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# WWF and IKEA

## Co-operation on Forest Projects

### – a partnership to promote responsible forestry



#### WWF AND IKEA CO-OPERATION

► IKEA and WWF began a co-operation in 2002 to jointly promote responsible forestry in priority regions around the world. Together the two organizations have planned and implemented a series of projects in China, Russia, Bulgaria, Romania, Estonia, Latvia and Lithuania. The projects are important steps in implementing IKEA's forest action plan and in achieving WWF's conservation targets.



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#### RESULTS 2002–2005

► The overall goal of the Co-operation's efforts has been to promote legal compliance in forestry and trade, reduce unsustainable logging and strengthen multi-stakeholder based forest certification and management. Here are a few examples of what the WWF and IKEA Co-operation has helped to achieve so far:

- In China, hundreds of forest officers and scientists have been trained in responsible forestry and certification;
- In China, the Jilin Province Forestry Department has included HCVF identification in the 5-year provincial forestry development plan;
- In Russia, 17 timber companies – with 12 million hectares of forests under lease – have committed themselves to responsible forest management by joining the WWF's Global Forest & Trade Network – an initiative to improve forest management and combat illegal logging and trade;
- In Russia, more than 300 strategically chosen persons have participated in training courses and seminars on responsible forest management;
- In Romania, 7,000 hectares of forest owned by 9 communities have achieved certification, and the Co-operation also played a key role in making the government's commitment to certify 1 million hectares of state forest come true;
- In Romania and Bulgaria, nearly 700 people have been trained in certification and responsible forest management;
- In Latvia, five demonstration forests have been established to show forest owners and managers the benefits of responsible forestry; and
- Three global toolkits have been produced and tested in various countries to help identify and manage particularly important forest areas – HCVFs – and to encourage certification and improved forest management.





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## SECURING FOREST RESOURCES

► WWF and IKEA are committed to promoting responsible forestry to secure forest resources for both present and future needs. Both organizations believe that when forest raw materials are extracted, the biological and social values of the forests must be maintained and protected. WWF and IKEA share an interest in, and responsibility for, considerate, efficient and long-term economically sound use of natural resources. The Co-operation is founded on each organization's unique competencies.



"We have learned how a global company can in reality catalyse change in forest management – both through support to WWF and demands to suppliers."

TOOMAS TRAPIDO, ESTONIAN FUND FOR NATURE – WWF'S PARTNER ORGANIZATION IN ESTONIA – ON THEIR INVOLVEMENT IN THE WWF AND IKEA CO-OPERATION.

## CONTACT

► For more information on the WWF and IKEA Co-operation, visit [www.panda.org/forests/ikea](http://www.panda.org/forests/ikea) or contact WWF at [wwf-ikea-forestprojects@wwf.se](mailto:wwf-ikea-forestprojects@wwf.se)



## CONTINUING THE CO-OPERATION

► Many challenges remain and making real change happen will require persistence. That's why in 2005, WWF and IKEA began a second phase of work. In the coming three years, the two organizations will take further most of the existing projects and expand into other areas of common interest, such as sustainable cotton farming in India and Pakistan and sustainable rattan harvest and production in Lao and Cambodia.

➔ [www.panda.org/forests/ikea](http://www.panda.org/forests/ikea)

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