



**FOREST  
STEWARDSHIP  
COUNCIL**  
INTERNATIONAL CENTER

**BECAUSE  
FORESTS  
MATTER**



## **The Implementation of Phased Approaches: The role of FSC**

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# Forests: A global issue

## A social challenge:

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

*(World Bank)*



Forests remain areas of ongoing social conflict related to land use changes, indigenous peoples' rights, workplace and community relations.

# Forests: A global issue

## An environmental challenge:

“40 million acres are lost every year and 100 species disappear each day. 25 per cent of the world’s mammals and 11 per cent of the bird species are at risk of extinction.

“Existing legal protection of forests is not enough to combat these trends.”

*(Rainforest Alliance)*





# Forests: A global issue



## An economic challenge:

The international market for forest products is worth more than US\$130 billion

Boycotts and campaigns by environmental and social groups have influenced perceptions of forest products and impacted markets

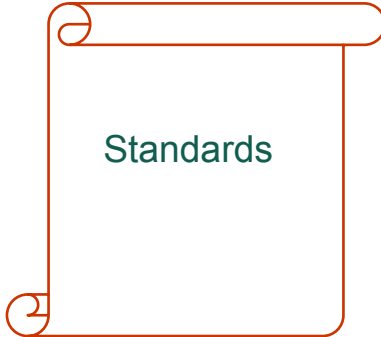
Illegal harvesting depresses world prices by 7 -16% on average  
(*Seneca Creek Associates and Wood Resources International* )

Good forest managers are burdened with the sins of the industry's worst performers.



# What does FSC have to offer?

Solutions or products



Standards



Accreditation and Certification Processes



FSC trademark



Linked through:

Forums



FSC General Assembly



FSC Board of Directors



Technical and other working groups





# FSC Modular Approach Program (MAP)

- Philosophical framework:
  - There is an urgent need for ‘stepwise’ (‘modular’; ‘phased’) approaches;
  - There must be encouragement for managers to make genuine progress;
  - Commitment must not be confused with achievement.
  - Must not lose focus on the goal of responsible forest management;



## 6 critical elements for *any* credible program:

1. Transparent framework based on international standards
2. Credible, defined steps
3. Explicit goal of responsible forest management
4. Independently verified progress towards goal
5. Incentives aligned with achievement
6. Do not have negative impact on goal of responsible management





## What this means in practise:

1. International standards developed in accordance with applicable ISO and ISEAL guidance
2. 1<sup>st</sup> key target is legal compliance
3. Goal is explicit – in the case of any FSC-endorsed programme it will be the FSC Principles and Criteria for Forest Stewardship
4. Independently verified progress towards goal
5. Progressive incentives: investment, B2B
6. No consumer promotion until responsible management goal is achieved





## The FSC Program:

- Policy Framework finalised in June 2005
- 1<sup>st</sup> key target is FSC controlled wood standard (FSC-STD-30-010)
- Goal is FSC Principles and Criteria for Forest Stewardship (FSC-STD-01-001)
- FSC accreditation required for FSC endorsement
- FSC-endorsed claims depending on progress: investment, B2B. Rapidly expanding demand for “FSC controlled wood”;
- No independent consumer promotion until compliance with FSC P&C.

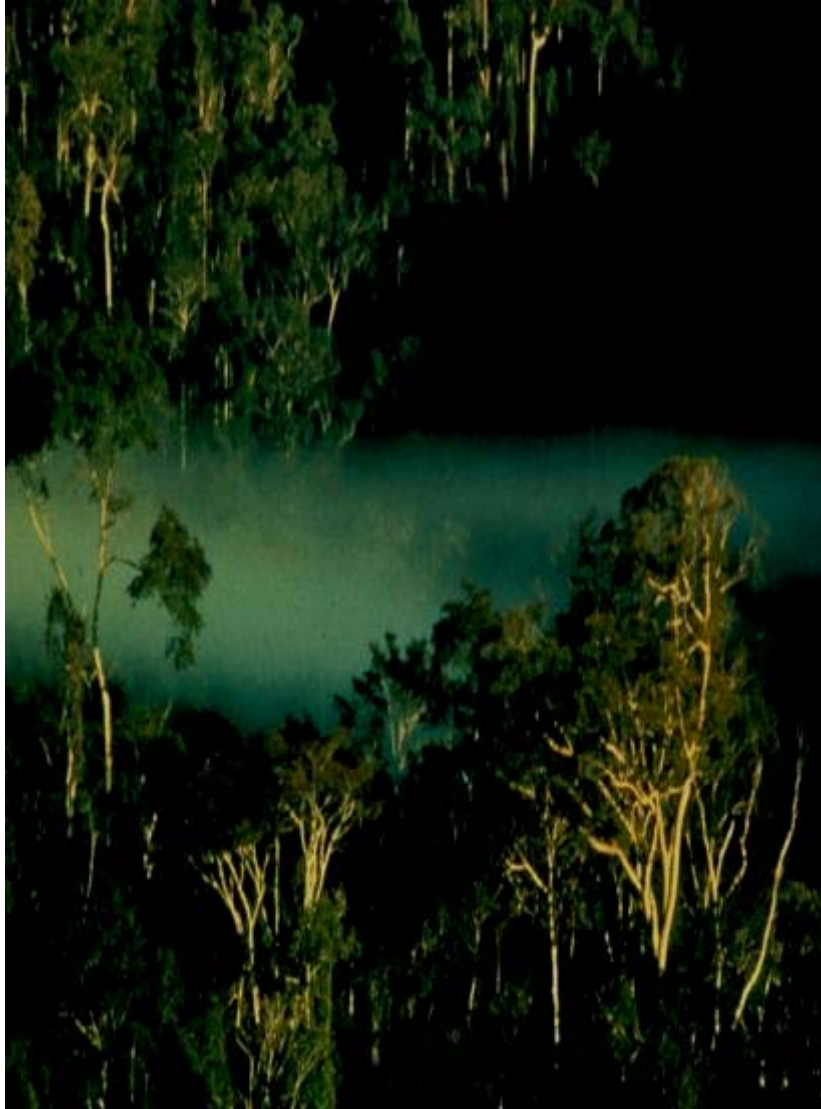


## What the FSC program offers the market:

1. Consistent international framework and reporting tool
2. Legal compliance verification
3. Tool to address key issues of major public controversy: destruction of high conservation values; social violations (FSC controlled wood standard)
4. Integration into FSC international framework of standards, accreditation, chain of custody and labelling
5. Early access to market for “FSC controlled wood”
6. Support towards full FSC certification and labelling

# Forest Stewardship Council

modular approach program



## FSC's partners:

- Develop modules for forest managers
- Provide training and support to forest managers
- Provide support with markets
- Focus project investment on managers in credible programs
- Focus business relationships on managers in credible programs
- Focus non-market benefits on managers in credible programs



## "Green-tagged" wood arrives in local port

By CAROLYN SHAPIRO, The Virginian-Pilot  
© August 6, 2003



- FSC welcomes credible schemes supporting 'phased' approaches to forest certification
- There is a need for an international framework to identify credible schemes
- Communication and labelling is critical to the maintenance of credibility
- We must not lose focus on the goal of achieving responsible forest management





*Because forests matter*