

## GLOBAL FOREST & TRADE NETWORK

### --- Local Forests, Global Market ---

#### **BACKGROUND**

Theoretically, there is enough wood in the world's forests to supply global wood requirements. An analysis carried out by WWF and the World Bank in 2001 indicated that by sustainably managing 60% of the world's forests, at different levels of intensity and for different purposes, we could protect the remaining 40%.

#### **WHAT: GLOBAL FOREST & TRADE NETWORK**

The Global Forest & Trade Network (GFTN) is WWF's initiative to eliminate illegal logging and transform the global market place into a force for saving the world's valuable and threatened forests. GFTN aims to mainstream the principles of responsible forest management and trade as a standard practice throughout the global forest products industry by providing technical assistance, partnership and trade opportunities with committed companies. GFTN considers independent, multi-stakeholder-based forest certification as a vital tool in this process.

#### **WHY: GFTN ENGAGES INDUSTRY FOR FOREST CONSERVATION**

WWF believes that by engaging corporations in challenging and innovative partnerships, companies can not only contribute to the sustainability of the planet, but to their own business viability and success. Through GFTN, WWF works with the forest products industry to help it change the way it does business. GFTN encourages trade links between companies committed to achieving responsible forestry and trade, endeavouring to create the market conditions that support forest conservation while providing economic and social benefits for the businesses and people that depend on them.

#### **HOW: GFTN'S STEPWISE APPROACH**

The GFTN provides a framework mechanism for companies; a proven "**stepwise approach**" which allows companies to develop forest management plans outlining the various steps needed, for achieving credible certification within an agreed timeframe. GFTN also helps companies phase out products from unwanted timber sources and increase those of certified sources via this stepwise approach. WWF staff provides local on the ground support to ensure partner companies continuously improve their business practices.

#### **WHERE: GFTN ACROSS THE GLOBE**

Located across 34 countries, GFTN engages with **360+** participating companies committed to responsible forest management and trade around the world.

#### **QUICK STATS: GFTN PORTFOLIO**

- **360+ companies** employing over **1.3 million people** and supporting an additional **600 families**.
- **12+ million hectares** of credibly certified forest with an additional **27+ million hectares** in progress to certification.
- **1%** of total productive forest area where GFTN operates and **14%** of the global total FSC certified area.
- **26%** of total volume of credibly certified products traded globally.
- **\$44 billion or circa 13.6%** of the global total of forest products traded (by both participants and applicants).

#### **FOR MORE INFORMATION**

Visit the GFTN Website at [www.gftn.panda.org](http://www.gftn.panda.org) Or contact at [gftn@panda.org](mailto:gftn@panda.org)

#### **ABOUT WWF**

After many years spent actively pursuing the protection of the environment and the life it supports, we at WWF have learned that only by working together in willing and honest partnerships with governments, business, other organizations, local populations, and society as a whole can we succeed in alleviating poverty and conserving the renewable, life-sustaining resources of our fragile planet.

More information is available on [www.panda.org](http://www.panda.org)

## GFTN at a Glance

### GFTN participants...



...have annual forest products sales exceeding \$44.6 billion per year



...support 670 families in community operations



...are engaged in 162 trading deals with other GFTN participants



...trade almost 11% of the global harvest of industrial roundwood



...manage over 27.2 million ha. of forests in progress to certification



...trade over 12% of the value of internationally traded forest products



...buy or sell in excess of 194 million cubic meters of forest products per year



...trade over 30 million cubic meters RWE of credibly certified forest products



...employ over 1.3 million people globally

*figures current as of December 2007*

