



FSC – Connecting you to the forest

Sergio Madrid Nov / 2011

Forests “an environmental issue”

- Area the size of Belgium lost every year
- 5% per cent of the world's rainforests is lost each decade
- 100 species disappear each day
- 25% of the world's mammals and 11% of bird species are at risk of extinction
- 20% of carbon emissions come from deforestation



Forests “a social issue”

Over 90% of the 1.2 billion people living in extreme poverty depend on forests for some part of their livelihoods.

World Bank



Important per cent of forest land are own by communities:

China	55%
Peru	33 %
México	80%
Colombia	46%
Papa New Guinea	97%
Brazil	13%
Bolivia	35%

Forests “an economic issue”



Boycotts and campaigns have influenced perceptions of forest managers and impacted markets for all forest products



Forest managers need to demonstrate they are sustainable, legal and that they address climate change

Forests: “A Consumer issue”

- Consumers organizations are demanding sustainable products, they do not want to consume forest products that come from deforestation, neither from forest degradation.



Forests: A legal and political issue

- *US Lacey Act* and *EU Due Diligence* legislation now require companies to prove their wood is legal
- Agreements between governments to address illegal logging and associated trade
- Forests increasingly recognised in political debate about environment, biodiversity and climate change



FSC Vision



The world's forests meet the social, ecological, and economic rights and needs of the present generation without compromising those of future generations.

What is FSC

- **The Forest Stewardship Council (FSC) is an international non-profit membership organization established in 1993 to promote responsible management of productive forests.**
- **Through a global network, FSC works with stakeholders around the world to set forestry guidelines that include essential social and environmental criteria.**
- **These guidelines are adopted in managed forests worldwide through the process of FSC certification.**

Realizing FSC vision through

- **Setting standards** that reflect principles for responsible forest management
- An **accreditation/certification system** that monitors adherence to FSC standards
- A market-oriented **product labelling** system that rewards responsible forest managers



FSC – A truly global network

- **Over 800 members of FSC International in 70 countries**
- **21 National Offices around the world**
- **Over 1000 Forest Management Certificates in 81 countries**
- **Over 20,000 certified companies in the supply chain in 105 countries**
- **Over 140 millions hectares of forest certified**



Why FSC is considered highly credible

- ✓ Certificate Holders are controlled annually through Certification Bodies
- ✓ Accreditation of independent 3rd party Certification Bodies
- ✓ Annual controls of Certification Bodies through ASI
- ✓ FSC is endorsed by **GREENPEACE** and many other civil society associations worldwide, like:



Economic power of the world's forests

FSC Product Types

- Bamboo
- Board
- Charcoal
- Cork
- Essential Oil
- Packaging
- Paper
- Pulp
- Rubber
- Wood



Supply Chains

FOREST MANAGEMENT



CHAIN of CUSTODY



RETAIL



The industry sectors FSC works with

- Timber Products / Construction / DIY
- Pulp
- Paper
- Publishing
- Retail
- Hospitality
- Finance
- Transportation
- Packaging
- Telecommunications

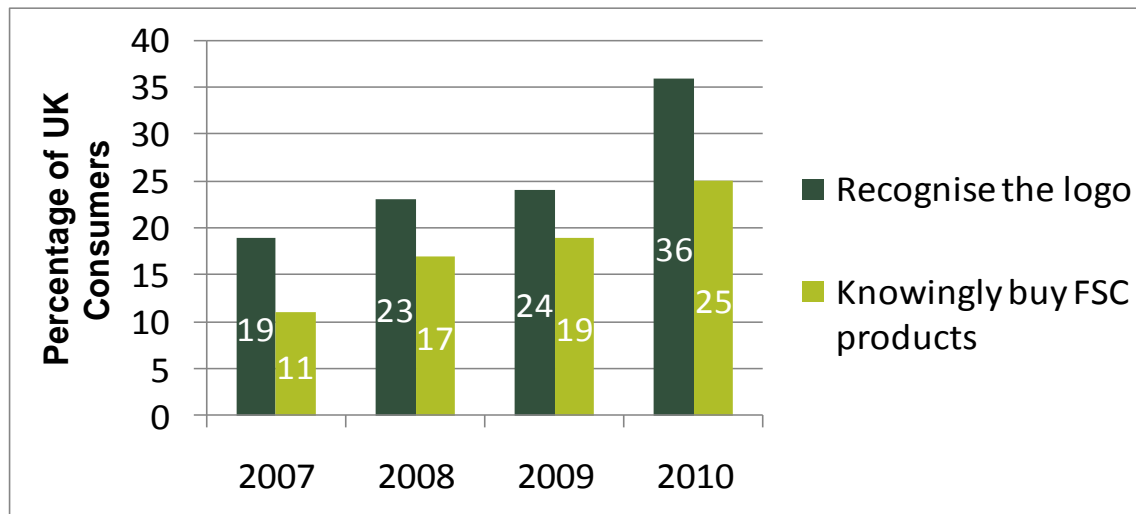


FSC Market demand

- Massive market penetration of FSC in paper and packaging
- Good awareness in certain markets regarding construction and housing
- growing market in solid wood and non timber forest products,



The business value of the FSC Label



Recognition of the FSC Label

- ✓ Germany: A survey with visitors of a DIY store shows a recognition of the FSC Label of 42%
- ✓ 25% of UK customers knowingly buy FSC labelled products
- ✓ Passive recognition of the FSC Label in Scotland has grown to 45% in 2009
- ✓ In Switzerland, the recognition of the FSC Brand amongst private consumers amounts to 67% / 24% (prompted/unprompted)



Market drivers

Private procurement policies

- Retailers, publishers, banks manufacturers
- Economic benefits
- Corporate image
- Stakeholder/NGO pressure

Public procurement

- Government policies
- Green Building

Growing consumer awareness



Garrefour



Kimberly-Clark



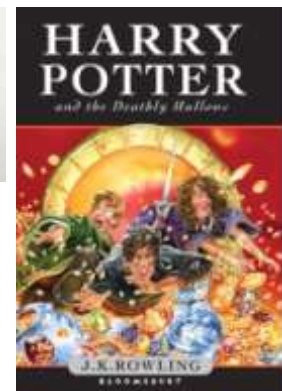
maxeda



HSBC Corporate Social Responsibility Report 2005



HSBC
The world's local bank



Think FSC !

- Be Responsible – specific building materials from responsibly managed sources
- Ask and lead – ask your suppliers to provide FSC certified wallpaper
- Contribute positively – choose FSC certified furniture and protect biodiversity and natural habitat
- Use Natural – wood is a renewable and sustainable material
- Be creative – use other forest products like cork in creative ways
- Be legal – use FSC certified flooring and don't be caught using illegal timber
- Do more – think about using FSC certified products such as timber picture frames, kitchens, work surfaces



FSC IC
Forest Stewardship Council
International Center

www.fsc.org

Sergio Madrid
smadrid@prodigy.net.mx
www.mexico.fsc.org