



January 2010

# Newsletter



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**Cover Photo:** Tropical rainforest Sumatra, Indonesia © Mauri Rautkari / WWF-Canon



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# 1 Global Forest & Trade Network News

## Protecting the Future of Our Forests and Planet



Keeping the world's remaining forests standing and intact is essential in mitigating a looming climate change catastrophe. And while the COP-15, the annual UN Climate Change Conference, disappointed many stakeholders—as no legally binding treaty to halt global warming was achieved—positive progress was seen, as forests have entered into the centre stage of the climate change debate.

With deforestation accounting for nearly 17 per cent of global greenhouse gas emissions, reducing emissions from deforestation and forest degradation (REDD), conservation and the enhancement of carbon stocks in existing forests and sustainable forest management are now seen as the key, immediate solutions to combat global warming.

## Industry Leaders Pledge to Protect World's Forests

As the world's largest consumer of industrial timber, pulp and paper, the United States market is critical to protecting forests worldwide. GFTN-North America is engaging with U.S. companies to green their supply chains, recently welcoming Kimberly-Clark Corporation, Tetra Pak, Inc. and HP. With these new commitments the businesses will build long-term foundations of sustainability in the paper sector and help conserve forests by sourcing and trading responsible forest products.

Kimberly-Clark Corporation, a leading global producer of tissue products, has pledged to purchase 40 per cent of its North American tissue fiber—about 600,000 tonnes—will come from recycled or FSC-certified sources by 2011. They will also support WWF as we develop tools to identify and monitor forests of critical importance in Sumatra to safeguard the region's biodiversity.

"Sustainability is foundational to our business strategy at Kimberly-Clark," said Tom Falk, Chairman and CEO of Kimberly-Clark Corporation. "We continue to focus on our strategy for sustainable growth and know that companies who make better choices for the environment and society will contribute to a healthier planet, and achieve long-term success."

Several GFTN Participants played a key role in achieving this shift in thinking by putting their support behind the Copenhagen Communiqué, which set out a clear business case for a strong and effective UN climate framework that endorses ambitious emission reduction targets, making a clear recommendation for a mechanism to reduce emissions from deforestation and forest degradation in developing countries. The signatories represented participating companies from across the Network, including:

- A&W Shanghai Woods and All Blinds Co. Ltd from GFTN-China
- BAA, J Sainsbury plc, Marks & Spencer, Network Rail Infrastructure Ltd and The Body Shop from GFTN-United Kingdom
- Domtar, HP, Johnson & Johnson and Procter & Gamble from GFTN-North America
- ICA Handlarna AB and IKEA from GFTN-Sweden
- ITC Ltd from GFTN-India

By taking a strong stand to find a solution to climate change through REDD and sustainable forest management, these companies are working to mitigate the risks that climate change poses to the industry, while also working to safeguard the world's valuable and threatened forests. With the importance of these solutions, GFTN is exploring ways for Participants to be involved in REDD.

While the future remains uncertain as to a global solution to climate change, efforts by companies committed to achieving and supporting responsible forestry will play a critical role in laying the foundation to protect the future of our forests and planet.



*Marcia Marsh, COO of WWF-US, presents Kimberly-Clark's Howard Sharfstein and Skip Krasny with a plaque to commemorate their participation in GFTN-North America.*

Tetra Pak, Inc., a manufacturer of food processing and packaging systems, has been participating in GFTN programmes in Sweden and the United Kingdom. They have now pledged to expand their efforts to North America. Through their participation in GFTN, Tetra Pak will strengthen its responsible fiber sourcing and will gradually increase the FSC-certified content in its packaging.

# 1 Global Forest & Trade Network News

"By joining the WWF's Global Forest & Trade Network in North America, we'll be adhering to the gold standard of sustainable paper sourcing and mill management," said Ed Klein, Tetra Pak Inc.'s VP Environmental Affairs. "In addition, we have committed to implement a responsible purchasing policy for wood and paper for internal use in our US and Canada facilities, giving preference to FSC and post-consumer recycled content."

HP has joined GFTN to further the company's efforts in protecting the world's forests. HP has set a goal for 40 per cent of paper sales to come from FSC-certified and recycled sources by 2011. To help meet this goal, HP will engage with suppliers and inform customers of this new initiative to reduce their impact on the environment.

"We look forward to working closely with WWF to demonstrate the importance of responsible and sustainable forest management practices," said Glen Hopkins, vice president, Global Media Business, HP.

As these companies commit to building a sustainable market for forests products, they display to customers and competitors that they are willing and determined to make smart choices that are good for the environment. And the impact of their collective commitments will play a significant role in increasing the uptake of responsible forest management throughout the world.

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## 2 GFTN on the Ground

### Greening Supply Chains

With the start of a new year, many individuals and companies alike are inspired to reduce their environmental footprint by committing to sustainability initiatives. With this new resolve, they join the ranks of industry leaders that have already made and are delivering on sustainable resolutions, such as the Home Retail Group, a leading home and general merchandise retailer in the UK and participant in WWF's Global Forest & Trade Network.

As one of the largest retailers of wood products in the UK, with sales of US\$9.6 billion in the last financial year, Home Retail Group is an influential leader in advancing responsible forestry and trade. The company sells products under two distinctive and complementary retail brands, Argos and Homebase. Both brands are GFTN-UK Participants committed to running an ethically and environmentally responsible business, promoting responsible forest management and eliminating illegal wood products from its supply chains.

As a result of their strong commitment to responsible sourcing, Home Retail Group places stringent requirements on its global timber suppliers to deliver raw materials from verified known and legal sources. Any product that falls short of this standard will be phased out of Home Retail Group's supply chains.

Seeking to help its supplier understand and comply with its procurement policies, the Home Retail Group joined hands with WWF China's Green Wood Initiative, conducting three seminars on responsible timber sourcing for the company's suppliers last November in Shanghai, Shenzhen and Hong Kong.

### Engaging Suppliers in Sustainability

In order to help suppliers meet their timber products sustainability policy, Karen Murray, Home Retail Group's Quality Assurance Compliance Manager, provided specific training to the 70 suppliers from China and other parts of Asia that attended the three seminars. Providing a detailed explanation of Home Retail Group's corporate responsibility agenda, she shared information

on the company's sourcing policies and methods of how to reach the related requirements, including how to verify legal wood, avoid risks and build up legal supply chains and the upcoming legislation concerning timber. Jin Zhonghao, GFTN-China Manager, provided additional insight to the attendees, highlighting WWF's GFTN programme and the resources available to assist them in raising awareness and building capacity within their supply chains to meet the policy's requirements.



*Home Retail Group's Quality Assurance Compliance Manager, Karen Murray, provides training on the company's sourcing policies and requirements.*

For those large scale suppliers who could not currently demonstrate compliance to Home Retail Group's timber policy, a one-on-one meeting was held after the group training. Karen Murray together with an expert team from China Green Wood Initiative, held discussions with these companies to work out solutions to the problems they faced.

"Home Retail Group has a responsibility to both our customers, and our suppliers to ensure that what we do is sustainable in the long term. Our timber policy supports this objective, which is why we insist that our products must be

made from legal and sustainable raw materials,” said Karen. “These seminars aim to help suppliers better understand Home Retail Group’s sourcing policy, and the collaboration with WWF China has been invaluable in making resource available in the country of origin.”

### Laying Foundations for Responsible Forestry

“These workshops have achieved success far beyond our expectations,” stated Jin Zhonghao, GFTN-China Manager. “This is the first time for a NGO to cooperate with the retailer to conduct such large-scale training on responsible purchasing and we are pleased with its success.”



*Jin Zhonghao, GFTN-China Manager, shares resources with suppliers on how to build legal and sustainable supply chains.*

Pointing to this success, one of the seminar’s attendees expressed that the training has been instrumental in raising his awareness on the important issues in their supply chains and offered him guidance to improve his supply chain and demonstrate a commitment to responsible sourcing.

Through the efforts of GFTN-China and the “China Wood Sustainable Action Plan - Green Wood Initiative”, jointly organized and launched by WWF, China Timber Value Promotion and Substitution Administration Center and China Wood International in early September, the forest products industry in China has begun to recognize the importance of building up legal and sustainable wood industries.

To date, the GFTN has participated with the China Green Wood Initiative in training over 100 Chinese companies, signalling a positive response from wood industries in China to make sustainability part of their value chain. WWF and China Wood Sustainable Action Plan Committee plan to engage with more leading retailers, traders and manufacturers and their suppliers to conduct similar training workshops in the future.

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## 3 New GFTN Participants

### Argos Commits to Responsible Forestry and Trade

Home Retail Group’s subsidiary Argos, the largest furniture retailer in the United Kingdom (UK), formalized its commitment to responsible forestry and trade by joining GFTN-UK in late 2009. Working with the GFTN to promote responsible sourcing in the sector, GFTN-UK and Argos plan to work together where business influence with producers is greatest, in this case Southeast Asia, where Argos sources a majority of its products. Demonstrating this commitment, Argos participated in Home Retail Group’s three responsible timber sourcing seminars held in Shanghai, Shenzhen and Hong Kong in November.

By collaborating with GFTN worldwide to meet the commitments outlined in their responsible sourcing policy, Argos will send strong market signals to suppliers and the industry in general to drive improvements in forest management and progress towards credible certification. For instance, the company’s commitment to sourcing 100 percent of its garden furniture from sources that are FSC-certified or in progress to certification sends a clear message to producers throughout the supply chain of the substantive benefits of pursuing responsible forest management according to FSC standards.

“We are pleased to welcome Argos Ltd into our network as we develop our plans to promote responsible sourcing in the sector,” said Julia Young, GFTN-UK Manager. “With a responsible sourcing policy already in place, we look forward to helping Argos meet their commitments and communicate their achievements.”

By engaging with suppliers and helping them achieve better sourcing and chain of custody certification, Argos will play an integral role in driving the sustainable consumption and production of forests products across the across the forest products supply chain.

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## 3 New GFTN Participants

### Faber-Castell Joins GFTN-Germany

Faber-Castell, the internationally renowned pencil producer, recently joined GFTN-Germany, committing to responsibly sourcing the raw materials used in the two billion pencils they produce each year. A multi-national company, Faber-Castell is producing in 14 factories worldwide and runs 20 sales organizations.

Through their participation in the GFTN, Faber-Castell set a target to source 90 per cent of their raw materials from FSC-certified forests by 2012. Similarly, the company pledges the long-termed continuance and maintenance for their FSC Chain of Custody certificate for their FSC-certified production sites that process wood, including sawmills and pencil factories. With a long-standing commitment to using certified materials, Faber-Castell is well on its way to meeting this goal, having already certified 84 per cent of its product base.

"Faber-Castell can play a leading role in increasing the recognition of FSC among consumers, producing more than two billion pencils each year," said Johannes Zahnen, Manager of GFTN-Germany. "Through their

participation in the GFTN, we will work with Faber-Castell to increase the amount of certified materials used in their pencils, with the goal of eventually labeling their products as 100 per cent sourced from well-managed forests."

The company's long-standing commitment to sustainable sourcing has already had a substantial influence on their supply chain, with one of their sawmills, PT Indo Bagus Slat (IBS) committing to certifying their operations in 2007 and joining GFTN-Indonesia last year. IBS specializes in pencil slat production—the raw material needed to produce wooden pencils—serving as a key supplier for Faber-Castell Indonesia and Germany.

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

### Partnering Together to Protect Portugal's Vital Cork Oak Habitats

With fewer than 100 Iberian lynxes, Europe's last big cat, remaining in the Mediterranean's cork oak forests, it would seem that the days of this endangered species are numbered. However, a growing collective of committed companies are working to change their future by making commitments to sourcing FSC-certified cork.

Sainsbury's, a leading retailer and participant in WWF's Global Forest & Trade Network (GFTN) in the United Kingdom, has pledged that all of the cork used in its own-label drinks will be sourced from FSC-certified forests.

"Our shift to FSC certification will make a huge difference, particularly when you consider that we sell over 6 million bottles sealed with cork stoppers every year," said Barry Dick, Sainsbury's resident wine expert. "Our new year's resolution is to complete this roll-out by the end of 2010, and we're starting straight away by producing the first bottle at the end of January."

Helping Sainsbury's achieve this commitment is Corticeira Amorim, the world's largest producer and provider of cork stoppers. Amorim recently joined the GFTN-Iberia along with Granorte, a leading cork manufacturer. Through their participation, these Portuguese companies have formalized their commitment to responsibly sourcing and trading cork from credibly certified sources. With the addition of these two companies, the GFTN now represents 30 per cent or approximately US\$727 million of the US\$2.2 billion global cork market.

"Granorte and Amorim's commitment is a huge contribution to the cork oak forests conservation and an example to follow by other cork companies.

Their participation transforms the GFTN into an important player within the international cork market, since GFTN Participants now represent a third of the world's cork products commerce," said Luís Neves de Silva, GFTN-Iberia Coordinator in Portugal.

"It's also a clear message to cork producers, signaling increasing demand for certified cork over the next years, and the market, indicating the increasing availability of certified products to the supply chains," he added.

The increasing availability of certified cork will find a warm welcome in not only Sainsbury's supply chains but also those of the Co-operative Group, another UK supermarket and GFTN Participant. The Co-operative Group plans to introduce FSC-certified corks in about a third of its wines, working with Amorim and their supply base to move more of the wines on its shelves to FSC-certified cork closures.

Unique in their ability to regenerate after their bark has been harvested, cork forests undergo fewer disturbances than conventional commercial forests, creating a unique and valuable eco-system. FSC certification is the best way to protect this environment for the long term benefit of communities living and working in these regions, as well as wildlife.

Concerted efforts by these committed companies will play an integral role in charting a new course for the endangered species that reside in these vital cork oak habitats, as FSC certification ensures that these forests will be managed to the highest possible standard.

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# 5 GFTN Cutting Edge Insights

## Responsible Forest Management Drives Change

Deep in the heart of the Amazon, responsible forest management is making a world of difference for the small forest communities that call this lush jungle home. And private enterprises, like GFTN-Brazil Participant Laminados Triunfo, are driving this change in the Brazilian state of Acre as they seek a sustainable supply of responsibly managed timber directly from the source. Through their commitment to responsible sourcing, these companies contribute not only to the conservation of the Amazon's valuable forests, but also to the economic development of these forest communities.

### A Journey towards Sustainability

Conducted the right way, forestry activities can generate income, guarantee a plentiful supply of timber in the long term and ensure that forests continue to be ecologically functional. And forest communities deep in the Amazon rainforest of western Brazil are seeing the benefits of these practices first hand.

Twenty-year old Valciclei da Silva, who lives in a small forest community in the town of Xapuri, proudly shows off his newest acquisition—a brand new motorcycle, which he bought in October 2009. What once seemed like a distant dream has now become a reality thanks to the income obtained from forest management.



*Valciclei's and his new motorcycle purchased with income generated by forest management.*

"Timber, rubber latex and Brazil nut sales have substantially improved the living of the entire community. People are now buying motorcycles, electronics, clothing, household items and improving their houses", says Valciclei.

While communities like Valciclei's are just beginning their journey towards sustainability—recognizing the value of the standing forests and protecting them from over-exploitation through forest management practices—others are well on their way. The Cachoeira Settlement, for instance, has committed to managing their forests to the rigorous social and environmental standards of the Forest Stewardship Council.

With the direct support of WWF-Brazil, Cachoeira, also located in Xapuri, achieved FSC certification in 2002 and helped form Cooperfloresta, a forest cooperative designed to organize local production and establish market relations to sell the community's timber.

## The Impact of Responsible Enterprises

Among the chief buyers of sustainably produced timber from communities like Cachoeira is Laminados Triunfo. Following through on their commitment to responsible sourcing, the company is driving positive change in Acre's forest communities.

According to Triunfo's director, Jandir Santin, community-managed timber, besides contributing to forest conservation and the increase of family income in Acre, also provides excellent business opportunities "Triunfo is growing, even though tropical timber sector in Brazil is cooling off," asserts Santin.



*Triunfo attributes their growth to the company's ability to provide FSC-certified timber to international markets.*

Similarly, Santin believes that the Triunfo's ability to offer certified timber and partner with communities, government and NGOs has substantially contributed to the company's growth during a time of global economic crisis. He adds, "In 2010, we will double production and will go from 400 to 700 employees in our Acre unit."

Joining with Triunfo in purchasing certified community timber in is Acre's wood flooring factory. Built by the Acre State Government and jointly operated by Triunfo and two other companies, Ouro Verde and Albuquerque, the factory purchases certified timber from surrounding communities. This partnership creates a unique model that combines public power, private business and communities in an active role to conserve the Amazon.

According to Mauro Armelin, director of WWF-Brazil's Program of Support for Sustainable Development, the positive results obtained in Acre prove that forest management can generate more income than predatory practices in the forest or traditional agricultural uses.

Armelin adds, however, that in order to expand sustainable production models it is crucial that consumers and businessmen take an active part in the process. He emphasizes, "The market must acknowledge and support sustainable products, particularly those which are community-made. Citizens hold in their hands the power to choose FSC certified products and to make a difference."

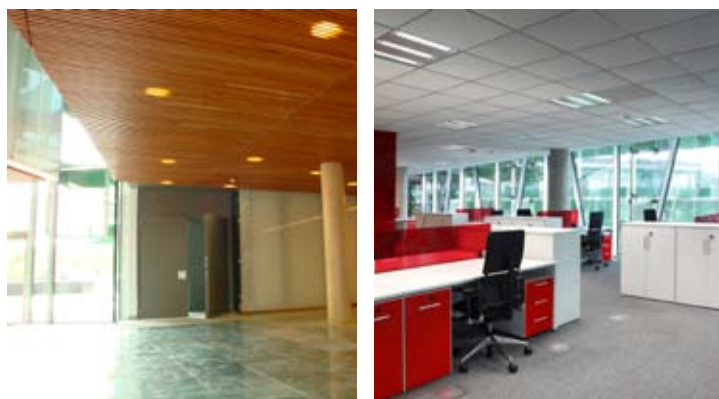
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## 6 GFTN and Credible Certification

### Coca-Cola Spain Delivers on Sustainability Commitments

Unveiling a new green headquarters in Madrid, Coca-Cola Spain—a subsidiary of the Coca-Cola Company and a participant in GFTN-Iberia—marks a tangible step in implementing its commitment to responsible forestry and trade. Under the scope of their GFTN participation, Coca-Cola Spain pledges to increase the proportion of credibly certified wood and fibre used in their advertising at point of sale, labels on soft drinks, beverage cartons, office paper, product packaging and the wood and furniture used in their offices.



*Coca-Cola Spain's new Madrid headquarters utilizes FSC-certified wood throughout its construction and office furniture.*

The new building, which aims to achieve LEED certification (Leadership in Energy and Environmental Design), reflects significant progress in implementing this pledge as all of the wood used in both the office's construction and furniture is FSC-certified. In addition, the building seeks to maximize energy efficiency and responsible use of building materials, by using solar panels to generate electricity from the sun's energy and reusing grey-water and rain water for irrigation and services. These measures

signify the company's strong commitment to reducing their environmental footprint and promoting socially and environmentally responsible business practices.

"This new project is a model in design, using materials and respect for the environment. The new headquarters is an example of commitment and work we do every day in this area," said Marcos de Quinto, president of Coca-Cola Spain. "We have set the goal of meeting the highest standards of sustainability and we are confident we will succeed. The new headquarters will be an example for our employees and the realization that business and sustainability are not incompatible."

In addition to their commitment to utilize credibly certified wood in the construction and furniture of this new building, the company is also delivering on their goal to increase the use of certified material in other aspects of their business operations. Over the last year, Coca-Cola Spain has transitioned all of the virgin fibre used in its offices to FSC-certified paper. In the same way, the company has utilized over 100 tonnes of FSC paper in its point of sale advertising in 2009.

Similarly, through engaging with suppliers to start the process of achieving chain of custody certification for their facilities, Coca-Cola Spain expects that it will be able to offer soft drinks that have been labelled and packaged with FSC-certified materials later this year.

"As a leading consumer of paper in Spain, Coca-Cola's commitment to promoting FSC certification has a strong impact on the rest of the industry by making certified materials more readily available," said Elena Domínguez, GFTN-Iberia Coordinator in Spain. "Through their continued commitment this year in sourcing certified wood for all aspects of their business operations, the company is generating strong demand and recognition for responsibly sourced wood among Spanish consumers."

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## 7 The Face of GFTN



### Amy Smith

As a new Senior Program Officer for GFTN-North America, Amy Smith is working to promote responsible forest management and trade. In this role, she will engage with participating companies on developing responsible sourcing policies, setting targets and formulating and reporting on action plans to drive responsible forestry in WWF's priority forest regions.

Amy brings with her a unique blend of experience in tropical forestry, forest products manufacturing, corporate engagement and FSC certification. She served as the Director of PaTS (Partnerships and Technology

for Sustainability), a non-profit organization that supports indigenous communities in the Peruvian Amazon to produce sustainably-harvested wooden handicrafts, where she set up production systems, engaged with timber buyers, trained local artisans, and marketed PaTS's products to U.S. furniture retailers.

Prior to PaTS, Amy worked for WWF in a variety of roles throughout the network, including positions with the WWF-Peru Programme office and WWF-US in the Latin America and Caribbean programme. Amy has a M.A. in International Affairs from Columbia University with a concentration in Environmental Policy, and a B.A. in Political Science from Boston College.



# 8 GFTN Notes from the Field

## Rising to the Challenge

As the third largest consumer of wood products, the US furniture industry has a critical role to play in influencing the sustainability of the forest products supply chain by helping suppliers transition to ethical and environmentally responsible sources of timber. And many leading furniture retailers, such as Williams-Sonoma, Inc. (WSI), a specialty retailer of high quality products for the home in the US and GFTN-North America Participant, are rising to the challenge and taking this responsibility to heart by developing responsible procurement policies for timber.

With a strong desire to put their wood purchasing policy into practice, WSI joined GFTN-North America on a sustainable development trip to Indonesia, Vietnam and China to learn about their furniture vendors' wood purchasing policies first-hand and communicate to suppliers their pledge to source socially and environmentally responsible timber.

Starting in Indonesia, WSI toured six of their suppliers' factories, two of which are GFTN-Indonesia Participants. Walking through their vendors' facilities offered WSI staff the opportunity to experience first hand their suppliers' level of commitment to sustainability and attention to detail in ensuring that products can be traced back to the forest of origin, especially when dealing with certified raw material.

Several of WSI's long-standing suppliers have made clear commitments to keeping well-organized records and chain of custody practices to ensure the traceability of FSC-certified wood through their operations. In meeting with suppliers, WSI had the opportunity to review records maintained by Indonesian vendors of their wood purchases, which even if well-organized can be difficult to authenticate. GFTN-Indonesia helped educate WSI on what to look for when examining harvesting and transport documents to authenticate the origin of the timber used in their products to ensure that the legality of every purchase could be verified.

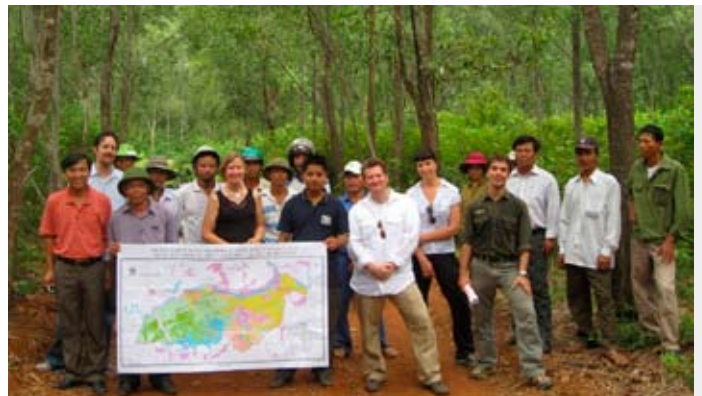


WSI's David Williams and GFTN-Indonesia's Trade Coordinator Oki Arifiandi verify a vendor's harvest and transport documents to ensure legality of timber supply.

WSI's visit to Indonesia also enabled them to visit Koperasi Wana Manunggal Lestari, a small cooperative between three villages in Central Java and a GFTN-Indonesia Participant. These villages are home to approximately 815 individual farms, of which 140 are members of the cooperative. WSI was able to witness firsthand how GFTN has helped teach the cooperative forest management practices and silviculture techniques, such as replanting,

watershed protection, road construction and pruning to achieve greater yield and wood quality during tree harvests.

"It was fascinating to witness the unique perspective these farmers have on the surrounding forests—viewing them as a type of savings account," shared David Williams, WSI's Sustainability Coordinator. "Fortunately, this type of thinking is a good step toward the goal of sustainability because farmers generally want the trees to grow as large as possible to ensure the best financial return."



WSI and GFTN staff meet with small plantation holders in Vietnam's Quang Tri province.

From Indonesia, WSI moved on to Vietnam to tour of community forest progressing toward FSC with GFTN-Vietnam staff. This group of 50 farmers is collectively seeking FSC certification for their acacia plantations. WWF and the GFTN are working with smallholders like the Trung Song community to implement responsible forest management and preserve vital wildlife habitats in their concessions.

WSI also visited with other WSI suppliers and GFTN-Vietnam participants and learned about GFTN's work to promote the use of lesser known timber species in Vietnam and Laos by testing the viability of 17 lesser known species – three of which may have significant capacity, year-round availability and low enough prices to be relevant for furniture production.

"Our trip to southeast Asia trip was extremely valuable to move the WSI Responsible Wood Procurement Policy forward and has reaffirmed our commitment to eliminating unwanted and unknown wood from WSI's supply chain," said Christina Nicholson, Sustainability Director for WSI. "Overall the guidance and resources offered by the GFTN has given us a great advantage in kick-starting a responsible wood programme for WSI and provided us with valuable insight into how we can expand our wood policy moving forward."

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## GFTN Participant Recognized as Exemplary Case of Sustainable Forest Management

After a rigorous selection and evaluation process, the Latin American office of the Food and Agriculture Organization (FAO) awarded Aserradero Espinoza, a GFTN-Peru Participant, as one of 24 leading examples of sustainable forest management in the region. The company was selected after a lengthy evaluation process, which included field visits to their forest concessions located in the Madre de Dios region of the Peruvian Amazon.

Responsible management of these forests is vital to preserving the rich biodiversity that reside in the Amazon's valuable and threatened forests. The FAO hopes that upon publication of the case study in May that others will learn valuable insights from the company's socially and environmentally responsible forest management practices.

"We are interested in making cases like this obtain the recognition that they deserve, and to obtain two things: improved working conditions and replication of the methods and techniques that make them an exemplary case regarding their sustainability," said Miguel Segur, International Cooperation Coordinator for CESEFOR, who was in charge of evaluating these forest experiences.

In 2005, Aserradero Espinoza, with the support of WWF-Peru and USAID, committed to a re-engineering process, leaving behind common harvesting methods and gradually implementing new and improved techniques that reduced the environmental impact of their operations. At the same time, they worked on organizing their production and control processes, which enabled them to achieve FSC Forest Management and Chain of Custody certification in 2007.

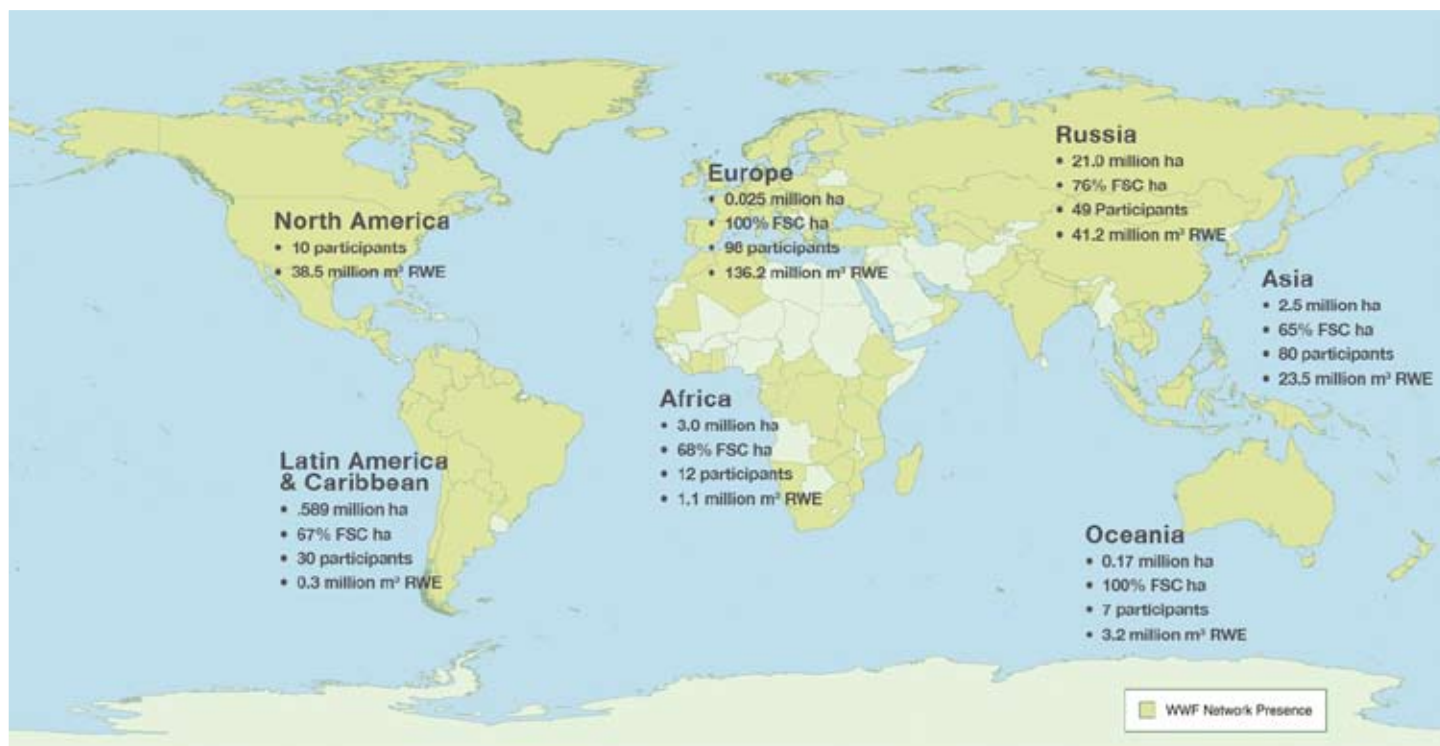
"This kind of achievement served to recognize the efforts we are implementing in alliance with the private sector to drive improvements in forest management and also encourages other companies to replicate these exemplary practices, contributing to the conservation of some of the most biologically diverse rainforests on Earth," state Alfredo Rodríguez, GFTN-Peru Manager.

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or visit [www.rlc.fao.org/es/bosques/manejo](http://www.rlc.fao.org/es/bosques/manejo)

## 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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