



News+Notes

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Chain of Custody Review: Pilot Test Outcomes Update

FSC's chain of custody and labelling requirements are under review to remove blockages in the system and strengthen the integrity of the FSC promise. The chain of custody review aims to define clear and simple promises of the FSC trademark with on product communication (labels) and the Chain of custody (CoC) standards. These proposed changes will have a significant effect on consumer awareness of FSC and demand for responsible forest practices worldwide.

As part of this review, FSC has been pilot testing its new draft standards and labels since July 2003. 35 companies manufacturing sawn timber, chip board, multi-layer flooring, pulp and paper and recycled products in Europe, North America and Brazil participated in the voluntary pilot tests with the involvement of six certification bodies.

Manufacturers were evaluated by the participating cer-



Sawmill in the Baltics
Photo: Sofia Ryder

tification bodies against the draft chain of custody standards. If the standards were met, a one-year certificate was awarded, granting the company use of the new FSC on product labels for that period.

Highlights from the pilot tests include: Positive reactions from the market on new labels with more com-

panies applying FSC labels to their products.

Introduction of an 'FSC credit' option in addition to the existing 'threshold' system for labelling certified products. First FSC 100% post-consume recycled paper entering the market place, with demand for products containing both recycled and FSC content already shown.

Increased willingness by companies to become involved in marketing and promotion of FSC products and companies are strengthening their systems to eliminate controversial wood from the supply chain.

Participating certification bodies and companies pilot tested the draft CoC standards and labels for chip and fibre material and products; sawn wood products; and assembled products. The draft standards included requirements for CoC and labelling of 100% FSC products, products linked to FSC through the "credit" system or meeting a minimum threshold for labelling ('Mixed' Label); Non-certified "controlled" wood in FSC product groups; and identifying and tracing recycled material.

A briefing of the Chain of Custody Pilot Test Outcomes is available from Sofia Ryder sryder@fscoax.org. More information at: www.fscoax.org/coc



FSC Trade Fair in Brazil: Meetings, Workshops, Business and more...

Encompassing one of the most important forest areas in the world, the largest area of FSC certification in Latin America and one of the most diverse markets for FSC products, Brazil has become a key country to find opportunities to improve forest management and build the market for FSC products. From April 15-17, 2004, the FSC certified products trade fair in Brazil will be an opportunity for people to meet and discuss different topics regarding these issues.

In other events occurring around the trade fair, FSC stakeholders will attend a meeting focused on issues related to plantations management from the Brazilian perspective, and FSC National Initiatives from Latin America will hold a strategic planning meeting.

Business round tables, workshops, side meetings and expositions will be part of this event, where people from Canada, Chile, USA, Finland, France, Germany, Holland, Peru, Romania, Spain, Sweden, Turkey, UK and Vietnam as well as

others countries will be presented. Workshops planned for these days include: markets for FSC certified products, opportunities for non-timber forest products, corporate responsibility, certified panels in the furniture industry and construction and eco-design.

In Brazil, over 500 thousand hectares of Amazon forest are FSC certified, certified products account for around USD 300 million. With predicted growth in certification, it is expected that this amount will increase to USD 1 billion by the end of 2005.

A wide range of certified products will be featured at the Certified Brazil Trade Fair, including garden furniture, furniture, plywood, veneer, blocks and glued panels, kiln dried lumber (species from the Amazon, pine teak and eucalyptus), decking, doors, window frames, flooring, charcoal, decoration items and cosmetic and medicinal products.

More information visit: www.brasilcertificado.com.br

FSC in Figures...

Total FSC certified area: 42,079,592

Information accurate as of: March 29th, 2004

Total Forest Management Certificates: 613

Total Chain of Custody Certificates: 3028

Currently FSC has Forest Management and Chain of Custody certificates in 74 countries.

Maps and data with updated figures regarding FSC certification can be found at <http://www.certified-forests.org> or <http://www.fscoax.org> under Communications Center.

This is a joint initiative developed by UNEP-WCMC in collaboration with FSC, the WWF Forest for Life Programme and GTZ.

Current FSC Consultations:

DOCUMENT	DEADLINES FOR COMMENTS
FSC-STD-40-005 Company requirements for controlling non- certified wood	May 1st, 2004
FSC-STD-40-001 FSC CoC draft standard for chip and fibre products	New draft due mid April, 2004
FSC-STD-40-002 FSC CoC draft standard for sawn wood products	New draft due mid April, 2004
FSC-STD-40-003 FSC CoC draft standard for assembled products	New draft due mid April, 2004
Report: Draft guidance on implementing FSC Principles 2 and 3	May 28, 2004. Available from Deborah Sue: dsue@fscoax.org

Upcoming Audits of FSC Accredited CBs for April 2004

FSC welcomes comments from interested stakeholders on the performance of the certification bodies or the certificate holders to be visited. Please send comments to the FSC ABU at accreditation@fscoax.org.

TYPE OF AUDIT	DATE	COMPANY AND COUNTRY
Eurocertifor Annual Office Audit	21st - 22nd April 2004	Eurocertifor, France
Eurocertifor Annual COC Audit	22nd April 2004	Fontmarty, France EUR- COC-020602

A Real Goal: Giant FSC Certified Chair serves as Goalpost for Football Match in the Netherlands

A distinguished person once said: "Football is not a matter of life or death - it's more important than that". And so are the world's forests, say FSC Netherlands.

As part of the third annual campaign to promote FSC in the Netherlands, FSC and WWF Netherlands, Stichting DOEN Foundation and 30 companies were in center-field on March 26th when they put a giant FSC certified chair as the net at the opening match between Fortuna Sittardia Combinatje (a Dutch football team with the same FSC initials) and Venlo (VVV).

A giant chair 3.6 metres high and 400kg in weight was put in place during the opening ceremony of the First League in Netherlands. The coach of the Dutch National Soccer Team, Dick Adyocaaat kicked a giant ball to score a ceremonial first goal as a symbol of supporting FSC certification. Dutch football celebrities such as Huub Stevens, Bert van Marwijk, Frans Körver, Mark van Bommel and Hans

Kraay also attended the opening ceremony.

For this year, the FSC Netherlands campaign consists of placing giant FSC certified chairs in four major towns in Netherlands: Amsterdam, Utrecht, Nijmegen and Groningen. The FSC certified giant chairs were produced with timber from *Paniculata* (Eucalyptus paniculata) from South Africa; *Massaranduba* (*Manijkara bidenta*) from Brazil; larch (*Larix decidua*) from the Netherlands, *Robinia* (*Robinia pseudoacacia*) from Hungary and yellow poplar (*Liriodendron tulipifera*) from North America.

As in the past two years, the FSC campaign is aimed at consumers to increase their recognition of the FSC logo. Over 30 companies are sponsoring this campaign, including major DIY retailers, timber importers and processors. FSC and WWF Netherlands will close the campaign at the end of April.

Source:
FSC Netherlands

New Head for the Accreditation Business Unit

The Forest Stewardship Council's Executive Director, Heiko Liedeker has announced that Alistair Monument has been appointed as Head of the Accreditation Business Unit. He has a wide experience as forester and auditor, and has worked with FSC since August 2001 and has been Acting Head of the Accreditation Business Unit since September 2003.

"We are very pleased to announce this new appointment and welcome Alistair Monument to this important role", said Heiko Liedeker. "We went through an inten-

sive process to take the best decision. We are now sure that we can successfully continue with the work plan for the FSC Accreditation Program as it develops legally, financially and organizationally".

Alistair Monument will continue to be supported in the management of the FSC Accreditation Programme by the accreditation business Unit team consisting of Katja Eisbrenner, Hubert de Bonafos and Achim Droste. In addition, a new Accreditation Officer is to be recruited.

Call for Nominations for Three New Members to the FSC Board of Directors

The Forest Stewardship Council is calling for nominations for three new members to fill three vacancies from 1st October 2004.

Candidates are requested to forward their nominations to the FSC Secretariat by 31st May 2004. Candidates must be either individual members of FSC or duly designated representatives of member organizations. Potential candidates should contact the FSC International Center or members of the FSC Board of Directors for further information on how to submit a nomination.

which represents the social, environmental and economic chambers interests.

The FSC Board of Directors will verify the eligibility of candidates and prepare the ballot in line with the statutory provisions.

Candidates must be available to carry out their duties as members of the FSC Board of Directors including attendance at FSC Board of Directors meetings from October 2004.

For more information, please contact Guillermina Garza at ggarza@fscsoax.org

FSC's members elect a nine-member Board of Directors,

Meeting on the Elimination of Controversial Wood from the FSC Supply Chain

A working group of 15 company, non-governmental organization and certification body representatives will attend a meeting on April 6th, 2004 in Bonn, Germany to provide technical input on system requirements for controlling controversial wood in FSC products.

With this input, FSC will further develop its requirements for excluding controversial wood sources currently outlined in a first draft standard which is now available for comment.

This standard will provide clearer requirements for certification bodies and certificate holders on how to keep wood that is illegally harvested, from uncertified High Conservation Value Forest (HCVF), from genetically modified (GM) trees, or from areas where traditional or civil rights are violated, out of the FSC system.

Sofia Ryder, FSC Policy Officer explains: "Non FSC certified wood from uncontrolled sources has been an area of concern for FSC for some time. These new requirements will provide clear, auditable definitions of the four 'controversial sources' and will provide system requirements that give a credible and auditable guarantee that a company

has eliminated such sources from its production."

The need to control 'controversial sources' continues to be highlighted by environmental organizations and forest companies alike. A recent report by WW, identified agricultural encroachment, illegal logging and over-harvesting of non-timber products as the main threats to protected forest areas.

Recommendations from the report include a call to respect the rights of local communities and indigenous people and to urgently address the key threats of illegal harvesting in protected areas. Progressive forest companies are also taking steps to keep these sources out of their wood supply.

The new FSC requirements will consider efforts already being made by organisations and companies and the new international resolve to eliminate illegal logging. They will also take into account efforts being made to identify and promote appropriate management of areas characterised by high conservation values.

For more information about CoC review, please contact Sofia Ryder
sryder@fscoax.org

South African Stakeholders Meet with the FSC Board of Directors

Prior to the 31st FSC Board of Directors meeting held in Sabie, South Africa from March 4-6, 2004, members of the Board of Directors met with national stakeholders in South Africa to listen to their views and concerns regarding forest management.

The meeting focused on issues related to plantations management from the South Africa perspective. Discussions included the responsibility of plantation companies regarding prevention and treatment of AIDS, the critical need to protect high conservation value grasslands and how the FSC system can contribute to the objectives identified in NEPAD (The New Partnership for Africa's Development).

NEPAD is a program of action for the development of the African continent conceived and developed by African leaders. It addresses key social, economic and political priorities in a coherent and balanced manner.

At the Board meeting, decisions relating to FSC's approach to labelling and CoC (as part of the current review process) were taken and approval of the FSC accreditation standards. The Board of Directors also adopted the ISEAL code of Good Practice for Setting Social and Environmental Standards. Adoption of the code will ensure that FSC procedures for standards development meet recognized international practices.

Job Opening for an Accreditation Officer

The FSC Accreditation Business Unit is seeking a dynamic individual to work as an Accreditation Officer in its team based in Bonn, Germany. The successful applicant will be responsible for the accreditation of national initiatives and forest stewardship standards as well as the accreditation and surveillance of certification bodies.

The full job description can be found on the FSC website www.fscoax.org. The deadline for sending applications is April 16, 2004. For additional information and application details contact Katja Eisbrenner, by e-mail accreditation@fscoax.org

The ProForest 2004 Summer Training Programme Is Now Open for Registration

The programme, to be held from July 12-16, will provide a range of up-to-date courses dealing with current issues for those involved in forest management, certification and sustainable natural resource management.

The courses will be held in Oxford, United Kingdom. For more information, please contact info@proforest.net or visit its website www.proforest.net.

Raising a Letter for the Forests... Writers of the World Saving Ancient Forests

Writers from different countries are working with Greenpeace to raise their letters (and their voices) to save the forests together with Greenpeace. A group of writers and publishers from Italy, Canada and Denmark have committed to publish and to encourage publishers to use FSC certified paper to preserve ancient forests.

Greenpeace has called upon writers from all over the world to act as spokespeople to raise awareness about the deforestation problem and to be proactive in asking that their books be printed on FSC certified paper or recycled paper.

Last year 45 leading Canadian writers, including Margaret Atwood, Michael Ondaatje and Alice Munro, asked to produce their books on FSC certified paper or recycled paper, the result: 1.5 million books were printed on friendly paper. Today, 32 Canadian publishers have made a commitment to use only environmental friendly paper.

This year, six of the largest Dutch publishing houses

will exclude the use of pulp which originates from the destruction of the world's ancient forests. Publishers De Arbeiderspers, Archipel, Balans, De Bezige Bij, Nijgh en van Ditmar and Querido are working together with Greenpeace to switch their supply to recycled and FSC certified pulp sources.

This marks the first time that the Dutch publishing world has chosen ancient forest friendly papers for its book production on this scale. Well-known Dutch Authors like J.J. Voskuil, Lydia Rood, Marion Bloem, and Charlotte Mutsaers are supporting the campaign.

International authors such as Irvine Welsh, Paulo Coelho, John Updike, John Irving, Hans Magnus Enzensberger and Elke Schmitter are published by some of the Dutch publishers making this commitment and will see their future books/reprints printed on 'Ancient Forest Friendly' paper.

Source: Greenpeace Italy, Greenpeace Netherlands

If you ask about the origin of the food you eat, why don't you ask about the origin of the timber that you are consuming?



WWF
Gefördert durch Forest Stewardship Council (FSC) www.wwf.de/for

You ask about where the meat, eggs and vegetables you eat come from, so why don't you ask about the origin of the timber you use? Using this tagline, WWF Germany launched a campaign in early March 2004 to increase the awareness amongst consumers of the importance of verifying timber origin.

Most of Germany's biggest magazines have asked for

the three posters that urge consumers to take care, not just of the food that they are consuming but, of the timber that they are buying. Der Spiegel, Stern, Focus, TV Spielfilm, Loop, Bunte, FHM, Stern Special Fotografie, Woman Shopping, Cinema and Brand Eins are some of the magazines that have joined WWF's campaign.

The campaign has already received some strong reviews: "[Developed] not by a brand company, but by an NGO ...an advertisement which is the best we have seen for long time." WWF and FSC Germany are working together to promote the ads in German DIY suppliers and to encourage them to use the ads to explain FSC.

Johannes Zahnen, WWF's Forest Policy and Corporate Corporations said: "We want to make FSC known as a brand in Germany and we are sure that we can do it."

New Poster to Promote Your FSC Certification

FSC-US has recently designed a new Public Service Announcement, suitable for printing as a poster or print advertisement. FSC certificate holders and members can order 'personalized' copies of this poster to show their company's affiliation with FSC.

To add a company's name, logo and contact information, such as in the example shown, will cost of \$300. This price includes the design of the poster and

electronic file on a CD, but does not include printing. A standard version of the poster, with only the FSC logo and FSC-US contact information, is available for just the cost of shipping the CD (about \$50 internationally). If you are interested, please contact Katie Miller, Communications Director at FSC-US, at kmiller@fscus.org.





FSC Group Certification and CoC Certification Continues to Grow in Japan's Forests

FSC certification in Japan continues to expand rapidly with six new FSC certificates awarded in early March 2004. Leading the growth in chain-of-custody certificates has been the increasing national demand for environmentally friendly paper products.

Over 60 per cent of the COC certificates issued in Japan are related to the paper industry. Almost 45 per cent of the woodchip and wood pulp volume used by paper manufacturers, wholesalers and printing companies is imported from foreign countries. The demand for environmentally friendly products is increasing and FSC certified paper has been used in numerous printed products.

FSC certification has been increasing in the last year in Japan. In 2003, 9 FM/COC certificates and 76 COC certificates were issued and, by the end of February 2004, there were a total of 15 FM and FM/COC certificates and 147 COC certificates in the country.

Small scale forestry is a common feature in Japan: 90% of forest owners in Japan own less than 5 hectares of forest. Seven of the 15 FM and FM/COC certificates have been issued under the FSC group certification scheme.

Six recent certifications were awarded on March 4th, 2004. One FM/COC group certificate and five COC certificates were issued by Soil Association Woodmark, an FSC accredited certification body, and its partner AMITA to five entities in Sumita Town, Iwate Prefecture in Japan.

The FM/COC group certification covers 8,000 hectares of forest and includes 68 private owners that own between 0.5 to 270 hectares. COC certificates were issued to Cooperative Association Sanriku, Lumber Sanriku, Engineered Wood Cooperative Association, Kesen Precut Jigyo Cooperative Association and Sumita House Industrial Co.

Source: Naoya Ogawa, AMITA Corporation, Soil Association Woodmark partner for Japan

World's Largest Private Magazine Printer now FSC Certified

Reinforcing its commitment to the environment, Quad/Graphics, the world's largest privately held printer of magazines, catalogs and other commercial products, has earned FSC chain of custody (COC) certification. Quad/Graphics' clients may now choose to use FSC certified paper and the FSC trademark "checkmark and tree" logo in their magazines, catalogs and other printed materials.

"We are proud to receive certification from the Forest Stewardship Council, which sets high standards promoting environmentally responsible forest management practices worldwide, sustaining the earth's forest resources for future generations," said Thomas Quadracci, Quad/Graphics President and CEO.

The ability to display the FSC logo is important to Quad/Graphics' customers like the National Wildlife Federation (NWF). Quad/Graphics prints NWF's showcase magazine, National Wildlife, as well as its popular children's publi-

cations Ranger Rick, Your Big Backyard and Wild Animal Baby.

"We are thrilled that Quad/Graphics has received FSC chain-of-custody certification," said Laura Hickey, Senior Director of Production for NWF publications. "The National Wildlife Federation is one of the largest conservation education organizations in the country, and being able to specify and use FSC-certified paper and display the FSC logo demonstrates our support of responsible forest management that is critical for maintaining healthy wildlife habitat."

Quad/Graphics is the third largest printer in the western hemisphere. Headquartered in Sussex, WI, Quad/Graphics employs nearly 12,000 people worldwide and has annual sales of \$2 billion. SmartWood, an FSC accredited certification body carried out the certification and awarded the SW-COC-1081 code to Quad/Graphics.

Source: Quad/Graphics, Rainforest Alliance

Sponsorship Opportunities

FSC International has a number of sponsorship opportunities available. These include sponsorship of web page, News and Notes, events at the FSC 10th Anniversary in September and the new International Center in Bonn.

Expressions of interest: Michael Spencer, Head of Marketing and Communications spencer@fscoax.org

Contact:

We are always interested in hearing your news about FSC and certification to learn about your successes. Send them to Zandra Martinez at zandra@fscoax.org

Forest Stewardship Council International Center G6erresstr. 15 / II a 53113 Bonn, Germany
Phone: +49 (228) 367 66 0 Fax: +49 (228) 367 66 30 Email:fscoax@fscoax.org Fax: +49 (228) 367 66 30
www.fscoax.org