



# Sustainable Timber Action in Europe



**3rd Annual Meeting of the FSC Network of European Smallholders**

*Alessandro Leonardi – Project coordinator at COPADE*

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*Pontevedra, Galicia, Spain*

## STRUCTURE OF THE PRESENTATION:

- 1. Background information**
- 2. Main project goal**
- 3. Main project activities**
- 4. The team and associates**
- 5. Opportunities for SLIMFs and community forests**
- 6. Conclusions**

## BACKGROUND:

The project is an initiative resulting from the collaboration between **FSC-Italy** and two awareness raising campaigns promoted by:

### ICLEI

Local Government for Sustainability

### Fundación COPADE

Comercio Para el Desarrollo

**Procura<sup>+</sup>**

Sustainable  
Procurement  
Campaign



## THE MAIN GOAL

To **raise awareness among EU public authorities** on link between sustainable public procurement (SPP) and **development problems of people living in and depending from forests.**

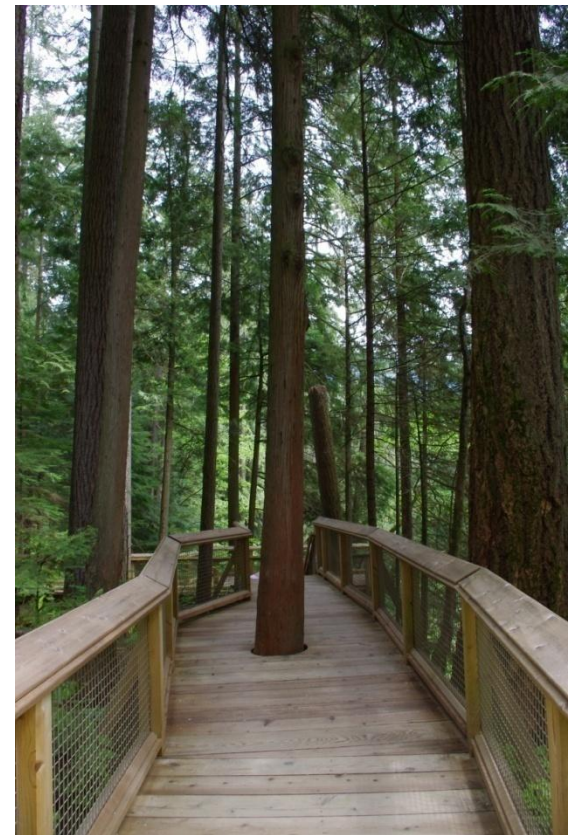
### How?

Promotion of FSC and Fair Trade/community certified (SLIMFs) forest products in public procurement policies and practices.

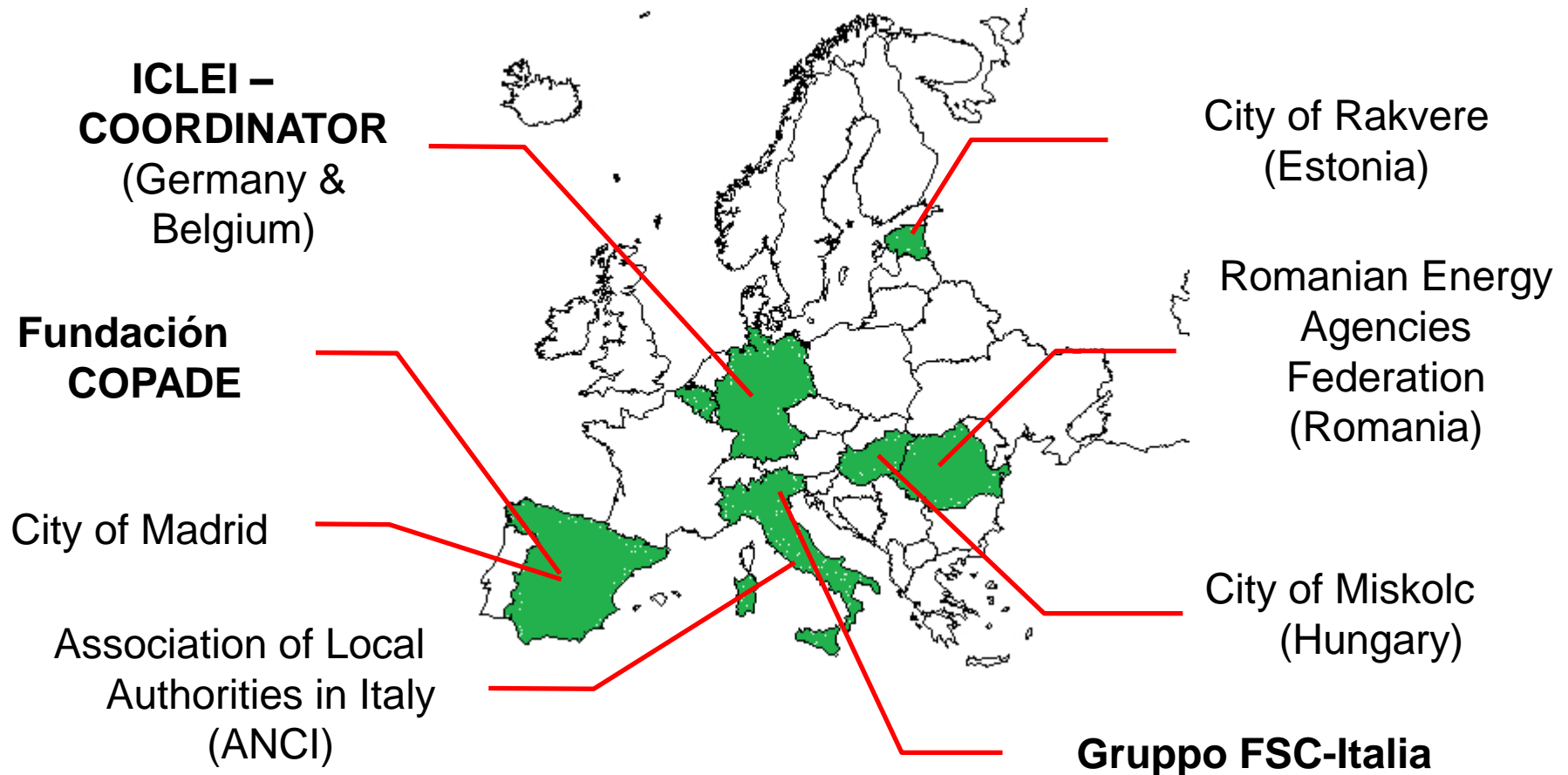
**750.000 € total budget - 30 month - until september 2013**

## WHY PUBLIC AUTHORITIES & FORESTS PRODUCTS?

- PAs: **15%** of the timber and paper sold in Europe [**market opportunity**]
- PAs: can give good example to the private sector and consumers [**drivers**]
- PAs can mobilize greater support for actions to promote timber as sustainable material and sustainable forest management (*e.g. financing development cooperation projects in forestry sector: FSC, PES, Fair Trade*).



## THE TEAM: 8 partners – 7 countries

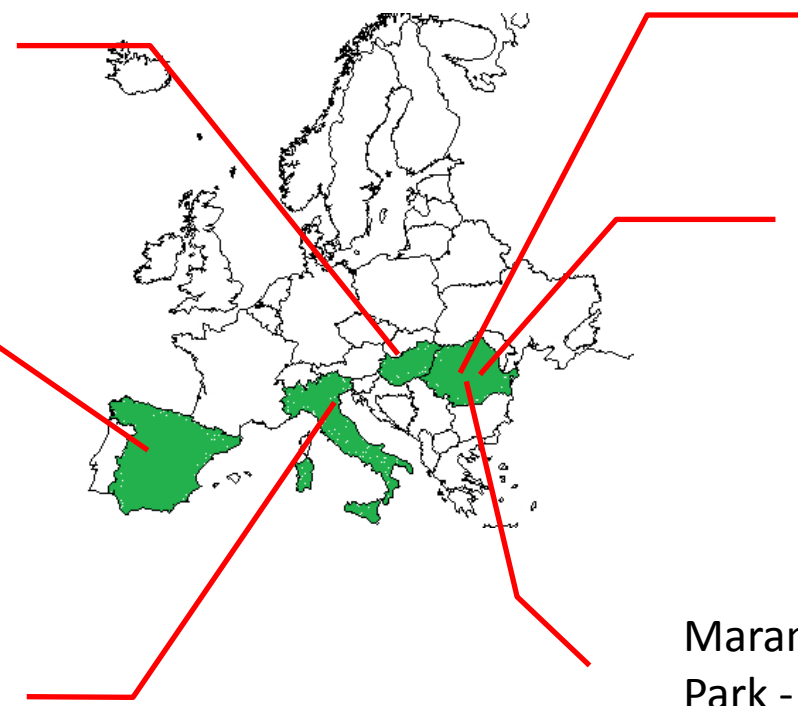


## ASSOCIATE PARTNERS in EU:

Protect the Future  
Association - **Fair Trade NGO**

**IDEAS – Fair Trade  
Importer**

LEAF Department,  
**University of  
Padua**

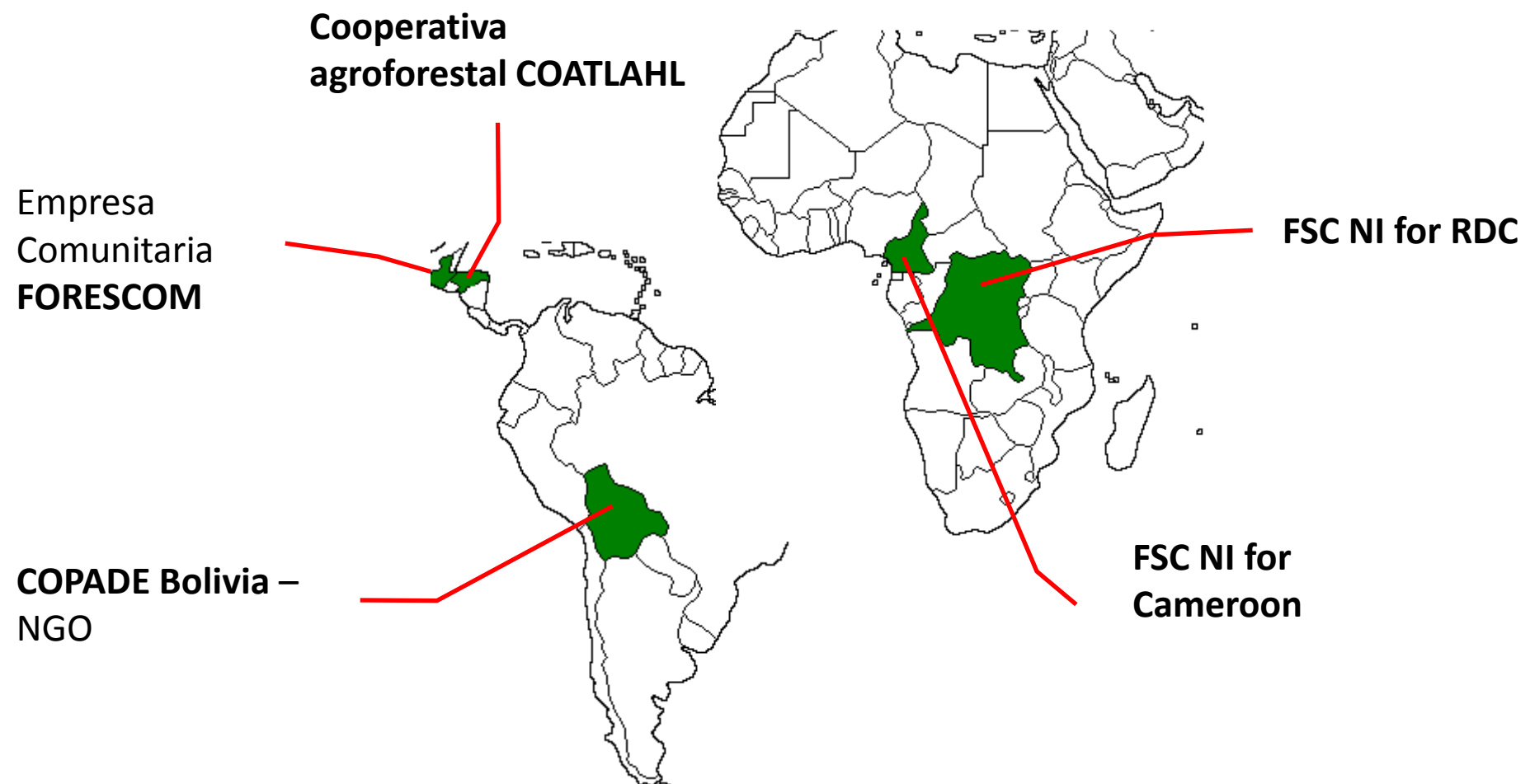


**Maramures Forestry  
Directorate**

Alba County **Forests  
Administration**

Maramures Mountain Nature  
Park - **National forestry body**

## ASSOCIATE PARTNERS at international level:



## MAIN ACTIVITIES & OPPORTUNITIES FOR SMALLHOLDERS

### TOOLKITS:

- **Guidance for public procurers** through the development of a toolkit on how to set up public procurement policies and purchasing practices for fair and sustainable forest products (how to facilitate access to public tenders for SMEs);
- **Guidance for producers and buyers** on how to integrate fair trade and forest management certification to improve their management and trade practices

## MAIN ACTIVITIES & OPPORTUNITIES FOR SMALLHOLDERS

### INFORMATION, EDUCATION, DISSEMINATION AND SYNERGIES:

- Twinnings (SMEs – City), several round tables between SMEs and local authorities, 2 major conferences (Brussels & Madrid), etc.
- a web page section dedicated to the promotion of FSC community forests/Fair Trade and best practices disseminations on timber public procurement.
- **FSC training** in Estonia, Hungary and Romania for group of SME and SLIMFs; + 2 intensive **winter/summer schools for technicians**

## MAIN ACTIVITIES & OPPORTUNITIES FOR SMALLHOLDERS

### PUBLIC AUTHORITIES ENGAGEMENT

- Having public procurement tenders which require specifically for “responsible forest management”, fair & social criteria for forest products;
- Way of verifying compliance: FSC community label", FSC / Fair Trade, & equivalents.
- Engage at least 15 PAs and will educate or provide information to hundreds of them: toolkits and several seminars in EU

## CONCLUSIONS

- Sustainable Timber Action in Europe is a **great opportunity** to increase demand for FSC certified products originated from **SLIMFs and Community forests** in line with the **approved Policy Motion (53) to promote FSC certified products and local markets through government procurement**
- Will create **synergies** with on going promotional initiatives such as Madera Justa and other labelling initiatives (Community label and dual FLO/FSC project).
- The project team will welcome your participation and insights!



# Madera Justa

*Promoting north-south cooperation*

3rd Annual Meeting of the FSC Network of European Smallholders

*Javier Fernandez- Director General Copade*

*Alessandro Leonardi – Project coordinator at COPADE*



*Pontevedra, Galicia, Spain*

## STRUCTURE OF THE PRESENTATION:

- Background on Madera Justa Campaign**
- Partners and associates**
- An example of north - south cooperation**

## FIRST STEP:

❑ **Madera Justa** campaign was launched by **COPADE** and **FSC Spain** in 2008

❑ It aims to enhance civil society, public and private sector awareness on purchasing timber products under both FSC and Fair Trade (FT) criteria.



## SOME DATES

❑ On March 14, 2008, the first alliance between FSC Spain and COPADE was signed by Elisa Pardo, executive director of FSC and Javier Fernandez, director of COPADE. The completion date of this campaign was agreed to be December 2013.

❑ On March 30, 2011, the campaign is ratified by FSC Spain president Félix Romero and Javier Fernández. The completion date is also ratified as December 2013.



## SOME DATES

☐ On April 6, 2011, the FSC Spain Board of Directors, approved the strategic lines of the campaign in order to continue working with Fair Timber for the next 3 years.

**LE8: Positioning of FSC Spain as NGO.** Spanish markets awareness regarding FSC products coming from developing countries as a development opportunity (**Fair Trade**).

A.8.1. To work on forestal and social aspects (**like fair trade** forestal products).

A.8.2. Spanish market and consumer awareness about FSC paper as a defender of the forestal products through campaigns such as *Fair Timber* (**Madera Justa**).



❑ On June 17, 2011 Félix Romero FSC Spain president, is supporting a project named

“Awareness campaign through Fair Timber Campaign to social, economical and Spanish political actors in order to promote collaboration at European level with a panel of Spanish experts to prepare a step indicator for smallholders and forest sector transformers that allows them to get a double wood certification standard (FSC + fair trade) in accordance with European standards regulation about illegal timber”

❑ This project also has the backing of the majority of associations of small forest owners in Galicia





Forest Stewardship Council  
FSC España

En Madrid, 17 de junio de 2011

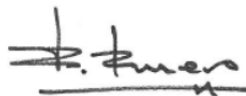
Estimados señores,

FSC España conoce el trabajo que la Fundación COPADE realiza a favor del comercio justo y el vínculo del mismo a los productos forestales.

A su vez, FSC España conoce la propuesta denominada "*Sensibilizar a través de la campaña Madera Justa a los agentes sociales, económicos y políticos españoles para promover una colaboración a nivel europeo con una mesa de expertos españoles para la elaboración de un sistema de indicadores Paso a Paso para pequeños propietarios y transformadores del sector forestal que les permita conseguir un doble estándar de certificación Madera Justa (FSC + Comercio Justo) acorde con la normativa europea Illegal Timber Regulation*" presentado por la Fundación COPADE a la convocatoria de concesión de ayudas de la Fundación Biodiversidad 2011.

Consideramos que el proyecto será una herramienta clave para contribuir al desarrollo socioeconómico en las regiones forestales. En este contexto, por la presente le comunicamos que nuestra organización apoya la ejecución del citado proyecto.

Reciban un cordial saludo



Félix Romero Cañizares  
Presidente



# FSC Certification +



**FSC certification** guarantees a responsible forest management

# Fair Trade



**Fair Trade** contributes to enhancing manufacturers livelihood in developing countries.

## MADERA JUSTA:

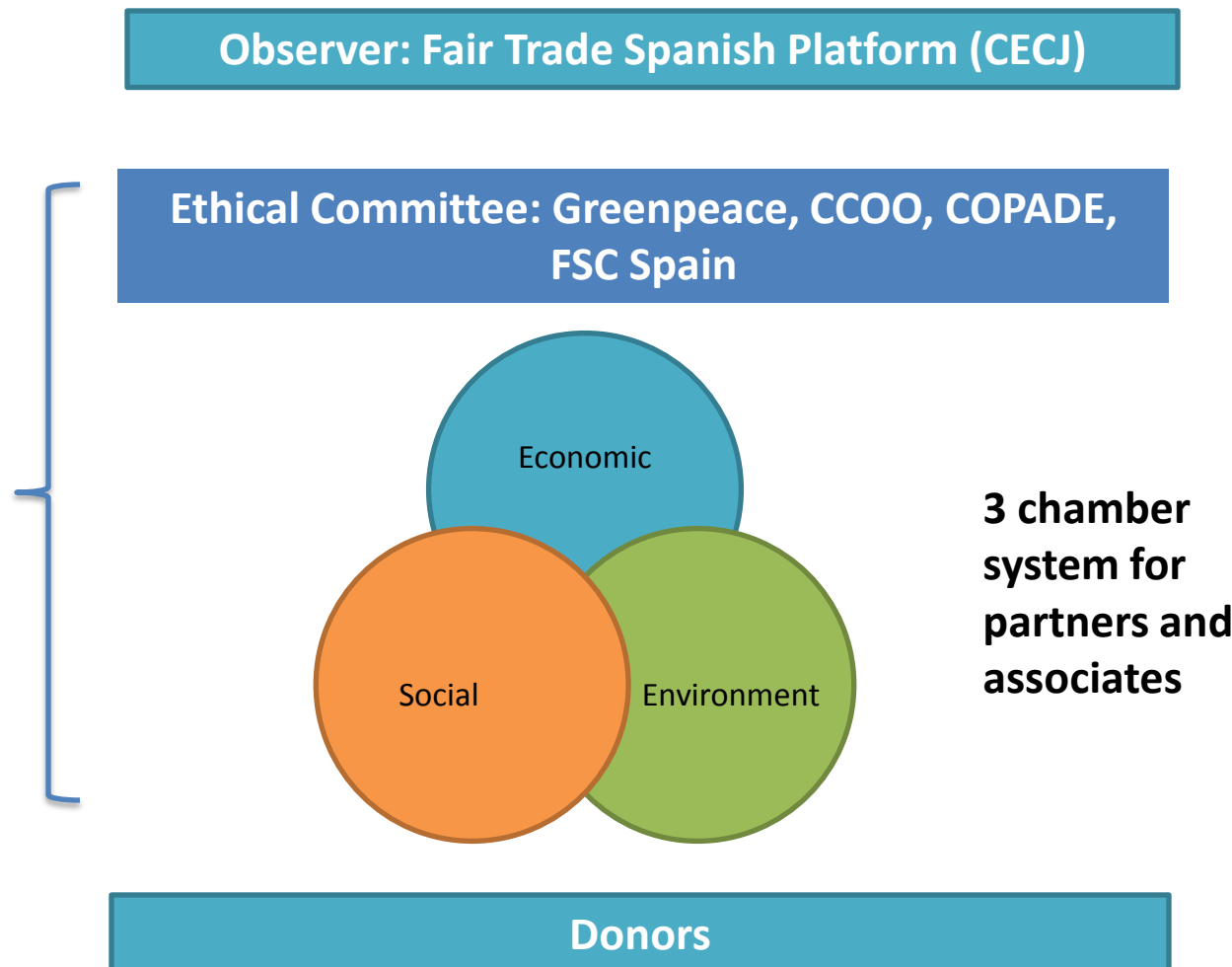
*"Madera Justa" (Fair Wood) identify timber that is FSC certified (source) and meets the Fair Trade principles (processing).*

In this way, both environmental and social quality is respected during the whole life of a timber product.

***Campaign Slogan: Good for the forest, good for everybody***



## OUR STRUCTURE:



## MADERA JUSTA IN A NUTSHELL:

- ❑ A working platform with **more than 40 partners and associates** who cooperate in development cooperation project
  
- ❑ A high level awareness campaign tailored to Spanish consumers, Local authorities, Private companies , Universities and schools, NGOs and civil society organization: **label high recognition**
  
- ❑ In 3 years the COPADE and campaign has worked with more than **2.500.000 € of budget**

## PRIVATE PARTNERS:

Annual fee: (100-3000 € year). Funds are invested in media and communication: joint promotion campaign/companies.

**Triodos Bank**  
Un banco donde cuenta algo más que el dinero.

**LEROY MERLIN**  
Da vida a tus ideas

**Social DECORACIÓN**

**BELLOTA**  
tu mejor ayuda.

**ADVANTIA**  
COMUNICACIÓN GRÁFICA

**KOAN CONSULTING, S.L.**  
TURISMO, AMBIENTE Y DESARROLLO

**STRUERE** proyectos urbanos

quiero salvar el mundo  
haciendo marketing

**factor CO<sub>2</sub>**  
carbon ideas

**cuatromuebles.com**  
tienda on-line

**Comercial PAZOS**  
"Bolsa PPS" —  
Maquinaria y herramientas para la madera

**José Rascón e Hijos**  
Carpinteros · Ebanistas

**El árbol de Corazón de María**

## NOT FOR PROFIT PARTNERS:

Engagement of other not for profit organization in campaigning and development cooperation projects



Other partners: ADESGAM, BAKEAZ, ECODES, EMAÚS, IDEAS, INSTITUTO JANE GOODALL, PROCLADE

## PUBLIC DONORS:

Creation of roundtables to get the donors in touch with smallholders forest owners from the south and the north



Fundación Biodiversidad

INGURUMEN, LURRALDE  
PLANGINTZA, NEKAZARITZA  
ETA ARRANTZA SAILA  
DEPARTAMENTO DE MEDIO AMBIENTE,  
PLANIFICACIÓN TERRITORIAL,  
AGRICULTURA Y PESCA

## NORTH – SOUTH COOPERATION – A WIN-WIN SOLUTION

- Southern and northern small forest owners faces similar problems: lack of market access, lack of premium prices;
- Economic crisis for small and big actors (retailers).
- We need to engage economical actors from the North and actors from the South in order to obtain Fair Trade products for the European markets.
- How fair trade producers can cooperate instead of be competitors with northern forest owners and processors?**



## A PROJECT EXAMPLE:

**Generate development for smallholders in central America through Fair Trade and FSC certification and the interaction with Spanish private sector**

- COPADE is the leader organization and AECID the donors**
- 6 partners in 5 countries
- Guatemala, Honduras, Nicaragua, Democratic Republic of Congo and Spain.
- 24 month running
- Total budget: € 727.319,00**

## A PROJECT EXAMPLE:

1. Asociaciones de carpintería de Chinandega y León
2. Asociación ACARPET
3. Cooperativa FORESCOM
4. Talleres artesanales APROMAH
5. Cooperativa COATHLAL



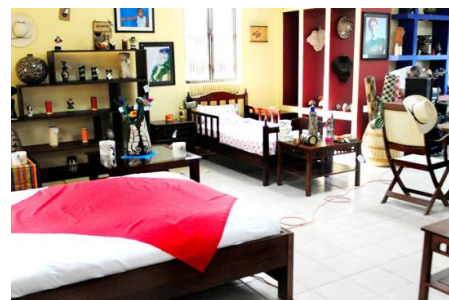
Timber coming from South producers and Spanish small forest owners



1. CONFEMADERA
2. BELLOTA HERRAMIENTAS
3. LEROY MERLIN ESPAÑA
4. INSTITUTO EUROPEO DE DISEÑO IED
5. QUATRO MUEBLES
6. COMERCIAL PAZOS



FSC certified timber product with timber coming from tropical and local forest with Fair Trade criteria. Part of the production is finalized in Spain.



# Thank you for your attention!

## CONTACTS:

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