



November 2009

# Newsletter



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**Cover Photo:** Wolong Nature Reserve, Sichuan Province, China. © John Mackinnon / WWF-Canon



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# 1 Global Forest & Trade Network News

## A Special GFTN Announcement

Dear GFTN Partners and Friends,

I would like to inform GFTN supporters that Richard McLellan has stepped down as the Head of GFTN to take up a position in WWF's Conservation Communications Unit. I would like to thank Richard for his leadership over the last 18 months. During this time, Richard has overseen an important phase in the development of the GFTN. Under Richard's leadership, GFTN has been consolidated under a global GFTN "brand", with local offices adopting a common set of participation rules and aligning behind a global business plan. Richard leaves GFTN in a strong position to focus more on the external world and step up its engagement with business and industry.

A search for a new Head of the GFTN with a track record of leadership in the forest and trade arena is currently underway, (see announcement in this newsletter) and we would appreciate your support in spreading the word about this exciting career opportunity.

In the meantime, George White will act as the interim Head of GFTN as well continuing his role as the GFTN Responsible Purchasing Coordinator. Before joining GFTN in 2004, George worked for over 10 years with J Sainsbury plc in the UK and US on sourcing issues for products such as timber, paper, peat, fish and fuels, including the policies and procedures to allow group companies to meet their commitments to GFTN-UK. George has a Bachelor of Science degree in Forestry & Forest Products Technology from Brunel University.

Kind Regards,



*Rod Taylor  
Director, Forests  
WWF International*

## Senior Management Opportunity: Global Forest & Trade Network Seeks Experienced Leader

WWF, the global conservation organization, is seeking applicants for **Head of the Global Forest & Trade Network**.

GFTN is now looking for an experienced Head of programme, who will be responsible for realizing the full potential of the GFTN, ensuring excellence in implementation of its business model, improving GFTN's profile and value proposition to the forest products industry and other stakeholders in responsible forestry and coaching and mentoring the next generation of managers.

The Head has line management responsibility over a small management team, but works with over 50 staff around the world. The ideal candidate will be able to work effectively with senior executives of some of the world's major corporations, government ministers, and the field staff of WWF and forest enterprises in remote locations.

In addition to management experience within a global and network-based organisation, the Head will need strong marketing, communication and negotiation skills. A sound understanding of forest certification and the forest products industry is highly desirable.

Interested candidates should send a cover letter with their CV to [recruitments@wwfint.org](mailto:recruitments@wwfint.org).

For further information on this position and other job opportunities within WWF, please consult our web site at [www.panda.org/jobs](http://www.panda.org/jobs).

**Application Deadline:** 27 November 2009

**Location:** This position will be located in one of several WWF offices open to hosting this position.

# 1 Global Forest & Trade Network News

## Enabling Markets to Work for Forests

WWF and the GFTN attended the XIIIth World Forestry Congress, a week-long dialogue held October 18-23, 2009 in Buenos Aires, organized by the government of Argentina in collaboration with the Forestry Department of the United Nations Food and Agriculture Organization, attracting 4,500 participants from over 160 countries.

Throughout the week speeches, workshops, round-table discussions, poster presentations, parallel events, exhibits, study and technical tours will provide a forum for the exchange of personal experiences and for discussions on topics related to the conference theme, “Forests in development – a vital balance.”

WWF strategically engaged attendees through three side events and an institutional presence in the Congress exhibition hall, focusing on how companies, governments, financial institutions and other key stakeholders could contribute to the conservation of the world’s valuable and threatened forests. At the Congress, WWF specifically challenged government leaders, NGOs and businesses, in a keynote presentation delivered by Rodney Taylor, Director of WWF International’s Forest Programme, to back an ambitious target on stopping forest loss—zero net deforestation by 2020—as a major element of efforts to avert the looming climate catastrophe.



*GFTN’s Responsible Forestry Coordinator, Ian Gray, addressing the critical role that forest companies play in providing solutions to climate change through responsible forest management.*

To support this target, WWF addressed the critical role that forest companies play in providing solutions to climate change through responsible management of forests and plantations by showcasing its leading, innovative solutions—GFTN and New Generation Plantations Project—at a special event that attracted over 255 attendees. The discourse demonstrated how the global marketplace can be harnessed as a key force to conserve the world’s valuable and threatened forests, while providing economic and social benefits for the businesses and people that depend on them.

“WWF believes companies in the forest sector can play a critical role in providing solutions to climate change through sustainable management of natural forests and plantations,” said Rodney Taylor, Director of WWF-International’s forest programme.



*Panelists from industry and government weighed in on markets role in advancing responsible forestry, including Savio C. K. Chow, President of Export, China Flooring Holding Co. Ltd., Raúl Dancé, Wood Products Marketing Specialist, GFTN-LAC and Martin Tadoum, Deputy Executive Secretary, COMIFAC.*

Experts in industry and government shared their experiences and insights into how markets can advance responsible forestry and trade practices. Representatives from the Democratic Republic of Congo, Central African Forest Commission (COMIFAC) and State Forestry Administration of China shared how these market mechanisms are key to conserving the vital forests in their countries.

“WWF through GFTN has been instrumental in promoting responsible forest management in the Congo Basin, achieving credible certification for 4.7 million hectares since December 2005,” said Martin Tadoum, COMIFAC Deputy Executive Secretary.

Industry also recognized the vital role of responsible forest management and trade practices in their business operations, asserting that environmentally and socially responsible business practices not only benefit the world’s forests but also their commercial objectives.

“We view our commitment to responsible forestry and credible certification as a worthwhile investment. Sustainability and environmentally and socially responsible practices are good business for us,” said Savio C. K. Chow, President of Export, China Flooring Holding Co. Ltd, a GFTN-China Participant.

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## 2 GFTN on the Ground

### Study Reveals Importance of Certification in Survival of Great Apes



*Mountain gorilla infant riding on mother's back in the Democratic Republic of Congo.*

All species of great apes are endangered, and their continued existence depends on the conservation of the tropical rainforests. Recognizing that the majority of great apes live outside of formal protected areas, where logging is the most common land use, a new WWF report 'Great Apes and Logging' compares the consequences of different types of logging for a variety of species in general, and for great apes in particular. This comparison was based on scientific studies and information provided by large timber companies and conservation societies.

In the Congo Basin, only 10–15 per cent of the forests in the areas inhabited by the chimpanzee, bonobo and gorilla are legally protected, either as national park or nature reserve. In Indonesia and Malaysia, where the orang-utan dwell, only 20 per cent of the forests are legally protected. Many times that area of forest is leased as logging concession, in some countries this is up to 90 per cent of the area.

Effectively protected national parks and nature reserves are preferable habitats for great apes. However, since many great apes dwell in logging concessions, their continued existence depend, therefore, to a great extent on how well they can survive in these managed forests.

#### Credible Certification Preserves Great Ape Habitats

The authors of the report found that in contrast to other types of logging, responsible logging in accordance with internationally recognized Forest Stewardship Council (FSC) principles is a good guarantee for the preservation of adequate living conditions for great apes. In tropical forests, FSC certification requires independent audits and calls for selective logging while requiring maintenance or enhancements of high conservation value forest areas.

The study examined the differences between unlogged and logged areas as well as the effects of roads, hunting pressure, the human presence, and the time elapsed since logging. The study found that the large mammal diversity in responsibly logged areas did not markedly differ from that of protected areas. The population densities correspond fairly well, too. Certain species do decline in numbers in responsibly logged areas that are far removed from protected areas. The report concludes that though vast protected areas such as national parks and nature reserves offer ideal habitats for great apes, FSC-certified forests can be useful supplements to such protected areas and can also form 'corridors' between individual, isolated great ape habitats.

GFTN-Central Africa is working with participants to ensure that forest management plans for their concessions include the preservation of habitat conditions for rare and threatened species.

Great apes live in countries with great challenges related to forest governance and law enforcement. The fundamental threats to the great apes are illegal hunting, conversion of natural forests, and illegal or destructive logging practices that reduce and degrade their habitats.

For instance, the concession of Danzer's Industrie Forestière d'Ouessou (IFO), a GFTN-Central Africa Participant, contains high population densities of gorillas, which is situated alongside the Odzala-Kokoua National Park. IFO is cooperating with the Wilderness Conservation Society (WCS) and the government to prevent poaching and unsustainable hunting through posting 'eco-guards', which seek to eliminate the illegal poaching of rare and endangered mammals such as gorilla, elephant, chimpanzee, bongo and forest buffalo in the forest concession. Additionally, they reduce demand for bushmeat from their workforce by importing cattle and fish from a nearby village weekly.

However, the company realizes that more support is needed from governments and other stakeholders if a long term and intensive control of hunting in both concessions and national parks in northern Congo is to become a reality. In a presentation to the Gorilla Symposium (9–10 June 2009, Frankfurt), Danzer's Olof von Gagern, Danzer Group's CEO for Africa and Veneer Europe, entered a plea for a network to be set up linking protected areas and logging concessions. Logging companies provide employment, income and local development, and ensure long-term finance for the protective activities of eco-guards. Furthermore, they also pay taxes, part of which should flow back into the region. Von Gagern states that responsible management of the logging concessions must form part of the protection of vulnerable species. Furthermore, governments and donors must ensure the long-term funding of protected areas, to avoid severe hunting pressure.

GFTN-Central Africa is working together with companies and governments to ensure that the Congo Basin's valuable and threatened forests and the rich biodiversity that lives there are conserved

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## 2 GFTN on the Ground

### B&Q Secures Biggest Volume of Tropical FSC-Certified Plywood in the World

As the UK Government Department DEFRA launches a consultation on licensed timber imports, B&Q, a GFTN-UK Participant, has announced that it will now buy only FSC-certified tropical hardwood plywood. Certification for B&Q's entire supply of tropical plywood is a global first as historically it has been difficult to secure FSC certification for this volume.

All B&Q's tropical hardwood plywood, which is sourced from community-owned and private forests in Brazil, is now FSC-certified and the FSC logo is clearly displayed in-store.

Julia Griffin, Timber Adviser for B&Q said, "We're delighted to be the first retailer to gain FSC certification for all our tropical plywood. Now those looking for fully certified tropical plywood will have an easy way to get hold of what they need."

B&Q's tropical plywood is sourced from Acre, Brazil's westernmost state. This area of the Amazon has been a major focus for environmental organisations such as WWF to help create responsible markets for sustainable activities and help local communities gain FSC certification. There are 370 families involved in the community forestry projects surrounding the production of B&Q's tropical plywood supply, and with the retailer requiring hundreds of thousands of sheets of tropical hardwood plywood a year, it's hoped that the projects will expand to include a further 300 families.

In the areas of St George and Anti Marie, new projects are being developed and more families offered new housing. It has taken up to six years to get these projects working and helping families to understand the rewards.



*Tropical Rain Forest in Acre State, Brazil*

Now, the state government has just agreed a plan to build 500 homes for families living within the region's forests. To qualify for a house, the parents (who are given work at a local factory) must agree to send their children to school.

The mill where the tropical plywood is created opened in 2006 and is self-sufficient in energy, as waste wood product is burnt to create energy.

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## 3 New GFTN Participants

### GFTN-China Welcomes Four New Participants

During its annual meeting held in Shanghai the first week in September, GFTN-China welcomed four new participants, including Jilin Forest Industry Jinqiao Flooring Group Co., Ltd (JFIJ), DASSO Industrial Group Co., Ltd., Wuxi Jackson Timber Co., Ltd. (WJT) and Langfang Dongsheng Wood Industry Co., Ltd. (LDWI). GFTN-China now represents 23 companies, from flooring, furniture, and plywood to forest management that have formalized their commitment to responsible forest management and trade practices.

Collectively, these companies supply major distributors in the European and US markets and have strong market links that can advance responsible forestry throughout the forest products supply chain. In the same way, they will have a significant impact on how forests are managed throughout the world as they source from ecologically significant regions such as Central Africa, the Russian Far East and Latin America and are well placed to support trade with GFTN offices in those regions.

Bruce Cabarle, former Managing Director of the WWF-US Global Forest Programme, affirmed the achievement of GFTN-China members and stated, "All of you are changing the way that the world views the China forest products industry—for the better. However, you need to find your voice so that you can tell the world your story more effectively. WWF can help you find your voice through the GFTN."

Jin Zhonghao, GFTN-China Manager, said, "GFTN-China has achieved fabulous development in promoting inter-membership trade and market demands for responsible forest products. We are very happy to see that Chinese companies are increasingly giving their importance on growing a thoughtful way that society and government are satisfied with, but also keeping economic growth."

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## 3 New GFTN Participants

### SIG Combibloc Joins GFTN-Germany

SIG Combibloc, one of the world's leading system suppliers of carton packaging and filling machines for beverages and food, recently made a formal commitment to responsible forest management and trade practices by joining GFTN-Germany.

Traceability of fibre sources, known origins and sourcing from responsibly managed forests is of great importance for the company on a global perspective. Through their participation in the GFTN, SIG Combibloc will work together with WWF in order to develop a wood fibre use and liquid packaging board supply from responsibly managed and credibly certified resources.

This commitment is a natural extension of the company's environmentally and socially responsible business practices. For instance, SIG Combibloc achieved chain of custody (CoC) certification from the Forest Stewardship Council (FSC) for all of its European production sites in July. With this CoC certificate, the company is one of the first manufacturers to offer aseptic carton packs with the FSC label.

In October 2009, SIG Combibloc launched the first FSC-certified beverage cartons for fruit juice drinks and ice teas in Europe. The beverage cartons, marked with the FSC label, are now on sale in all German branches of the Lidl chain—one of Europe's biggest food retailers.

This label packaging confirms that all the wood fibres used in the packaging are traceable without interruption along the entire value-added chain—from the labelled carton pack to the forest of origin—in accordance with the CoC standards of the FSC. The label also confirms that appropriate quantities of the wood used for manufacturing the carton pack were bought from FSC-certified forests managed to the highest standards.

Michael Hecker, Head of Group Environment, Health & Safety at SIG Combibloc said, "For us, the FSC CoC certification of our production plants in Europe is a milestone on the road to certifying 100 per cent of our plants world-wide in accordance with the FSC standards, in order to ensure for all carton packs complete traceability to responsibly managed or controlled sources".

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## 4 GFTN Market Links – Local Forests, Global Market

### Showcasing GFTN's Certified Wood Market in Latin America and the Caribbean

The GFTN showcased its certified offering in Latin America and the Caribbean in the first Business Roundtable held within the World Forestry Congress, organized by the UN Food and Agriculture Organization on October 21 in Buenos Aires, Argentina. Strong interest in the GFTN's certified offering was particularly expressed by companies from Germany, the Netherlands, Singapore, Mexico, Brazil and Argentina, who are seeking credibly certified sources of hardwoods native to Latin America.

The World Forestry Congress is a major international event dedicated to forestry and environment issues and now in its thirteenth edition, the Congress devoted a full day to strengthening the global trading networks through a Business Roundtable, organized by the government of Argentina and sponsored by FAO and USAID/BOLIVIA, whose objective was to strengthen long term business relationships.

"Foresters know that after planting, there will be much to reap, and just as they expect well-rooted trees to begin growing, we also intend to plant and prepare for when there are good business opportunities," said Daniel Maradei, Organizer of Business Roundtable.

The Business Roundtable organized a series of face-to-face meetings in a dynamic business environment where participating companies related to forestry worldwide could interact and broaden their commercial networks.

Over 200 businesses from 31 countries participated in the Roundtable, creating business intentions of US\$36 million from the roughly 900 meetings that occurred during the day-long event.

GFTN-Latin America and Caribbean (GFTN-LAC) actively participated in the roundtable, presenting the certified product offering from the national GFTN programmes in Bolivia and Peru and elsewhere throughout Latin America. The GFTN-LAC representatives presented the responsibly managed supply of forest products from their respective members, with an approximate total of 60 business meetings where they could collect useful information on current market demands that could be transferred to its member companies.

"The main challenge of GFTN-LAC lies in meeting the sustainability challenges of the forest sector with the economic viability of its members through a market based mechanism. This is why participation at trade events, such as the World Forestry Congress Business Roundtable, is a high priority and can provide business links of the certified wood supply of GFTN-LAC participants with global markets for responsible forest products" said Raúl Dancé, coordinator of GFTN-LAC's trade efforts.

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# 5 GFTN Cutting Edge Insights

## Harmonizing Policy and Practice in China



*Representatives from international NGOs, government and business sectors gathered to discuss legal and certified forests and forest products at a RAFT conference in Shanghai.*

The International Forestry Cooperation Center of Chinese State Forestry Administration (IFCC-SFA) and The Nature Conservancy (TNC), together with the United States Agency for International Development (USAID), the Responsible Asia Forestry and Trade Program (RAFT), Rainforest Alliance (RA), the Chinese Academy of Forestry (CAF) and WWF's Global Forest & Trade Network, held a conference entitled "Legal & Certified Forests & Forest Products in Asia Pacific: Harmonizing Policy and Practice" in Shanghai at the beginning of September.

This two day conference brought together 400 participants, including representatives from international NGOs, government and business sectors, to discuss trends in legal and certified forests and markets, both globally and within China, and to find ways to harmonize policy and practice by enhancing the capacity for positive change. Speakers included industry leaders, government administrators, executives of international finance institutions and scholars, who each shared their perspective on the current state of government policy and sustainable forestry practices throughout the forest products supply chain.

The conference aimed to bridge the gap between emerging policy and corporate practice. Through a successful dialogue, a broad consensus that wood manufacturers should endeavor to incorporate sustainability into their whole industrial chain from sourcing through production and finally to distribution was reached, which is not only good for the environment, but also for business.

## Advancing Responsible Forestry in China

Following this conference, GFTN-China held its Annual Members Meeting, gathering national and international experts to deliver presentations on topics like legality and sustainable demand for wood products in national and international markets, Russian forest legislation and sustainable forest management, and verification of legal origin and legal compliance. Presentations were given by GFTN staff from Latin America and Russian

on the availability of legal and certified material and topics such as forest carbon and reduced emissions from deforestation and degradation (REDD) were introduced to attendees by Bruce Cabarle.

The US Lacey Act continues to be a strong area of interest for all participants and the demand for further guidance, training and support with customers remains strong and is unlikely to diminish in the short term.

Large influential, retailers, such as Kingfisher, Lowe's, Saint Goban, Wal-Mart and Williams-Sonoma attended the annual meeting and training, along with representatives from the Environment Certification Center, and the Environment Protection Ministry of China. This is the first time a GFTN-China meeting has been attended by representatives of ministries outside of State Forest Administration and may indicate a wider interest among government circles.

Mr. Hu Yuanhui, Division Director of International Forestry Cooperation Center of China's State Forestry Administration (SFA), said that during the past 10 years, WWF has made great efforts to promote forest protection in China. WWF has cooperated with SFA and has provided technical and financial support to SFA on promoting the standards of forest certification.

## Launch of the "China Green Wood Initiative"

The Annual Members Meeting was also used to launch the "China Green Wood Initiative", initiated and held by WWF, China Timber Value Promotion and Substitution Administration Center and China Wood International. This initiative now gives the Chinese wood industry a more open platform to commit to sustainable development and undertake social responsibility—calling for wood enterprises to incorporate sustainability into their sourcing policies, attend related green wood training programs and protect forest resources worldwide.

Dr. Li Lin, Head of Conservation Strategies of WWF China, said that this initiative will help more and more enterprises of Chinese wood industry to get in a better way on providing legal and certified products worldwide.

Mr. Liu Nengwen, Director of Timber Value Promotion and Sustainable Development Center, said, "We will fully use the capacity of the center as the government agency to promote the improvement of the related policies on sustainable development."

The initiative is an extension of European Commission funded Asia SWITCH project, which focuses on increasing awareness of responsible sourcing, specifically targeting small- to medium-sized enterprises (SMEs) across a range of wood processing sectors. It combines lessons learned from GFTN-China Participants and transfers these to the larger number of SMEs, at least 250 by the end of 2011, increasing the capacity of these SMEs to provide legal and certified products and extending the reach of GFTN-China.

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## 6 The Faces of GFTN



### Lydia Gaskell

Lydia Gaskell serves as the GFTN-Australia Manager, assisting committed Australian companies in designing and implementing responsible purchasing policies. Lydia first joined WWF-Australia's conservation team in 2007, first providing administrative support and then serving as the conservation strategy manager,

giving strategic planning support and overseeing the roll out of WWF programme standards in Australia.

Lydia considers her position with WWF to be a perfect marriage of her passions and skills. Before WWF, Lydia worked as an executive assistant for an Australian television channel while she earned her Masters in Environmental Science from Sydney University. She also holds a degree in Environmental Geology from Sheffield University. In her spare time, Lydia enjoys spending time with her pets and travelling.



### Elie Hakizumwami

Elie Hakizumwami joined WWF in 2004, as Regional Forest Officer for Central Africa and as the GFTN-Central Africa Regional Coordinator. In this role, he provides support to companies committed to credible certification, overseeing GFTN managers in Cameroon, the Central African Republic, Republic

of Congo, Democratic Republic of Congo, Gabon, Congo, who work together to promote responsible forestry in the Congo Basin.

Elie holds degrees in natural resources management and forestry and a post-graduate diploma in forestry for rural development. Since 1978, he has assumed a series of duties including coordination of programmes and thematic networks and fundraising. His thematic studies related to conservation of forest ecosystems and sustainable use of forest resources in East and Central Africa.

## 7 GFTN and Credible Certification

### Domtar Reaches Significant FSC Milestone

Domtar Corporation, the largest integrated manufacturer and marketer of uncoated freesheet paper in North America and a GFTN-North America Participant, recently marked a significant milestone with the sale of its millionth ton of Forest Stewardship Council (FSC) certified paper. Since 2002, when Domtar manufactured its first ton of FSC-certified paper product, the company has diversified its product offering of environmentally and socially responsible papers under the Domtar EarthChoice® brand, building off the commitment Domtar made nearly a decade ago to pursue FSC certification for all of its facilities and company owned forests in the United States and Canada.

"Domtar EarthChoice papers are one of Domtar's strongest statements about our commitment to responsible environmental practices, and I am proud to say that some of the most recognized companies and brands in the world have chosen EarthChoice to put their own commitment to sustainability on paper," said John D. Williams, President and Chief Executive Officer.

In recognition of Domtar's achievement, the company has launched its "Thanks a Million" campaign, which conveys Domtar's gratitude to everyone across the supply chain who supported and continues to support Domtar FSC-certified papers, from the forest floor to the customer's doorstep. With over 40 FSC-certified sites, including 11 paper mills, three market pulp

mills, 14 offsite converting operations and regional replenishment centers throughout North America, Domtar continues to expand its EarthChoice® line and meet increasing consumer demand for more responsible paper products in the marketplace.

"Domtar's important FSC milestone is an extension of their commitment to responsible forest management and trade," says Linda Kramme, Manager of GFTN-North America. "As a company that participates in WWF's Global Forest & Trade Network, Domtar continues to demonstrate its leadership in the realm of responsible forestry and credible certification."

"Domtar has long been committed to supporting a more sustainable global forest products industry," says Lewis Fix, Domtar's Vice President of Sustainable Product Development. "With the continual support and assistance from key partners like WWF, Domtar looks forward to making continued, significant progress towards achieving FSC certification for Domtar's mills, warehouses, converting operations and forested land in the United States and Canada, thereby increasing the amount of FSC-certified forests worldwide and the availability of FSC-certified products in the marketplace."

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# 7 GFTN and Credible Certification

## Sustainable Timber Revolution at Bovis Lend Lease

Three-quarters of the timber used by Bovis Lend Lease now comes from sustainable sources — a big increase in the last 12 months. The construction and project management company joined GFTN-UK in 2000 with the aspiration of procuring FSC timber and through this, delivering positive benefit to forest ecosystems and the timber supply chain.

Since then it has continuously improved its FSC procurement. The 2008 timber accounts audited by the GFTN revealed that it procured 75 per cent FSC or recycled timber across 83 per cent of the business, up 10 per cent from 2007.

The company has policies and procedures to deliver FSC timber to its construction sites, but realized it could go further. In August 2007, it achieved the first ever commercial property in the UK to be awarded Partial FSC Project Chain of Custody Certification for its One Wood Street project in London.

Since then, Bovis Lend Lease has worked to further ensure its procurement of timber is FSC certified, and has invested in project certification. This investment included, in 2008, obtaining Chain of Custody certification (TT-COC-002587) for the company. The next step of the journey is to achieve Full FSC Project Chain of Custody Certification on a number of flagship projects across the UK business.

Bovis Lend Lease believes FSC project certification is important because it means the claims it makes can be substantiated with evidence and third party verification. By meeting the stringent FSC standards requirements Bovis Lend Lease can confidently state that all timber within those successfully certified projects is FSC certified, recycled or meets the FSC's controlled wood standards. In simple terms the standard requires that at least half the timber within the project is FSC certified, with the remainder complying with the FSC Controlled Wood Standard.

Two Bovis Lend Lease projects operating under the Project Chain of Custody standard and have achieved "Applicant Status": Stratford City regeneration in London and Manchester's MediaCity: UK. The company expects them to achieve full certification in 2011 and 2012 respectively.



*Aerial view of Bovis Lend Lease's Media City UK site in Manchester*

Another six Bovis Lend Lease projects in London and Birmingham are operating under the FSC Project Chain of Custody standard. The company is using its experience of FSC to help us meet its targets for all key construction materials to meet credible certification standards that incorporate sustainability performance by the end of 2010. It has worked with other stakeholders to help develop the Building Research Establishment's BES 6001, a standard framework for the responsible sourcing of construction products.

This framework covers the corporate governance of the companies supplying the products/materials, as well as the sustainability performance associated with sourcing and manufacturing them. Bovis Lend Lease has worked with industry and trade associations to develop guidance and support which means it can now procure concrete, brickwork and re-enforced steel to the BES 6001 standard.

The company knows it still has much to do on its journey to become a sustainable organisation, but its progress in timber procurement demonstrates what can be achieved.

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# 8 GFTN Notes from the Field

## Planting the Seeds of Sustainability in West Africa

In order for responsible forestry and trade practices to be mainstreamed in West Africa, it is important for GFTN-West Africa to share its considerable expertise and to provide technical assistance to key stakeholders in the responsible forest management process.

As a result, GFTN-West Africa has held a series of training courses over the last quarter, providing seminars on a variety of topics. For instance, GFTN-West Africa in collaboration with the Working Group on Forest Certification organized a number of forest fringed community training and education seminars with the support of the UK Department for International Development. These seminars focused on the Social Responsibility Agreement (SRA), Forest Certification, community rights and responsibilities in the management and protection of forests in Ghana.

Similar trainings were organized in collaboration with the Kumasi Wood Cluster on wood conversion efficiency and chain-of-custody (CoC) certification, training participants from both industry and the Ghana Forestry Commission on the importance of ensuring proper wood accounting and chain-of-custody. A resource person from SSC, a forestry consultancy firm based in Sweden guided participants through the steps and FSC standards in CoC and Control Wood. In addition, GFTN-West Africa has also organized back-to-back training on forest management planning, in collaboration with the Ghana Forestry Commission, for all Regional District Forest Managers in the High Forest Zones at Takoradi and Kumasi. Through this training, all managers were introduced to the process of management plan development, gathering information for each forest reserve and developing drafts for all 20 forest management plans.

GFTN-West Africa also works with companies to provide insight into industry best practices such as Reduced Impact Logging (RIL). RIL training is a requirement under the FSC standard and was identified as a gap in all companies' operations in Ghana. However, GFTN has facilitated the training for three participating companies. The most recent training will be the fourth company to benefit from the training. The significance will be a drastic reduction in the collateral damage to residual forest stands during logging. In addition, such trainings have led to a considerable reduction in the cost of production due to increased efficiency.



*GFTN-West Africa holds training seminar to help local communities understand forest laws and their rights and responsibilities.*

Through effective collaboration with other institutions, GFTN-West Africa is strengthening the training, educational and technical assistance that it can offer not only companies but key stakeholders in the forest management process. Such trainings are critical for improving forest governance and local people's understanding of forest laws, their responsibilities and rights in the management and protection of Ghana's valuable and threatened forests. In the same way, these educational opportunities contribute to the formation of a national and local forest forum, a process lead by the United Nations Food and Agriculture Organization and the Forest Commission of Ghana.

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## Responsible Forest Finance Can Help Stop Climate Change

Failure by the world's financial leaders to support responsible forest finance will allow rampant deforestation to continue and contribute to the disastrous effects of climate change.

WWF's Global Forest & Trade Network (GFTN) and the Finance Alliance for Sustainable Trade (FAST) issued a call to financial institutions to take a leading role in stopping climate change during the XIIIth World Forestry Congress.

WWF's GFTN also announced that it will launch Investment Screening Guidelines for Financial Investors in coming months to encourage support for responsible forest finance.

This innovative resource will identify key environmental and social principles and criteria that need to be considered in all investment decisions pertaining to the forest sector, such as timber, pulp and paper, and other sectors whose activities impact forests, including palm oil cultivation and mining.

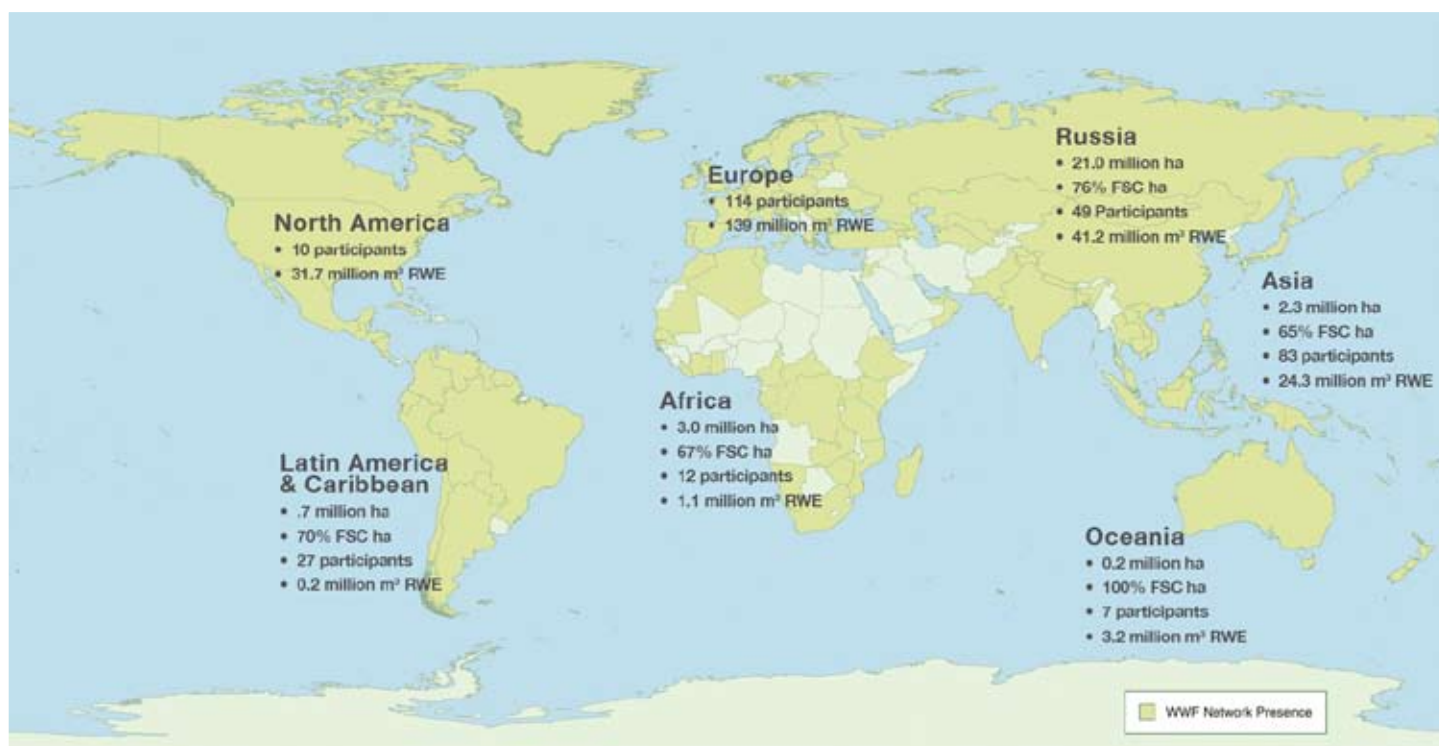
"For WWF, the flipside of encouraging investment in good forestry is discouraging banks from financing unsustainable operations," said Rodney Taylor, WWF International's Forest Director.

Taylor also said this tool can help the financial community differentiate between good and bad forestry practices. In addition, financial leaders must recognize the monetary value of natural standing forests, WWF said.

"Financial institutions must recognize the business opportunities in the responsible forestry sector," said Noemi Perez, FAST's Executive Director. "FAST is working together with the GFTN to link like-minded financial institutions with responsible producers, creating investments that are not only sound for business, but also contribute to the conservation of the world's forests."

To learn more about the Investment Screening Guidelines for Financial Investors or to receive notification when they are released, please visit [gftn.panda.org/responsiblefinance](http://gftn.panda.org/responsiblefinance).

## 9 GFTN Across the Globe





# GFTN Toolbox

## WWF Guide to Buying Paper

WWF, November 2007

This guide makes it easy for an organisation to understand the environmental impacts of paper-making and to source responsibly produced paper products. View this report at:

[http://assets.panda.org/downloads/wwf\\_paper\\_guide\\_1.pdf](http://assets.panda.org/downloads/wwf_paper_guide_1.pdf)

## Keep It Legal – Best Practices for Keeping Illegally Harvested Timber Out of Your Supply Chain

WWF, October 2006

Developed by GFTN for organisations wanting to implement a responsible purchasing programme, this manual adds detail to legality issues encountered by companies adopting such policies. Download *Keep It Legal* as a PDF: [http://www.panda.org/about\\_wwf/what\\_we\\_do/forests/publications/index.cfm?uNewsID=82060](http://www.panda.org/about_wwf/what_we_do/forests/publications/index.cfm?uNewsID=82060)

## Guide to Responsible Purchasing of Forest Products – Second Edition

WWF, September 2006

GFTN developed this guide for organisations wishing to develop a programme for the responsible purchasing of forest products. The guide offers a generic approach to developing and implementing a responsible purchasing policy. Download the *Guide to Responsible Purchasing* as a PDF: [http://www.panda.org/about\\_wwf/what\\_we\\_do/forests/publications/index.cfm?uNewsID=80500](http://www.panda.org/about_wwf/what_we_do/forests/publications/index.cfm?uNewsID=80500)



## External tools:

### FSC Certificate Search Database:

[http://www.fsc.org/en/getting\\_involved/buy\\_sell](http://www.fsc.org/en/getting_involved/buy_sell)

### Forest Certification Resource Centre:

<http://www.certifiedwoodsearch.org/searchproducts.aspx>

### Transparency International:

<http://www.transparency.org/>

### Illegal Logging:

<http://www.illegal-logging.info>

## GFTN at a Glance

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

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