

FSC[®] *NEWS*

General Assembly 2017

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FSC GA 2017 Word Search Challenge

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E C T E S I I P M B L A S
M E R R E L S F O L E T N
O C E I T O H Y J F A N O
T O V P A L G I O R D C I
I N U S B C M R Q L E S S
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N M C I D S M K I L S O C
E I N I T M B V E I H E E
O C A S N D E X E N I C D
A P V O S P R Z A O P U P

Word list:

FORESTS	ILO	MEMBER
ENVIRONMENTAL	SOCIAL	ECONOMIC
MOTION	DEBATES	INSPIRE
LEADERSHIP	CHAMBER	VANCOUVER
DECISIONS		

FAQs: Members' Assembly edition

Q: *How do I vote?*

A: If you want the motion to pass, you will raise your green card. If you don't, you will raise your red card. If you abstain from voting, you will raise your yellow card. You also need to do this for every other member you represent as proxy.

Q: *What if a ballot is required?*

A: You will be provided with a ballot paper, where you will be asked to write the number of the motion, tick a box to indicate whether your vote is "for" "against" or "abstention" and sign the paper. You will have to do this multiple times if you represent other members as a proxy. These ballots will then be collected and counted electronically.

Take note: voting on procedural issues will always take place via "show of hands" where the coloured cards are raised.

Q: *What is a point of order?*

A: A point of order is a way to highlight that the correct procedure is not being followed. You can raise your yellow card to raise a point of order.

Have your say at #OurFSC Pledge Tree

Have you visited our interactive exhibition at the Bayshore Grand Foyer yet? If not take a stroll down memory lane, where we take you through past, present and future FSC milestones. We are inviting FSC staff and members to write a pledge on an origami paper crane, stating the objectives you want to achieve with FSC, and hang it from our tree.

Simply complete the sentence:

I am an FSC member because _____
or tell us what you pledge to accomplish over the next three years. Let's make #OurFSC tree white with paper crane pledges!



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Breaking News

At this year's GA, IFLs will again take centre stage with six motions on the table that have been submitted by the economic, social and environmental chambers.

Since the passing of Motion 65 at the general assembly in Seville in 2014, FSC has been working hard to address the challenges it presented to its normative framework through a technical working group that presented a draft version of International Generic Indicators.

The IGIs were developed in consensus by the high conservation value working group and recommended in consensus by the Policy and Standards Committee for board approval.

Yesterday, the IGIs were approved by the FSC Board of Directors, and will provide a starting point for standard developers to create national indicators for their National Forest Stewardship Standards and Interim National Standards.

Forest Fact

Trees placed around buildings can reduce air conditioning needs by 30% and save 20-50% in energy used for heating



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Women in Forest Business

Ida Rehnström
FSC Denmark

Gender equality and women's roles in building a sustainable future were on the agenda for a powerful and inspirational 1,5 hour session on women in forest business.

"There seems to be a narrow conception that forest work should be limited to men." These powerful words came from FSC International board member Martha Nuñez, who opened the session sharing her experiences with gender balance and women's rights. Pointing to the fact that "we cannot ignore women's roles in forest management and the management of national resources." Women, according to Nuñez, hold the key to future generations as well as dealing with pressing UN sustainability goals: "Women take care of families, children, invest and make commitments that strengthen communities."

It's not just about women – it's about equality for all

Discrimination on the grounds of sexual orientation is also part of the fight for equality. Martha Nuñez pointed to this part of the equality debate to remind everyone that the fight for equality is not limited to equality for women only, but equality for all. Unfortunately, discrimination based on gender and sexual orientation is a very real problem and according to her "omnipresent in this sector."

FSC's Principle on gender (2.2) states that: "The organization shall promote gender equality in employment practices, training opportunities awarding of contracts, processes of engagement and management activities."

But, as Nuñez explains, indicators on, for instance, sexual discrimination (2.2.2) are not even possible as local legislation in many countries around the world does not recognize other sexual orientations. She urges FSC and the network to have a continued focus on gender issues.

When women develop everything else develops

Supporting Martha Nuñez's thoughts on women being important figures and resource-keepers to effect global change, María Inés Miranda, co-founder of WISE, SSC AMERICAS points to the fact that 11 of the UN sustainability goals are actually linked closely to gender equality: "It's not like other things are more important in sustainable development. Women's equality is a precondition or it won't be possible to reach those goals."

María Inés Miranda also highlighted the concept of "sticky soil" which is the reality for women, especially those living in rural areas. The fact that they have to take care of their family and maybe even the family's small-scale agriculture or farming on top of that makes it difficult to advance in society. And even if these women do advance, there is the so called "glass ceiling" still preventing women from advancing to the top management of organizations.

Berty van Hensbergen, President of SSC Forestry, took the stage to share his experiences with women in forest industries: "We can't do without half of the minds of the planet." Women's unique perspectives and experiences are some of the strengths he sees in recruiting women. "So, why are there so few women in forestry? The answer is often that it is too dangerous, that women can't be lifting logs. My answer is – then men shouldn't be lifting logs either." In other words, if there is a health and safety issue it should be dealt with.

Women proving themselves

Elizabeth de Carvalhaes, Presidente Executiva IBA Indústria Brasileira de Árvores, is an example of a woman who did manage to break the glass ceiling. Being a successful woman in a position of leadership herself, she recognizes the challenges but is simultaneously very positive about the possibilities for women. Taking an example from her last recruitment round where 9 of 10 relevant candidates were women, she sees women moving forward and proving themselves - getting faster and better educations than men, working harder and showing up prepared. "Women are more flexible and agile and women are proving their competences and skills."



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Support Motion 16 to Harvest Impact Data and Tell Positive FSC Stories

Laura Terrall
Rainforest Alliance (op-ed)

Policy Motion 16, proposed by the UK Confederation of Forest Industries, is a forward-thinking motion that is somewhat flying under the radar in the chamber meeting discussions this week. The Rainforest Alliance wishes to draw attention to this important initiative and share our point of view on its value.

Motion 16 addresses a weakness that has long existed within the FSC system: finding a way to communicate positive impact of certification to forest managers, buyers, and consumers. The link between the forest and consumer must be strengthened in order to increase awareness—and possibly certification—around the world. We need data and stories from the field to better illustrate the benefits of certification on the ground.

Certification bodies and auditors are already collecting good data, but there is a lack of consistency between CBs on how to efficiently report the information. And after an audit, this data can often only be found in auditors' notebooks, forest manager records, or by burrowing through long and dense audit reports.

Transforming this valuable but incomplete and difficult-to-access data into a user-friendly, centralized database will provide an important suite of services to FSC members. The ability to pull reports, or use data to suggest improvements to assurance systems, or identify risks would help propel FSC further and faster into the marketplace. Perhaps most importantly, Motion 16 would make success stories and impact data available to all FSC stakeholders.

Impact data would provide concrete reasons for forest managers to seek certification. It would help procurement officers and buyers understand why FSC products is better for them. It would tell a compelling story to consumers and establish an appreciation for the work that goes into responsible sourcing.

In fact, the need for what Motion 16 is proposing is so great that industry leaders have already embarked on their own project through ISEAL. The Value an Impact Analysis (VIA) initiative, launched at the 2014 General Assembly in Sevilla, aims to debate, develop and endorse the best methods for synthesizing existing evidence and communicate impact. The Rainforest Alliance, along with several other NGOs, academics, and industry players, have worked for the past three years on this project, through participation of our chief scientist/M&E director and senior FSC technical staff.

FSC's strategic work plan has identified this need for metrics in Strategy Objective 3.3 and Strategy 2, and Motion 16 has the potential to deliver a common-sense solution in a relatively short period of time, in an affordable way—which we predict will pay members back in short order.

First: leverage preexisting audit process to collect a standardized set of data points for the field. Second: use technology to make it simple for auditors to contribute their data to a centralized database. Third: provide a user-friendly interface for CBs to make reporting simple and useful for client certificate holders. This will modernize the audit process through harnessing data and innovative technology for efficient reporting. Passing and implementing Motion 16 would define a pathway achieve FSC's strategic vision, enable market development, and strengthen the FSC value proposition all along the value chain.

The Rainforest Alliance looks forward to voting “yes” on Motion 16.



Two Dynamic Tuesday Sessions

Brad Kahn
FSC USA

Tuesday's High-Level Forum was split in two, with an opening session led by Apple and WWF, followed by Vancouver architect and advocate for tall wood buildings, Michael Green.

As the world's most valuable brand, when Apple moves people take notice. Opening the session, Sarah Chandler, Apple's Director of Operations, Product Development, and Environmental Initiatives started by outlining the company's efforts to close materials loops, part of its ambition to make their iconic products using entirely recyclable or renewable materials.

With this goal in mind, Chandler described their three-part strategy for forest products, which includes increasing the efficiency of packaging, using as much recycled content as possible, and sourcing virgin paper from responsible sources, including FSC-certified sources. Apple's partnership with WWF fits within this context.

Concerned about drawing down limited supplies of certified materials, Apple decided to create new additional supply of certified material that was equivalent to all of its packaging needs. In China, this translated into 130,000 new hectares of FSC-certified forest, in partnership with WWF.



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Closing her remarks, Chandler encouraged companies in the audience to set ambitious goals and get started. "Starting the journey is the most important step," she noted. Stepping to the podium next, Kerry Cesareo, Vice President of Forests for WWF US, described the partnership with Apple as it related to the emerging concept of "forest positive." Inspired by the notion of "carbon positive," which means storing more carbon than is released, WWF is working to determine what a similar concept for forests might mean.

"How much and what quality of forest do we need to sustain life on earth?" Cesareo asked rhetorically. Whereas the goal of keeping global warming below two degrees Celsius is commonly accepted, what is a similar target for forests?

While hundreds of companies are helping drive demand for responsibly managed forests, recent research by WWF makes it clear that more is needed to conserve, protect and restore forests if we intend to stave off the worst impacts of climate change.

In an effort to scale up the concept of forest positive to sustain life on earth, Cesareo offered three suggestions: Set targets that are informed by nature, not just company impacts. "We have to look at not just what we need from



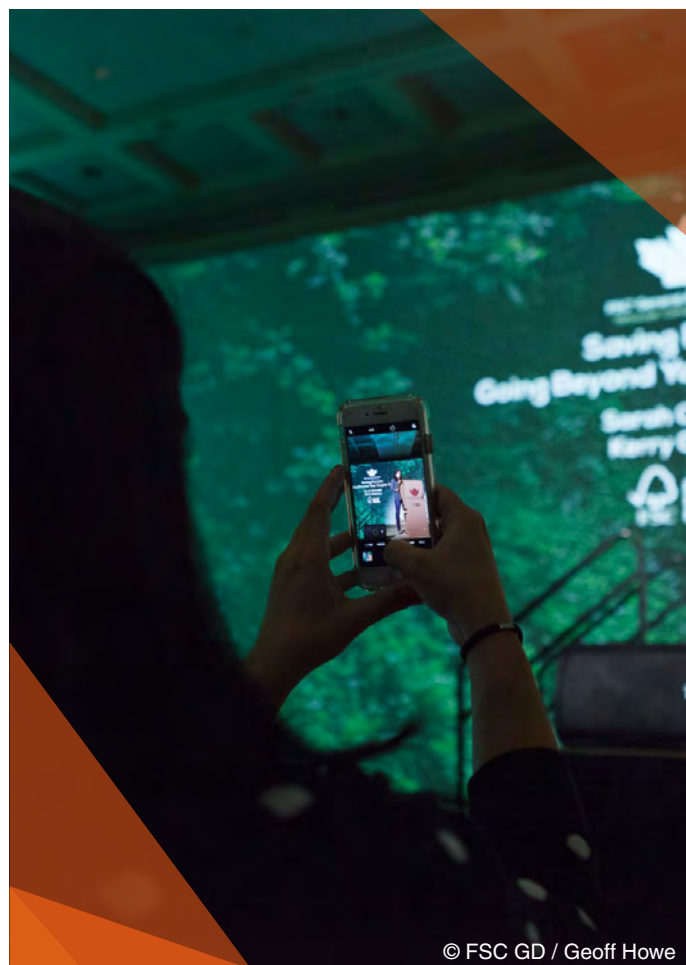
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forests, but what forests need,” she said. Second, harness direct influence to reduce threats to forests. Zero deforestation pledges would be an example of this step. And finally, align toward something bigger – a shared vision between governments, companies, NGOs, and communities – to make sure investments in responsible forest management are sustained over the long term. In closing during the discussion, Cesareo summed up FSC’s role by saying, there is no path to forest positive without FSC-certified responsible forest management.

In the second half of the High-Level Forum, Michael Green made the case for tall wood buildings, with emphasis on getting the details right to ensure society does not substitute one set of problems (e.g., carbon emissions from steel and concrete) for another (e.g., deforestation). With a TED Talk that has been viewed more than 1 million times in 30 languages, Green has become a global advocate for mass timber construction.

Mass timber construction is becoming a movement, with interest from around the world. While Green is one of the leading advocates, he also urged caution that, “building with wood can be good or a disaster,” if we manage forests poorly or use too much wood in construction.

Stating that his firm “goes FSC whenever possible,” Green acknowledged that it can be a challenge in British Columbia, where there is little FSC-certified forest, “which can be really frustrating,” he added.



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As the head of a small architecture firm with global demand for its services, Green realized he needed to scale up by helping others get educated about mass timber. Through the development of Timber Online Education, Green is creating a free platform to provide technical information to a wide array of audiences, including policy makers, developers, architects and engineers.

Green closed with a personal anecdote, talking about how he fell in love with a tamarack tree as a five-year-old. His father told him, “when you cut down a tree, it’s a life. Don’t waste it.” From this early passion, his current work flowed. If done right, Green sees the potential to revolutionize the building sector, and in the process, help save humanity from climate change. “What FSC does is critical to the success or failure of this effort,” he said. “I am asking for those interested to contribute expertise,” he said to the crowd.



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Do Consumers Hold the Key to Mainstreaming FSC in North America?

Ida Rehnström
FSC Denmark

Tuesday morning's session on consumers and the FSC-market in North America dealt with how FSC can advance in the region from a marketing perspective. And YES, according to FSC US, consumers do hold the key to mainstreaming the market in North America.

Why have a specific side meeting on the North American market?

Well, the US is both the world's largest producer and importer, and the second largest exporter of wood products throughout the world. The second largest is Canada. So for FSC to advance on a global scale this region is crucial.

Chris McLaren, Chief Marketing Officer at FSC US presented the US market situation in terms of purchase and highlighted that "price is more important in this region compared to other regions worldwide." At the same time "responsibility is somewhat less important here vs. other market drivers". In other words, it could sound like an uphill battle to push the market for more uptake of FSC. But that was not necessarily the conclusion. Instead, it was stressed that we need to get the market initiatives going to avoid a decrease in certified forest areas in the region, especially in untapped markets like construction and furniture. And the message was that there is plenty of interest to do so from the industry as well as from the consumers.

Good news: Consumers DO prefer FSC

One of the session's most photographed slides was the result of a consumer preference research study. This showed that consumers that were educated on FSC and what the label means were extremely likely to go for FSC-labelled products. In fact, the study showed that 9 in 10 consumers who are FSC-aware say FSC labelling makes them more likely to buy.

The research also showed that young people are more FSC-aware (40%) and that small amounts of information



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about FSC can have a strong influence. Therefore, the recommendation from Chris would be to "pair FSC labelling with basic facts about FSC." This could be done through various media channels but also on FSC-certified products themselves.

Partners are crucial

Summing up the session, Corey Brinkema, President of FSC US, stressed that previous marketing and communications activities for FSC in the region may have been way to technical and targeted towards business interest. This is an important change which is already underway in the form of a campaign concept and video called "one simple action."

"Now we just need to get that message in front of the consumer," Corey concludes.

A final key message considered how to move forward to "educate" the consumer. To achieve this, partnerships should play a crucial role. The list of opportunities presented included template campaigns for corporate partners as well as "stand up social applause" with eNGO teams.

The Importance and Challenges of Boreal Forests

María Luisa Muñoz Cobo
FSC Latin America

The boreal forests, located in Canada (our general assembly host country), Russia, and Nordic countries, “represents a vast land of carbon storage for the planet”, in the words of Joanna Kerr, Executive Director for Greenpeace Canada.

Despite the importance of these forests, there are many factors that make their preservation more challenging. “With climate change, we’ve been experiencing natural disasters, such as the worst fires we have had in 60 years,” Kerr noted.

In addition, boreal forests are not just a great source of timber, but they are also home to many Indigenous Peoples in the region. As David Flood, representative of the Aboriginal Chamber in Canada says, resource extraction has led to systemic violations of Indigenous Peoples’ rights.

What can FSC do to ensure sustainability and integrity related to the use of this invaluable resource? Some stakeholders have suggested that in order to show our

deep commitment to the rights of Indigenous Peoples, we can link indigenous cultural landscapes (ICLs) and intact forest landscapes (IFLs), because they believe that IFLs cannot be properly managed without the integration of the communities living in the forests.

Hans Djurberg from Svenska Cellulosa Aktiebolaget (a Swedish timber, pulp and paper manufacturer), pointed out that FSC certification has been increasing in boreal forests, and stressed the importance of creating “shared value”, to ensure economic, social and environmental growth.

Peter Gardiner, Natural Resources Manager at Mondi Group, stated that “the boreal forests hold the potential to meet the global demand for forests- fibre- fuel- fresh water and all the other essential forest ecosystem services for the well-being of people and the planet.”

The Mondi Group Executive remarked that “making more from less”, is a key part of achieving future global demands for wood, fibre, fuel and all the other forest products and services.

According to Gardiner, there is a global equation that aligns high conservation value (HCV) areas, sustainable work and resource filled forests with ecological networks. This results in resilient landscapes and sustainable products and services.

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FSC Poised to Launch Ecosystem Services Market Tools

An op-ed piece by NEPCon

For the past year, FSC has been pilot testing its tools for valuing the conservation and restoration of forests, which will provide FSC-certified forest managers with additional and diversified revenue for the positive impact that their activities have – for instance – on biodiversity, carbon or water.

Some of these pilot tests took place in Chile, Italy and Indonesia, whose coordinators (FSC Chile, ETIFOR and WWF Indonesia, respectively) presented their experiences at the General Assembly on Monday, allowing attendees to understand the peculiarities of each region and its potential markets. A pilot test also took place in Nepal, and this experience was presented during the event by FSC. The pilot test was supported by NEPCon as certification body.

“What we carried out in Nepal last year was an audit for a group of 17 community forests within the Gaurisankar Conservation Area”, explains Mateo Cariño Fraisse, NEP-Con Forest and Climate Programmes Manager. “As an independent evaluator (and building on our participation over the last few years in the Ecosystem Services Technical Working Group), our role was to assess the reliability and consistency of the group’s management system in

connection with FSC forest management, adding on top the specific requirements for biodiversity, soil, and tourism. We believe that allowing certificate holders to use these ecosystem services tools will help further promote responsible forestry practices”, added Mr Cariño.

Chris Henschel, Manager of the Ecosystem Services Programme at FSC, commented that “...these are exciting times, as we switch from the development phase to launching the tools, and see more tangible options for forest managers to receive financial rewards.”

After hearing presentations from the pilot test sites, Jamie Lawrence (Kingfisher) offered his view on the value of FSC’s new ecosystem services tools for the organization and for retailers. “I’m really excited by this new approach from FSC. It will give retailers like Kingfisher new ways to communicate about FSC and to connect with customers who are looking for stories of the positive impact on biodiversity and carbon associated with FSC-certified products that they can buy in our stores.”

Pina Gervassi, FSC Regional Director for Latin America, also participated in the side meeting. She commented: “The implementation of these tools will allow FSC to expand its engagement at the business-to-business level, with companies that are applying new CSR* strategies such as insetting.”**

FSC now has the potential to use these tools connected to key complementary approaches to forest management including restoration, landscape-scale management and other land uses such as agroforestry.

FSC’s ecosystem services tools will provide assurance to businesses and governments that their investments have a positive impact on preserving ecosystem services. With the support of intermediaries like ETIFOR and Natural Capital Partners, FSC is now working to identify businesses and government entities interested in financially supporting these forest managers. It is anticipated that these new FSC ecosystem services tools will be available within six months.

Find out more through the Natural Capital Partners blog, on the FSC website, or by talking to the FSC Ecosystem Services Programme members present at the GA: Chris Henschel and Rosario Galán.

* Corporate Social Responsibility

** Insetting is a corporate practice where negative impacts are compensated within companies’ own supply chains. FSC is a new member of the IPI – International Platform for Insetting – a coalition of companies and organizations committed to applying insetting practices in their value chains.



© Mateo Cariño Fraisse / NEPCon



Expert Group Presents Risk-Based Management Tools

Morten Brodde
FSC Denmark

On Tuesday's session on building an effective normative framework, experts presented how FSC can streamline its normative framework and make it more outcome-oriented using a risk-based management system. The key message of the session was that proper management is a way to manage risk through thorough assessment of problems and solutions, and making use of monitoring and evaluation.

The session started with different voices summing up the reason why the concept of risk-based approach is a key priority for FSC:

"Our normative framework is overbuilt, complex and costly. It's like a bowl of spaghetti."

"We get lost dealing with everything instead of focusing on what is important."

"What does it mean? ... This could be Greek."

These and other concerns have been raised by stakeholders, members, and FSC staff referring to the 90 standards, policies and related processes that make up FSC's normative framework also known as the "backbone of FSC." Addressing these concerns is crucial for FSC to "live" its values and reach the market share goal of 20 % by 2020.

Not a magic formula but proper management

The goal is to make the normative framework, the standards, and the processes more stable, responsive, simple, predictable, cost-effective and outcome-oriented. At Tuesday's framework session Vivian Peachey, Director of Standards, FSC Canada, and Henrik von Stedingk, Forest and Standard Manager FSC Sweden, presented a proposal with different tools to reach this goal.

"We don't have a magical formula that suddenly streamlines and makes us more outcome oriented. Instead, a risk management system should address any proposed change made to the normative framework so that we will be better able to find good solutions and write strong standards and policies", explained Henrik von Stedingk. "If done well we should have greater success in balancing credibility and confidence while extending our reach and making us more relevant."



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An overview of the proposal has been published in a discussion paper called "A proposal for Risk-Based and Outcome-Oriented Approaches to FSC's Normative Framework."

Toolbox for managing risk

Vivian Peachey gave examples of the tools that are included in the outcome-oriented, risk management system. The proposed users of the tools are FSC's Policy and Standards Unit, working groups, Board of Directors, standard development groups, certification bodies and even group managers or forest managers. The tools will be used to support both management and programmatic areas: "The tools can for example be used to address questions like: how do we make forest certification more accessible to smallholders? Are new approaches solutions to certification allowed within existing rules? What changes could be introduced to make them more impactful, effective and efficient?" explained Vivian Peachey.

One of the tools is a risk loop, which is a modified ISO loop – a well-recognized industry norm. It directs process and provides structure for the risk management system. The risk loop includes phases of problem and risk identification, interrogation and solution finding, continual improvement and problem solving. Another tool is a problem registry, where problems, common root causes, risk ratings, and mitigations (among others) are registered.

All the proposed tools can be found in the published discussion paper.

What are the next steps?

The proposal of an outcome-oriented, risk management system is part of the first phase of the Streamline the Normative Framework project that was initiated in early 2017. The expert group encouraged the attendees of the session to look into the proposal and provide feedback. The next phase of the project will focus on how to test and apply the risk management tools to the normative framework.

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