



PEOPLE BUILDING FUTURE

XV INTERNATIONAL FORUM
FOR INFORMATION OF SAFEGUARD NATURE
The breath of Earth: the Forests

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Sustainability certification in the global wood markets

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Have you never seen these labels before?



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- Introduction: what is forest certification and why was it created?
- Forest certification:
 - how does it work in practice?
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THE TROPICAL FOREST ASSOCIATION OF AFRICA



1993

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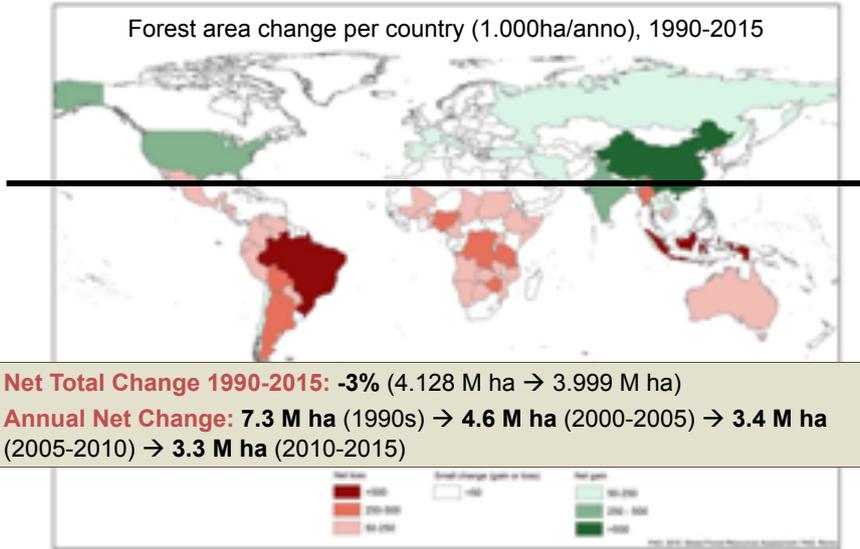
THE TROPICAL FOREST ASSOCIATION OF AFRICA



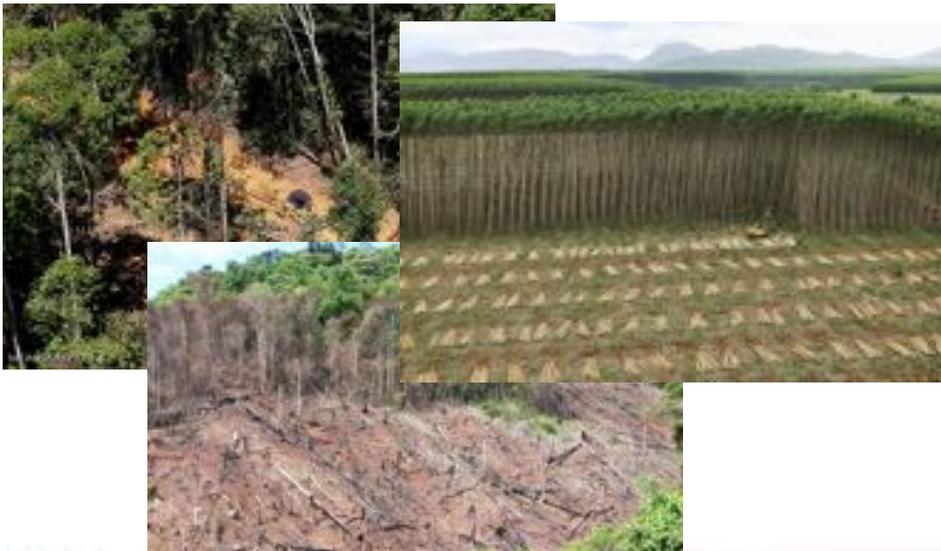
1993

Forest cover change worldwide (FAO, 2015)

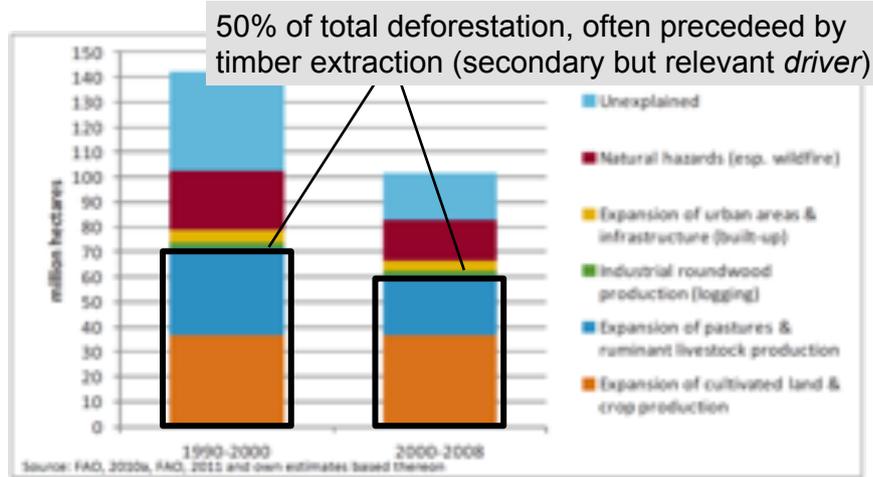
Forest area change per country (1.000ha/anno), 1990-2015



Forest degradation



Deforestation and forest degradation drivers (FAO 2010 and 2011)

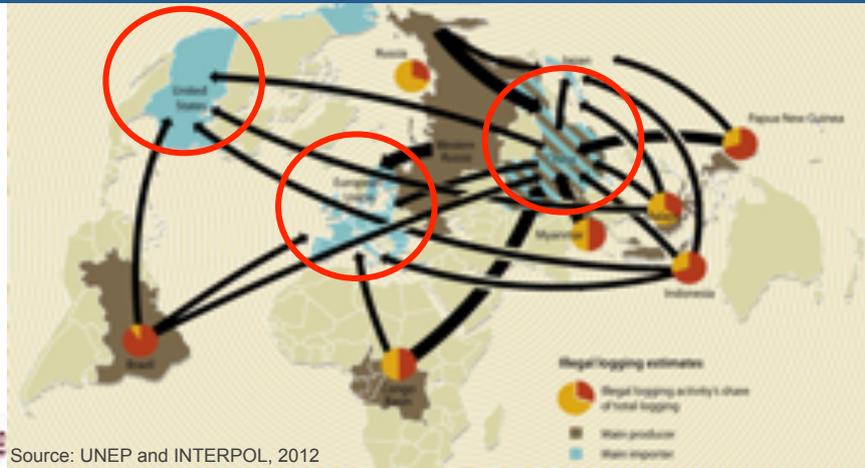


Fonte: FAO, 2010 e 2011

An additional factor: illegality

Illegal timber trade: 15–30% of the globally traded timber volume (50–90% of the volume in key producer tropical countries)

Estimated economic value of global illegal timber trade: 30-100 USD billions/year i.e. 10–30% of global wood trade



A quick historical overview

Why forest certification?

- **1970s:** growing concerns on (tropical) deforestation, initiatives mainly by the scientific community and environmental groups
- **1980s:** boycott campaigns
- **1992:** UNCED Conference (Rio de Janeiro) → no binding convention on forests

1990s action taken by the private sector/civil society

Corporate Social Responsibility (CSR) tools

Environmental concerns + risk/costs management



What is certification?

- A (voluntary) procedure to independently assure that a product, process or service conforms to specific requirements laid-down by a written standard
- **Forest certification** = independent control of the responsible management of a forest and tracking of the forest products from the forest to the consumers



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From the forest to the product



Forest management certification according to sustainable Forest Management (FM) standards
(including specific approaches/tools for **smallholders**)



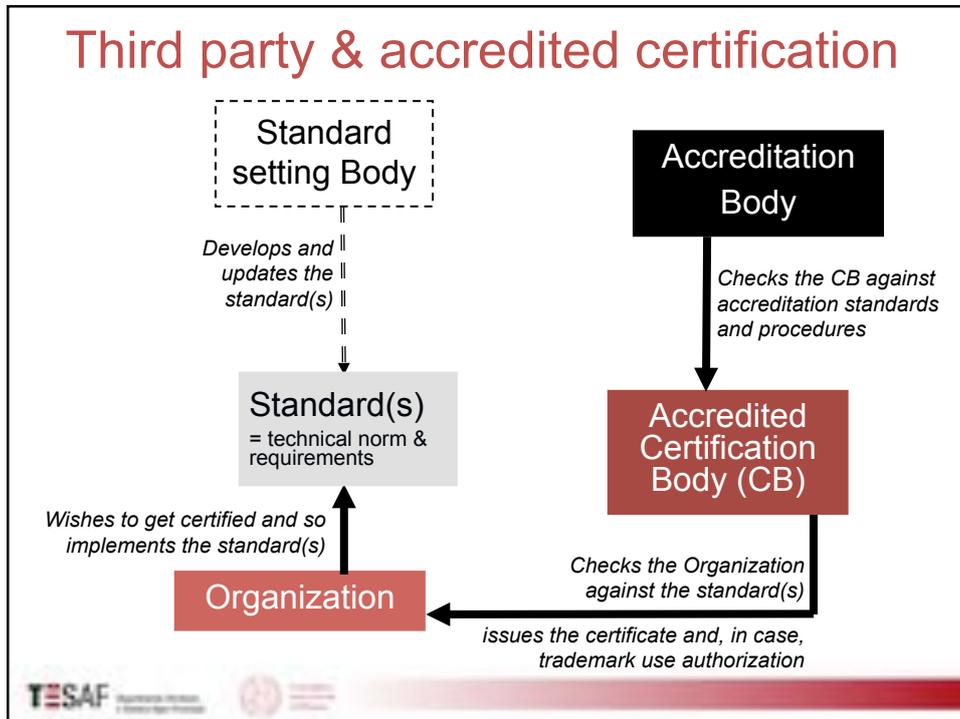
Chain-of-custody (COC) (*traceability*)
certification of forest products coming from certified forests



On-product labels and promotional trademarks: evidence to final consumers, communication, marketing...

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2 leading schemes globally



Forest Stewardship Council



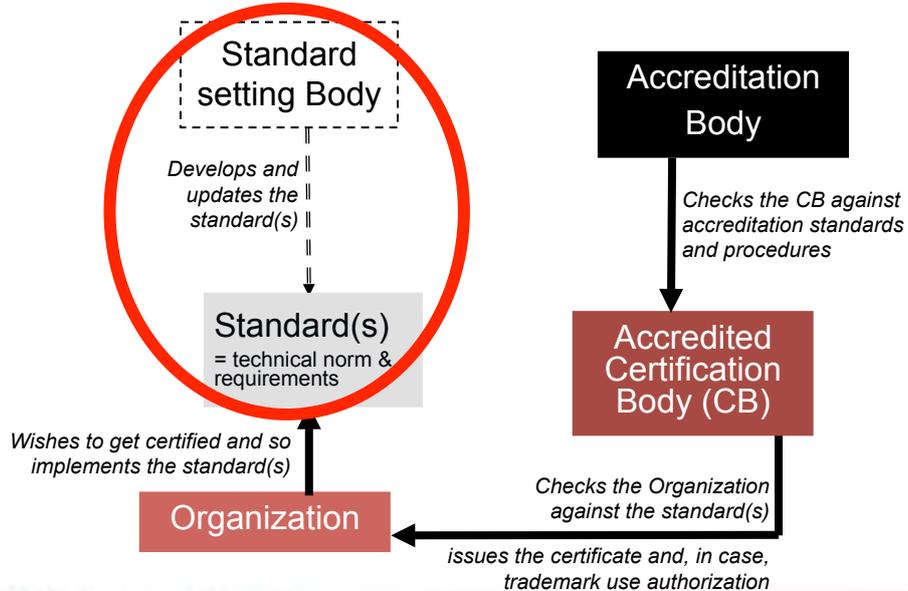
Programme for the Endorsement of Forest Certification schemes

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Forest Stewardship Council

Programme for the Endorsement of Forest Certification schemes

Third party & accredited certification



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Forest Stewardship Council

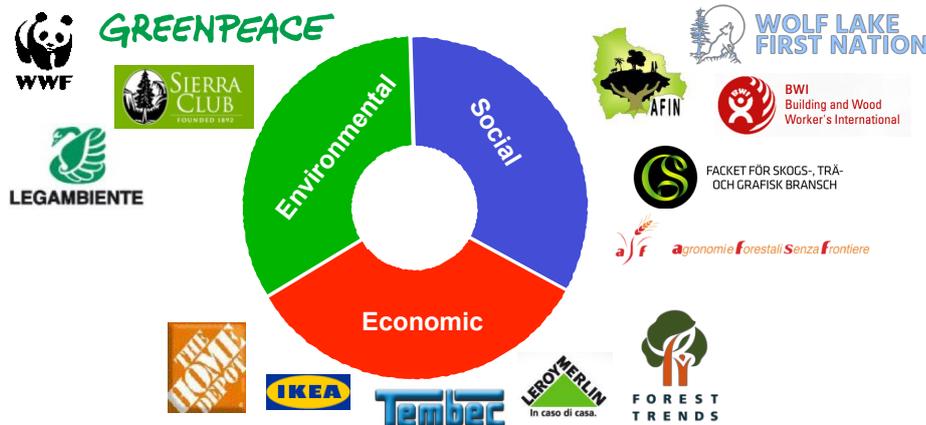
Programme for the Endorsement of Forest Certification schemes

The two schemes in a nutshell

	FSC	PEFC
Created:	1993 	1998 (Europe), 2004: global 
Setting:	International scheme	Mutually endorsed national schemes
Accreditation:	International (ASI)	National
Certification:	FM + COC	FM + COC
Main actors:	Environmental, social & economic orgs/individuals	Forest owners, forestry industries and their associations

FSC governance system and actors

FSC General Assembly (currently >1 000 individual/organization members)
Same structure at national scale (e.g. FSC Italy)



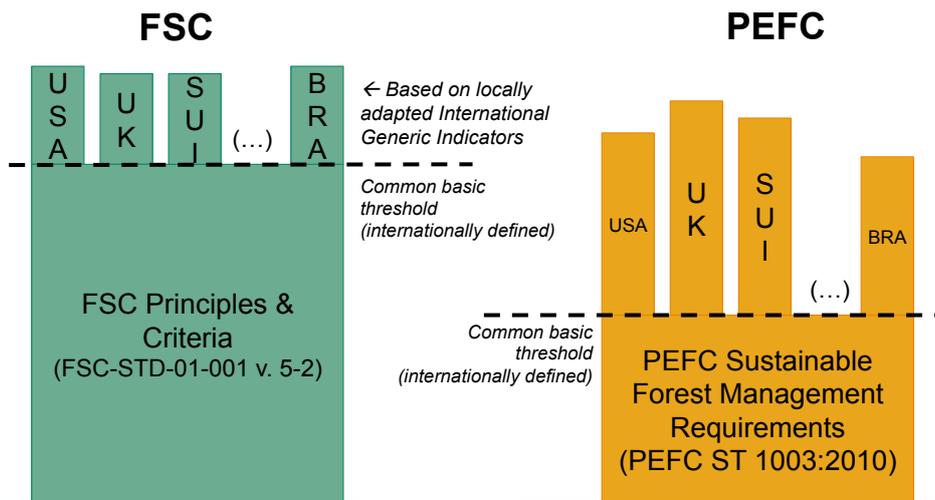
PEFC international stakeholders

- APP Timber
- Arauco
- Asia Pacific Resources International Holdings Ltd. (APRIL)
- Association Technique Internationale des Bois Tropicaux (ATIBT)
- Building and Wood Worker's International (BWI)
- Confederation of European Forest Owners (CEFO)
- Confederation of European Paper Industries (CEPI)
- Connecting Natural Values and People (CNVP)
- Double A
- European Biomass Association (AEBIOM)
- European Confederation of Agricultural, Rural and Forestry Contr (CEETAR)
- European Panel Federation (EPF)
- European Pulp Industry Sector Association AISBL (EPIS)
- European Timber Trade Federation (ETTF)
- European Tissue Symposium (ETS)
- Fibria
- International Council of Forest and Paper Associations (ICFPA)
- International Family Forestry Alliance (IFFA)
- International Paper
- Metsä Group
- Mondi
- Olam International
- Purinusa Ekapersada (APP)
- RECOFTC
- Smurfit Kappa
- Stora Enso
- Suzano Pulp and Paper
- Union of Silviculturists of Southern Europe (USSE)
- WestRock Company
- Weyerhaeuser Company

www.pefc.org/about-pefc/membership/international-stakeholder



Different performance levels of forest management (FM) standards



NEPCon (2014) → comparative assessment of FSC P&C v.5-0 and PEFC Sustainable Forest management Requirements (PEFC ST 1003:2010):

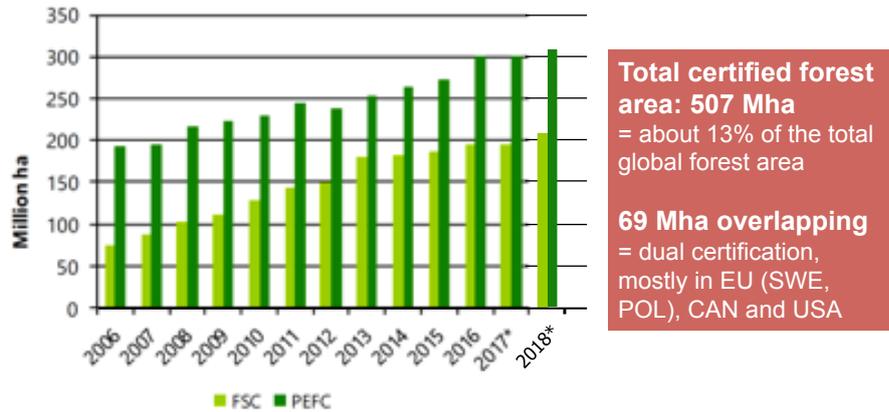
- **30 FSC Criteria not fully covered by PEFC standards**
- e.g. **weaker/lower PEFC requirements** regarding HCVs, natural forest conversion, participation of local communities to FM, indigenous people, plantation management, protection and recovery of natural process/ ecosystems, support to local economies...

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Forest certification trends: some figures (1/2)

Cumulative forest area (Mha) certified by major forest certification schemes, 2006-2018 (FSC data Dec. 2018, PEFC data Sept. 2018)

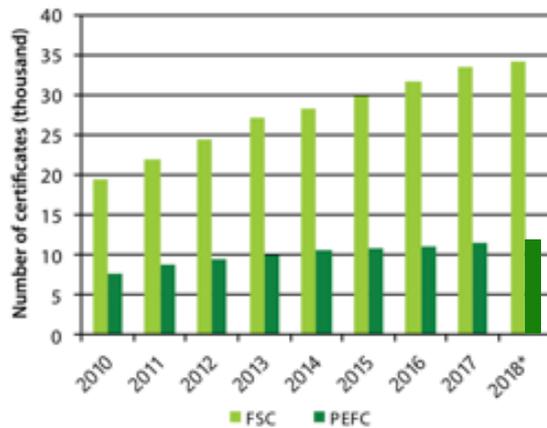


Source: modified from UNECE/FAO, 2017



Forest certification trends: some figures (1/2)

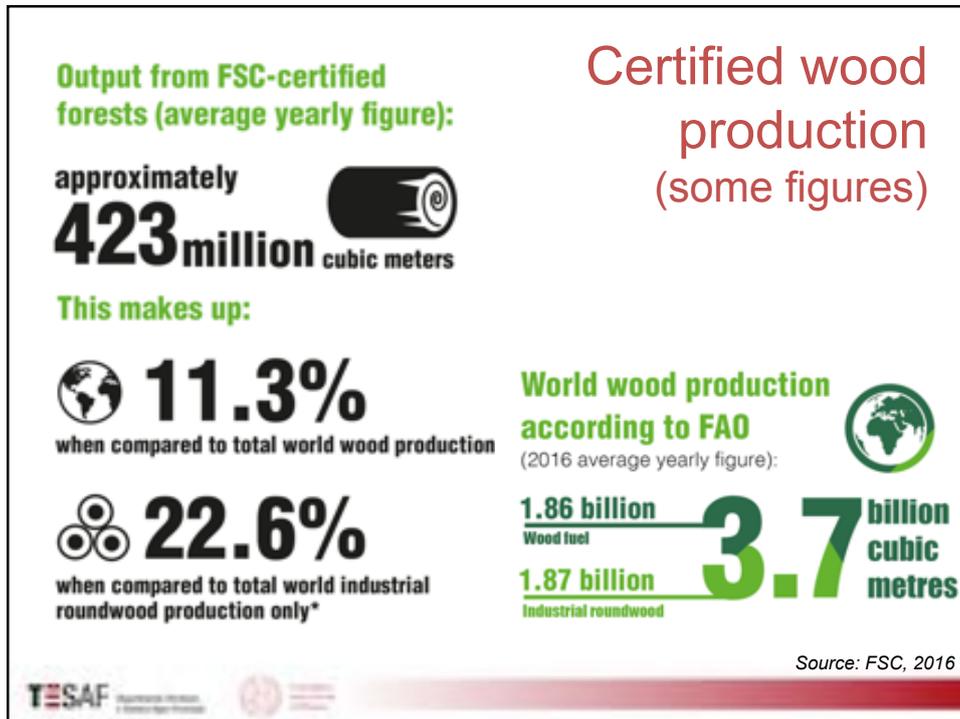
Number of chain-of-custody certificates issued globally by the FSC and the PEFC, 2010-2018 (FSC data Dec. 2018, PEFC data Sept. 2018)



Note: overlapping accounted

Source: UNECE/FAO, 2018





Forest certification in Italy

Certified area (ha):

- **FSC:** 65.433 ha
- **PEFC:** 819.500 ha

= About 8% of the national forest area

COC certificates (number):

- **FSC:** 2.313 (1st in Europe, 3rd worldwide)
- **PEFC:** 1.034 (4th worldwide)

Source: FSC, 2019; PEFC Italy, 2019

Some key-actors and drivers for the development of forest certification and the market for certified wood

- **Consumers'** demand and attitudes
- **Public/private procurement policies**
- **Retailers**
- **Investors** (investment funds, pension funds...)

Consumers



Survey by GfK, 2013
9000+ respondents, 11 countries (5 continents), age: 21-64

Public procurement policies



Indoor furniture



Outdoor furniture



Buildings, infrastructures ...



Copy paper, office paper stuff and printed items



An example

London Olympic Park FSC and PEFC certified

30 May 2012

The London Olympic Delivery Authority (ODA) has achieved dual FSC and PEFC certification for the Olympic Park construction project.

This landmark achievement may signify the beginning of a new phase in the use of certified wood for construction purposes.



The ODA has worked towards maximising the use of legal and sustainable timber, partly by creating a Timber Management Plan in which a key element was the establishment of a Timber Supplier Panel (a panel of approved suppliers of legal and sustainable timber products), which all contractors on the Olympic Park were contractually required to use.

The ODA has vowed to develop the greenest Olympic Games ever. Aside from its commitment to using legal and sustainable timber, focus has been on other environmental aspects such as energy consumption and recycling.

Sources: Pre-Games Sustainability Report, CPEF and Triple Pundit



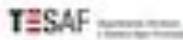
<http://learninglegacy.independent.gov.uk/documents/pdfs/sustainability/425009-188-timber-aw.pdf>



Private procurement policies

Demand for certified forest-based products by:

- **Forestry industry** (wood/paper as production inputs)
- **Other sectors** (office furniture, office/factory buildings, office paper, printed items, packaging, ...)
- **Retailers**



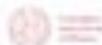
Other sectors (example 1)



120M tickets/year (+ on-board magazines) on FSC-paper



Info on FSC certification via ticket vending machines



Other sectors (example 2)



Use of certified packaging, labels, shopping bags, paper/wooden stuff...



Growing interest for textile fibers (viscose), rubber etc. from certified forests for apparel products



Retailers (example 1)



Wood from more sustainable sources with FSC



FSC leads in the use of the world's finest through responsible forest management, making sure we have forests for all time. Forests have been the basis of human civilization, and are home to 80% of terrestrial biodiversity. The work together with WWF and WWF's leadership in global conservation and people's livelihoods. We are one of the world's largest users of FSC certified wood in the world and are also proud to be a FSC member with WWF.



..the volume of wood from more sustainable sources – recycled wood and wood from forests certified by the FSC – increased to 77% in 2017. We are aiming for 100% by 2020.

Working together with WWF on responsible forest management



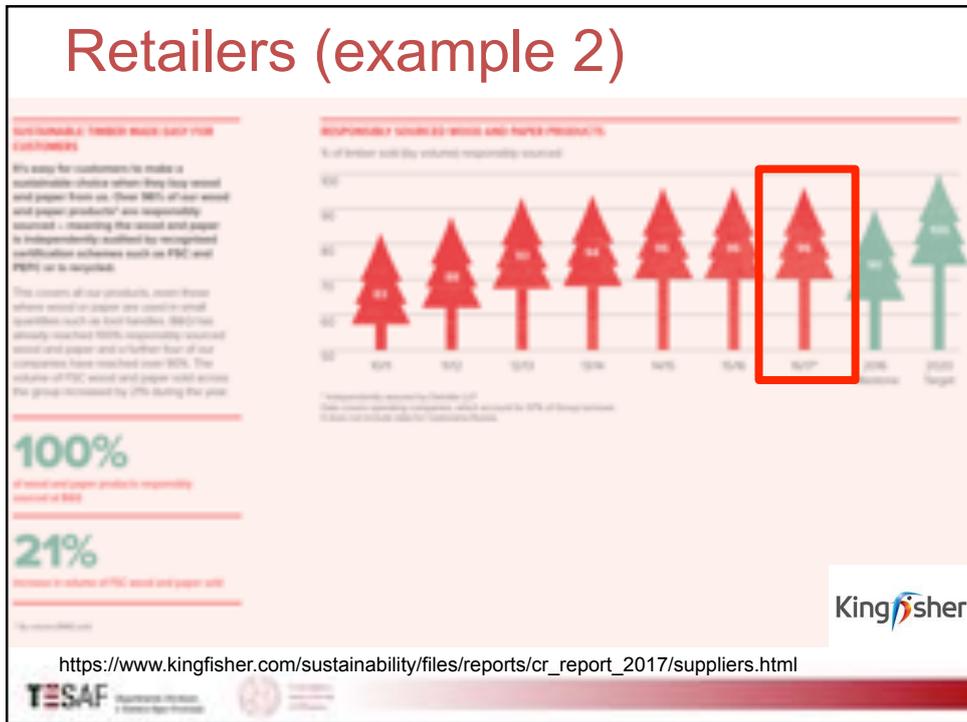
We work with WWF and others to combat illegal logging and promote responsible timber trade. Together with the European Forest Foundation we have established the WWF WWF Foundation to support the work of WWF in the forest sector. WWF's leadership in global conservation and people's livelihoods. We are one of the world's largest users of FSC certified wood in the world and are also proud to be a FSC member with WWF.



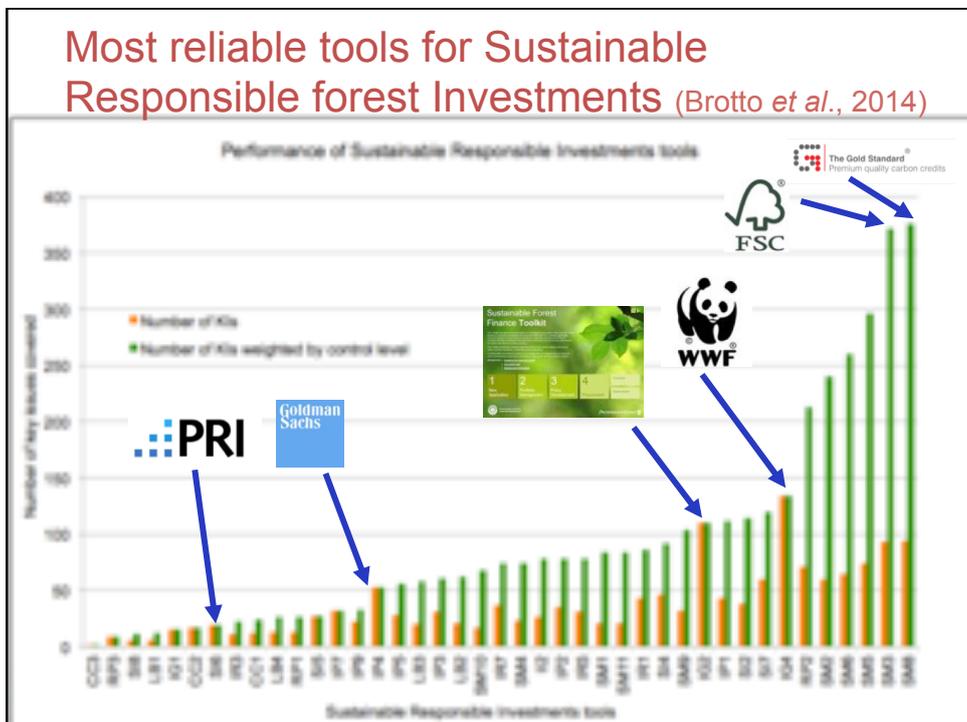
www.ikea.com/ms/en_US/this-is-ikea/people-and-planet/energy-and-resources/index.html#wood



Retailers (example 2)



Most reliable tools for Sustainable Responsible forest Investments (Brotto et al., 2014)



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Beyond wood: certified non-wood forest products



Beyond wood: certified ecosystem services



World-first case: WaldPlus



- 70+ owners (public & private)
- 1.000+ ha of production and protection forests
- Production, promotion and sales of forest-based products and services:
 - Wood and firewood
 - Potable water filtration
 - C-sequestration
 - Protections against soil erosion
 - Biodiversity conservation
 - Recreation

Value of services already sold: more than 1 Mln Euro
 1st case in the world of forest certification of ecosystem services according to FSC standards

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Several studies and reviews

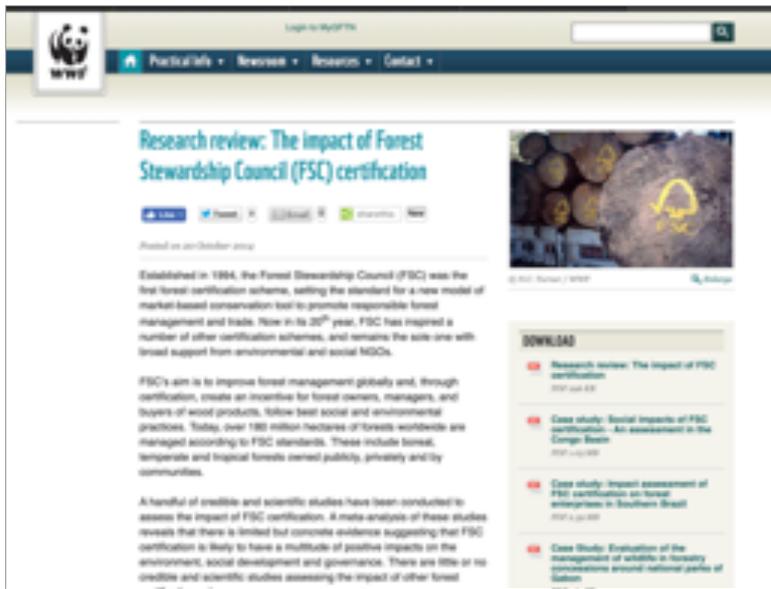
FSC reflected in scientific and professional literature
Literature study on the outcomes and impacts of FSC certification
Authors: Erica Di Girolami & Ben Arts

2018 Forest and Nature Conservation Policy Review
Authors: [unreadable]

Social impacts of the Forest Stewardship Council certification
An assessment in the Congo basin
Authors: Paulo César Cavalli, Edouard Essiane Momboko, Guillaume Lecomte, Anne-Françoise Moussette-Louis, Raphael Tsanga, Robert Nani, Sam Nkongol Kassa, Pauline Fombe Taki-Essadi, Phoca Roukine Mpagano, Rigbi Yemba Yemba

ENVIRONMENTAL IMPACTS OF FOREST CERTIFICATIONS
Qualitative Literature Review of Available Research on the Environmental Impacts of the Forest Stewardship Council (FSC) Certification Scheme and the Progression for the Enhancement of Forest Certification (FSC) in the Rural, Transition and Tropical Regions





<http://gftn.panda.org/?2231170/Research-review-The-impact-of-Forest-Stewardship-Council-FSC-certification>

TESAF Transboundary Ecosystem Assessment Framework

Some examples (1/2)

- “[in the Congo Basin] *the presence of a FSC certified [forest] is consistently associated with **better working and living conditions***” (Cerutti et al., 2014)
- “*FSC has **unequivocal strong positive effects on species richness*** (Putz et al., 2010 ; Burivalova et al., 2017; Sollmann et al., 2017), *and **bird species*** (Putz et al., 2010; ForCES, 2017) [...] *PEFC shows moderate positive impacts for mammal richness* (Polisar et al., 2017)” (Di Girolami and Arts, 2018)

Some examples (2/2)

- **Access to market** for certified products identified in several cases, premium prices more debated (Karman, 2009)
- “[in North America] *the impact of forest certification on firm financial performances depends on who grants the certification, since only industry-led certification schemes [...] are penalized by financial markets, whereas non-governmental organizations-led FSC certification is not*” (Bouslah et al., 2010)

...gaps & failures have been detected too

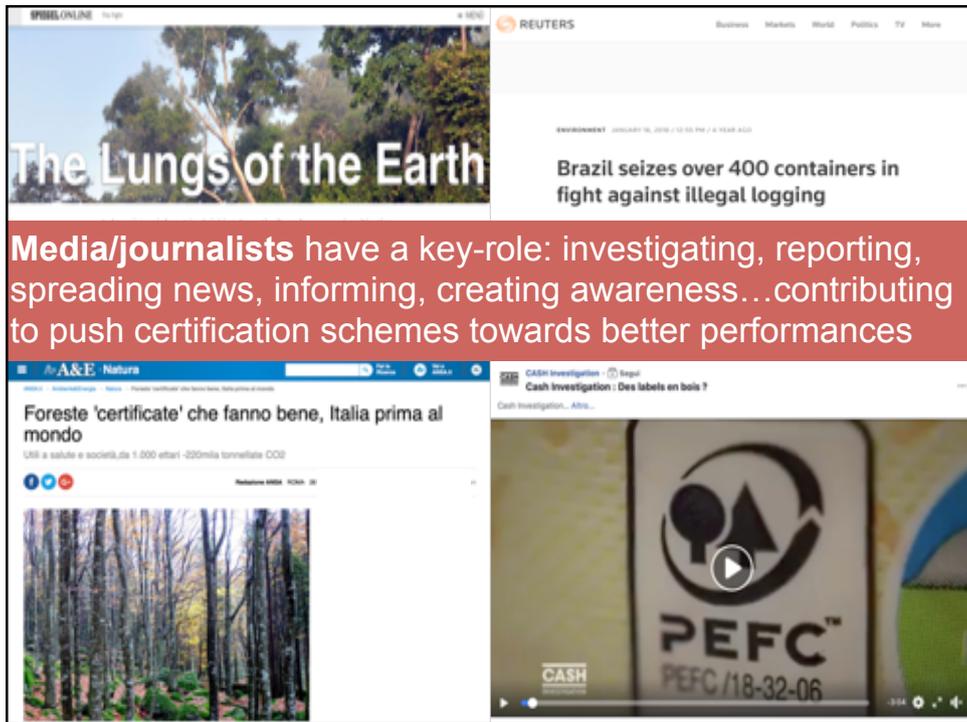


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Final considerations

- CSR tools (incl. **certification**) in forestry **booming** in the last decades
- Positive **impacts** achieved, but **still gaps/ discrepancies** (e.g. geographical distribution)
- Possible links with **other policy tools** (e.g. procurement policies, illegal logging normative tools...)
- **Not just wood**: forest certification and CSR tools broadening their spectrum/scope (NWFPs, ecosystem services, other commodities...)
- Forest certification **schemes matter** (synergies, similarities, differences)



Media/journalists have a key-role: investigating, reporting, spreading news, informing, creating awareness...contributing to push certification schemes towards better performances



Robust, reliable, transparent forest certification schemes can effectively contribute to the achievement of the Sustainable Development Goals

A cross-cutting call to responsible forest management