



# FOREST CERTIFICATION IN ASIA PACIFIC

**From Forest to Furniture:**  
New Green Market Opportunities for China  
12-13 September 2001, Shanghai



# World Wide Fund for Nature

## Who we are

World's largest conservation organisation

- Over 3,000 professional staff with offices in 47 countries & associates in 5 others.
- 4.7 million members in 90 countries.

## Our goal

To stop, and eventually reverse, the degradation of our planet's natural environment, and to help build a future in which humans live in harmony with nature.

**asia-  
pacific**

# **Forest Futures**



**A regional initiative to achieve  
sound use of production forest in  
Asia and the Pacific**



# Presentation outline

- 1. Asia Pacific forests and trade in a global context**
2. What's at risk
3. Introducing forest certification
4. Status of certification in Asia Pacific
5. What certification offers



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# Biodiversity loss – Asia Pacific

Wildlife habitats - about **two-thirds** destroyed





## Biodiversity loss – Asia Pacific

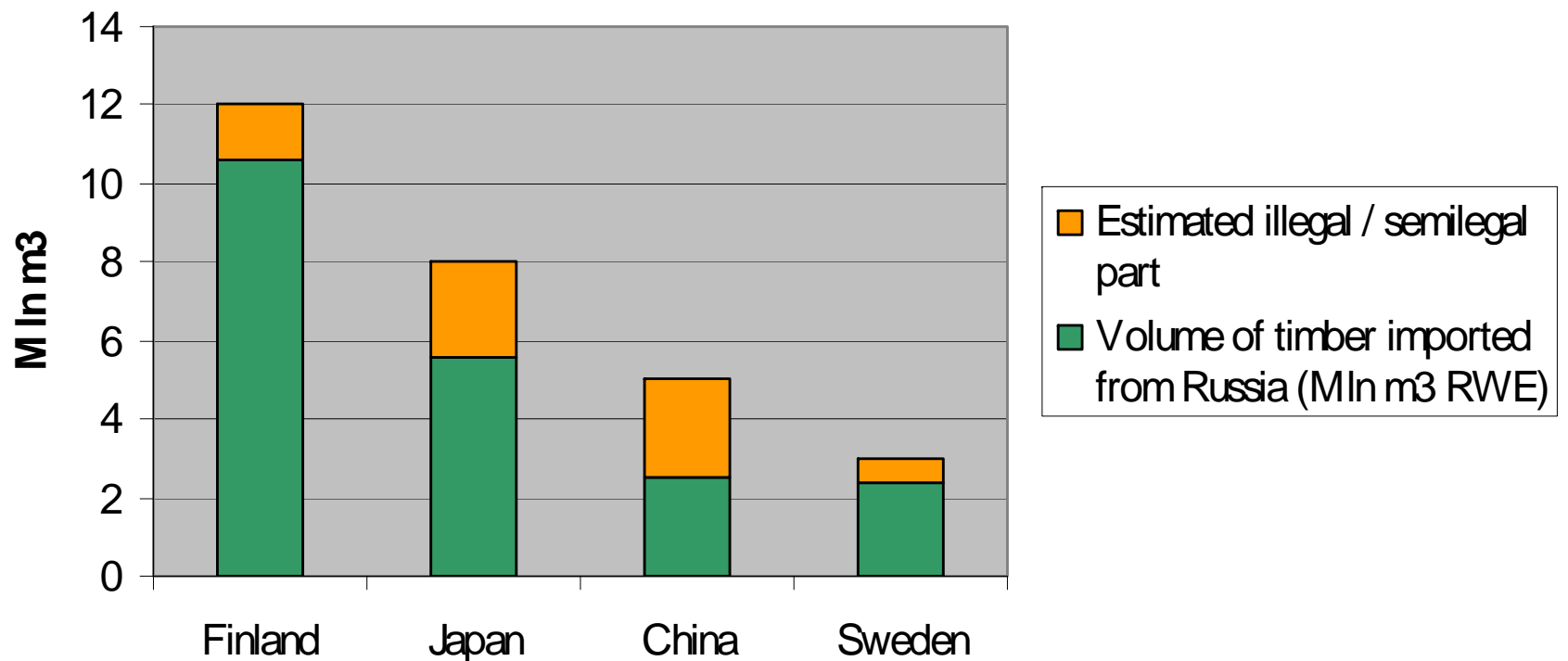
Dry forests – **73% lost**, Moist forests - **69 % lost**

Wetlands, marsh and mangroves - **55 % lost**



## Legality of timber exported from Russia

**Total export from Russia in million m3 (Roundwood Equivalent) in 2000 and legality of origin**







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# What is forest certification

A process that leads to the issue of a certificate by an independent party, which verifies that an area of forest is managed to a defined standard.





## “Credible” certification

- Stakeholder definition & acceptance of standard.
- Standard compatible with globally acceptable principles that balance economic, ecological & social objectives.
- Independent & credible verification with reporting of results to stakeholders.



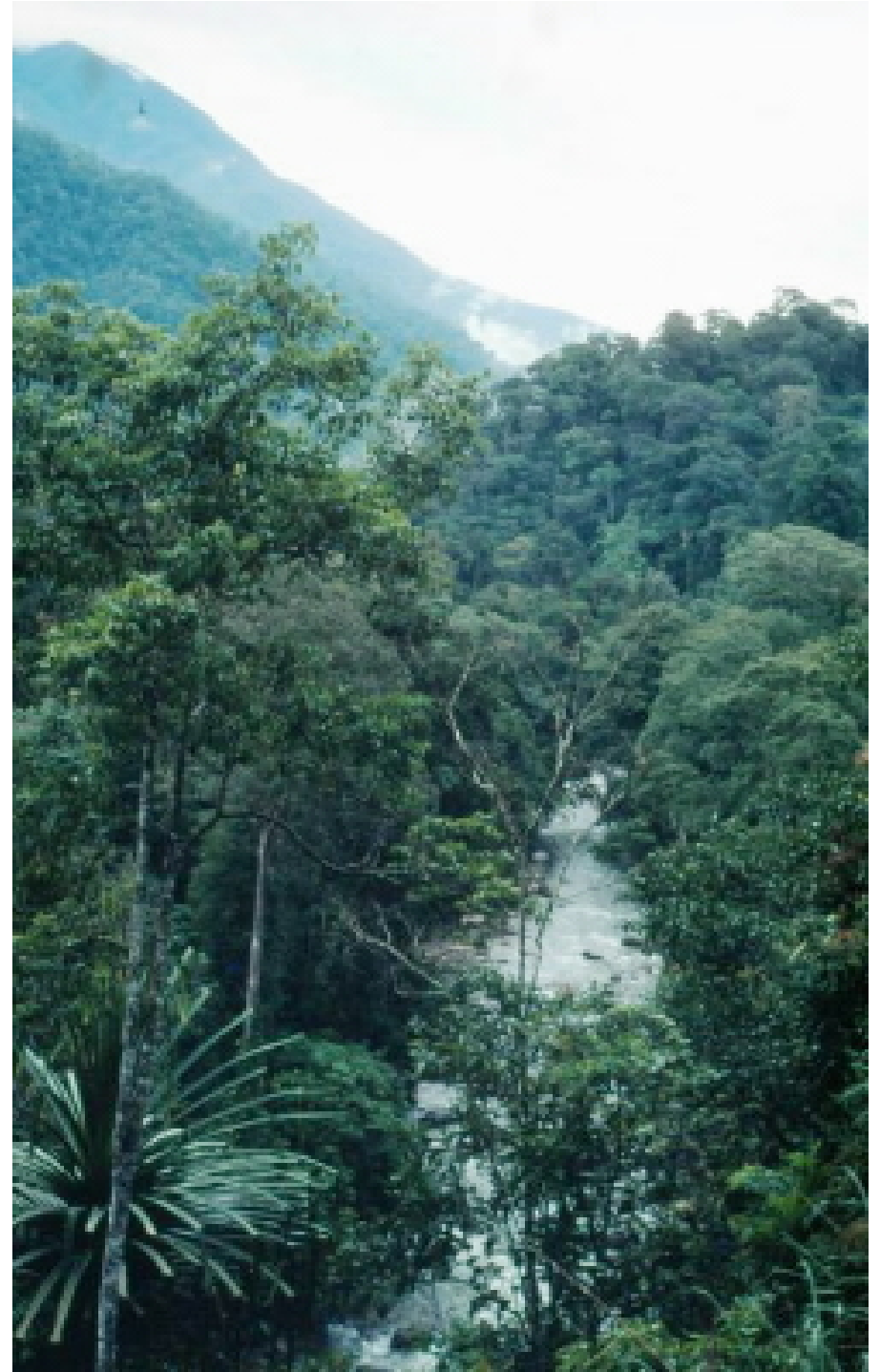
## The market link

- A label warrants that the timber or wood product originates from well managed forests.
- Companies in the supply chain hold chain of custody certificates so that the label can follow the wood from the forest to the finished product.





A policy-making tool?





## Convening stakeholders to make policy advances

*Crucial to the development of the UK Woodland Assurance Scheme has been the spirit of partnership between key forestry, social and environmental interests. This gives the UKWAS both authority and credibility.*

Peter Wilson, Executive Director  
UK Forest Industry Council

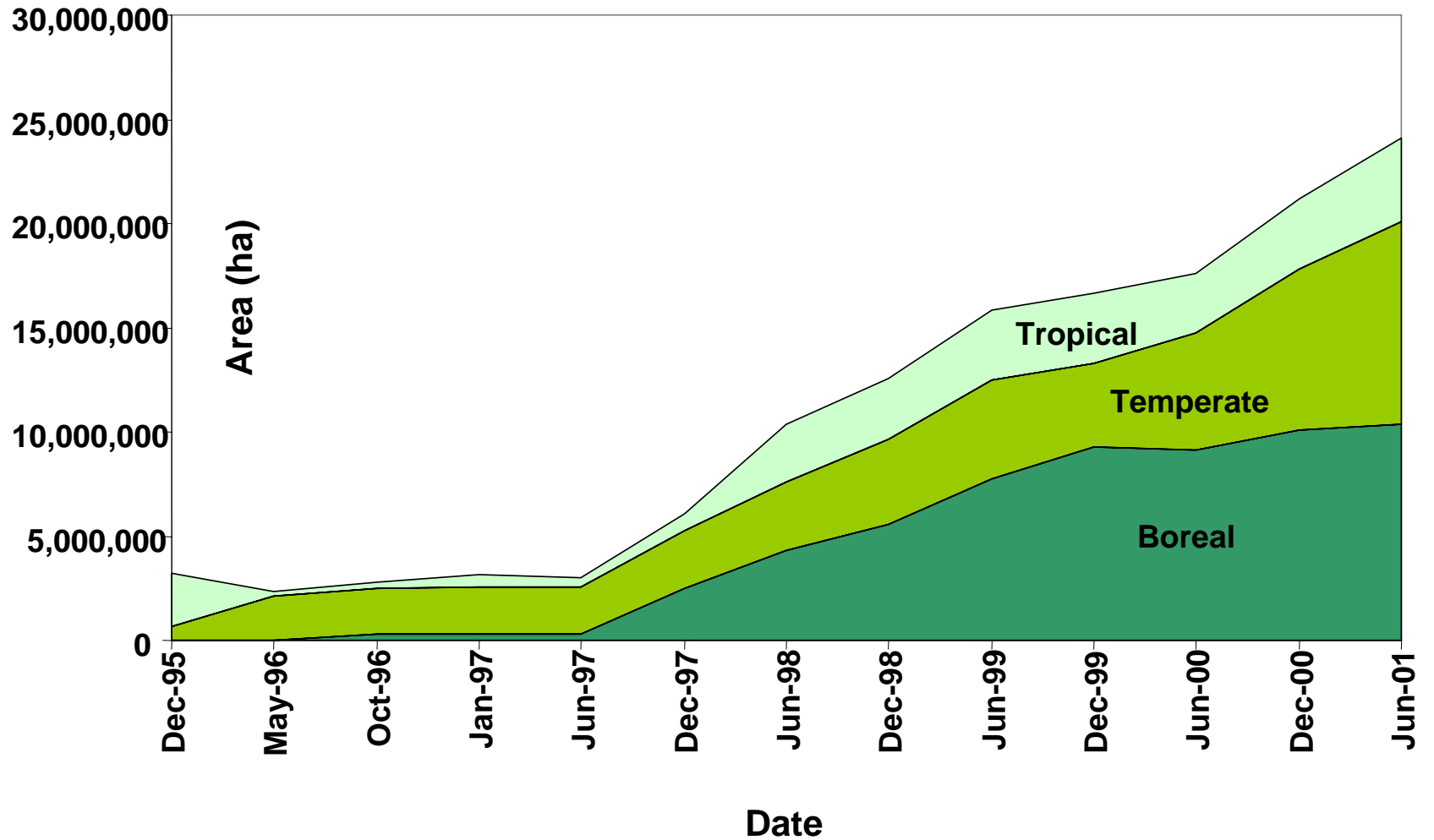


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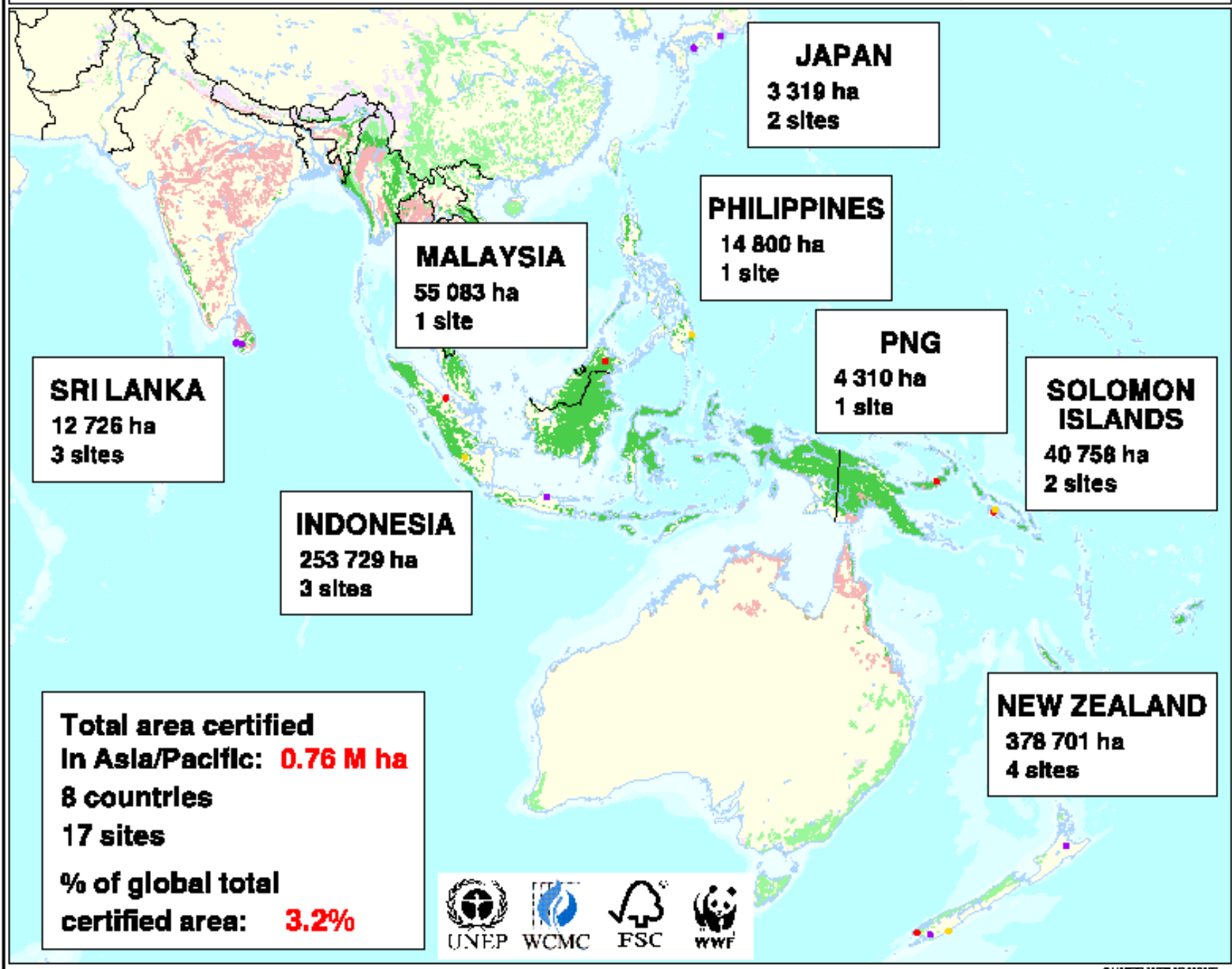


# Growth in area of FSC-certified forests 1995-2001





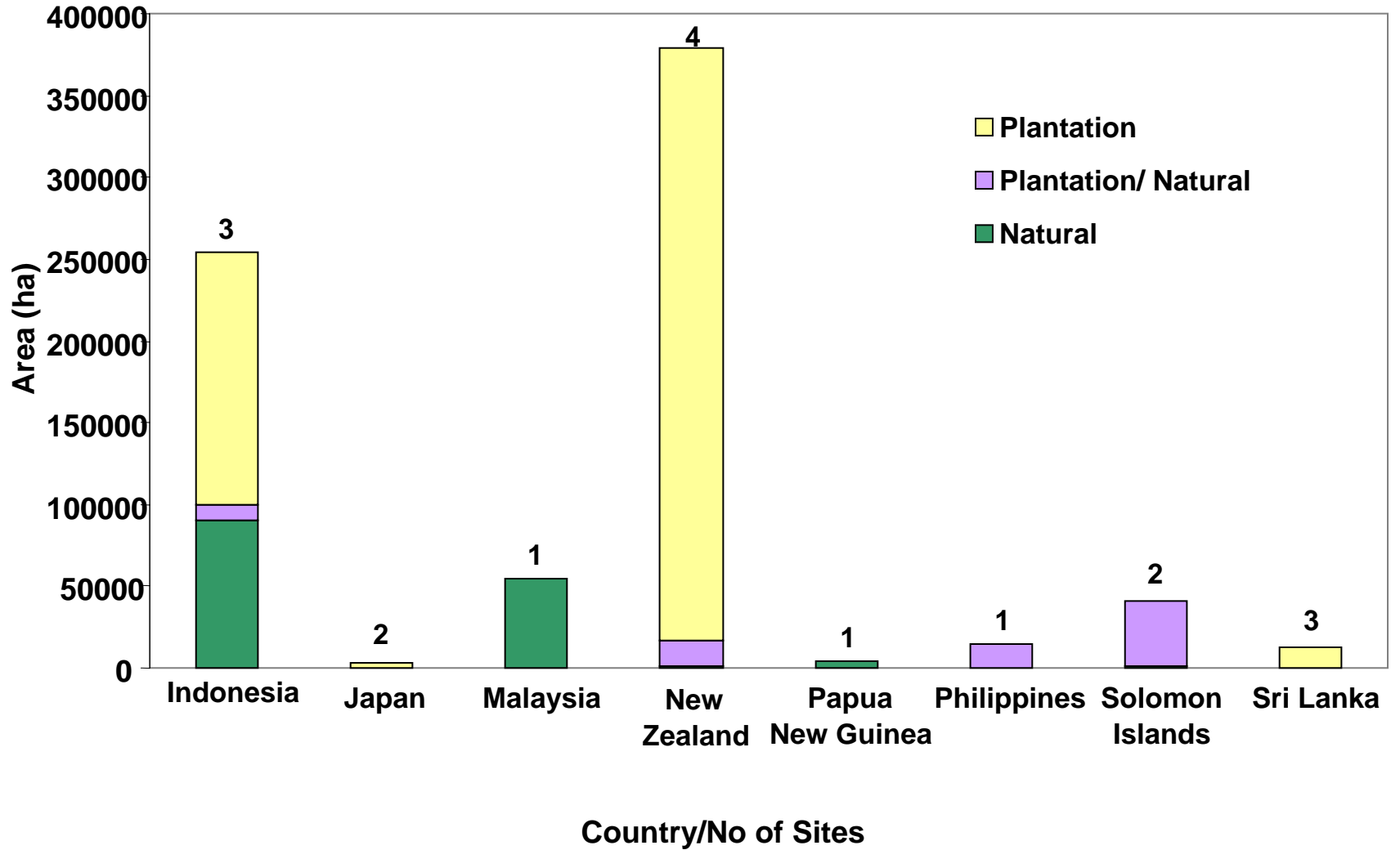
# CERTIFIED FOREST SITES IN ASIA/PACIFIC ENDORSED BY FSC, 30 June 2001





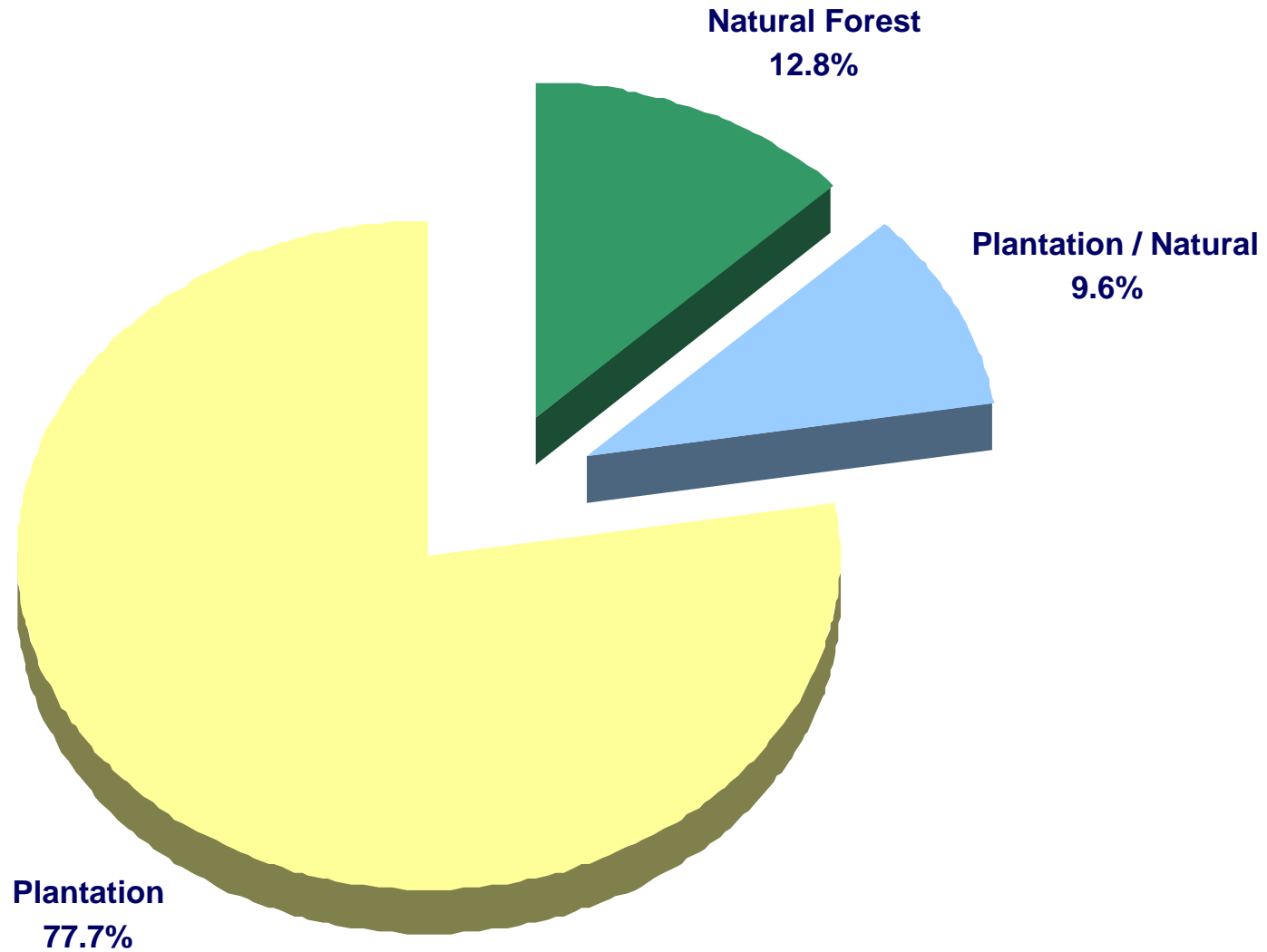
# Distribution of Certified FSC Sites by Country

(30 June 2001)





## Asia Pacific - % Certified Area by Forest Type





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# A market incentive for responsible forestry

Market signals from Europe and North America  
– legal, then certified

The challenge: building demand for certified  
products in NE Asia



# An investment screen



# A management tool

-



*“It’s like getting a healthy forest physical “*

John Cashwell of Seven Islands Land Company  
in Maine, USA





## Better management at less cost to the public purse

*We have long argued against stifling governmental regulations. But certification may provide the internal desire for industry to voluntarily achieve results that regulations ... rarely accomplish.*

B Howe of Collins Pine, USA



Can apply to  
Non-timber forest  
products





# Challenges

- Bridging the gap where tropical producers genuinely want to improve their performance

*producer support groups  
Tropical Forest Trust*

- Making certification feasible for small-scale and community forestry

*group certification  
PNG Ecoforestry Forum*





## What the global forest industry should expect from conservation groups in the future

1. NGOs will protest loudly if Government and industry try to decide the *rules of the game* behind closed doors
2. Most seasoned NGOs are willing to go beyond protest to solutions-oriented dialogue
3. NGOs will focus on creating demand for green timber and fibre in NE Asia – first legal, then certified products
4. Some, but not all, NGOs are willing to create breathing space for tropical producers who genuinely want to improve their performance

