

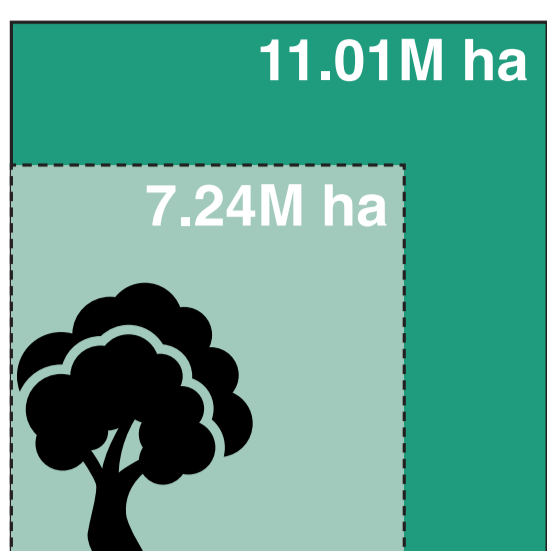
New Approaches Results

as of 31.12.2020



Outcome: To make it easier for smallholders and communities to access certification and markets.

Output:

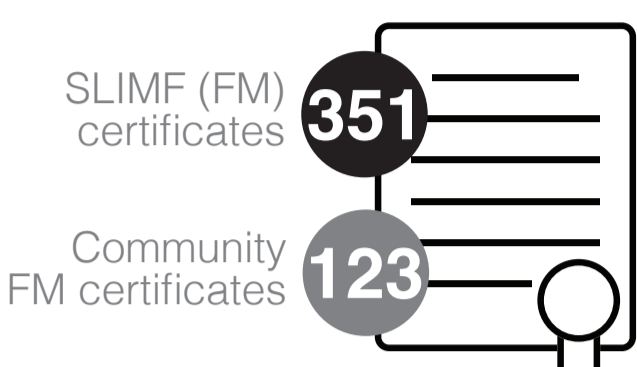


+52%

increase in FSC certified area owned or managed by smallholder and/or communities

x2

More than double the original commitment of 20% growth by 2020



17%

average growth in forest management (FM) certificates issued

Activities:



PROJECT STREAM 1

Policy solutions

Build on existing work, and propose innovative ideas and concepts

18 Initiatives 25 Countries

Types of initiative



38%

of engaged participants were smallholders

Actively engaged

14 Certificate holders

8 Certification bodies



PROJECT STREAM 2

Market development

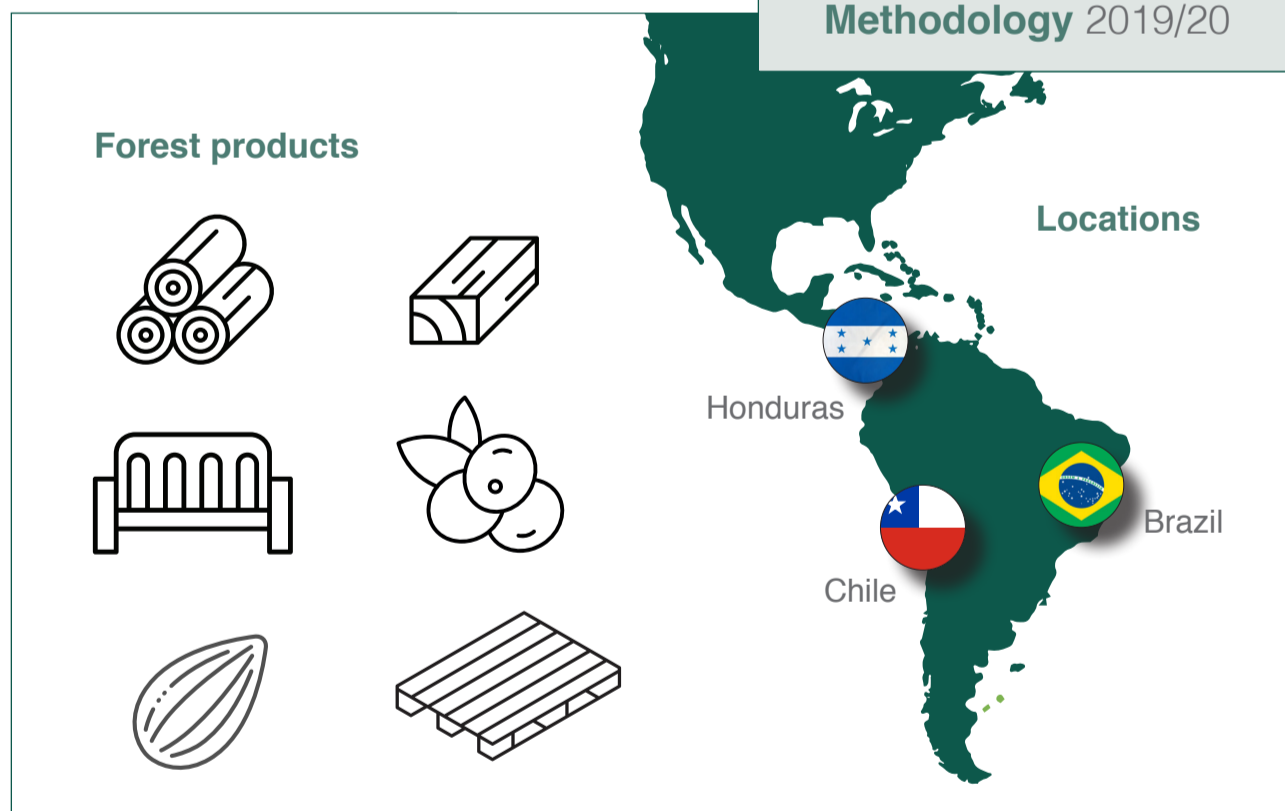
Increase market access, raise market share and empower smallholders and communities to find solutions

4 Tools tested 21 Countries

- including:
1. Market access and development plans 2015
 2. Business cases 2017
 3. The Good Wood Program 2017

We are now focused on:

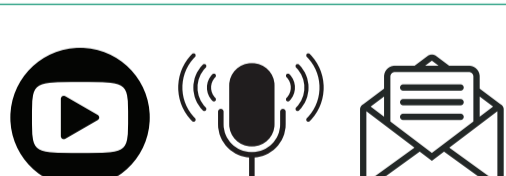
4. Collective Impact Methodology 2019/20



PROJECT STREAM 3

Enablers

Engage, communicate, fundraise and ensure new tools are developed with the culturally appropriate participation of smallholders and communities



8

communications channels

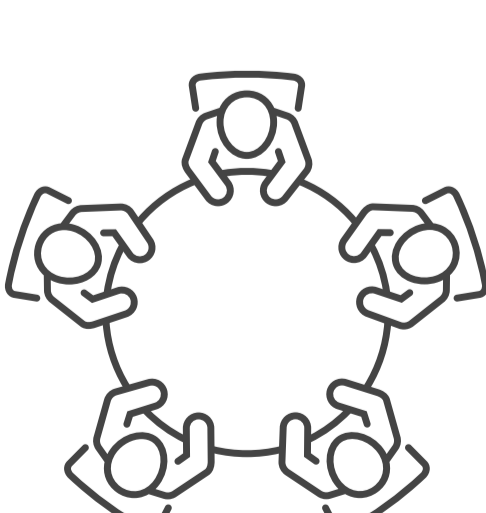
including factsheets, infographics, newsletters, podcasts and videos

30

New Approaches events

19

countries



1,300+

participants

30%

of participants were smallholders

€815,000

secured in fundraising between 2016 and 2020