



GLOBAL  
FOREST  
& TRADE  
NETWORK

Spring 2008

Newsletter



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**Cover photo:** Manu National Park flowering tree in primary rainforest, Peru - © André Bärtschi / WWF-Canon.



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# 1 GFTN Did YOU Know:

## The Global Forest & Trade Network has grown new roots!

Our most exciting change to date has happened; the launch of our new global strategies for the upcoming four years! Learn more about how GFTN will continue its work in transforming the global forest products industry into a force for saving the world's valuable and threatened forests. Read further to discover how the GFTN is helping to empower indigenous communities in Latin America through community forestry

projects; what the Congolese government has to do with the forests of Spain; the impact that a single participant can have on the state of the world's forests; how GFTN market links and inquiries work and the influence these have on the global forest products market; as well as the latest science news and on the ground information about responsible forest management trade and credible certification.

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# 2 Global Forest & Trade Network News

## From Vision to Action: The Growing Momentum of the GFTN

On March 3rd and 4th 2008, in Ho Chi Minh City, Vietnam, 16 leaders from around the WWF Network formally endorsed and launched a new GFTN business plan and global strategy for the next four years. This exciting development led to the formation of shareholder's group among WWF's offices committed to securing the resources, both human and financial, to ensure the continued success of GFTN.

"The GFTN is entering into a new era. Our new business plan builds upon our successes while aligning ourselves to further

leverage the broader market trends regarding illegal logging and responsible forest management and trade. The GFTN's growing number of partnerships with over 360 producers and traders now represents a double digit percentage of current global trade committed to the viability of the world's forests for future generations. Our partnerships with key stakeholders and ability to adapt our strategy to dynamic changes in the forest products industry are the key to GFTN's continued impact," said Bruce Cabarle, Interim Head of the Global Forest & Trade Network.

The GFTN's new business plan was initiated in January 2007 with a formal a program evaluation and organizational assessment hosted by the IMD Business School in Switzerland. During the course of 2007, several of GFTN's major stakeholders (with special recognition to CitiGroup, DFID, IKEA, SCA, TetraPak, TimbMet, USAID, YingBin Nature Wood Industries) provided critical input to revising the GFTN's vision and strategy.

Today, the new business plan, governance structure, and global strategy positioned the GFTN to go to the next level: to transform the global forest products sector into a force for saving the world's valuable and threatened forests. GFTN will achieve this by doubling responsible trade in forest products, the area of credibly certified forest, strengthening the GFTN brand, ensuring the GFTN's financial viability, and improving the range and delivery of services to GFTN participants.

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# 3 GFTN Member News Stories

## GFTN Brings Spanish Business to the Green Heart of Africa

In October 2007 responsible forest management and trade was revitalized in the Republic of Congo. In collaboration with the Congolese government, the Spain Forest & Trade Network (Spain FTN) and the Central Africa Forest & Trade Network (CAFTN), hosted a forum in Brazzaville, Congo to promote responsible forest management and trade. The overall objective of the forum was clear: to create market relationships between Spain and Africa that promote responsible forestry solutions in the Congo Basin. Representatives from Congo Basin governments, the forest industry, the Spanish timber market, WWF staff, and other partners involved in the promotion of legal timber trade were participants of this industry friendly event.

This dialogue between public and private partners within Africa and Spain illustrates the importance of Spanish timber imports from Central Africa. These relationships provided a foundation for allowing private institutions to be called on to facilitate trade linkages between small producers and lesser known species markets. The combined efforts of the supporters of responsible forest and trade sends signals to those involved in illegal logging that those practices will not be tolerated in the Congo Basin.

Recognizing the financial opportunities and limitations that responsible forest management and certification can pose, public and private participants called for increased cooperation between consumer and producer countries to ensure that Congo Basin forests are utilized under responsible standards. The Minister of Forest Economy of Congo highlighted the important role GFTN plays in facilitating this cooperation saying, "The GFTN supports logging companies committed to pursuing legal timber, and provides ways to trace timber so that the entire supply chain from the producers to the final consumers can distinguish responsible products from less responsible ones."

Governments in the region were encouraged to create the institutional and political frameworks necessary for promoting credible certification schemes. Overall, the success of the forum was proven through the over 20 market links between African and Spanish companies facilitated by the GFTN.

This forum not only met its objectives, but also reiterated to the forest industry and governments of the Congo Basin the global importance of the certified forest products market. The growing realisation of this market demand is crucial in the

further development of credible certification and the elimination of illegal logging in the world's second largest tropical forest within the Green heart of Africa.

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## Conservation Giants Collaborate to Promote Responsible Procurement

WWF-US and The Nature Conservancy (TNC) have teamed up to conserve forests and promote responsible forest management by engaging with the largest consumers of forest products in the United States, the furniture industry.

On February 9, 2008, North America Forest & Trade Network (NAFTN) and TNC signed a Memorandum of Agreement (MoA) establishing a collaboration to promote responsible wood procurement to U.S.-based furniture companies. The objective is to improve the business practices of companies that source from places where illegal and unsustainable forest management is common such as: Indonesia, Malaysia, Vietnam, Cambodia, Laos and Papua New Guinea.

The NAFTN and TNC team will identify strategic furniture companies and implement recruitment strategies encouraging these companies to work with TNC and join the NAFTN. The team will also use their strengths to encourage companies and their suppliers to develop responsible purchasing policies that demonstrate a preference for wood from well-managed forests. These shifts in the industry signal to the marketplace that there is an increased demand for responsibly harvested wood products.



"This partnership with The Nature Conservancy could not have come at a better time," says NAFTN Manager, Kerry Cesareo. "More and more companies are starting to ask important questions about where their wood is coming from, and demanding forest products that originate from well-managed forests. As this trend continues, there is opportunity for WWF and TNC to make meaningful and significant contributions to shift the furniture industry towards better practices."

"The partnership between WWF and TNC just makes sense," commented Jack Hurd, Director of The Nature Conservancy's Forest Trade Program. "By pooling together our knowledge and expertise we have the opportunity to advance innovative and responsible forest management solutions for the benefit of both people and nature."

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## Making an Impact in the Heart of Borneo

Known for images of orang-utans swinging from trees, the forests of Sumatra are also home to many High Conservation Value Forest (HCVF) areas. This region, known as the "Heart of Borneo", spans throughout Indonesian, Malaysian and Brunei. GFTN's Indonesia Forest & Trade Network works in the epicentre of this biologically diverse region to eliminate illegal logging in the Heart of Borneo.

Indonesia FTN engages with logging companies such as PT. Sari Bumi Kusuma (SBK) to promote credible certification and responsible forest management and trade. As a participant of the FTN in Indonesia, PT. SBK has made great progress in achieving FSC certification as well as a commitment to supporting the conservation of HCVFs. Together with the Indonesia FTN, PT. SBK hosted a two day workshop about high conservation value forests. December 17th and 18th were spent tackling the issues of working in these biologically diverse areas. As human and animal species co-exist in close



proximity, these areas can be a source of controversy among native populations. This workshop also helped to reinforce the company's strong commitment to responsible forest management.

As a major player in Indonesia's forest industry, PT. SBK is not only using its market influence to help improve forest management practices throughout Indonesia, but has become a favourite site to visit among budding responsible forest management operations. "PT. Sari Bumi Kusuma (SBK) plays a significant role in achieving sustainable development and biodiversity conservation in the Heart of Borneo as one of WWF's priority ecoregions and Network Initiatives by leveraging its participation in GFTN" said Indonesia Forest & Trade Network Coordinator, Irwan Gunawan. The actions of companies such as PT SBK have resulted in better forest management practices on the ground bringing benefits for both people and species, such as the Sumatran orang-utan living in the Heart of Borneo.

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## 4 GFTN Featured Participant: Homebase

### Homebase Contributes to Responsible Forest Management in India

Homebase has generously donated £50,000 to help the Global Forest & Trade Network set up an FTN in India. These funds will not only assist in covering the costs of developing a business plan for the proposed FTN, but will also provide future funding for core activities, such as company baseline appraisals and action plan development. Support such as this shows that positive progress is being made in the forest products industry, even in places like India.

Homebase has been a participant and supporter of the GFTN since 1996. This company has supported other GFTN efforts such as the successful establishment of the Malaysia Forest & Trade Network in 2003. Their support has also encouraged community participation in forest management and certification in the Mangkuwagu Forest Reserve in Sabah. Additionally, Homebase officially endorsed a proposal to the EU by the UKFTN for funds to work with small to medium sized wood producers in India, Vietnam and China. The

primary objective of this proposal is to encourage best practice and responsible forest management in a new sector. Such continued support from companies, like Homebase, helps enable the GFTN to make important steps toward finding responsible solutions for the forest products industry.

Charles Drewe, Homebase Sustainability Manager, said "We have a responsibility to our customers to ensure the products we sell are not manufactured from illegal timber. Customers are increasingly concerned about sustainability and look to us for advice. Supporting the GFTN has given us access to a worldwide network of suppliers who are like minded in actively promoting a partnership for responsible wood purchasing. We are committed to the GFTN and the mechanics which permit suppliers to improve their sourcing and environmental impacts and encourage the continued development of procedures to protect the resources in emerging markets."

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## 5 The Faces of GFTN

### Jennifer Gerholdt



As a new Program Officer for the North America Forest & Trade Network, Jennifer Gerholdt, works to engage US companies in securing and maintaining their commitments to responsible trade in forest products. She also coordinates all NAFTN reporting, research, special projects, and events, and manages member data. Jennifer comes to us with

experience as the Magazine PAPER Project Outreach Coordinator for Co-op America where she provided technical assistance to publishers interested in publishing on recycled paper and assisted stakeholders in the pulp and paper industry become more sustainable. Jennifer has a Bachelor degree in biology from New Mexico State University.

### Jean Bakouma



FTN Manager for the France Forest & Trade Network, Jean Bakouma, works to engage companies in responsible forest management and trade, credible certification and responsible procurement. A forest economist with a PhD in economics, Jean will assist companies committed to GFTN goals in creating market links within GFTN.

Previously, Jean lectured at the French Institute of Forest and Environmental Engineering in France and the University of Paris XII. Jean has consulted for organizations such as FAO, ITTO, World Bank and European Union on issues such as timber markets analysis, wood product traceability, and sustainable forest management. Jean will focus on market links in the Congo Basin.



# 6 GFTN: Cutting Edge Insights

## Empowering Indigenous Communities

Indigenous communities across Bolivia, Cameroon, Panama and Papua New Guinea are being engaged by WWF through the Community Based Forest Enterprises (CBFE) project. The CBFE aims at strengthening forest-based operations run by indigenous and rural communities. In these areas, early linkages are being made with GFTN regional offices to assist these communities in achieving credible certification of their forest enterprises.

Starting in mid-2007, CBFEs are supported by technical assistance from local WWF and GFTN offices in partnership with various local NGOs. The CBFE works in Bolivia with the Chiquitano indigenous communities in Santa Cruz; in Cameroon, with the Bantu and Pigmy communities in the Jengi and Campo-Maan landscapes; in Panama it supports the Emberá and Wounaan indigenous communities in the Darién province; and in Papua New Guinea, this helps rural communities in East and West New Britain provinces.

In each region, the project helps communities develop and strengthen their forest enterprises through teaching the skills necessary for the successful operation of the enterprise. These skills include responsible forest management, wood measurement, and marketing as well as business management and negotiation. This allows communities to maintain independent economic operators while contributing to the responsible management and conservation of their forest resources.

These CBFEs, with the help of regional FTNs have prepared and are following forest management plans to help ensure their management of forest resources is in harmony with responsible commercial utilization. In the future, these enterprises aim to have their forest management operations credibly certified. GFTN local offices are on the ready to support these communities during the certification process.

This support will allow the communities involved in the CBFE to not only engage in the step wise approach to credible certification, but also to create market linkages with other GFTN participants. This can bring not only economic growth and stability to these communities, but a more sustainable way of life.

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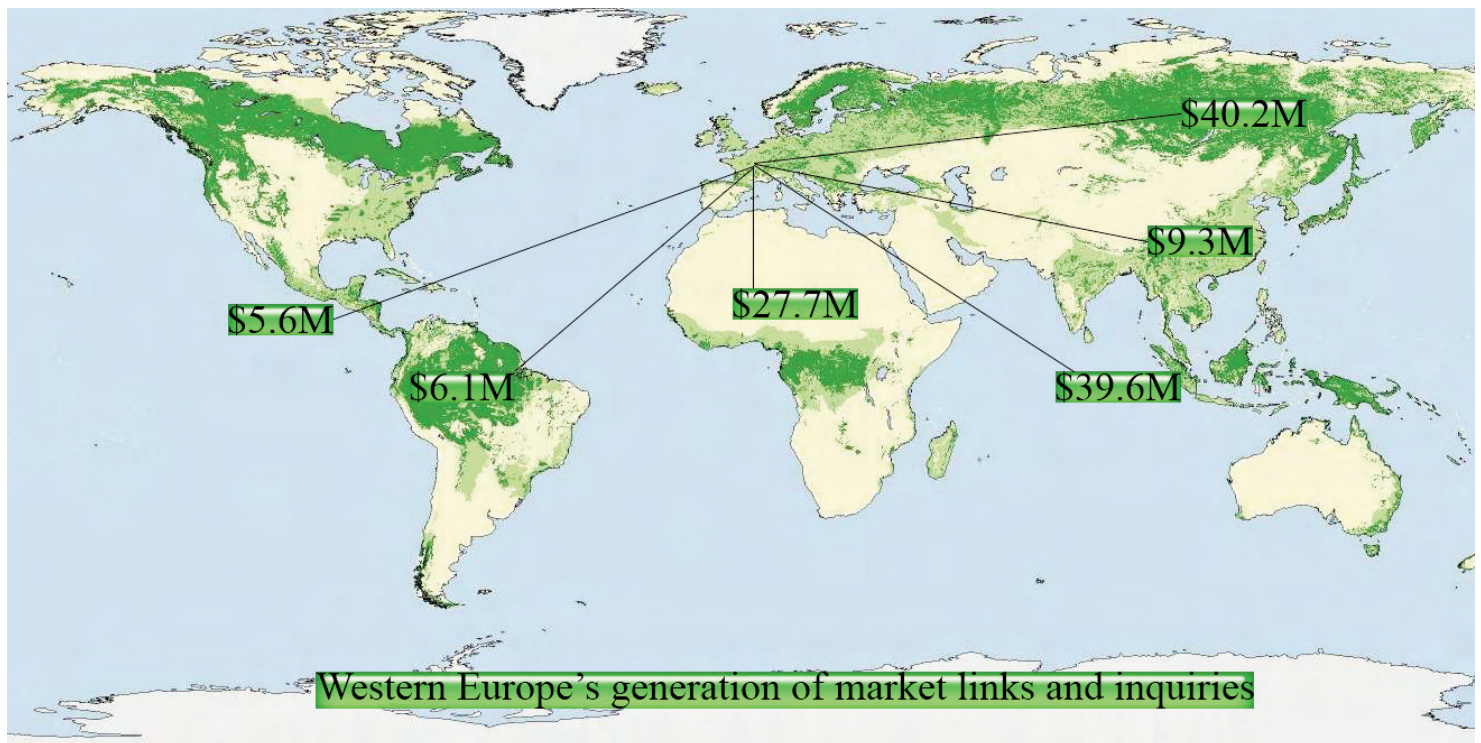
# 7

## GFTN: Market Links

### Understanding Market Links

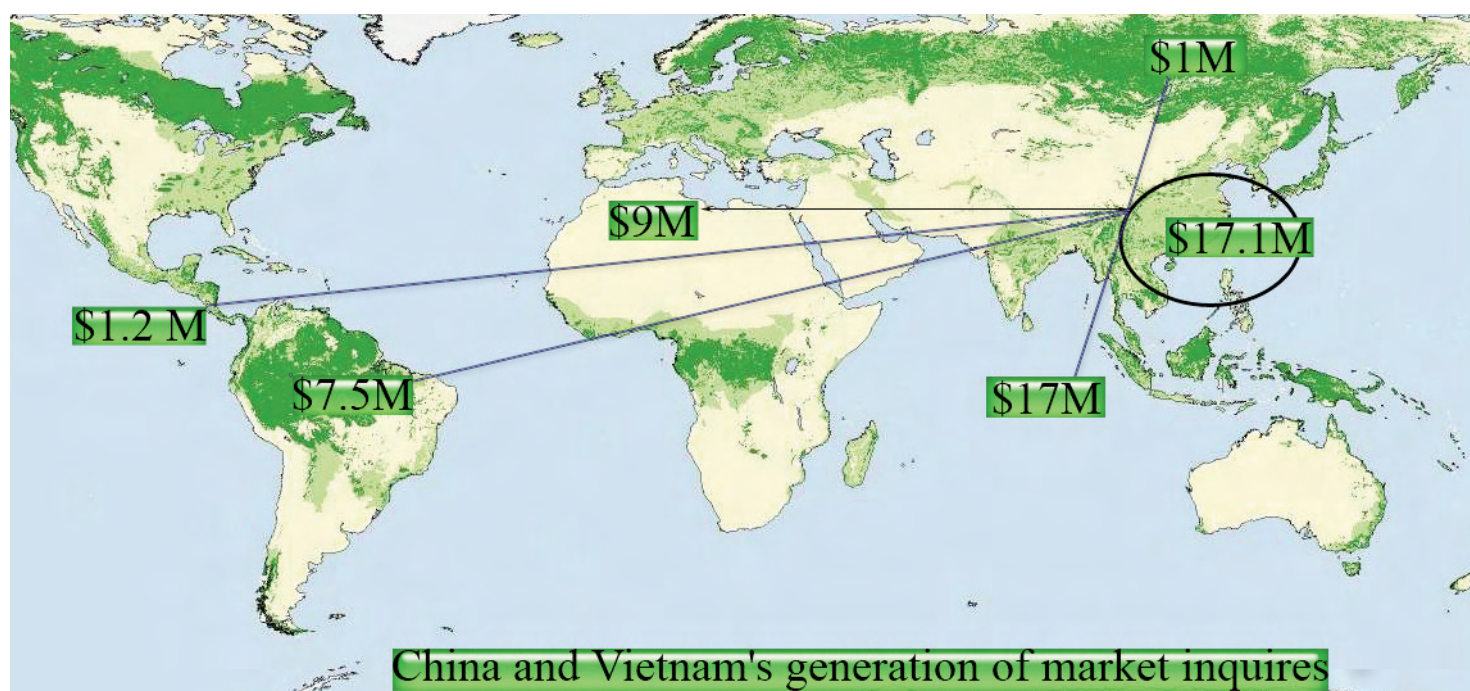
As part of a larger network of over 360 companies across 34 countries, one of the benefits of being a GFTN participant is engaging in market links and inquiries. When a GFTN participant expresses an interest in working with suppliers of legal (and eventually), certified timber or forest products, this is known as a market inquiry. The inquiry can then become a market link if a regional FTN is able to find the particular responsibly forested or credibly certified product source or raw material to purchase.

These GFTN tools (market links and inquiries) allow participants to generate approximately 12 percent trade of the value of internationally traded forest products and annual forest product sales exceeding \$44.6 billion. This translates into a good deal of global business being conducted within the forest products industry between responsible suppliers and buyers. The GFTN has facilitated 128 market links and 162 trade deals between its participants which speak to the viability of change within this industry's markets. By connecting participants along their supply chains, the GFTN builds trade networks between buyers and suppliers committed to responsible forest management and trade and credible certification.

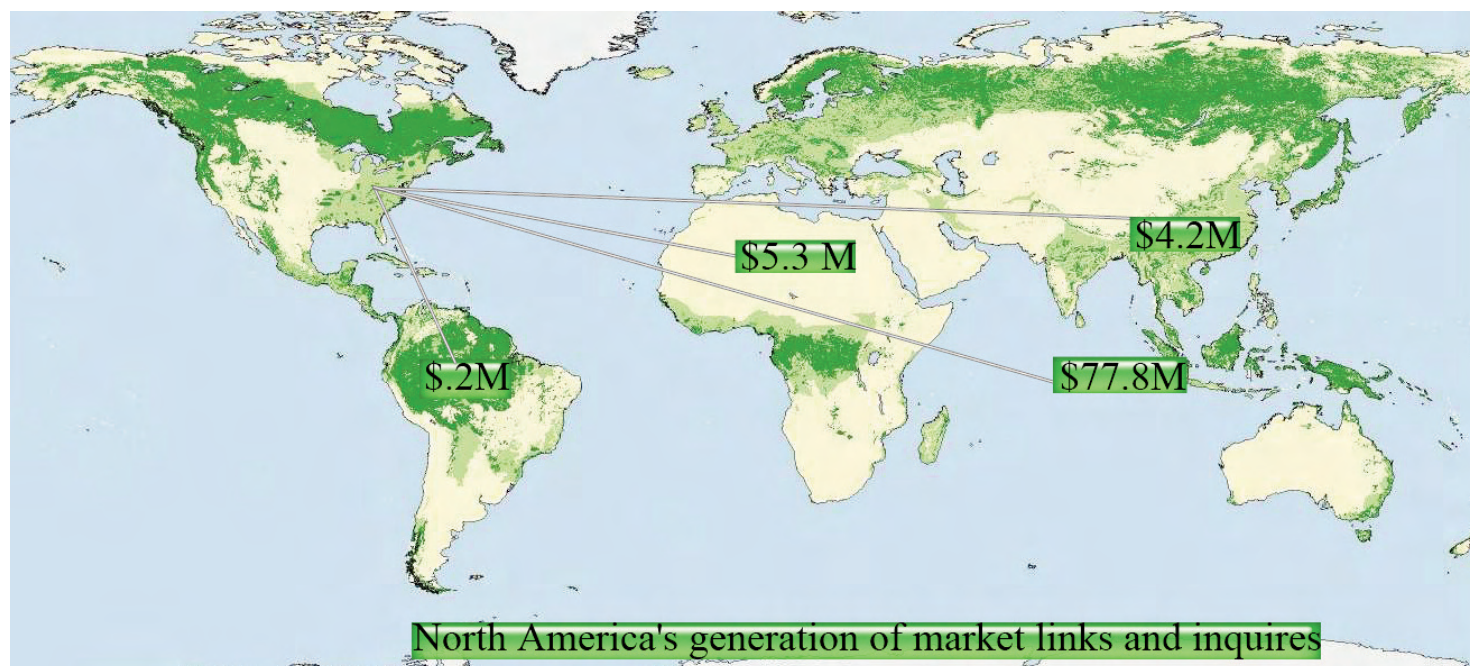


**Illustrated Above** - When a retailer in the United Kingdom joined the UKFTN in an effort to eliminate illegal and irresponsible materials from its supply chain, it brought with it an existing business relationship with a forest management company in Indonesia. The UK company persuaded this forest company to join the Indonesia FTN and work toward credible certification. The retail company leveraged its market demand, and the Indonesia FTN was able to provide the technical and on the ground support needed to enable the forest management company to obtain FSC certification. This case is part of the \$39.6 million in trade facilitated by the GFTN between Western Europe and Indonesia.





**Illustrated Above** - A building products distribution company based in the US joined the North America Forest & Trade Network (NAFTN) to help increase its use of certified products. The company expressed an interest to the NAFTN in finding a new source for raw and processed timber. That market inquiry became a link when the US company was introduced to an FSC certified forest management company in Ghana. The Ghana Forest & Trade Network participant was able to fill the need of the other GFTN company. This example of a market link is part of the greater \$5.3 million in annual trade of responsible forest products between North America and Africa.



**Illustrated Above** - Illustrating the market relationships (\$9.3 million in annual trade) between Western Europe and China, and the additional \$17.1 million within Asia, the case of a European retailer shows a more complete supply chain. This Do-it-yourself retailer joined the GFTN to improve its product sourcing. The company traditionally purchased wood flooring through an FSC certified company in China, but as demand for FSC flooring increased, the Chinese company needed to approach the China FTN to find additional certified timber sources. The CFTN was able to use the market inquiry by the flooring company to create a market link with an FSC certified forest in China.

## 8

## Global Forest &amp; Trade Network and Credible Certification

**FSC Renews Commitment to Leadership - New Global Strategy Launched**

The Forest Stewardship Council (FSC) has launched its new Global Strategy. Entitled “Strengthening Forest Conservation, Communities and Markets”, the strategy will guide FSC through its second decade. This renewal of FSC strategy aligns synergistically with that of the GFTN. As both initiatives work toward mainstreaming responsible forest management, the revitalization of FSC’s commitment will allow GFTN to continue to branch out into industry markets and advance its ambitious mission.

The relationship between GFTN and FSC is very symbiotic as FSC is the only internationally recognized standard setting, certification and labeling organization for responsible forest management. The Strategy commits FSC to continued leadership in advancing globally responsible forest management “After pioneering forest certification and almost unexpected success and fast growth, the question is no longer: will it work, but how can we make it work better. The Strategy defines ways for FSC to deliver more benefits to forest people and businesses at the same time and to maintain



the local forest ecosystem”, commented Mr. Roberto Waack, Chairman of the FSC Board of Directors.

*Read more at:*

<http://www.fsc-uk.org/about/news/46/fsc-renews-commitment-to-leadership---new-global-strategy-launched/>

## 9

## New GFTN Participants

**Australia**

In February 2008, the Australia Forest & Trade Network (Australia FTN) welcomed Australian Paper, the largest office paper supplier to the Australian market, to their growing network. Australian Paper has annual packaging and office paper sales volumes of almost 1 million tons. The company owns and operates four mills in Australia. In 2006, two of its mills, Maryvale Mill and Shoalhaven Mill, achieved Forest Stewardship Council (FSC) Chain of Custody (CoC) certification, paving the way for the Reflex brand of copy paper to bear the FSC logo. Reflex is the main office paper sold in Australia as most Ozzies are familiar with the brand.

GFTN, through the Australia FTN, supported Australian Paper in achieving FSC CoC certification and will work with the company to encourage their suppliers to achieve FSC certification. Australian Paper is committed to progressively improving the status of their raw materials supply in order to meet GFTN requirements. For a retail participant of the GFTN, the requirements include publicly committing to use only legal and responsible sources of wood, applying for credible certification, and agreeing to comply with the GFTN communication code of practice.

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**United States**

Procter & Gamble has joined the North America Forest & Trade Network (NAFTN). “Companies that seriously commit to responsible wood sourcing can have significant positive impacts on forest conservation,” said Kerry Cesareo, Manager of the NAFTN. “WWF is delighted to have two of North America’s leading manufacturers of paper and consumer care products join the network. Their commitments to source fiber responsibly and promote credible forest certification of their sources set an example for other companies to follow.”

As members of the Forest & Trade Network, companies make commitments to phase out all trade in wood from unknown, illegal, and controversial sources, and to phase in trade in wood that originates from sources that can be designated as: recycled; known, licensed, and complying with policy; verified legal; and in-progress towards certification or credibly certified.

“WWF has consistently been a great resource for Procter & Gamble and our suppliers as we work to improve the sustainability of our products. I look forward to formalizing this relationship via the North American Forest & Trade Network and to having access to the collective experiences of WWF’s global network,” said Celeste Kuta, Associate Director of External Relations for P&G Family Care.

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# 10 WWF/Forest News

*These dedicated insights into other WWF projects, activities and initiatives create important enabling conditions for GFTN work, and acknowledge the global team effort made toward reaching WWF's greater conservation goals.*

## Conservation Network Expands Throughout Europe

The European Commission has approved the extension of protected sites throughout Europe; a move that environmental groups believe will improve conservation efforts to protect the continent's most seriously threatened habitats and species. The 4,225 newly designated Natura 2000 sites of specially protected areas cover about 90,000km<sup>2</sup> — an area roughly the size of Portugal — within four bio-geographical regions. Sites were added in: the boreal region, which includes Finland, Sweden and the Baltic countries; the continental region, covering much of central Europe, including the Czech Republic, Denmark, France, Italy, Germany and Poland; and the Atlantic seaboard region.

Read more at:

[http://www.panda.org/about\\_wwf/what\\_we\\_do/forests/news/index.cfm?uNewsID=117400](http://www.panda.org/about_wwf/what_we_do/forests/news/index.cfm?uNewsID=117400)



## Pact to End Deforestation Launched in the Amazon

WWF-Brazil joined eight other Brazilian non-governmental organizations to launch a pact to reduce deforestation in the Brazilian Amazon to zero by 2015. The pact proposes to reduce deforestation by adopting a system of reduction targets through economic mechanisms, mainly based on payment for environmental services. It also aims to establish a wide-ranging commitment between different sectors of the government and the Brazilian society to conserve the Amazon. "This is a unique initiative to ensure Amazon rainforest conservation, given its crucial importance in maintaining biodiversity and the global climate balance, as well as preserving the way of life of millions of people who rely on the forest to survive," said Denise Hamú, CEO of WWF-Brazil.

Read more at:

[http://www.panda.org/about\\_wwf/where\\_we\\_work/latin\\_america\\_and\\_caribbean/news/index.cfm?uNewsID=115420](http://www.panda.org/about_wwf/where_we_work/latin_america_and_caribbean/news/index.cfm?uNewsID=115420)

## Sumatra's Elephants and Tigers Disappearing Even Faster Than Their Forests in Riau

Pekanbaru, Sumatra- Turning just one Sumatran province's forests and peat swamps into pulpwood and palm oil plantations is generating more annual greenhouse gas emissions than the Netherlands and rapidly driving the province's elephants into extinction, a new study by WWF and partners has found.

The study found that in central Sumatra's Riau Province 4.2 million hectares of tropical forests and peat swamp have been cleared in the last 25 years. Forest loss and degradation and peat decomposition and fires are behind average annual carbon emissions equivalent to 122 percent of the Netherlands total annual emissions, 58 percent of Australia's annual emissions, 39 percent of annual UK emissions and 26 percent of annual German emissions.

The report by WWF, Remote Sensing Solution GmbH and Hokkaido University breaks new ground by analyzing for the first time the connection between deforestation and forest degradation, global climate change, and population declines of tigers and elephants.

The province has lost 65 per cent of its forests over the last 25 years and in recent years has suffered Indonesia's fastest deforestation rates. In the same period there was an 84 percent decline in elephant populations, down to only 210 individuals, while tiger populations are estimated to have declined by 70 per cent to perhaps just 192 individuals.

"We found that Sumatra's elephants and tigers are disappearing even faster than their forests are in Riau," said WWF International's Species Programme Director, Dr Susan Lieberman. "This is happening because as wildlife search for new habitat and food sources, they increasingly come into conflict with people and are killed."

At last December's Bali Climate Change Conference, the Indonesian minister of Forestry pledged to provide incentives to stop unsustainable forestry practices and protect Indonesia's forests. The governor of Riau province has also made a public commitment to protect the province's remaining forest.

"If the commitments by the Indonesian government are implemented, it will not only save its endangered species but actually slow the rate of global climate change through the carbon savings," said Ian Kosasih, director of WWF-Indonesia's forest programme.

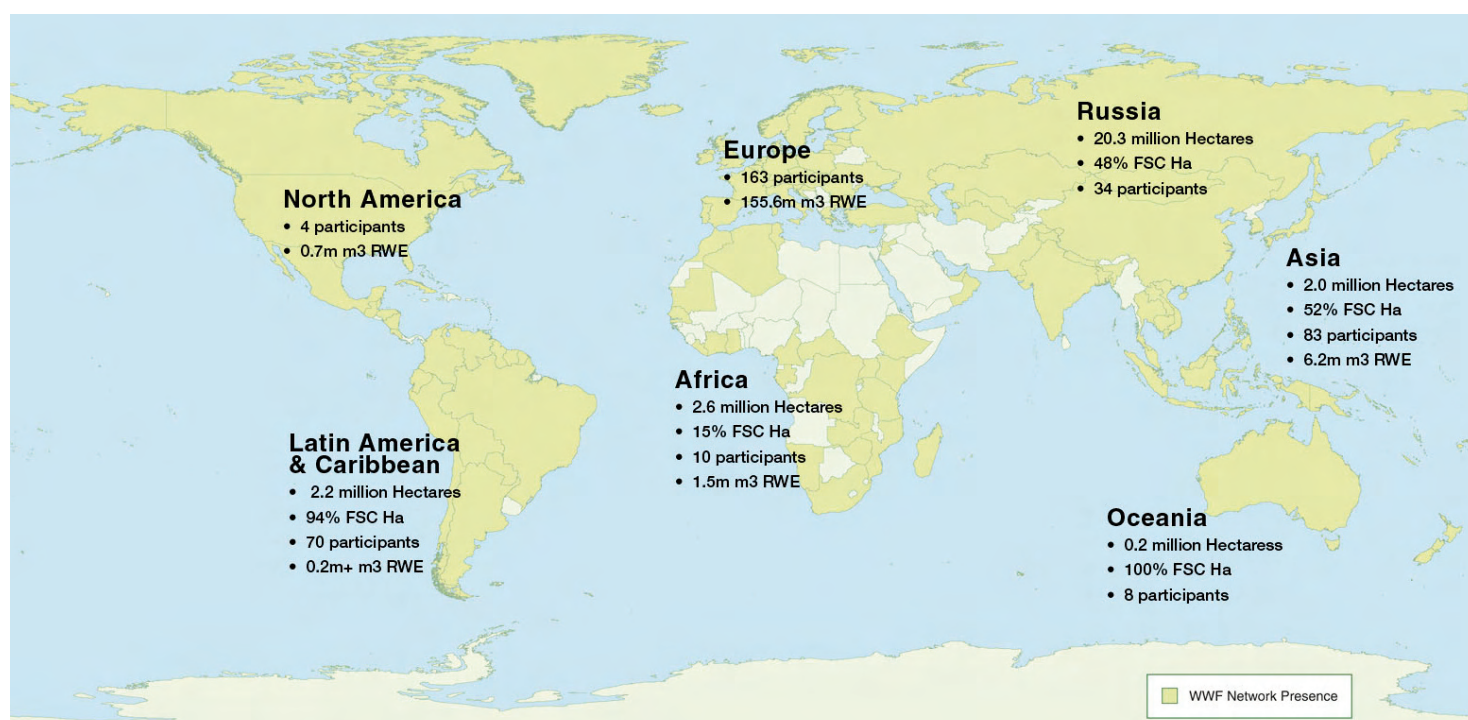
As part of its efforts to save Sumatra's remaining natural forests, WWF is working urgently with the Indonesian government and the pulp and palm oil industries to identify and protect the forests that are home to elephants, tigers, orang-utans and rhinos. Sumatra is the only place on Earth where all four species co-exist.

Read more at:

[http://panda.org/about\\_wwf/what\\_we\\_do/forests/news/index.cfm?uNewsID=125780](http://panda.org/about_wwf/what_we_do/forests/news/index.cfm?uNewsID=125780)



## 11 GFTN at a Glance





# GFTN Toolbox

## WWF Guide to Buying Paper

WWF, November 2007

This guide makes it easy for an organization 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 the GFTN for organizations wanting to implement a responsible purchasing program, 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 organizations wishing to develop a program for the responsible purchasing of forest products. The guide lends 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>

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