

# FSC<sup>®</sup> *NEWS*

General Assembly 2017

#fscga2017

# 03



Stay connected using the hashtag:

**#fscga2017**



# FUN STUFF

Spot yourself! Do you see yourself in any of these pictures from Monday night's cocktail event?



# FAQs

**Q:** *How can I keep track of amended motions?*

**A:** There is a section in the motions platform on the GA website which will list all amended motions. You will be able to download the amended text.

**Q:** *When is the deadline for submitting my motion prioritization form?*

**A:** Tonight! Remember to submit one for each of your proxies too!





# SIG and IKEA to Participate in High-Level Forum on 'FSC in Our Daily Lives'

SIG and IKEA will be represented in a high-level forum on 'FSC in Our Daily Lives' at the FSC General Assembly 2017. The speakers will provide valuable insight into how these companies are leading the way in sustainable supply by sourcing FSC materials.

Wooden toys, tissues, outdoor furniture, books, kitchen utensils, packaging, etc. – all these products originally come from forests, as the FSC video celebrating the launch of our brand 'Forests For All Forever' reminds us. Sadly, too often the consumption of these products is usually at the expense of the forests and their inhabitants.

Fortunately, a movement is now underway among key industry players to meet the demands of their consumers while safeguarding forests, their wildlife, and their communities through responsible forest management and FSC certification.

Businesses are now actively developing and promoting sustainability policies through concrete actions, especially by taking sustainability all the way down their supply chains through purchasing policies and production outputs.

FSC is also supporting the fashion industry in achieving transparent and traceable sourcing of renewable raw materials. This ongoing revolution in textiles will be one of the various topics discussed during the high-level forum that will show how industry players link the value of their brands to the contribution they make to sustainable development through their FSC certification.

## Who are the Speakers?

### ***Samuel Sigrist, CFO of SIG***

Samuel has been the President and General Manager for SIG's European operations since 2013, and has recently been promoted to CFO of SIG internationally. Previously, he was involved in various finance roles at SIG dating back to 2005, including Director of Group Controlling & Reporting, Head of Finance/CFO of Europe, and Head of Group Projects.

### ***Udo Felten, Manager Product Related Global Environmental Sustainability & Affairs at SIG***

Udo joined the company in 2004, initially working on political affairs and dealing with environmental topics such as life-cycle assessments, environmental footprinting and forest-related issues. He was responsible for developing the liquid-packaging-board purchasing policy for SIG Combibloc, and is involved in the FSC Chain of Custody Certification for the company's production sites.

### ***Ulf Johansson, Global Wood Supply & Forestry Manager, Inter IKEA***

Ulf joined IKEA in 2001 as Forestry Manager in South-East Asia, and since then has held several positions in the IKEA supply organization, all the time focusing on forestry and wood-based furniture.

## Join the Forum!

Anyone can join the high-level forum on Wednesday, 11 October from 2.30 to 4 p.m. – within the limits of available seating.

To read more articles go to [ga2017.fsc.org/](http://ga2017.fsc.org/)



© FSC GD / Arturo Escobar

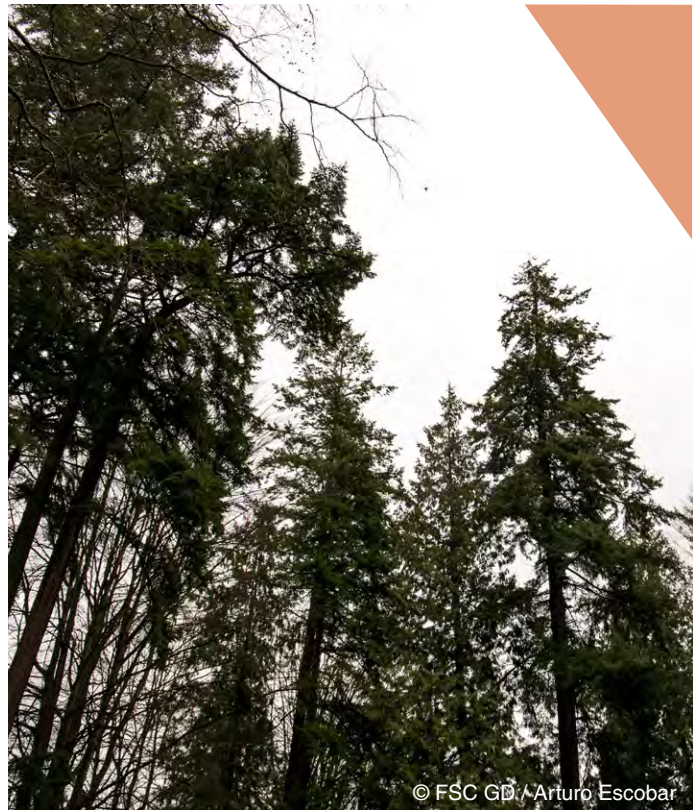
# Understanding the True Value of Forests

**Brad Kahn**  
FSC USA

The High-Level Forums were off to a provocative start as the presenters considered “The True Value of Forests” from various perspectives.

Dr. Sadanandan Nambiar (AO), formerly Chief Research Scientist and Science Director of the Commonwealth Scientific and Industrial Research Organization (CSIRO), began by suggesting there is no such thing as the true value of forests. Instead, value is connected to human perspectives, cultures and traditions. Each of us sees our own value in a forest.

Continuing, Dr. Nambiar noted that many of the world’s poorest people live in and around forests, relying on them for their livelihoods. And many of these people are not seeing tangible benefits from efforts to conserve and protect the forests they depend on. Suggesting we need “pro-poor forestry” that delivers benefits to people living in rural poverty, Dr. Nambiar went on to say there is very little evidence that payments for ecosystem services, such as through REDD+, were lifting people out of poverty.



© FSC GD / Arturo Escobar

If you want to change rural poverty, he suggested, the single most important lever is to empower women, specifically with an income and an education. For this, Dr. Nambiar sees great potential in the forestry sector. As for FSC specifically, he conveyed questions from rural people he works with, asking, “Do small growers receive sustained rewards from FSC? Why is the chain of custody so complex? And who really stands to benefit?” Lifting rural people out of poverty should be our paramount goal, Dr. Nambiar said in closing. To accomplish this, we must discard old ideas and make human dignity central to the true value of forests.

Per-Olof Sjöö, President of the Global Union Federation Building and Wood Workers International, presented next. Celebrating FSC for convening so many diverse people and perspectives to address challenging issues, Sjöö started by suggesting that the true value of forests is a question of equity that cannot be answered by a single stakeholder. Instead, it is a shared responsibility.

Sjöö offered that workers’ rights are universal values and core values of FSC. If FSC has the courage to enforce these rights, he continued, then we will earn the “gold standard,” which will also make it easier for governments to follow.

Acknowledging our location on the traditional territory of the Coast Salish people, Peter Lantin, President of the Haida Nation, told a “grassroots story from a humble place” about Haida Gwaii, his peoples’ homeland in Northwest British Columbia.



© FSC GD / Geoff Howe





© FSC GD / Geoff Howe

The forests of Haida Gwaii are central to the culture and the economy of the Haida Nation. After years of exploitative logging, in 1985 the Haida Nation began to stand up for their lands, protesting against a forestry company trying to harvest the area. In a touching story, President Lantin talked about the elders – including his grandmother – asking the warriors to stand down so they could lead the protest instead. “The elders had waited their entire lives for that moment,” he noted, risking arrest to protect their culture and the true value of their forest.

The protests led to change on Haida Gwaii, and after much work by many people, today the Haida Nation owns Taan Forest, an FSC-certified forest management company. First harvesting in 2010, Taan is guided by Haida values and is central to their economic development. FSC aligns well with the concept of Haida stewardship and values, and the third-party validation provides accountability to the Haida people.

President Lantin closed with a request for marketing help from FSC, since to date Taan has not been able to sell any wood as FSC. Asked why so few forests in British Co-

lumbia are FSC certified, President Lantin suggested that Indigenous Peoples should own more forest companies in the area. “If we get more Indigenous Peoples managing lands, we will get better management,” he said.

As a whole, the session raised important questions for members to consider with respect to the impacts of FSC – and global conservation efforts more generally – on rural poverty, smallholders, workers’ rights, and Indigenous Peoples as we work to have the true value of forests recognized and fully incorporated into society worldwide.

To read more articles go to [ga2017.fsc.org/](http://ga2017.fsc.org/)





© FSC GD / Geoff Howe

# Show Me the Data

**Jesse Cruz**  
FSC International

'FSC Mix' products and the controlled wood used to produce them is a contentious subject among FSC members, but more information needs to be collected and presented before a decision can be made about its future role in the system.

There was standing room only at the 'Controlled Wood Strategy' 2017 FSC General Assembly side event, an opportunity to listen to conversations on complex topics by experts representing the FSC governing chambers and stakeholder groups.

Three overarching challenges emerged from the conversations: stakeholders have divergent views and expectations; there is a limited understanding of how 'FSC Mix' products work and the nuances of controlled wood standards; and, most importantly, there is not enough data for stakeholders to take informed decisions.

On the polar extremes on this subject you have one camp of stakeholders that want controlled wood to be phased out sooner rather than later, and another camp that wants controlled wood to become a permanent part of the FSC system.

## What approach to 'FSC Mix' will make FSC most impactful?

The success of this strategy will depend on bringing in all the right people and ensuring they know what 'FSC Mix' products are, why controlled wood was created and its role in the greater FSC system. And outreach efforts will not be limited to FSC stakeholders either; FSC seeks to speak with non-certified suppliers, government officials, policy-makers, and other affected stakeholders now and in the future.

## What does the strategy development process look like?

To develop a 'controlled wood strategy,' FSC has taken a different approach than its traditional policy process which tasks a small working group with the job. Instead, FSC has invested more in engaging with members to explore the complexity of the system together, and to understand the expectations of stakeholders.

## What are the next steps?

FSC aims to explore a concept called, 'future search,' a well-established methodology to bring together a large, diverse group to solve complex problems. A consultative forum will also be created to start having strategic conversations ahead of the workshop in June 2018. And, to the member's delight, more data will be made available to inform all stakeholders on what controlled wood means for the future of the FSC system.

To read more articles go to [ga2017.fsc.org/](http://ga2017.fsc.org/)

# FSC 2.0: Digitisation Must Happen

Vincent Mnisi  
FSC Africa

FSC must not be left behind and needs to digitize as soon as it can. This was the message from the delegates who attended the discussion on how to transition FSC from a paper-based system to go digital.

Speaking at the session, FSC Managing Director Kim Carstensen said that FSC is exploring ways to digitise the FSC system and are looking to present the plans to members for their input.

## Success Stories in Case Studies

The session was opened by stakeholders who showcased digitised systems designed to meet a range of needs.

Richard Donovan from the Rainforest Alliance highlighted the importance of a working digital system that was also able to co-function with manual systems and cater to all stakeholders.

“At the Rainforest Alliance we have a number of digital systems that we have been using for a number of years including transaction verification and more recently we have added chain of custody. You must make sure that all the systems talk to each other. I think that is where the block chain technology comes in. The best systems must be able to pull data, share it and track assets but also work both ways - in the digital space and in the real world” he added.

The FSC 2.0 session highlighted both the advantages and disadvantages of moving to digital. Presenting the case study for digitisation, Jamie Lawrence from Kingfisher plc (an international home improvement company with stores in 10 countries across Europe) said that more consumers are operating in a digital space and his company also took the leap a few years ago in creating a digital platform which is outperforming their physical stores.

“It is critical for FSC to not fall behind. We are operating in a space of millennials who want to consume information at a faster speed and it is important for FSC to be an organization that communicates impact and is able to respond to consumers quickly” said Jamie.

## The FSC Way

Michael Marus, IT Director at FSC International said that the organization was looking at strengthening and standardizing its digital systems and focusing on adding value for members through an operationally excellent digital system.

“We are looking at implementing a data-driven system, where risk is used to simplify and streamline our standards and practices inclusive of the views from our membership. I am mostly looking forward to hearing your views about the use of cloud technology and the fears around it” said Michael.

Loa Daalgard Worm, Director of FSC Denmark stressed the need for a system that will be able to provide a single sign in, transaction matching, digital tracking, chain of custody/forest management digital audits and upgrades to the FSC database, among others. “We have been working on the FSC 2.0 strategy for some time, making sure that we look at all the risk tools. We need digital tools that are easy to use will be able to manage chain of custody and centralize the complaints as well” she said.



To read more articles go to [ga2017.fsc.org/](http://ga2017.fsc.org/)



# Motion 83 and the Search for New Avenues to Community Certification

**Noel Castro Fernández**  
FSC GA Youth Reporter

A call for simplicity. That's what the communities of Central and Latin America are asking for when it comes to modifying the standards for the certification of communities to manage the forests in the territory they inhabit.

Back in 2014, the FSC General Assembly passed Motion 83 in order to look for ways to integrate the needs of Indigenous Peoples within these community certification standards. Now, three years after the fact and with a pilot for an alternative underway, some of the demands of these communities reflect their daily realities. On the one hand they are the ones who "know the forest best" but, on the other hand they may lack the necessary resources to cope with some of the legal requirements of their governments or to face some challenges that exceed their own capabilities, such as illegal occupation of their territory, market pressure or the lack of knowledge of the certification system, to name a few. It is in this situation where FSC, according to them, should intercede and help them to overcome these challenges.

"If FSC is truly compromised with increasing the number of certified areas, which means to change the relationship between society and the forest, we need to think about communities because it is them who own the biggest forest areas in the world nowadays. Altogether Brazil, Bolivia, Colombia and Mexico sum up a total of 240 million hectares, which is more than the 200 million hectares that FSC has certified in its 20 years," Juan Carlos Ocampo, from Timberwolf Consultants, pointed out, claiming that there is still much work to be done.

Starting in 2015, the Norwegian NGO Forests of the World (FOW) decided, in close collaboration with these communities, to develop a new series of alternative standards that would align the requirements of FSC more closely with the wishes and needs of Indigenous Peoples.

"We are looking for a tool that's simple," added Ocampo. In fact, FSC aims to simplify requirements in many different



© FSC GD / Geoff Howe

ways: through the price of the tools (which should remain within the economic capacity of the community), in the language used (that should not be too complex for the people of the community to understand and evaluate), in its density (avoiding indicators that are irrelevant for the purpose of the communities) or even that it should incorporate the different benefits that the ecosystem in the forests have to offer rather than just the production of timber.

Thereby, the pilot project fostered by FOW tries to respect the idiosyncrasy of the communities through measures that support a progressive transfer of capacities between FSC and the local communities in fields such as the assessment and management of the forest. This new approach relies on the traditional knowledge of the community to preserve their culture and livelihoods, in stark contrast to the traditional approach, which had a primary focus on generating profit.

Techniques such as ethno-mapping of the forest areas, which help to mark the areas of value to the community, are proof of the intention to preserve the culture and way of life of these communities.

Other certification entities such as Nepcom, Imaflora and the Rainforest Alliance have contributed and worked with FOW in developing and implementing these standards, which by now have been successfully tested in Honduras and Bolivia, are being tested in Brazil and will soon be tested by communities in Mexico as well.



# Members Support Revised Pesticides Policy

**Jesse Cruz**  
FSC International

What's new about the proposed revised policy is that it takes a risk-based approach to using pesticides that looks at the toxicity level of an active ingredient in the pesticide and how it is used to determine its level of risk.

One of the most serious threats facing forests are pests - both insects and diseases. Primarily as a consequence of increased global trade, pests are imported along with traded goods coming in and out of different countries. These pests can be a real problem, not just for FSC-certified forests, but also for the trees in our gardens, parks, and city streets. To prevent, destroy, or control pests in FSC-certified forests, forest managers are required to follow strict rules. First, forest managers must seek to use cultural controls, mechanical controls, and biological controls. These are natural measures known in the forestry community to have minimal impact, and they are the preferred methods of the Forest Stewardship Council and other global organizations such as the Food and Agriculture Organization of the United Nations (FAO).



© FSC GD / Geoff Howe



© FSC GD / Geoff Howe

After applying these measures, and only under certain circumstances - such as a sudden invasion or infestation of pests or by government order - the use of pesticides is permitted employing best practices. These rules are in place to prevent adverse impacts of pesticide use on the health of forests, humans, and the environment.

A group of technical experts and stakeholders - including government representatives, Indigenous Peoples, NGOs, academics and FSC members - representing social, economic, and environmental interests in equal proportions - is revising the current FSC Pesticides Policy that was first enacted in 2005. The group has released a first draft of the revised FSC Pesticides Policy (Draft 1-0) for public consultation.

## The result?

Some pesticides are banned altogether. Others can only be used after considering the environmental and social impacts through a risk assessment, and after ensuring that the right mitigation measures are in place for correct implementation.

"Members are quite supportive of the idea," says Rina Guadagnini of the Peptides Action Network UK, and one of nine members and technical experts tasked to revise the policy. "We're shifting from a hazard approach to a risk-based approach where we do not just consider toxicity; we also consider exposure."

The working group and technical experts used their side event to discuss with members its risk-based approach to the Pesticides Policy. The consultation opened 31 July 2017 and is open until 29 October 2017.



# Applauding Progress on IFLs

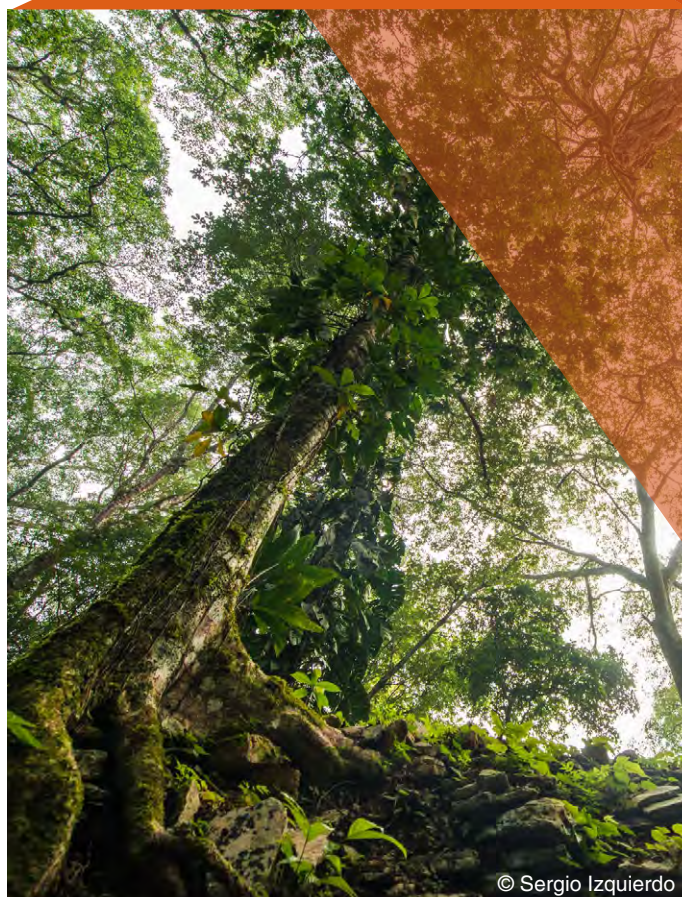
**Gabriel Bolton**

Forest Management Specialist,  
Rainforest Alliance

There is broad support for a smart, practical system that protects remaining intact forest landscapes (IFLs). We at the Rainforest Alliance feel strongly, as do most FSC members, that IFLs are important resources and are critical for conservation. The contention around the issue comes from the need to get it right from the start; there is no debate on the value of IFLs in the FSC system.

After years of debate and compromises, we are pleased to see the progress and alignment at the 2017 GA. It is time to implement. In the end, we hope to see a single motion that will address the important issues of regional application and economic viability.

The regional approach is necessary: there is no one-size-fits-all, global policy that will work when the environmental, social and economic contexts are as diverse as the northern boreal forest and the Congo Basin. A framework that defines high-level criteria that allows for regional or even national definitions and implementation will be critical.

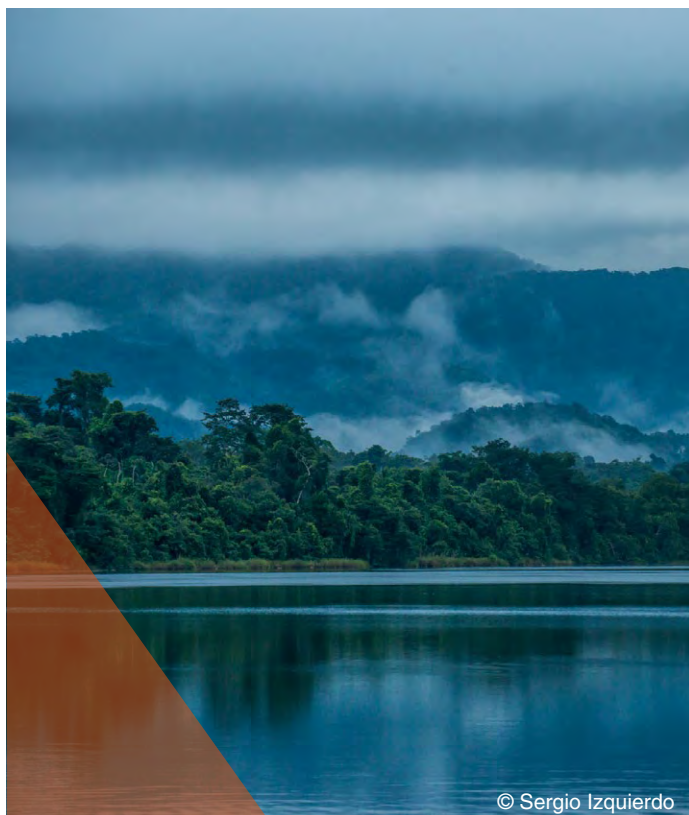


© Sergio Izquierdo

Just as importantly, we must make these IFLs “work” for forest companies and communities, or we stand to lose the opportunity to grow FSC certification in these important areas. The “wait-and-see” approach has been adopted by many potential certified operations, and our solution must result in a system that allows FSC certificate holders to grow and thrive.

Finally, we recognize the difficulty in coming up with a balanced solution and applaud the hard work that has gone into many stakeholder discussions and working groups over the years to get to this point. This landscape-level issue must be taken up by civil society, and we anticipate that there will be an opportunity for these groups to learn from our conclusions.

We are cautiously hopeful that, come Friday, we will be able to vote “yes” on a framework that will protect IFLs on a regional scale, in a way that makes sense for companies and communities, and in such a way that it is auditable.



© Sergio Izquierdo





# Do we need Controlled Wood?



An op-ed piece by NEPCon

In Tuesday's FSC General Assembly programme were two sessions focusing on controlled wood (CW), including – in the morning – a session on the CW Strategy. This was organised as a 'fish bowl' event in which six speakers gave their personal thoughts about the future of controlled wood; with their contributions structured around several questions posed by the facilitator.

The session provided a useful illustration of the variation in perspectives about controlled wood, including it potentially being phased out of the FSC system. Another focus was the anticipated path to the FSC workshop planned for June 2018 as well as finalisation of FSC's controlled wood strategy.

One of the presenters, Jakob Ryding (Forests of the World/ Environmental Chamber) made the point that – if we want to phase out controlled wood – we need to focus on the underlying issues that limit uptake of FSC certification. He described some changes to historical issues associated with the FSC system that – once modified – would lead to less reliance on controlled wood. In this way, the vexed and 'black and white' question of whether Controlled Wood should be phased out becomes less divisive; and indeed less of a question.



For example, for the owners or managers of very small forest areas – who may harvest once or twice in their lifetimes – FSC is often neither relevant nor useful, with neither group nor SLIMF certification applying to them. While the current FSC system is not designed for smallholders, these forest growers still produce a significant portion of the local supply crucial to the FSC-certified industry.

Engaging such forest owners in FSC and certification would result in greater volumes of FSC-certified material entering the world's supply chains; and the reduced significance of controlled wood.

A possible solution is an alternative smallholder standard – which, ironically, could incorporate elements of FSC controlled wood. Ideally this would shift a major portion of the responsibility from the small-scale grower to the next step in the supply chain (e.g. a sawmill or harvesting contractor); and consist of a slimmed-down version of the FSC Principles & Criteria focusing on core issues – in particular those relating to harvesting, High Conservation Values, health & safety, and land rights. Additional safeguards of such a new standard could be a risk-based approach and contractor certification; with the strategic use of remote sensing another useful adjunct to a remodelled approach. Such a standard, tailored to smallholders' circumstances, would need to be sufficiently rigorous to satisfy FSC stakeholders.

Rather than asking, then, the difficult and divisive question as to whether controlled wood should be phased out, it would be more constructive to focus time, energy and the efforts of the FSC community towards resolving some historically difficult issues. And, potentially, recycling elements of the existing controlled wood framework to develop an elegant new standard that leads to production of acceptable material for FSC supply chains.

To read more articles go to [ga2017.fsc.org/](http://ga2017.fsc.org/)



# Thank you

to the sponsors who made  
this event possible

## GREEN SPONSOR



## GOLD SPONSORS



## SILVER SPONSORS



## BRONZE SPONSORS

