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*Terms of Reference*

**Added Value of FSC Certification in Forest Plantation  
Landscapes of South America**

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**Consultancy**

**South American Forest and Restoration Alliance**

**WWF Chile**

**February 2019**

## **Background**

WWF has been an active participant and avid promoter of Sustainable Forest Management around the world and believes the best expression and assurance of quality and credibility available is the forest management certification provided by compliance with the Forest Stewardship Council (FSC) standard. Implementation of FSC's standard requires a broad range of industry best management practices (BMPs), which create benefits and added value over operations without certification or even other certification systems. These BMPs go beyond the core business of the companies and in an effect beyond what is forest management, to include many other aspects of a company's role in a landscape, such as conflict resolution, labor practices, corporate social and environmental responsibility and cultural sensitivity.

Forest plantations have often been controversial in many contexts and certainly have a legacy of poor management, yet many companies have turned to forest certification as a third party quality control measure, demonstrable to their clients, in order to assuage the market and respond to its demands. Companies in South America under FSC certification have made enormous steps forward in BMPs, truly raising the bar significantly above national regulations and producing ecological and social benefits in forest plantation landscapes. Traditionally, the role of buyers has been to simply increase the demand for BMPs in production, however the case can be made that the value FSC certification adds to pulp and paper (P&P) products is such that it merits a deeper engagement in these landscapes.

This must be communicated very clearly. Buyers need to understand that purchasing P&P products with the seal of FSC certification represents real ecological and social benefits in the points of origin, and that these constitute an added value ultimately enjoyed by the consumer. This will serve as an initial invitation to deepen relationships between buyers and stakeholders in forest plantation landscapes, moving beyond a simple transactional relationship to an alliance for increased sustainability and resilience of forest plantation landscapes.

In this context, the South American Forest and Restoration Alliance (SAFRA), a coalition of WWF offices and partners, seeks to undertake a collaborative effort to increase the visibility of the benefits of FSC certification and utilize this information to engage with large international buyers. SAFRA promotes best management practices and transparency from the industry, as well as the larger resilience of the landscapes in which the forest industry operates. In this sense, a program of work in strengthening market links will be developed in three stages: 1) Establish the added value of FSC certification through a directed evaluation of the achievements gained through certification, 2) Engage large-scale international buyers with information on FSC's added value to secure responsible purchasing commitments, and 3) Develop more in-depth engagement with buyer companies to improve the stewardship of forest plantation landscapes and add further value to P&P products. This study represents the first stage of this program.

## **Purpose:**

The added value of the ecological and social benefits of FSC certification in forest plantation landscapes in Brazil, Chile and Uruguay is established, with the aim of increasing large-scale P&P product buyers' understanding of this added value.

### Objectives

1. The added value of FSC certification in forest plantation landscapes in Brazil, Chile and Uruguay is defined.
2. Messages are designed to engage key P&P buyers on the issue of the added value of FSC certification in forest plantation landscapes in South America.

### Geography of interest

Atlantic Forest (Brazil), Valdivian Temperate Rainforest (Chile), Uruguayan Savannahs (Uruguay).

### Results/Deliverables

A consolidated internal report containing the information gathered and analysis to fundament the value added by FSC on key issues of interest in the management of exotic tree plantations, including synthetic key messages on the demonstrable quantifiable or qualitative improvement attributable to FSC certification.

### Methodology

The analysis shall be based on a desktop study of available documents and interviews with WWF staff, FSC offices, forest companies and other stakeholders.

Previous analysis identifying key issues of interest will orient the areas of focus for determining the added value.

Issue	Elements
Conversion of natural forest/ecosystems	Policy, recognition, restitution/restoration
Clearcut size	Limits, cumulative effect, water
Exotic species	Definition, list, proportion, management
Genetically Modified Organisms	Policy, commitments
Wetland and riparian areas	Identification, monitoring, buffers, restoration and management restrictions
Landscape mosaic	Connectivity, stand age diversification, native vegetation

Maintenance of native vegetation	Proportion, strategy
Fertilizer	Buffers, maximum quantity
Pesticide use	Conditions /rules, application, storage
Soil conservation	Protection, cultivation practices
High Conservation Values	HCV 1 to 6, Identification, management
Conflict resolution mechanisms	Mechanisms, efficacy indicators
Labor Rights and Environmental Health and Safety	Procedures, programs, accident rate
Indigenous people´s rights	Land, conflict resolution, FPIC
Local people´s rights	Compensation, Customary rights, conflict resolution

Value added should be understood in a qualitative or quantitative improvement over the historical baseline practice before FSC certification or as the continual improvement under FSC certification. Value added should be analyzed from multiple perspectives, including inside and outside companies, and may occur in the regulatory or public policy space, as well as in changes that are in part attributable to certification raising the standard. Note should also be taken and developed on areas that still pose challenges, ways for FSC to improve or landscape scale issues to be addressed.

Consultation meetings in order to foster ongoing feedback shall be conducted regularly with WWF. WWF offices will provide focus and information on specific models and guidance to orient their development.

The scope of tasks is not necessarily exhaustive. The Consultant should propose a detailed plan of work to address the task based to the Consultant's own professional judgment and knowledge. The proposal should include specific methodology to pursue the objectives and include a timeline and itemization of expenses.

**Expertise sought in the consultant**

- Knowledge of the history of FSC certification in the region, particularly the contexts of Brazil, Chile and Uruguay
- Familiarity with the indicators of the FSC Certification Standards for exotic tree plantation management
- Work experience in relation to certification and/or forestry in Brazil, Chile and Uruguay
- Fluency in English and knowledge of Spanish and Portuguese languages is a prerequisite; all products shall be elaborated in English.
- Experience in writing technical documents and communication complex messages.

**Period of Engagement and Funding**

The consultant will be engaged for a period of 3-4 months with a budget not to exceed US \$10,000.

**Procedure**

Please submit detailed proposals with budget, timeline and CVs to Trevor Walter, South American Forest and Restoration Alliance Coordinator by March 29th, 2019.  
trevor.walter@wwf.cl