deforestation and forest degradation have such a significant impact on climate change, reducing forest loss can have multiple benefits for ecosystems and people.

Reduced Impact Logging a tool to mitigate climate change

Over 20 per cent of tropical forests globally are designated by national governments for production. Well-managed forests have an important role to play in reducing emissions from deforestation and forest degradation. Various responsible forest management measures can help to retain carbon stocks and reduce emissions, such as selective logging, cutting trees at an older age and protecting key areas within concessions. Timber, when coming from well-managed forests, can also substitute for materials such as steel and cement, which produce significantly higher GHG emissions.

Despite this potential, implementing responsible forest management remains a huge challenge – particularly in tropical forest regions – and conversion to other land uses and illegal or irresponsible logging are often more economically attractive in the short-term. Less than 5 per cent of forestry operations in the tropics use Reduced Impact Logging (RIL) practices.

The recent groundswell of “deforestation-free” commitments and an increasing recognition among governments about the role of improved forest management in their national REDD+ strategies is a promising development that can pave the way for RIL practices.



Pre-harvest demarcation of skid trails in Madre de Dios, Peru. © Rafael Venegas / WWF-Peru

The Nature Conservancy (TNC) has developed a practical methodology – known as RIL-C – for measuring and verifying GHG emissions reductions achieved through RIL practices. Providing logging companies with access to financial incentives for climate-friendly practices that reduce the impact of logging operations increases the value-added to standing forests, reduces the likelihood of conversion to other land uses, and encourages greater uptake of sustainable forest management practices.

Studies by TNC in Indonesia (East Kalimantan, Borneo) and by WWF in the Amazon (Madre de Dios, Peru) have shown that RIL-C can reduce emissions by 20-50 per cent. These findings are consistent with other published studies on RIL. With appropriate adaptations, RIL-C can be applied to tropical forests globally.

Following the principles and criteria of FSC inherently means that forest operations will have a lower impact than conventionally logged forests. However, efforts need to be made to align RIL-C with national FSC standards, to ensure that this lower impact approach is operationalized. It is important that climate change mitigation programmes recognize FSC certification as a means of demonstrating emissions reductions.

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WWF PERSPECTIVES



Q&A: *Saving Forests at Risk – Rod Taylor discusses WWF strategies for forest conservation and the Living Forests Report*



Blog: *Protected areas: Bastions against deforestation fronts?*

Blog: *What’s behind the tick tree?*

Blog: *Putting the right value on forests*

Blog: *Better Forests. Better Business.*

Blog: *FSC General Assembly 2014, Seville – future for forests for all*



CDP webinar – Rod Taylor reviews the corporate deforestation-free commitments and the opportunities and challenges to implement these in the 11 global deforestation fronts

FAO International Online Conference – Rod Taylor on deforestation-free supply chains and investment, progress and challenges

MONITORING PAPER GIANTS APP AND APRIL

WWF and partner organizations have been working for more than a decade to advocate Sinar Mas Group’s APP and Royal Golden Eagle’s Asia Pacific Resources International Ltd. (APRIL) to stop the large-scale clearance of natural forest in Indonesia to produce pulp and paper.

Following the zero deforestation pledge made by APP and APRIL, WWF is engaged with the companies to make sure that their large-scale clearance of natural forest in Indonesia has permanently stopped and that their deforestation is addressed through adequate restoration and conservation.

In May 2015, WWF welcomed an immediate moratorium on natural forest clearing and new peatland development in an upgraded Sustainable Forestry Management Plan announced by APRIL. Under the new policy, APRIL committed not to acquire new land, licenses or suppliers with plantations developed in breach of the forest safeguards in the policy. While APRIL committed to no new clearing or draining of forested peatland, the policy allows development of degraded peatland to continue based on recommendations from independent peatland experts. The new policy includes a commitment to protect High Carbon Stock (HCS) areas identified in accord with the HCS Approach prescribed by the HCS Approach Steering Group.

WWF had welcomed APP’s 2014 announcement to restore and conserve 1 million hectares of tropical ecosystems beyond legal requirements as the right measure to address the company legacy of deforestation of an estimated 2 million hectares of tropical forest. Nevertheless only 7,000 hectares of plantations have been designated for restoration of the approximately 1.4 million hectare of concessions on peat in Sumatra and Kalimantan.

Asia Pulp and Paper’s mill. © WWF-Indonesia



Peat land in Sumatra. © WWF-Indonesia / Riau Project

LATEST UPDATES



A hope for peatland protection, no more business as usual on peat



NGOs question APRIL’s policy implementation as APRIL’s breach of deforestation moratorium proven



APP suppliers analysed with 53% of all 2015 fire hotspots in Sumatra



FOR UPDATES SINCE JUNE 2015, VISIT THE APP/APRIL WEB PAGE

Both companies have a long way to go in keeping up with their commitments and delivery real results. A Rainforest Alliance audit released in February 2015 confirmed findings by WWF and local NGOs that APP is failing to stop deforestation and illegal activities in its concessions by other parties, even in areas already identified by the company as containing high conservation values and carbon stocks. In June 2015, Eyes on the Forest (EoF) found APRIL breaching its deforestation moratorium shortly after its announcement, a report that was confirmed by Hatfield.

WWF-Indonesia was a member of APP’s “Solutions Working Group” to advocate for APP’s implementation of the EPN milestones, launched in September 2013. WWF pulled out in March 2015 after the murder of an NGO activist by security forces of an APP supplier. WWF has also provided advice to the company on designing the details of the 1 million hectares restoration commitment made subsequently. WWF is also a member of the “Stakeholder Advisory Committee” since 2014 to advocate for APRIL’s strengthening of their sustainable forest management policy and its implementation.

Both companies already pledged conservation commitment, however implementation on the ground is still questionable. WWF has participated in numerous stakeholder meetings, task forces and working groups. WWF, together with local NGOs in the EoF coalitions in Sumatra and Kalimantan will continue monitoring both APP and APRIL. WWF thus continues to recommend that companies wait and see before sourcing from APP and APRIL.



FROM
THE FIELD



Artisanal logging in the Nze Vatican village, Gabon. © Sinziana Demian/WWF Central Africa

COMMUNITY FORESTS IN GABON OPEN ECONOMIC PATHWAYS FOR LOCALS

It is late afternoon when Johnny Otsaghe Mfane reaches the forest edge and starts inspecting the several dozen saplings lined up in carefully marked rows. It is a duty tour he rigorously performs every day, making sure that the young trees of Ozigo, Moabi or Padouk species are healthy and well protected.

The reforestation project that Mfane oversees happens for one reason only: his village, Ebyeng, now manages 1,200 hectares of forest, the stewardship of which means conserving nature and benefitting people. Repopulating their ancestral forest with species such as the Moabi, which has become almost extinct due to long term haphazard harvesting, was a priority for the villagers of Ebyeng.

“For decades this forest has been ransacked,” Mfane said. “There were no rules, no control. Everyone could enter and do whatever they wanted. We are now here as guardians and we must ensure that our children and grandchildren will get to see Moabis just like we did when we were growing up.”

As the first ever community forest attributed in Gabon, Ebyeng is now showing the way for responsible resource management, which, in addition to environmental benefits, yields attractive benefits for the community. On the other side of the dirt road that crosses their village, they set up a tree nursery where they grow hundreds of seedlings they intend to sell to the logging companies operating in their province, so they too can reforest their concessions. The community also started an artisanal logging project: they cut and process the wood themselves, then they use it for building much-needed infrastructure in their village.

Although forests cover roughly 80 per cent of the country – virtually bordering the vast majority of rural settlements – community forestry is relatively new in Gabon. The law provided for it already in 2001, but the idea only started taking shape in earnest in the late 2000s, through a joint Nature Plus-WWF project called DACEFI (Développement d’Alternatives



WWF staff with Nze Vatican villagers collecting responsibly harvested wood. © Sinziana Demian/WWF Central Africa



Forest canopy in the Congo Basin rainforest. © Martin Harvey / WWF

Communautaires à l'Exploitation Forestière Illégale), funded by the European Union Commission. Ebyeng opened the way, and to date is one of only three permanent community forests in the country.

Why so few community forests in Gabon?

Community forests are part of what is known as “rural forest domain,” which is very loosely defined in the legislation. Another problem stems from the fact that over the years, the government has allocated land for various uses, including agroforestry, from the rural forest domain, thus severely limiting the areas where community forests could be established. Moreover, as the administrative process is tortuous and expensive, many communities are discouraged from even embarking on this process.

Apart from the permanent three, only a handful of other villages have received temporary community forest permits. One of them is Nze Vatican, which is situated about 100 kilometers away from Ebyeng, and which now manages 5,000 hectares. Here, villagers started a banana plantation, after they sustainably harvested 1 hectare. Instead of using the damaging slash-and-burn technique, the villagers cut only selected trees and left the undergrowth untouched, for proper fixing and nutrition of the soil.

Nze Vatican also runs an artisanal logging project, and they have a deal with a carpenter business in a nearby town to sell their wood.

DACEFI concluded in December 2014, ending the logistical support that had been provided to communities throughout the life of the project, such as basic equipment to harvest, carry and saw the logs. But some positive trends have continued. The villagers of Ebyeng, for example, have managed to continue their community forestry activities by reinvesting revenues previously recorded.

The communities are hoping that authorities will support them to continue the momentum built from DACEFI.

“After all, this is not only our gain,” said one villager, Benga Lazar. “Community forests are the solution for Gabon. Who better to conserve the forests than us? We already have conservation in our tradition.”



WWF staff with Nze Vatican villagers collecting responsibly harvested wood. © Sinziana Demian/WWF Central Africa

REPUBLIC OF CONGO AMONG TOP 10 COUNTRIES WORLDWIDE WITH LARGEST FSC CERTIFIED AREA

The Congo Basin contains 20 per cent of the world’s tropical forests – some 301 million ha – and makes up one of the most important wilderness areas left on Earth. The region is undergoing political and economic change, which brings new opportunities and challenges for the forestry sector and those who rely on forests for survival. One of the world’s 11 deforestation fronts, the Congo Basin’s forests are under increasing threat from forest degradation caused by activities such as large-scale mining and unsustainable timber extraction.

Given poor law enforcement in many areas, FSC remains the most credible certification scheme in the Congo Basin and is gaining momentum. In early 2015, the Republic of Congo, became one of the top 10 countries with the largest FSC certified area in the world, at almost 2.5 million hectares. The milestone was achieved with the recertification of Congolaise Industrielle des Bois (CIB), a subsidiary of Olam International, and brings the total FSC certified area in the Congo Basin to over 5.4 million hectares. FSC certified concessions currently represent about 10 per cent of all logging concessions in the Congo Basin.

Companies become FSC certified only following third party independent evaluations, which provide traders and customers with the guarantee that the wood has been sustainably sourced. It is not an easy process and some companies, including CIB, have seen their FSC certificates suspended in the past for failing to maintain the required standards for some of their operations. Companies are recertified only when they rectify these issues in compliance with the FSC standards. In the case of CIB, the suspension was partly due to the fact that the government had allocated commercial hunting rights inside the concession without complying with the wildlife management plan. However, the ministry in charge of forests took immediate action to resolve the issue when they became aware of the suspension, and it is important that they maintain this decision. FSC certification can thus be a tool to ensure best practices by both companies and governments.



Hector Perez Pereyra, in charge of distribution for the Madreacre wood company-Tahuamanu Province, Iñapari District, Madre de Dios, Peru. © Nicolas Villaume / WWF-US

MAKING SUSTAINABLE FOREST MANAGEMENT PROFITABLE

The amount of wood extracted from forests and plantations each year may need to triple by 2050 to meet rising demand. Sustainable forest management, as practised by FSC-certified companies, will be essential if the forest products sector is to increase supply without destroying the very forests it depends on.

A growing body of research has shown that FSC certification brings numerous environmental and social benefits, from reducing impacts on wildlife habitats to improving workers' conditions and community relationships. But for forestry outfits in a developing country operating under difficult conditions, or small operations starting up with limited capital, finding the time, capacity and investment needed to achieve and maintain certification may not look attractive or realistic. In fact, the research suggests that these are the companies that have most to gain.

WWF's report, *Profitability and sustainability in responsible forestry: Economic impacts of FSC certification on forest operators*, released in August 2015, shows that FSC certification can directly benefit the bottom line of certain types of forest operations. The result of a rigorous and detailed research programme carried out on four continents, the report shows that while FSC certification requires significant upfront and ongoing investment, for tropical forest operators and small/medium enterprises examined, the direct financial benefits outweigh the costs.

On average, the research found that globally the companies earned an extra US\$1.80 annually for every cubic metre of FSC-certified roundwood or equivalent production, over and above any new costs, due to price premiums, increased efficiency, and other financial incentives.

The view from Peru

The benefits of FSC certification come into sharp focus in the Peruvian Amazon. Illegal logging is a massive problem in Peru, with an estimated 80 per cent of timber harvested illegally, according to a World Bank report. In addition to causing environmental damage, these illegal logging operations depress market prices and make it harder for legitimate operations to compete.

So is it worth a company going the extra mile to achieve certification? Andrea del Pozo, industrial manager for Peruvian timber company Madreacre, believes it is. "Of course the goal is to be profitable," she says. "But being sustainable makes us profitable."

Becoming FSC certified was no small undertaking for Madreacre, which manages 220,000 hectares of tropical forest – the largest such concession in Peru. Certification requires significant upfront investment in improving management plans and carrying out the necessary audits. Ongoing spending is needed to maintain certification too: key expenses identified in the research include the cost of monitoring and mitigating environmental and social impacts, and spending on worker benefits such as bonuses and healthcare.

But like other companies involved in the study, Madreacre reported improvements across its operations, from better planning and management to a happier workforce and improved relations with local communities.

"Before certification, there was no plan. We just cut trees randomly. Now we know exactly which trees we can take," said Percy Monteblanco Guerra,

leader of a Madreacre logging team. "Everything we're doing is for the next generation. We want things in the future to be as they are today. We're careful to leave the trees that produce the most seeds, only cut certain species and cut as close to the ground as possible to maximize the wood we get from each tree."

Financially, FSC certification allows firms to charge a price premium for their products and target high-end buyers who are willing to pay more for sustainably sourced wood – and in many cases insist on it. "The main benefit has been the unrestricted access it has given us to attractive markets, like in Europe," said Madreacre's Jose Luis Canchaya.

"Companies that become certified today do so with a vision of the future," he added. "Forestry projects have a long time horizon. The long-term benefits justify the short-term costs."



Employee at the Madreacre wood company cutting wood-Tahuamanu Province, Iñapari District, Madre de Dios, Peru. © Nicolas Villaume / WWF-US



Learn more what experts have to say
about responsible forestry...



Signing of the pact – Intersectoral Pact for Legal Timber in Colombia signing ceremony. (c) Miguel Pacheco / WWF Colombia

BRINGING TOGETHER STAKEHOLDERS TO PROMOTE TIMBER LEGALITY

Many of WWF’s most effective initiatives depend on cooperation between very different stakeholders. One notable example is the Intersectoral Pact for Legal Timber in Colombia.

WWF-Colombia played a leading role in the creation of the Pact in 2009, and since then has been working with diverse signatories to promote its aims.

The objective of the Pact is to ensure that timber harvested, transported, processed, commercialized and used in Colombia comes only from legal sources. It was urgently needed: at the time of its creation, around 42 per cent of the country’s total timber production was illegal, according to the World Bank.

To bring about real change in this complex and far-reaching sector, unprecedented cooperation was required between the government, the timber industry, the public sector and civil society groups.

“The Pact for Legal Timber has provide a valuable space and opportunity for coordination among various forest stakeholders,” said Miguel Pacheco, Forest Specialist, WWF-Colombia. “Thanks to the pact, today – six years since it was initiated – all the actors in the forest chain have the same understanding on how to address the problems of illegality in the country.”

Since 2009, the number of signatories have tripled from 24 to 77, and the Pact received a major boost in 2011 when it was affirmed and supported by President Juan Manuel Santos. Today the Ministry of the Environment spearheads the ongoing development of the Pact’s strategy.

While the objective of the Pact is clear, the strategy is challenging, and depends on cooperation between different groups with different concerns at all levels – national, regional and local.

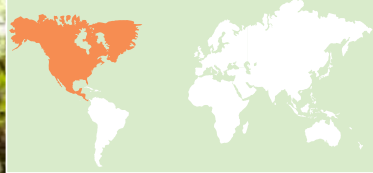
WWF-Colombia is involved in several aspects of the overall picture, always with a focus on sustainability. WWF has promoted responsible purchasing through international business roundtables – deals worth more than US\$4.2m were arranged in 2014, and has helped spread the word by running campaigns to increase public awareness of forest conservation and legal timber, promoting FSC certification, and producing related publications.

WWF has also been involved at a more technical level, contributing to legislative efforts to support the work taking place on the ground. A fundamentally important part of the drive for legal timber is in fact to define what “legal” means, and to strengthen the regulatory framework that’s in place to promote it, because responsible public procurement cannot exist without robust traceability of timber supplies. As this traceability is developed, WWF has been working with government agencies, private companies and domestic consumers to encourage them to sign responsible purchasing policies.

The Pact demonstrates how change can be achieved when different actors come together to tackle the same problem. Similar initiatives are being piloted across the region to ensure that forests remain safeguarded for future generations.

Pact ceremony – Intersectoral Pact for Legal Timber in Colombia signing ceremony. (c) Miguel Pacheco / WWF Colombia





SMALLHOLDERS AND SUSTAINABILITY

In the fight for a sustainable future for the world's forests, it's usually the big things that hit the headlines – governments, corporations, civil society mobilizations. But these aren't the only players. Smallholders in many regions have understood the message of sustainability, and are making an increasingly important contribution to global efforts.

The US timber industry is a good example of a growing trend. Initiatives like WWF's GFTN have seen major companies commit to and make considerable progress on eliminating controversial sources of wood in their supply chains while increasing their use of FSC-certified or recycled material.

This has a crucial knock-on effect. The companies who buy the timber must actively engage with their suppliers, many of whom are not corporations but smallholders with relatively small tracts of land. The sustainable supply chain they need means it's in their interests to support each owner's journey towards FSC certification – and across the nation, the numbers add up.

US paper company and GFTN participant Domtar has been particularly successful in showing how large buyers can work with smallholders to everyone's benefit. Domtar aimed to source more FSC-certified fibre, so to strengthen its supply chain, it helped set up the Four States Timberland Owners' Association (FSTOA), a group of 55 smallholders from Texas, Oklahoma, Arkansas and Louisiana.

FSTOA smallholders are able to aggregate holdings with other members and work toward certification through the FSC Family Forests Program. Domtar gives training and technical assistance, and then guarantees to purchase their certified wood. This incentivizes landowners to keep forests as forests, rather than converting them for other uses.

Dan MacWilliams is one of those landowners. MacWilliams and his family own and manage a 215 hectare forest in Arkansas that is dense with pine and other species of trees. The family was one of the first in the US to receive FSC certification. Nearly 40,000 have followed in their footsteps — making the US a model for the critical role owners of relatively small tracts of forest land play in saving the world's forests. These FSC-certified “smallholders” manage nearly 4.8 million acres of the forest land in the US.

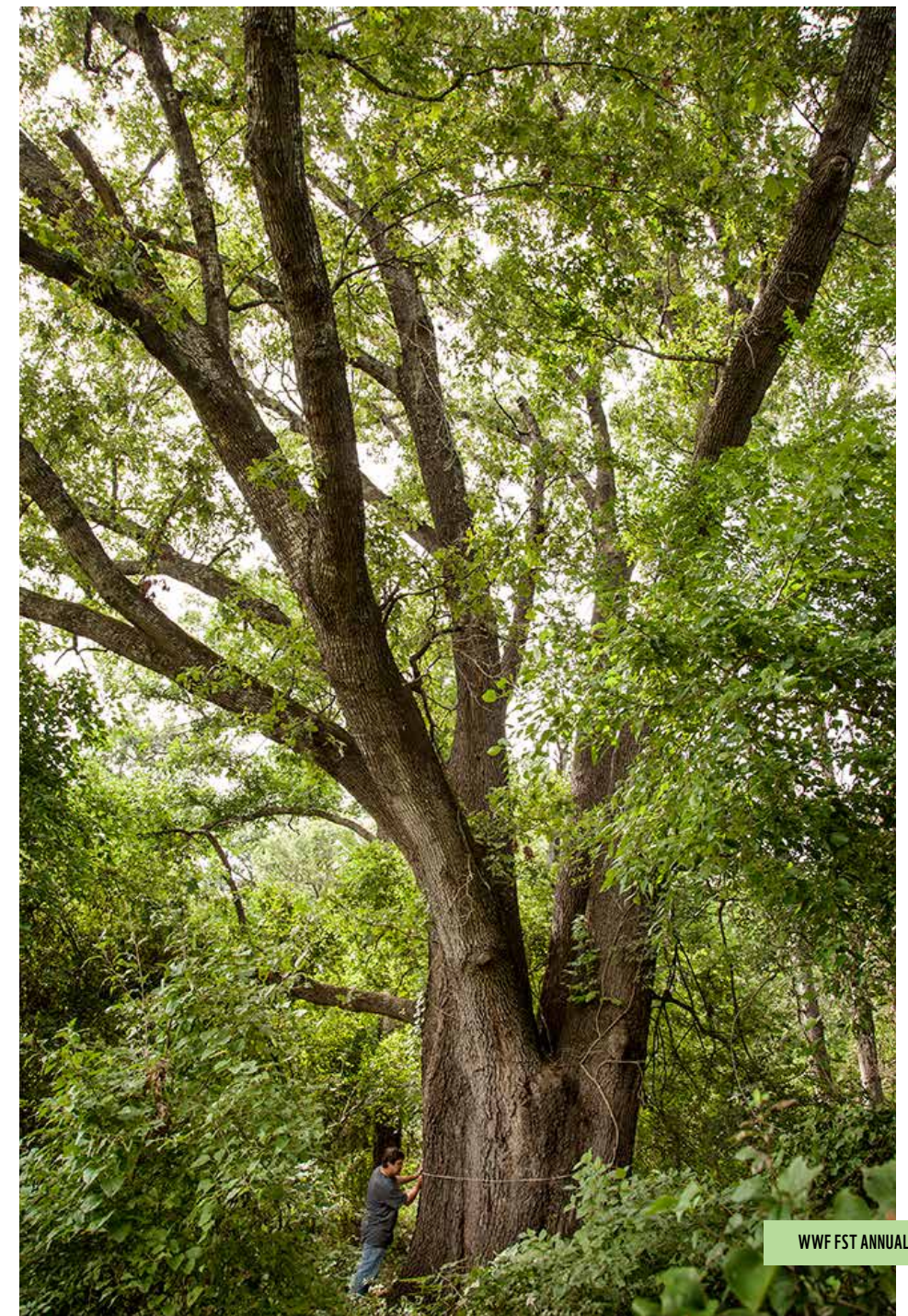
Considering that up to 60 per cent of the fibre used to make paper in the US comes from the US, small landowners play a big role, as well as the efforts by companies like Domtar in educating landowners about the benefits of FSC certification.

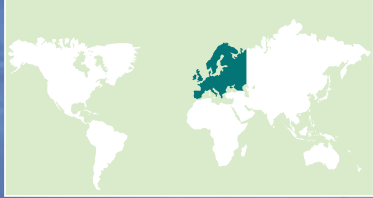
In 2014, Domtar sold its five millionth tonne of FSC-certified uncoated paper – the first for the North American market and an important step in Domtar's larger goal of 100 per cent FSC certified sourcing.

As the market for sustainable timber keeps growing, a virtuous circle continues between the buyers and the smallholders. Increased demand for FSC certification directly drives forest conservation, and enables a business model where – even for the smallest producers – sustainability pays.



Read landowner Stacey Locke's story about sustainably managing her family's land...





Aerial view of Russian boreal forest. © WWF-Russia

WWF AND MONDI: TOWARDS SUSTAINABLE FORESTRY IN RUSSIA'S BOREAL FOREST

The largest forest on Earth encircles the top of the globe through the far north of Eurasia and North America. This boreal forest, or taiga, makes up almost a third of the world's remaining forest cover. Most is found in Russia, which has more than 800 million hectares of boreal forest – equivalent to the area of the 48 contiguous United States.

The boreal forest is hugely important. Massive stores of carbon are locked up in its trees, soils and peat lands – more carbon than in all tropical and temperate forests combined. And while a relatively narrow range of species can survive in this harsh climate, it's one of the last places where vast herds of herbivores including reindeer and large predators like bears, wolves, lynx and the Amur tiger range free in their natural state. Indigenous people, with unique customs and traditions, also depend upon these forests.

More than three-quarters of Russia's boreal forest remains in a more or less pristine state – but it's coming under increasing pressure. A survey by WWF-Russia shows that 21 million hectares of intact forest – 7.5 per cent of the total area – was lost to fragmentation caused by fires, logging and mining between 2000 and 2013. This is ancient forest that would take centuries to return to its natural state. And as demand for timber continues to rise, logging companies are moving further into pristine forests.

But it doesn't have to be this way. WWF-Russia and Mondi, the international packaging and paper group, with additional support from IKEA and local NGO Silver Taiga, in 2015 launched the "Boreal Forest Platform" (BFP). The initiative will explore how timber production can be intensified sustainably, without loss of important intact forest landscapes or biodiversity, or affecting the important services that forest ecosystems provide.

"Over the coming decades we will see an increase in the amount of timber being harvested from Russia's forests," said Nikolay Shmatkov, Head of WWF-Russia's Forest Programme. "The current mainstream approach to forest management in Russia is not efficient: many forest sector companies rely mostly on pioneer logging in intact forest landscapes rather than on management of secondary growth forests. This leads to slow forest regeneration, undesirable transformation of timber species composition and need to invest more continuously into building of new roads into virgin forests. The need for more intensive forest management with effective regeneration, proper and timely thinning and prevention of devastating forest fires and illegal logging in industrial forests is needed. At the same time, these intensive forest management practices should be well balanced with preservation of high conservation values".

"Mondi has been working with WWF and Silver Taiga for over 10 years to identify and protect important boreal forest areas in the regions where we operate, and to ensure our forest management is environmentally and socially responsible while improving yields in commercial areas," said Peter Gardiner, Mondi Group Natural Resources Manager. "The Boreal Forest Platform provides an opportunity to share ideas, experiences and best practices, and develop solutions that will accelerate the transition to sustainable forestry in Russia."

The BFP is loosely modelled on WWF's New Generation Plantations (NGP) platform, which focuses mainly on plantations in tropical regions.



Russian forests. © WWF-Russia

FSC CERTIFICATION GROWS IN THE GREEN HEART OF EUROPE



Danube river, Ruse, Bulgaria. © Michel Gunther / WWF-Canon

The Green Heart of Europe reached a milestone in 2015 with the FSC certification of 3.5 million hectares in Bulgaria, Romania and Ukraine. The area, which is bigger than the size of Belgium, represents about 17 per cent of the forests in these three countries in the Green Heart of Europe – an area spanning the Danube basin and the Carpathians.

An increasing area of certified forests means that the region's supermarkets offer a growing number of wood and forest products with the FSC logo. Some 427 companies, forest and hunting enterprises now have the FSC certificate.

The Danube-Carpathian region contains many of Europe's most valuable forest habitats and resources. The largest areas of virgin and natural forests in Europe outside northern Scandinavia and Russia are here. However, poor management is one of the biggest threats to conserving these areas. This is why a key element of the Danube-Carpathian region's forestry programme is to promote sustainable forest management. If well managed, our forests can provide a sustainable income to thousands of people and deliver myriads of benefits, from climate regulation to tourism.

"Our goal is to ensure the sustainable management of at least 30 per cent of all forests in the Green Heart of Europe by 2020," says Costel Bucur, Head of Forests & Protected Areas at WWF Danube-Carpathian Programme.

Flooded forest in the Danube Delta National Park, Romania. © Michel Gunther / WWF-Canon



BIG STEPS TOWARD REDUCED FOOTPRINTS



Stocked shelves at a typical supermarket in the UK. © WWF-Canon / Richard Stonehouse

Consumers rarely see the total environmental impact on water, air, climate and biodiversity of the products they buy. Traditionally, manufacturing impacts were measured by Life Cycle Assessment (LCA) methods and land-based impacts – such as biodiversity, water ecosystems – were measured by independent certification. But that could be changing thanks to a new European Union initiative.

Increasing numbers of EU companies will soon be calculating the environmental footprint of their products and will include all their impact, including on biodiversity.

The Product Environmental Footprint (PEF) initiative aims to create "a single market for green products." It is developing a standard life cycle impact assessment for different industries against which similar products can be measured, enabling consumers who care about sustainability to make informed comparisons and vote with their wallets. With WWF and partner's help, this initiative was moved from solely looking at manufacturing impact to also integrate biodiversity.

"This is a hugely important step, and officially lays the groundwork for greater protection of biodiversity across many industries – after all, you can only improve what you can measure," said Emmanuelle Neyroumande, WWF's Forest Product Consumption & Footprint Manager.

Over 20 PEF pilot projects are currently under way in different sectors. Companies are assessed against a range of environmental criteria, depending on the nature of the industry in which they're involved. WWF engaged the pulp and paper industry to include biodiversity, using certification as a proxy, since no other method exists to date, thus reconciling LCA and certification approach. Companies are now obligated to report on the per centage of certified fibre in demanding terms.

With support from the European Environmental Bureau and collaborating companies, WWF spearheaded the efforts to make the most of this opportunity, and asked the European Commission that biodiversity impact be looked into by all other pilots. The PEF now requires assessment of biodiversity impact among the other criteria considered, and, where relevant to the industry, to provide a method or a proxy to measure it. It is up to each industry to propose a suitable methodology for measuring the different areas

of their environmental performance in the PEF. If some aspects are already being reliably assessed, this evidence can be taken into account.

A good example is FSC certification, which already incorporates biodiversity impact in its criteria. This means that forestry companies who are engaged in certifiably sustainable operations can already prove that they are taking steps to preserve biodiversity, which will stand them in good stead under the PEF initiative in the European market.

“With this in mind it’s likely that increasing numbers of companies will want to work towards achieving FSC certification as part of their broader sustainability goals to compete in European markets – which is, of course, good news for the world’s forests,” Neyroumande said. “We’ll make sure that protecting biodiversity stays on the EU’s agenda, and we’ll continue to work with companies all over the world to help them get in shape for a more sustainable future.”



FSC-certified products. © Julio Mario Fernández / WWF-Colombia

PAP50 PUSHING THE ENVELOPE IN FRANCE

While paperwork is perhaps the most common symbol of an office job, few workers fully understand its environmental impacts. That’s the starting point behind Barometer PAP50, a wide-ranging paper policy sustainability index launched by WWF-France and French campaign group Riposte Verte (“Green Response”).

With a focus on the end user, PAP50 aims to increase knowledge and encourage organizations to adopt sustainable paper policies.

The process takes the form of a voluntary evaluation, which looks in detail at how much paper the organization uses, how much of this comes from sustainable sources, and what measures are taken to ensure as much as possible is recycled later. From these results, PAP50 creates a public index ranking organizations against their peers, encouraging strong performers and highlighting poor (or non-existent) policies and needed progress.

Each year, Barometer PAP50 evaluates large organizations in one of three groups in France: public sector, financial services, and business. Evaluations are repeated every three years, so progress can be monitored.



PAP50 Report

“In 2015, the public sector was evaluated and results were disappointing. Many government departments refused to participate in the exercise – in fact, the number dropped from 2012, which is a worrying reflection on attitudes to transparency. Of those that did, many revealed low engagement with sustainability,” said Daniel Vallauri, Forest Conservation Officer, WWF-France. “There are some signs of better controlled consumption and an increase in recycling rates, but much work remains to be done.”

“It is rare that a high score happens. But as a whole, implementation in public sector is late,” he added.

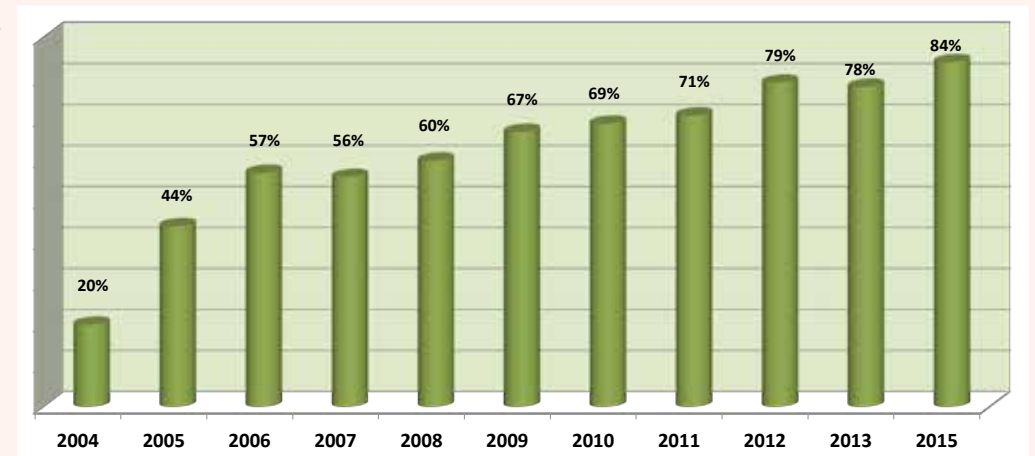
When banks and insurance companies were assessed for the first time in 2014, participation was high (greater than 70 per cent) and results were slightly better, with higher numbers showing a more hands-on approach to responsible use of paper.

WWF-France and Riposte Verte take a proactive approach to improvement: organizations who take part in the PAP50 assessment are also asked to make – and stick to – commitments on four central aspects of a responsible paper policy. These are to control consumption, to use sustainably sourced paper both at headquarters and for external purposes, and to recycle all paper internally. A measure of these commitments is then included in future assessments.

“This isn’t an area where we can expect overnight success, and Barometer PAP50’s efforts are far from over,” Vallauri said. “But we’re confident that the gradually changing attitudes to paper and sustainability the index encourages can only be good news for forests. Data from Barometer PAP50 since 2010 shows that for big private companies it works. Barometer PAP50 initiated new paper policy and practices in many companies.”

FSC Awareness In Switzerland On The Rise

FSC awareness in Switzerland increased to 84 per cent in 2015, according to a survey carried out by LINK Institute on behalf of WWF. This is more than double at the same time 10 years ago, when only 44 per cent of respondents were aware of FSC.



FSC brand awareness is on the rise in Switzerland. (c) Link Institut



Parliamentary Reception in March 2015 © Richard Stonehouse / WWF

WWF-UK'S FOREST CAMPAIGN

WWF-UK's Forest Campaign aims to enable a market in 100 per cent legal and sustainable timber in the UK by 2020. The foundation of this campaign, which launched in September 2014, rests on working hand-in-hand with businesses that trade in forest products. With their support, WWF-UK is influencing the people who make the ultimate decisions that will make trade in legal and sustainable timber possible.

“The overwhelming support that businesses have given the campaign has been critical, and inspiring,” said Julia Young, GFTN-UK Manager. “With global demand for wood set to triple by 2050, we can’t afford to be anything less than ambitious if we want to protect the world’s forests.”

So far, more than 50 businesses and two trade associations have pledged, as part of their support for the campaign, to buy only legal and sustainable timber by 2020. The businesses worked with WWF to find viable ways to establish a market in sustainable timber. Many joined a milestone WWF reception at the UK Parliament to launch these solutions to incentivise change, and have stepped up to meet with key politicians and other key stakeholders throughout.

Significantly, in November 2015, businesses from across the EU participated in a WWF event in Brussels to show the European Commission how strongly they support one of the main calls of WWF-UK's campaign: for improvements to the EU Timber Regulation so it becomes truly effective at preventing all illegal timber from being traded in the EU.



EU Commissioner Karmenu Vella putting one of the key asks in place in the “EUTR jigsaw” © Lode Saidane

But there are also many businesses that need to do more. To highlight this, WWF-UK produced its first Timber Scorecard that ranks UK-based companies on the quality of their timber procurement policy, as shared with the public. Many companies, after seeing their scores, wanted to make positive improvements, and there was a dramatic action by 23 businesses to release better information on policy and performance in a review window in response to the WWF report. For others too, WWF-UK is working to help them boost their performance ahead of the next scorecard in 2017.

Public support for the campaign has also been high – over 100,000 people signed the Save Forests petition, almost 10,000 contacted businesses that didn’t have a clear policy on sustainable timber to ask them about the source of the wood in their products, and more than 2,000 people wrote letters and emails to their Members of Parliament.

“Such support for change from both business and the public is a great way of making sure the campaign’s message is loud and clear – and can’t be ignored,” said Julie Stoneman, WWF-UK Forest Campaign Manager. “As a result of work this year, the UK Government and European Commission are listening and are clear about what WWF wants. The next challenge is to ensure decisive action from them.”

[Learn more](#)



Proboscis monkey, Sabah, Malaysia. © Alain Compost / WWF-Canon

GFTN PARTICIPANTS RECEIVE FIRST FSC CERTIFICATION FOR MANGROVE FORESTS IN BORNEO

Proboscis monkeys, a unique species distinguished by their large protruding noses, are found only on the island of Borneo. Once covering the whole of coastal Borneo, proboscis monkeys are now more endangered than orangutans, with their population having declined by more than 50 per cent over the last four decades.

Much of the remaining population of proboscis monkeys lives outside of protected areas, and is increasingly under threat because of habitat loss caused by forest clearing for logging, cultivation and settlement. In an area where logging activities often don't consider wildlife conservation, WWF-Indonesia has been working actively with PT Kandelia Alam and PT Bina Ovivipari Semesta (BIOS) – which manage mangrove forest concessions in Kalimantan – to ensure that logging is done in a way that preserves the habitat of these endangered species.

In May 2015, the two GFTN-Indonesia participants received FSC certification for 28,220 hectares of mangrove forests in West Kalimantan, marking the first group certification at the concession level in Indonesia. Both concessions are part of a group certification under management from APCS.

“The group certification represents a major milestone in Indonesia. FSC certification ensures that the mangrove and swamp forests are managed according to best management practices, and there is a strong onus on the companies to protect and conserve the mangrove's ecosystems,” said Joko Sarjito, GFTN Indonesia Manager.

WEAVING MARKET CONNECTIONS: SUSTAINABLE RATTAN

The concessions of PT Kandelia Alam and BIOS represent an increasingly rare ecosystem of mangrove forests in West Kalimantan. 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. In addition to proboscis monkeys, these forest management units are also home to freshwater dolphins and Irrawaddy dolphins.

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. GFTN has also held trainings for staff on high conservation value (HCV), preparation of management plans, ways to implement best practices to harvest responsibly, preserve the habitat of proboscis monkeys, and mitigate social conflict with local communities.

“WWF has been supporting us for the last three years and it has been impacting our management performance and our relationship with our stakeholders,” said Fairus Mulia, Director of PT Kandelia Alam and BIOS.

[Learn more about proboscis monkeys](#)



Rattan baskets, Laos. © Simone Stambach / WWF-Switzerland

Easter baskets in Switzerland are helping protect tropical forests and benefiting local communities in the Greater Mekong.

The baskets, commissioned by Swiss retailer Coop, come from the world's first FSC-certified rattan producers. Rattan is a vine-like palm that grows in tropical forests, particularly in Asia. Widely used in furniture and handicrafts, it's one of the most economically valuable non-timber forest products, supporting a global industry worth US\$4 billion a year.

“It might seem trivial to have FSC-certified baskets produced in Laos and shipped to Europe, but it is not. All parties along the supply chain have learnt a lot over the past years, have improved their practises and have shown patience to make this happen,” said Simone Stambach, Manager, Forest Sector Transformation, WWF-Switzerland.

While deforestation threatens rattan supplies, overharvesting of rattan itself

can cause forest degradation. Harvested sustainably, however, it can provide an economic incentive to keep forests standing, and an opportunity for local communities to secure sustainable livelihoods.

In 2007, WWF began working with a group of villages in Khamkheut district in Bolikhamxay province, Laos, to develop a group certification model for rattan. It is part of a larger project to promote sustainable rattan production in the Greater Mekong, one of the deforestation fronts identified in WWF's Living Forests Report: Saving Forests at Risk. A total of 33,392 hectares of forest around the villages is now FSC certified, of which 5,727 hectares is actively managed for rattan production. Certification of a further 9,000 hectares is expected to be confirmed soon. This will help prevent the forest being cleared for crops or other land uses.

Locals have received training and support, building capacity in areas such as sustainable rattan harvesting and regeneration, forest protection, transport, storage, safety and HCV mapping. Hundreds of households are now involved in sustainable rattan production – from growing rattan seedlings, to harvesting, to weaving baskets and other products. This has enhanced the livelihoods of many families, and women in particular: one basket weaver told WWF that her income had risen from US\$70 to US\$250 as a result of the project.

The 7,758 Easter baskets, worth almost US\$30,000, were the third such order the villagers have fulfilled for Coop. In September 2015, they also supplied 280 FSC-certified rattan folders to WWF International. This support from Coop, WWF and Swiss Agency for Development and Cooperation (SDC) has been vital in getting the project off the ground, building supply and setting up a chain of custody for certified rattan. WWF is now working with other communities in Laos and other countries in the Greater Mekong to roll out the group certification model and increase the supply of certified sustainable rattan from community producers.

With these foundations in place, the next step is to grow demand. 2015 brought promising signs, with Rituals Cosmetics planning a large order for a container of home fragrance sticks made from certified rattan – a total of 27 million sticks.

“If we can begin to shift the rattan market toward sustainability, then there are big opportunities for the people of the Greater Mekong, and the forests their livelihoods depend on,” said Bouavanh Phachomphonh, WWF-Laos's Rattan Project Manager.



A switch to sustainable rattan, Laos. © Simone Stambach / WWF-Switzerland



Bamboo, China. © Michel Gunther / WWF-Canon

SMALLHOLDERS IN CHINA SEE FRUITS OF CERTIFICATION

“The forest was left to us by our ancestors. We should take good care of it. Only when we look after it can it look after us.”

Ye Linchang is a forest ranger near Shufang Town, in Northern Fujian Province. He's seen first-hand the difference FSC certification can make in people's lives.

When the Longtai Company took over the contract for the local bamboo forests in 2013, lives changed. Longtai is a supplier for IKEA and has to match up to the Swedish giant's rigorous requirements – one of which is, wherever possible, FSC certification.

With the support of WWF and Chinese government agencies, Longtai worked with local producers to help them improve their operations and meet the standard.

Previously, villagers had been clearing slow-growing natural forests to plant fast-growing bamboo, and using large quantities of chemical fertilizers and herbicides. Biodiversity decreased, birds left, pests increased and erosion took hold. The bamboo began to die across large areas.

Longtai's new sustainable approach, which includes leaving the areas of natural forest and cutting out the chemicals, has brought a dramatic turnaround. The ecological balance is swiftly improving on all fronts, and bamboo production has increased by 16 per cent.

But it's only by working very closely with the people who live and work in the forests that Longtai is succeeding – and this is what underpins the model of joint smallholder forestry certification. The idea means bringing the scattered independent smallholders who manage a large proportion of forest area in China together into single forest management units or joint ventures. The farmers retain their independence but benefit from a collective framework geared toward long-term sustainability.

The story unfolds in a similar way in Shandong.

Zhang Zaijun, a popular farmer in Lunyi City in Shandong province joked that when he first learnt about FSC certification, he “had no idea” why trees should be certified. But now, “if you get FSC certified I'll pay you 15 per cent more for your trees, and I'll buy them all, no matter how many you have,” he said laughingly.



A farmer digs bamboo shoots, Tongli Wetland Park China. © Xiaodong Sun / WWF-UK

Zhang had been approached by the Linyi Forestry Bureau to join the joint certification programme, and lead efforts to persuade other villagers to do so. When officials told him he would be able to sell his trees at a higher price, he went to ask the opinion of the owner of a plywood factory who used to buy wood from him.

The response was convincing, and Zhang started to manage his trees in line with FSC principles. The trees grew bigger. And then Zhang introduced the rabbits. Three thousand of them, in hutches five or six floors high. The rabbits thrive in the cool of the forest, and their droppings fertilize the trees – which Zhang estimates have increased their yield by 30-40 per cent.

Some 30 other nearby households have followed Zhang's example. The villagers' healthier local ecosystem means they can raise poultry as well as rabbits in the forest, and they also cultivate mushrooms.

In Lingyi as a whole, more than 20,000 farmers have joined the programme.

The smallholder certification framework is all about cooperation – WWF, the Chinese government and businesses come together in the field and engage with individuals who, in turn, work together to assure a sustainable future for all.

It's a model that's still evolving, but it's already changing lives.

IN THE SPOTLIGHT

| | |
|-----------|--|
| Company: | Sunway |
| Product: | Panels |
| Location: | Guangxi Province, southern China |
| Aim: | Manage certification of 5,000 mountain smallholders |
| Method: | Sunway workers visit local farms, village committees and cooperatives, recording individual issues and concerns. Plans and implementation schemes are drawn up to address them. Management practices are improved. Educating villagers on the market benefits of certification is a key focus. |
| Result: | Greater efficiency means more trees are planted. Forest stock is increasing and owners are earning more. The need for government support is reduced as social conditions improve. |

WWF REPORTS



DEFORESTATION

Living Forests Report Chapter 5: Saving Forests at Risk

**Zero Net Deforestation: Status Report
How Far Do Current National Targets Get Us?**



FSC

Profitability and Sustainability in Responsible Forestry: Economic Impacts of FSC Certification on Forest Operators



FINANCE

Sustainable Finance in Singapore, Indonesia and Malaysia

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BOOKS

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NGP

NGP Review 2016

Sustainable Intensification and the Role of Bamboo, NGP China Study Tour, June 2015

Plantations for People: 10 Things We Learnt at the NGP Annual Meeting, March 2015

NGP South Africa Study Tour, November 2014

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Videos from World Forestry Congress 2015

Protecting the things that really matter

Community forestry livelihoods in Ozwathini

Trees, cows, sugar and 4 million others

Voices from the China Study Tour – Community Bamboo Plantations

Plant Nation

Hundreds of millions of acres of world's forest could be lost by 2030, say WWF

'Deforestation fronts' revealed

Devastating photos of the world's most endangered forests

Rate of global forest loss halved: UN report

African nations aim to brake surging trade in illegal timber

GFTN GLOBAL STATS

26 MILLION

GFTN participants manage nearly 26 million hectares of forest, of which 78% are FSC certified

187

GFTN includes 187 participants that employ more than 1.8 million people worldwide and trade over US \$64 billion of wood products

40%

40% of NGP participants are part of the Carbon Disclosure Project

12

12 companies have posted brands on Check Your Paper. Another 8 have published brands provisionally

90%

More than 90% of product categories in the Environmental Paper Company Index (EPCI) 2015 reported since 2013 showed improvement



Forest Sector Transformation Global Contacts

Emmanuelle Neyroumande

Manager, Forest Product Consumption & Footprint
eneyroumande@wwfint.org
+33 6 62 10 74 78

Hisayo Fujikawa Harlan

Head, Operations & Communications
hisayo.fujikawa@wwfus.org
+1 202 495 4340

Huma Khan

Communications Manager
huma.khan@wwfus.org
+1 202 495 4686

Helma Brandlmaier

Senior Advisor, Strategic Communications and Knowledge Management
hbrandlmaier@wwfdcp.org
+43721271178

Gjis Breukink

Coordinator, Responsible Forestry
gbreukink@wwf.panda.org
+31 6 52 04 6981

Angel Llaveró

Coordinator, Forest Product Markets & Supply Chain
allavero@wwf.panda.org
+ 34 600259156

Luis Neves Silva

Manager, Plantations and Landscapes
lnsilva@wwfint.org
+351963970796

Karen Mo

Research & Development Specialist
karen.mo@wwfus.org
+1 202 495 4154

List of regional contacts is available at gftn.panda.org



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.

gftn.panda.org

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WWF
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