



GLOBAL
FOREST
& TRADE
NETWORK

RED_e IBÉRICA

GFTN-IBERIA THE IBERIAN FOREST AND TRADE NETWORK

2008-2010 Report



GOBIERNO
DE ESPAÑA

MINISTERIO
DE MEDIO AMBIENTE
Y MEDIO RURAL
Y MARINO

GFTN-Iberia. The Iberian Forest and Trade Network (2008-2010 Report)

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WWF is one of the major and most effective international independent organizations aiming at the conservation of nature. WWF operates in more than 100 countries with the support of five million people worldwide.

WWF works for a living planet and its mission is to stop the environmental degradation of the planet and build a future in which humans can live in harmony with nature through the conservation of the world's biological diversity, the use of sustainable and renewable natural resources, and the reduction of pollution and wasteful consumption.

All business activity is associated to the consumption of forest products, primarily wood and paper, and thus, any company can actively generate a positive or negative impact on the forests of the planet and the people who depend on them.

In a context of environmental and economic crisis, like the one we are living now, it is more urgent than ever to conserve our natural capital and to stop the destruction of our forests as a means to enjoy the vast number of services they provide to us. For purposes of this, it is essential to promote the consumption of forest products while aiming at the same time for a new model based on a socially and environmentally responsible use.

For this reason, any purchase that ensures the sustainable and legal origin of a particular product and prioritizes the use of the same versus the use of synthetic materials is an essential element of the Corporate Social Responsibility policies that no modern and committed company can forget.

GFTN Iberia is an example of this. Since its launching in 2008, and thanks to the commitment of the participating companies, it has contributed to slow down the degradation of forests on the planet, while promoting the improvement of industrial competitiveness and the relevance of putting on the market forest products and their environmental values.

In few years we have seen impressive progress thanks to the expansion of the FSC certification, the implementation of responsible procurement policies in public administrations and the many companies who have chosen to join this network promoted by WWF worldwide. There is still, however, a long way to go.

We hope the achievements of GFTN Iberia included in this report serve to encourage many other companies to participate in this global effort. This initiative demonstrates that it is possible to exploit forests without destroying their biodiversity in order to generate wealth and improve the lives of the people in the places of origin of these products, while reinforcing at the same time corporate public commitment with the conservation of nature.

We appreciate the trust and collaboration of the companies that are already part of this global initiative and we encourage and invite those that are still not part of it to do so and help reduce their impact and contribute directly to the conservation and sustainable management of forests in the world.

Juan Carlos del Olmo
Secretary General
WWF Spain



From WWF- Group 2000 to GFTN Iberia

In 1998, WWF created Group 2000, an initiative of Spanish companies that shared with WWF the objective of promoting socially and environmentally responsible management of forests. To do this, they worked together with WWF, to apply responsible purchasing patterns to forest products consumed in the course of their activity.

Keeping this objective, and extending its scope to Portugal, WWF launched in October 2008 The

Iberian Forest and Trade Network (GFTN Iberia) with the participation of nearly twenty Spanish and Portuguese companies.

After almost two years working exclusively with the consumption of forests products, The Iberian Forest and Trade Network has recently started to deal with production, focusing on a typically Iberian product: cork. Thus, the Iberian network has just launched a Cork Producers Group to work with owners and managers of cork oak forests in the implementation of best practices for the extraction of the resource. This will ensure the good state of conservation of cork oak forest and the social, cultural and environmental values associated with these valuable ecosystems.

Nowadays the GFTN Iberia is widely recognized as a strategic alliance between WWF and the business



©Juan Carlos del Olmo / WWF España

key actor to reverse the current trend of deforestation and degradation of forest ecosystems.

In this context, the Iberian market plays a key role because it is the main gateway for tropical timber in the EU, and it may also contribute significantly to boost sustainable management of European forests.

The Iberian Forest and Trade Network helps Spanish and Portuguese companies have an informed and responsible wood, paper and cork consumption.

The aim is to transform the possible negative impact on forests due to consumption of their products in a drive towards sustainable forest management.

This tool also helps highlight the commitment of companies to strengthen their corporate image. Therefore, it is a win-win situation, a collaboration in favour of forests between WWF and the business sector in which all stakeholders benefit.

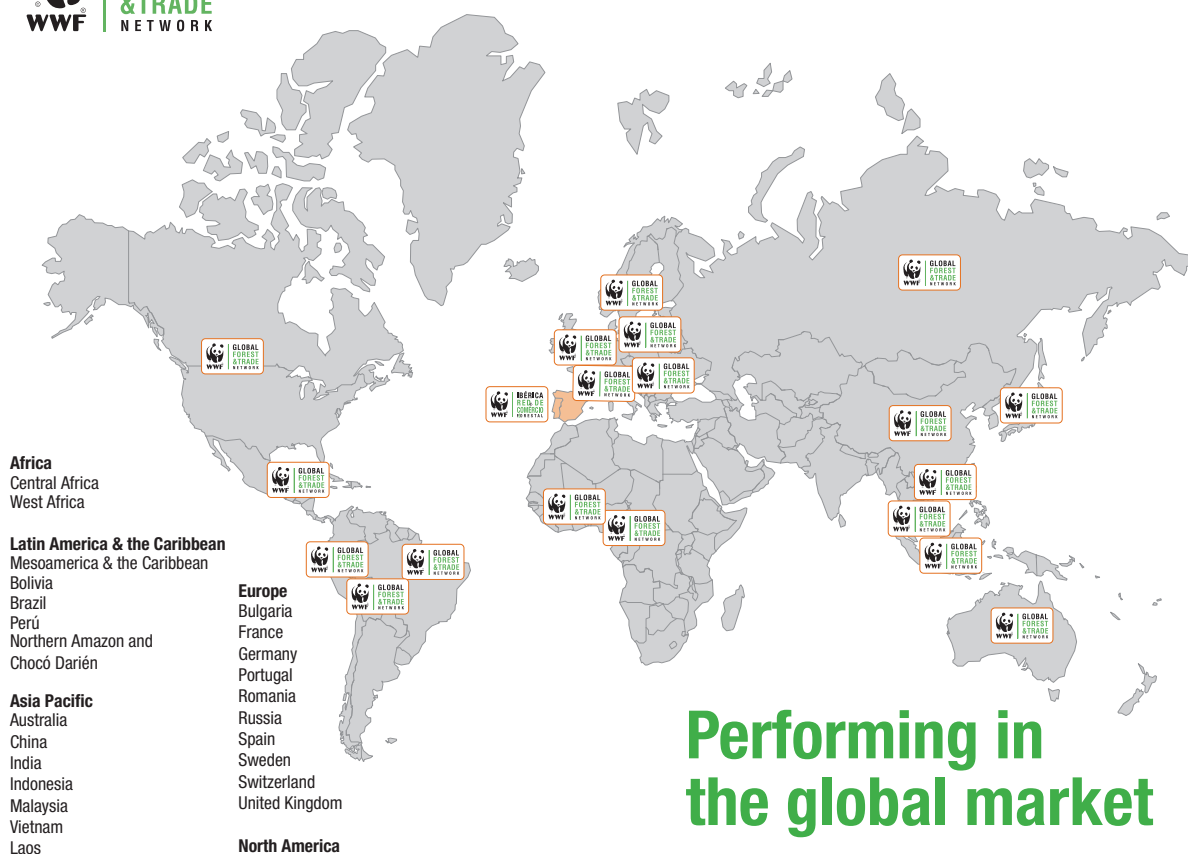
This initiative takes on special significance in the current context in which large consumers such as the United States and the EU have formally assumed the importance of responsible consumption of forest products for forest conservation. All this is achieved through the development of laws that fight against illegal forestry practices and encourage the consumption of products of legal and preferably certified origin: the Lacey Act in the case of the United States, and the FLEGT Regulation, in the case of Europe.

sector which contributes significantly to improve the state of conservation of forests and the image of forest products against other materials with greater environmental impact.

Responsible business, sustainable forests

The purchase power of companies and their requirements with respect to the forest products they consume determine, among other things, the way these products are extracted in the forest. This ability to influence the market makes the business sector a





Performing in the global market

Your commitment.... Is our opportunity

Companies participating in this initiative have developed and implemented a program of responsible purchasing of forest products to:

- Identify the forest products consumed and evaluate the risks and opportunities that the body assumes with this.
- Establish measures to minimize the ecological footprint linked to consumption, eliminating those of illegal and unsustainable origin.
- Progressively increase the supply of products of socially and environmentally responsible sources and credible certification systems such as the FSC (Forest Stewardship Council).

For its part, WWF provides to businesses:

- Support in the development and implementation of a program for the responsible purchasing of forest products.
- Information on the supply of forest products from responsible sources, with certificates such as FSC.
- Advice on the communication of the commitment of companies with sustainable forest management to suppliers, customers and other stakeholders.
- Participation in press conferences and business travel.


**GLOBAL
FOREST
& TRADE
NETWORK**

The Iberian Forest and Trade Network is part of an international network called WWF Global Forest & Trade Network (GFTN) consisting of some 300 bodies in more than 30 countries in Europe, Africa, America and Asia.

Thus, WWF encourages trade exchanges between responsible forest producers and responsible consumers worldwide, boosting the market in favour of forest conservation.

GFTN in figures



It represents 16% of forest products marketed internationally each year.



more than 191 trade contacts per year between its participants amounting to EUR 70 million.



over 20.3 million hectares of certified forests and more than 18 million hectares in the process of certification managed by their participants.



it supports 42,749 families through community forest management operations.

Why FSC?

In 2006, WWF developed in collaboration with the World Bank, the Forest Certification Assessment Guide (FCAG) to assess the quality and credibility of forest certification schemes. WWF regularly updates its positioning on the various forest certification schemes evaluating the most extended labels in accordance with the FCAG. The latest revision, carried out in 2008, determined that FSC forest certification is still the best instrument to ensure the sustainable origin of forest products. Some of the aspects that distinguish FSC from other certification schemes are:

- Its standards and policies are based on the balance of social, environmental and economic interests and North/ South equity.
- Its certification process is the only one that provides channels for the consultation and participation of stakeholders affected by forest management.
- It provides public information on the results of forest certifications.
- Its assessment of forest management has higher level of independence and reliability

GFTN-Iberia with cork producers

The recently created Cork Producers Group contributes a new dimension to the work to promote the responsible forest management performed by GFTN-Iberia. Spain and Portugal are the major cork producers in the world. An effective commitment towards the responsible trade of forest products could not exclusively deal with demand: it was essential to imply forest owners to ensure management of their cork oak forest according to the established FSC label.

Thanks to this new approach, WWF provides:

1. Technical support for the development and implementation of action plans to obtain the FSC label.
2. Identification and information about contacts and commercial relationships with responsible buyers.
3. Advice for the communication of the producers commitment with sustainable forest management to customers and other stakeholders.



Leading companies in forest conservation

Companies currently involved in The Iberian Forest and Trade Network are:

IN SPAIN

BENITO SISTEMAS DE CARPINTERÍA



www.benito-sdc.es

Carpentry specialized in wood and wood-aluminium windows. The company has the FSC certification for the chain of custody and offers the possibility to carry out all their models of windows in FSC wood. Their commitment to the responsible purchasing of forest products encompasses all wood consumed for window production.

COCA-COLA ESPAÑA



www.conocecocacola.com

World leader in soft drinks. The scope of its policy of responsible purchasing of forest products includes all labels and packaging of their products, office paper, paper used in advertising, as well as all the wood and furniture of their new buildings.

EDICIÓN E IMPRESIÓN LA TREBERE



www.latrebere.com

It is the first press certified in the use of FSC paper in Spain. All works and books in different formats and a variety of paper weights are carried out on FSC paper. It has also implemented the use of FSC certified wood pallets in the transport of goods.

FUNDACIÓN COPADE



www.copade.es

COPADE Commerce for Development is an NGO of development cooperation in the field of fair trade and it actively promotes responsible forest management by means of the FSC label on all timber products produced by its beneficiaries in countries of the South. It is the first European organization to combine two concepts in one single product: fair trade and FSC certification.

LAFARGE CEMENTOS



www.lafarge.com.es

A subsidiary of the Lafarge Group, it is a multinational leader in building materials and the world's largest producer of cement. The scope of its policy of responsible purchasing of forest products includes the paper of their cement sacks, the pallets, all office paper and all the paper used for its publications and promotional material.

LEROY MERLIN ESPAÑA



www.leroymerlin.es

Leading company in home improvements in Spain. Thanks to its policy of responsible purchasing of forest products, the company offers its customers an increasing number of FSC certified products.

OSMA GRUPO J



www.osmagrupo.com

Carpentry and distributor of FSC- certified solid wood products for bio-construction. The scope of its policy of responsible purchasing of forest products encompasses both distributed and manufactured products.

PUERTAS LUVIPOL



www.luvipol.com

Manufacturer and trader of wood doors. Thanks to its program for the responsible purchasing of forest products, the company uses increasingly more FSC certified raw material for the manufacture of doors.

Leading companies in forest conservation

IN PORTUGAL

AMBIODIV - Valor Natural, Ambiente, Natureza e Sustentabilidade, Lda.



www.ambiodiv.com

AmBioDiv is a consulting firm specialized in biodiversity management, ecosystem assessment and nature conservation. The extent of its participation in the network includes its office paper and the paper used in their promotional materials.

APFCertifica Group Scheme



www.apfc.pt

APFCertifica Group Scheme is a group of forest producers that belongs to Coruche's Forest Producers Association and that is committed to responsible forest management through FSC certification. They are the first members of the Group of Cork Producers of the GFTN-Iberia and their commitment includes the certification of all the land that integrates the Association.

COCA-COLA PORTUGAL – Refrigerantes, Lda.



www.cocacolaportugal.com

A subsidiary of The Coca-Cola Company in Portugal, its mission encompasses both the support to the brands of the company, and the execution and coordination of marketing and advertising plans for Refrige, its sole bottler. Its policy of responsible purchasing of forest products includes office paper and the paper used in promotional activities, pallets and packaging.

CORK SUPPLY Portugal, SA



www.corks Supply.com

Cork Supply is one of the largest providers of cork for the wine industry worldwide and the first for North America. The company also has operations in the main

wine-producing regions of the world. Its commitment in the framework of the GFTN-Iberia covers the cork they consume, their sole raw material.

Corticeira AMORIM SGPS, SA



www.amorim.com

Corticeira Amorim, S.G.P.S., S.A. is the world's largest company of cork products and one of the most international Portuguese firms. The scope of its responsible purchasing policy includes cork – key product of the activity of the group-, timber and other products used in floors and coatings.

GRANORTE – Revestimentos de Cortiça, Lda.



www.granorte.pt

Granorte is a company aiming at recycling waste from the production of corks. Its policy of responsible purchasing of forest products includes cork residues and other wood derivatives used in the production of coatings.

LEROY MERLIN - Bricolage, Construção, Decoração e Jardim, SA



www.leroymerlin.pt

Leroy Merlin is a subsidiary of the French group Adeo specialized in small and medium size home repair stores. The company promotes a policy of responsible purchasing of forest products which includes all the products sold manufactured from wood.

LISTOR - Importação e Distribuição de Materiais de Construção, S.A.



www.listor.com

Listor is a company aiming at the commercialization of floating floors, with their own commercialization and distribution structures. Their commitment to responsible purchasing includes all commercialized wood products, mainly floating floors.



Committed to the forests

FSC, Leroy Merlin's eco-option

Leroy Merlin includes FSC certified products in the category "Sustainable forest" of its Eco-options, an initiative that offers customers a wide range of products and solutions for a more sustainable home. Some of the products that already have the guarantee of this label are furniture and garden houses, outdoor floors, panels, fences, tools and cork.

FSC wood in the new headquarters of Coca-Cola España

The new office building of Coca-Cola España has been built entirely with FSC wood, demonstrating that

construction can become a key element to energize the sustainable management of forests. Both the interior carpentry (walls, sockets, doors...), and the office furniture have the guarantee of a responsible source offered by this label.

Fair wood = FSC + Fair trade

The COPADE Foundation launched the Fair Wood campaign with FSC Spain in 2008, a platform integrated today by more than 30 partners and collaborators among companies, public administrations, universities and NGOs created to promote responsible consumption of forest derivatives, such as paper or wood with the FSC label and fair trade products among Spanish society.



©Coca-Cola España

More than 10 years producing FSC doors

Puertas Luvipol has the FSC certification of its chain of custody since 1999. In these more than 10 years, the company has developed an extensive collection of FSC certified doors adapted to different markets and styles, and it is present both at European and national levels in several emblematic projects. Coinciding with the tenth anniversary of FSC in Spain, Puertas Luvipol presented the new model Milano, which completes the series "Nature" of FSC certified doors.

Natural FSC stoppers: a toast for the cork oak forest

The operations of Cork Supply in Portugal, where a 100% of the natural corks that the company markets around the world come from, are FSC certified. In this way they ensure the responsible management of cork oak forests and they help wine producers to achieve their sustainability goals. The FSC logo on a cork stopper guarantees the dealers and consumers concerned about the environment that the origin of the same is responsible. In addition, these stoppers are 100% natural, renewable, recyclable and biodegradable.

At the forefront in matters of cork floors... and now, FSC

Cork floors from Amorim Revestimentos, of the Corticeira Amorim Group have the guarantee of responsible origin provided by the FSC label. This reinforces the commitment of the world leading

World leaders in FSC paper sacks

In 2008, Lafarge Cementos became the first company of construction materials worldwide to use paper with FSC label for the commercialization of cement bags. The company has already distributed 10 million FSC certified bags, the equivalent to 1,000 tons of paper with this label. The company is also the first in Spain to use FSC wood pallets. They print also its communications on paper with this label.

A room with a view to the ... FSC forest

As a result of an awareness campaign with its customers, Benito Sistemas de Carpintería has already carried out more than 30 projects with FSC wood windows. Their major project is the construction of a 145 housing project in Majadahonda (Madrid) promoted by the construction company Sacyr S.A.U, with more than 150 m³ of FSC certified timber consumption.

©Félix Romero / WWF España





company in the manufacture of cork floors for the conservation of cork oak forests where its main raw material, cork, comes from. Cork is combined for the manufacture of floor coverings with other wood products also of certified or controlled origin.

Major wine distributors commit to FSC

In January 2010, J. Sainsbury Plc and Co-operative, important distribution chains from the United Kingdom and members of GFTN UK (the British counterpart of the GFTN-Iberia) announced their commitment with Corticiera Amorim to use FSC corks in their own brand of wines which served to transmit to the world market a strong message in favour of the responsible purchasing of cork.

GFTN-Iberia in action

The Portuguese- Spanish markets join for forests

Under this motto, the WWF- Iberian Forest and Trade Network was presented on October 9, 2008 with the participation of 17 Spanish and Portuguese companies. The Secretary of State for international cooperation of the Government of Spain, Ms. Soraya Rodriguez, who applauded the ability of this initiative to mobilize the business sector in favour of sustainable forest management and also highlighted its contribution to the improvement of the living conditions of populations who depend on forests, was present at the presentation ceremony.

Corporate Responsibility in forest conservation

GFTN-Iberia was present at the 9th National Congress on the Environment in December 2008. In the workshop organized by WWF, some companies participating in this initiative, such as Lafarge, Leroy Merlin and Coca-Cola, presented their experience in the implementation of a program of responsible purchasing of forest products.

Catalogue of FSC products in Spain

The Iberian Forest and Trade Network together with FSC Spain, presented in the 2008 Construction Fair CONSTRUTEC the first catalogue of FSC certified products for the Spanish market. This inventory represents an agile response to the growing demand for products certified with this label. The catalogue offers a wide range of FSC products: wood, panels, doors, windows, floors, cork, paper, graphic arts...

Download this publication at:
www.wwf.es/rediberica

The Spanish wood sector promotes sustainable management in Africa

The Spanish Timber Trade Federation (AEIM) announced in March 2010 the agreement reached with The Iberian Forest and Trade Network to promote FSC forest certification in Central Africa. As a result of this agreement, the AEIM promotes the consumption of wood from this region, preferably FSC certified, among its partners.

This Alliance was revealed during a trade mission organized by the GFTN-Iberia to Racewood, the largest timber fair in Central Africa, held in Douala (Cameroon). Six Spanish companies integrated this venture in order to learn about the existing supply of FSC products. The commercial mission included a business round table from which more than 20 trade contacts were achieved between Spanish companies and companies in Central Africa with FSC certification.

The Portuguese market of tropical wood and cork under scrutiny

In March 2009 The Iberian Forest and Trade Network released a market study that analyzes the Portuguese sectors of tropical wood and cork.

The report highlights the Iberian Peninsula as Europe's first tropical timber importing region and world's second, with import volumes exceeding 550,000 m³ in 2007. Furthermore, it urges the government and the Portuguese public administration to recognize the importance of sustainable forest management through

the development of public procurement policies that promote the use of forest products of certified origin in public works.

Commercial mission for the FSC Cork

Aimed at energizing the market of FSC cork, GFTN-Iberia devoted its first trade mission to this product. Trying to bring the demand for FSC cork closer to the supply, the members of the commercial mission had the opportunity to know firsthand the input of the FSC certification to the management of cork oak forests, visiting the Herdade dos Fidalgos, in Coruche, a FSC certified area of shrubland through a group scheme led by APFC (Coruche Forest Producers Association). The participants also visited Cork Supply, a cork factory, and Amorim Revestimentos, manufacturer of cork floor coverings, both FSC certified and members of the GFTN-Iberia.

Launching of the producers group in Portugal

In September 2010, the Producers Group of GFTN-Iberia was presented at the Greenfestival of Lisbon. Its objective is to support forest owners to increase the surface of FSC certified area. With this new approach, the GFTN-Iberia responds to a market problem: in 2009 only 8% of the cork consumed by companies linked to the GFTN was FSC certified. It is important to point out that WWF considers this label to be the best instrument to ensure the optimal state of conservation of cork oak groves. In order to contribute to the effort of producers, WWF in Portugal has developed an on-line tool called HABEaS – Hopsot Areas for Biodiversity and Ecosystem Services (www.habeas.com.pt). This will help identify high conservation value forests in the areas in the process of being certified and adhered to the GFTN-Iberia.



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Boosting the market

Public procurement: which wood is your city made of?



If GFTN-Iberia is WWF's tool to work with the private purchasing of forest products, the campaign "Cities for the forests" promotes responsible public procurement of forest products. It is important to bear in mind that public bodies are responsible for almost 20% of the Spanish consumption of forest products. It is therefore crucial to energize the market of FSC certified products. The "Cities for forests" campaign aims at helping public administrations to implement responsible purchasing programs.

Nine cities (Barcelona, Benicarló, Gavá, León, L'Hospitalet de Llobregat, Madrid, Sant Boi de Llobregat, Murcia and the provincial Council of Toledo) currently integrate the green list of the "Cities for the forests" Observatory to take effective measures to control the legal origin of forest

products and to give priority to those with maximum guarantees of socially and environmentally responsible origin such as those FSC certified.

More FSC wood in the Congo basin



Fundación Biodiversidad

After the Amazon, the Congo basin is, with its 180 million hectares of tropical forest, the second largest forest area in the world and the main source of resources for 30 million people living in the region.

For the Spanish market, it is the main provider of tropical timber. Each year, our country imports a volume equivalent to 0.8 million m3 from the area, approximately 150 million Euros. The social and environmental importance of the region and the key role the Spanish wood market plays have led WWF Spain to work closely to strengthen the capabilities



of countries in the Congo basin to manage forest ecosystems in a sustainable manner and promote FSC certification in the region.

Spanish cooperation, through the Spanish Agency for International Development Cooperation (AECID) and the Fundación Biodiversidad, is contributing to the work of WWF on the ground in various strengthening actions and training of local communities, civil society, the public administration and companies for the sustainable management of these forests. These activities combined to the trade missions organized in the area and the communication actions in the Spanish market have contributed significantly to the FSC certification of 5 million hectares in the region.

Wines that preserve cork oak forests



With the support of the Ministry of the Environment and Rural and Marine Affairs, WWF has launched the pilot project: “Ecological wine and FSC cork”. The purpose is to highlight sustainable management of vineyards and cork oak forests in the market. Organic farming and FSC certification turn the end, an ecological wine capped with a FSC cork, into a “round” product in environmental terms with a wide acceptance in the market. This experience shows that the sustainable management of the territory can act as a driver for rural development, generating employment and increasing the life standards of the productive regions.

One-third of the world's cork is committed to responsible consumption

Two of the largest cork producing companies, Corticeira Amorim and Granorte, joined The Iberian Forest and Trade Network in January 2010. This landmark decision means that one-third of all cork sold worldwide is subject to responsible purchasing policies since another of the cork giants, Cork Supply, also belongs to this network. It is important to point out that the turnover represented by these companies amounts to 0.5 billion Euros, compared to 1.5 trillion mobilized by cork trade in the world in 2008.

Gonzalo Anguita Alegret

Head of Quality and Sustainability
Leroy Merlin España

“The participation of Leroy Merlin in GFTN-Iberia responds to our desire to ensure a progressive manufacturing of our products with wood from legal origin and responsible forest exploitation”. In this way, FSC represents the last step, the maximum guarantee of the origin both environmental and socially responsible of forest products.”

Eduardo Noriega

Managing Director
Benito Sistemas de Carpintería

“Regular citizens are increasingly becoming aware of the importance of ensuring the sustainable origin of forest products.” “Companies have a responsibility to give the consumer the opportunity to have a responsible consumption and FSC is the tool that offers more guarantees to both citizens and businesses.”

Isabel Allegro

Executive Director
Cork Supply Portugal

“Consumers are increasingly interested in the offer of products obtained in a socially responsible and environmentally sustainable manner and in a way that also ensures the financial stability of the associated industry.” “With the commitment to FSC certification in Cork Supply, we have been able to address these aspects, while we offer our customers a product that they can integrate into their own strategies of sustainability.”

Conceição Santos Silva

Group Manager
APFCertifica

“Most of the forest area associated to APFC corresponds to cork oak GFTN-Iberia, an ecosystem that has been modelled by man for centuries, and which is characterized by a high biological diversity that coexists with productive uses such as the exploitation of cork, grazing and hunting.” The APFCertifica group promotes the implementation of best practices from the environmental point of view, thus helping to preserve these ecosystems. “In this context, FSC forest certification is a tool that allows us to achieve these goals.”



RESPONSIBLE CONSUMPTION

GFTN-Iberia helps Spanish and Portuguese companies carry out an informed and responsible consumption of wood, paper and cork products..

SUSTAINABLE FOREST MANAGEMENT

The business sector is a key actor to reverse the current trend of deforestation and degradation of forest ecosystems.

GLOBAL MARKET

WWF facilitates trade contacts between forest producers and responsible consumers worldwide, boosting the market in favour of forest conservation.

IBERIAN MARKET

It is the main gateway for tropical timber in the EU, and it may also contribute significantly to boost sustainable management of European forests.



More information available at:

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