

TROPICAL WOOD

Guide for buyers, advertisers, salespersons and customers

This guide has been designed to assist all those who have to make decisions regarding tropical wood products, such as garden furniture or other furniture or building and interior decoration materials.

The guide contains, for example:

- answers to customers' most frequently asked questions
- information on the impact of the acquisition of tropical wood on workers, local communities and indigenous peoples in wood harvesting sites in developing countries
- information on rainforests and the impact of their felling on such as the extinction of species and climate change
- information on the reliability or unreliability of the variety of eco-labels and related environmental statements
- guidelines for recognising potentially endangered tree species

Practical information on FSC certification forms the core of the guide. Presently the FSC is the only worldwide certification system fulfilling the credibility and impartiality criteria set by the international environmental organisations. Also, it is the only system which includes comprehensive criteria, for example, pertaining to the social and economic wellbeing of workers, as well as their occupational safety, enabling the channelling of the proceeds to the local communities and addressing the needs of the indigenous peoples.



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CONTENTS

- 3 Introduction: the purpose of this guide

ETHICAL RESPONSIBILITY IN BUYING COMMODITIES MADE OF TROPICAL WOOD

- 5 Pitfalls of acquisition
- 7 Why should we opt for the FSC Trademark?
- 8 Knowledge and training benefit both buyers and salespersons

INFORMATION PACKAGE FOR BUYERS AND ADVERTISERS

- 10 Forest Stewardship Council (FSC) – What is it?
- 12 What does the FSC Trademark Logo tell about a wood product?
- 14 Where to find FSC-labelled products?
- 15 FSC-labelled Products: Display and Advertising

INFORMATION PACKAGE FOR FURNITURE SALESPERSONS AND CUSTOMERS

- 17 What do customers want to know about tropical wood?
- 18 Why is FSC an ethical choice?
- 19 Rainforests in danger
- 22 The impact of logging on people in developing countries

FURTHER INFORMATION

- 23 Contact information and related Websites

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INTRODUCTION: THE PURPOSE OF THIS GUIDE

FOR WHOM IS THIS GUIDE INTENDED?

This guide was designed to assist all those whose job description includes the acquisition, advertising or selling of products made of tropical wood. Although the most central themes of the guide include garden furniture and other pieces of furniture, the guide can be applied to other products which include tropical wood, such as construction and interior materials for houses, boats and ships, ornaments and barbecue briquettes.

The guide especially aims to serve people in retail enterprises that sell wood-based products, such as buyers, those who are responsible for the advertising and display of products as well as sales personnel. Other groups include personnel in charge of furniture and wood product acquisitions in enterprises and communities, as well as private individuals who are interested in the background of the products they buy.

In order for the guide to serve different groups in the best possible way, it has been divided into different sections:

- Pages 5-8 deal with general information including questions frequently pondered by wood product companies and customers.
- Pages 10-15 include practical information on FSC serving both buyers and advertisers.
- Pages 17-22 respond to the questions most often encountered by sales personnel and customers.

The second and third sections deal partially with the same themes from a different perspective to cater to the needs of different reader groups. In order to save time, the reader may just refer to the part most relevant for him or her.

This guide is part of WWF's activities in promoting responsible forest management. WWF is a politically and financially independent international conservation organisation seeking to protect the biological diversity of the world's wildlife and to maintain ecological functions. The Department for International Development Cooperation of the Ministry for Foreign Affairs has supported the publication of this guide.



At least
17,5 %

At least 17,5% of the wood used in making this product line comes from well managed forest, independently certified in accordance with the rules of the Forest Stewardship Council. 50% of the fibre in the paper is recycled.

Certified by SGS-Qualifor
SGS-COC-1050

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THE BENEFITS OF THE GUIDE

A company selling wood-based products can save a considerable amount of time and trouble if the wood product bears a logo, which is issued by a reliable expert organisation known to operate independently and reliably, guaranteeing its environmentally appropriate production methods. Thus, the company need not engage in time-consuming surveys, which often prove futile, to be able to answer customers' questions: how was the wood product manufactured, is the particular tree species endangered, and how are the working conditions in developing countries, etc..

Customers are increasingly interested in the impact of products on the environment and the living conditions in the country of origin. Consequently, wood products are labelled with a wide array of eco-labels maintaining that products are environmentally friendly. Many suppliers also indicate whether the raw material comes from plantations or whether new tree stock has been planted to replace the harvested one. Unfortunately, more accurate studies suggest that information concerning the product's origins is in many instances groundless and by the same token, many environmental statements on labels prove misleading.

The buyers in Finland-based companies often find it difficult to ascertain whether the statements about the origin of tropical wood are accurate. This is partly because the countries of origin are far away and also because the products have often been manufactured somewhere else than in the country where the wood was harvested.

Currently, there is only one certification system for wood products fulfilling the criteria related to credibility, impartiality and expertise required by international environmental organisations: Forest Stewardship Council or FSC, established by representatives from forestry professions, environmental groups and human rights organisations. The FSC Logo is the only reliable guarantee that the tropical wood has been produced in an environmentally appropriate way while respecting the human rights.

The sales of the FSC-certified products have soared in Finland and new products are continuously launched on the market. Therefore, retailers increasingly require information on FSC. This guide will provide information on how the FSC system works, what the FSC Logo tells about a product and how it can be used in marketing and sales.

ETHICAL RESPONSIBILITY IN ACQUISITION OF TROPICAL WOOD PRODUCTS

PITFALLS OF ACQUISITION



THE IMPACT ON CONDITIONS OF PEOPLE IN DEVELOPING COUNTRIES

Often we imagine that buying tropical wood products will benefit people in developing countries owing to the income generated from the sales. In reality, the conditions of forest workers in other than FSC-approved harvesting sites are poor and occupational safety issues are by and large ignored.

Even legally sold furniture may contain wood that has been, in surprisingly many cases, illegally harvested from rainforests. In illegal harvesting sites, workers' conditions and occupational safety are even poorer arranged than normally and the financial gain from harvesting rarely, if at all, ends up in local communities.

In other than FSC-approved harvesting sites, the rainforest is seen as a disposable commodity, which provides a source of income just once. Once the forest is clear cut, erosion begins to impoverish the soil, thus, permanently preventing the growth of new trees. The FSC certification requires that harvesting is carried out in a manner that does not endanger the natural regeneration of the sites that have been harvested with a view to ensuring that the forests will also provide a source of income in future.

One of the problems is projects in which large monocultures have been established, thus, making it impossible for the local communities to utilise their forests in traditional ways. In many cases, these projects have impoverished communities and caused more social problems than they have solved. Unfortunately, such projects have also been funded via developing co-operation funds.

HOW CAN TREE SPECIES BE RECOGNISED?

Tropical wood is often referred to as "hardwood". In many cases, this is all wood product retailers know of

the raw material. This is, however, only a general term referring to all deciduous trees

However, dozens of tropical tree species are used as raw material. The same species may be, in fact, marketed under several names. If there is confusion over whether two people are talking about a different or the same tree species, it is advisable to find out the scientific name for the species. (In this guide, scientific names appear in brackets and in italics). It is also advisable to use the scientific name when these issues are discussed in a language other than one's own.

The significance of knowing the right species is even more pressing since some of the tree species are endangered and on the verge of extinction just because of their use as raw material. One should refuse to sell or buy products manufactured from such tree species.

ARE SOME TREE SPECIES ENDANGERED?

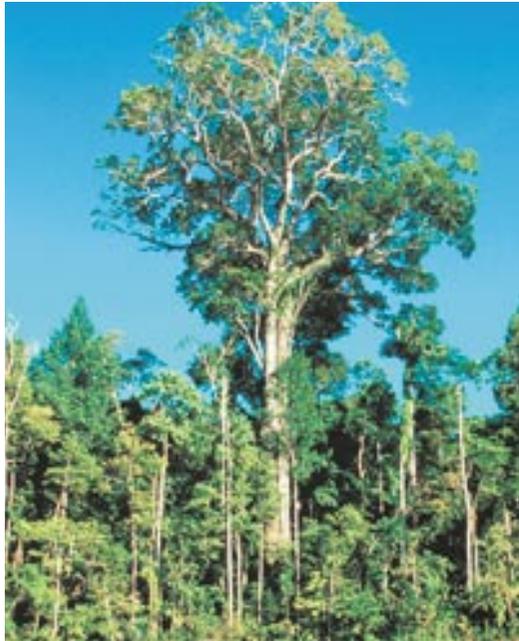
The garden furniture sold in Finland is most often made of the following tropical tree species:

- Meranti (a general term for several tree species in the genera *Shorea* and *Hopea*). Also referred to as balau, shorea, lauan or bangkirai. Many of the species are endangered.
- Keruing (tree species in the genus *Dipterocarpus*). Many of the species are endangered.
- Parashorea (tree species in the genus *Parashorea*). Also referred to as seraya. Many of the species are endangered.
- Teak (*Tectona grandis*).

Tropical wood used in indoor furniture includes, for example.,

- Mahogany (Tree species in genus *Swietenia*). Also referred to as araputanga. Endangered.
- Ramin (Tree species in genus *Gonystylus*). Many of the species are endangered.

- African mahogany. The title refers to several tree species (*Khaya ivorensis*, *Khaya grandifoliola*, *Entandophragma cylindricum*, *Entandophragma utile*).



© WWF-Canon/André Barthelet

Mahogany (*Swietenia macrophylla*) is one of the species that has become endangered owing to furniture industry.

All these species are endangered.

If tropical wood is used in parquet, the species is most often

- Merbau (*Intsia bijuga*). Also called kwila. Endangered.

In addition, dozens of other tropical tree species are utilised in products which are either on sale in Finland, or which are likely to be launched on the Finnish markets in the near future.

In order to find out whether a specific tree species is endangered, please refer to the following Websites on the Internet:

The CITES Website (The Convention of International Trade in Endangered Species of Wild Fauna and Flora): www.cites.org/eng/disc/species.shtml

The World Conservation Union's (IUCN) Website maintains a red list of threatened species at: www.redlist.org

If you are unable to find out the scientific name of the tree, do not buy the product.

NATURAL FORESTS VS. PLANTATIONS

If a product manufactured from tropical wood lacks FSC-certification, it is very likely that the manufacture has accelerated the rainforest loss – even if the tree species itself is not endangered.

It is common that in search for valuable wood, large strips of the adjacent rainforest is logged. Therefore, harvesting of trees that are not endangered has, nevertheless, often led to the extinction of many endangered animal and plant species owing to the destruction of

their habitat. Ironically, if someone catches and sells an endangered parrot, he is considered a criminal in the eyes of the law, but the one who fells all the nesting trees of the parrot or the entire forest, is a businessman although the damage inflicted upon the environment is perhaps even greater.

Wood from plantations is sometimes marketed to customers as an 'environmentally-friendly' alternative. Although tree plantations might reduce the pressure to harvest the natural forest, there are problems involved. Often the plantation is established by destroying the original rainforests. The number of animal and plant species in plantations is dramatically lower than under natural conditions. Often the plantations are monocultures consisting of just one tree species and, thus, are vulnerable to pest attacks. For this reason, detrimental chemical agents are used in pest control.

In plantations, the multiple use of forests is impossible. In developing countries, this affects women in particular, since they can no longer gather firewood, fruit, nuts, materials for handicrafts, medicinal herbs, and plants used for producing dyes.

MISLEADING "ECOLABELS"

A study commissioned by WWF, an international conservation organisation, have shown that of 80 studied environmental statements attached to wood and paper products only three were partially true.

The manufacturers quite often indicate e.g. that one or two new trees have been planted to replace the harvested one. When these statements are studied more closely, it turns out that they are, by and large, unfounded. Even in cases when trees are actually planted, it is often quite useless since in the harvesting sites, large strips of adjacent rainforests is often destroyed. Subsequently, vegetation rich in biodiversity and the complex interaction between plant and animal species is irrevocably destroyed.

In addition, wood often carries a manufacturer's certificate or a certificate issued by the state. These fail to prove the environmentally appropriate origins of the product. The only requirement for obtaining a state certificate is often a certain sum paid to the state. Illegally harvested wood is also often accompanied by such certificates.

Furthermore, statements that wood will soon have a certificate or that it has a certificate of the chain-of-custody (CoC) are insufficient. The latter forms one part of a functional and reliable certification system, like FSC, although CoC alone tells nothing about the methods used in forest management.

WHY SHOULD WE OPT FOR THE FSC LOGO?

SAFEGUARDING THE RIGHTS OF LOCAL COMMUNITIES

FSC is the only international certification system of wood products that includes criteria for employees' working conditions, occupational safety, and health care. In addition, the wood retailers are obliged to improve the social wellbeing of their employees by providing work opportunities and training.

FSC also requires that the local communities with legal or customary tenure can decide on issues concerning their land and that they have an opportunity to earn income from forest in a versatile way, in the form of different forest products, for example.

The traditional rights of indigenous peoples to their own land and natural resources are also one of the issues that the retailer must take into account in order to receive FSC certification.

THE ONLY CERTIFICATION SYSTEM FULFILLING WWF'S CREDIBILITY REQUIREMENTS

There are several different kinds of certification organs in the world. Some of them market their products with environmental statements even though the expertise or impartiality of the certifiers is often inadequate. Therefore, WWF has drawn up criteria for credible forest certification.

It is sometimes falsely assumed that FSC was established by WWF or, in fact, raises funds for WWF's

WWF's requirements for credible certification of wood products

- Independence; inspection carried out by an impartial third party
- Participatory approach; approved by different parties (such as consumers and NGOs)
- Transparency for all parties involved, including the general public
- Based on consensus of the involved parties
- Objective and measurable criteria based on the quality of the result of activities
- A clearly defined channel for appeals
- Active commitment of the managers of certified units or owners to certification
- Use of eco-labelling based on specified and verifiable data
- International activities in which different forest types, forest owner groups, and states are on an equal footing
- Operational policies and structures are adapted to the local environment
- Reliable tracking of the products from forest to shop (Chain-of-Custody)



© WWF-Canon/André Barthelet

A girl from Peruvian rainforest accompanied by her pet monkey, Saddle-back Tamarin (*Saguinus fuscicollis*). The FSC certification ensures that the wood production adheres to, e.g., a ILO convention on the regulations pertaining to the prohibition of child labour.

operations. There is no such link between WWF and FSC. Since FSC has proved to be the only certification system fulfilling WWF's credibility criteria, WWF has publicly announced that FSC is a concrete and reliable method for promoting forest protection.

SALES SOAR RAPIDLY

The market and sales of FSC-certified products has rapidly increased in several countries. For example, in the Netherlands, the market share of FSC products has doubled in a couple of years, from 4% in 1999 to 8% in 2001. While only a few FSC-approved products were sold in Finland in 2000, the selection in 2001 included FSC-endorsed collections of garden furniture, barbecue briquettes as well as wallpaper. The selection and sales are expected to further increase.

REASONABLE PRICES

Thanks to FSC, customers can now make ethical choices and trace the origins – formerly familiar to us in e.g. wine, eggs, bananas, coffee or electricity – of the furniture and other wood products. The FSC Logo does not necessarily mean that products would be more expensive. Even in cases when the FSC product is more expensive than others, it should be remembered that because the raw material is somewhat more expensive, it's often used for products that are better and more refined.

The price difference between different types of garden furniture is, in any case, huge. Therefore, it's not rare to find FSC-certified products that, in fact, are cheaper than corresponding unlabelled products.

KNOWLEDGE AND TRAINING BENEFIT BUYERS AND SALESPERSONS

SKILLS AND COMPETENCE TO RESPOND TO CUSTOMERS' NEEDS

Consumers who make decisions on the basis of ethical principles are a small, yet expanding, group. This trend becomes evident in the growing market share of organic and Fair Trade labelled products improving the conditions of people in developing countries.

The protection of the rainforests is one generally accepted environmental ground for making buying decisions. The customers' knowledge of the environmental impact of tropical wood products is, however, fairly general and they often expect sales personnel to have more accurate information about the products they sell.

RIGHT ANSWERS TO CUSTOMERS' QUESTIONS

Although the FSC Logo is the only reliable guarantee that environmental and social concerns have been taken into account with regard to the product, it is not enough for a successful operational and communications strategy.

Retailers, both buyers and sellers, must be able to justify to themselves, and if necessary, inform the customers what the certification actually guarantees and how reliability can be verified.

It is also important to avoid over-blown environmental statements and superfluous promises. Just like any other industrial operation, FSC-approved production increases the environmental load. The difference, however, is that the load is less since conscious and well thought out measures for forest management are employed to minimise the environmental impact.

WHERE TO FIND MORE INFORMATION AND TRAINING?

Training has proven a good way to increase the expertise of personnel. WWF Finland offers FSC-related training, as well as training in issues related to tropical wood.. Led by a Finnish expert, the courses are tailored to cater to the needs of wood product retailers. Please see contact information on the inside cover of this guide.

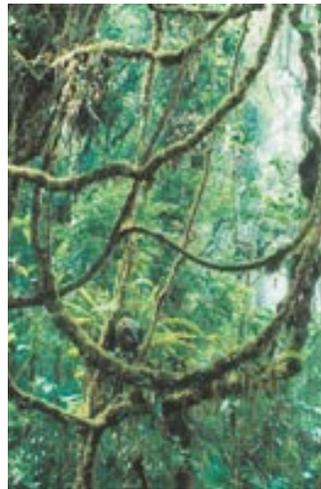


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INFORMATION PACKAGE FOR BUYERS AND ADVERTISERS

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The Forest Stewardship Council grants a wood product the right to be labelled with the FSC Logo if the origin of the wood can be verified to fulfil the criteria pertaining to environmentally appropriate production methods and encompassing the social wellbeing of employees and the rights of indigenous peoples.

HOW WAS FSC ESTABLISHED?

The formation meeting of FSC was held in Toronto, Canada in 1993. A group of wood users, traders, and representatives of environmental and human rights organisations attended the meeting. This was preceded in 1990 by the planning of a system that would promote responsible forest use by various organisations.

WHO BELONGS TO FSC?

FSC is an international non-profit organisation. The members comprise a diverse group of organisations from forestry professions, wood trade, environmental groups, and indigenous peoples' organisations. Currently (in spring 2002), FSC has a total of 541 members from 62 countries. FSC is controlled by an elected Board, comprising experts from forestry and environmental organisations.

The head office of FSC is located in Oaxaca, Mexico. At the end of 2002, the head office will be transferred to Bonn, Germany, though it will still be possible to reach FSC by using the contact information provided in this guide.

FSC has local offices throughout the world, including 16 European countries. FSC has also representation in Finland.

HOW DOES FSC OPERATE?

International FSC Principles and Criteria of Good

Forest Stewardship drawn up by FSC, together with more region-specific standards drawn up by local FSC working groups, form the cornerstone of FSC's operations.

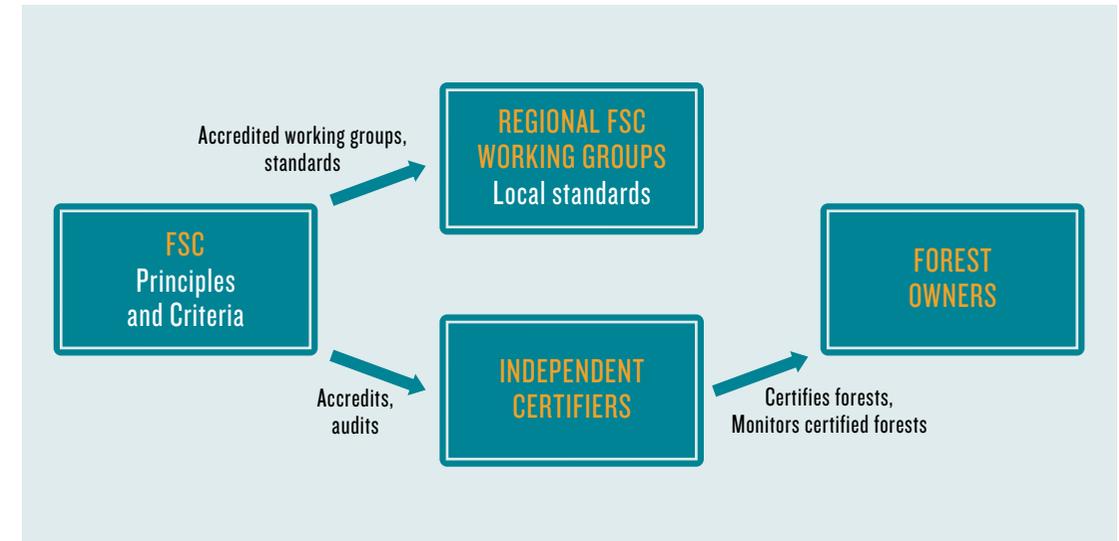
In practice, certification is carried out by independent and impartial FSC accredited certification bodies. Currently (in spring 2002), there were a total of 11 certification bodies worldwide.

FSC certification can be obtained by asking a certification body to evaluate the forest and management methods used. The certification body, for example, assesses the environmental impact and enforcement of workers' rights. If operations are deemed to fulfil the FSC Criteria, certification is granted.

The end product, made of certified wood, may carry the FSC Trademark only if all steps in the production process (saw mill, manufacturer, etc.) can be verified to have used FSC-certified wood and have been granted a CoC certificate thereof. Please see further details on page 13.

An individual certificate code is issued for each FSC certificate and each stage of production that has been granted a CoC certificate. On the basis of the certificate code, the origin of the wood product can be traced all the way to the forest where wood was originally harvested.

Currently (spring 2002) a total of 29 million ha of forest was certified and the number of FSC-labelled product types amounted to some 10,000.



FSC accredited independent certification bodies grant an FSC certificate to a land owner if the forest management in the area complies with the local standards set by the local FSC working group. In the absence of local criteria, certification bodies adhere to the international FSC Principles and Criteria.

HOW IS FSC FUNDED?

The operation of the independent certification bodies is funded from revenues from invoicing the evaluation costs to the forest owner or enterprise who or which has commissioned evaluation.

FSC receives its funding from four sources:

- Accreditation fees; paid by those who have been granted the right to use the FSC Trademark.
- Membership fees from FSC's member organisations.
- Donations and funding from foundations, NGOs, national sources, and private individuals. FSC accepts these only on condition that there are no terms and conditions involved which might compromise FSC's impartiality.

HOW TO VERIFY THE RELIABILITY OF CERTIFICATION?

FSC-accredited certification bodies are required to fulfil strict requirements of reliability and expertise. The performance of each accredited certification body is closely monitored by FSC, ensuring that the appropriateness of their operations can be constantly guaranteed.

Correspondingly, certification bodies audit certified forests and enterprises on a regular basis. If the certification body finds non-compliance with the FSC Principles and Criteria, the certificate and the right to use the FSC Trademark are cancelled. This has been the case, for example, in some teak plantations in Java, Indonesia. The system guarantees that the reliability of FSC is constantly up-to-date.

The third important way of ensuring reliability is the opportunity to trace wood with the aid of the CoC certificate. The certificate code in the CoC helps when checking the origin of the product.

The FSC certificate code issued below the FSC Logo on the product is essential when it comes to verifying the authenticity of the logo. Therefore, if a shop buys FSC certified products, the buyer has to ensure that the delivery document or receipt contains the CoC certificate code. Please see more specific information on page 13.

Further information on the Internet:

The web site of the international FSC in English:
www.fscoax.org

FSC in Finnish available at:
www.fsc-finland.org

The information provided in this guide are based on the situation in summer 2002. Some details of the FSC operations and regulations, as well as the contact information provided in this guide, are subject to change. You are advised to check the most recent information on the Internet.

WHAT DOES THE FSC TRADEMARK LOGO TELL ABOUT A WOOD PRODUCT?

STRICT REQUIREMENTS GOVERN WOOD ACQUISITION

In order to use the FSC Logo, forest management must comply with the main ten FSC principles, the related specific sub-criteria, and region-specific local standards.

The main principles are listed in the box enclosed. The full list of sub-criteria can be found at <http://www.fsoax.org/principal.htm> Click *Document List* and then section *1.2 FSC Principles and Criteria*.

For example, sub-criteria include regulations, which help to verify that harvesting does not threaten the life and livelihood of local communities and indigenous peoples. In addition, criteria contain regulations ensuring workers' occupational health and their rights, and benefits to the local communities through, for example, training opportunities.

The sub-criteria also include criteria on how to assess the environmental impact of harvesting, how to safeguard the protection of soils and water resources, and how to prevent animal and plant species from becoming vulnerable.

There are separate FSC sub-criteria for plantations. The preservation of the viability of natural animal and plant species, as well as the environmental impact of chemical pesticides and insecticides among other things, are monitored in these areas. New plantations established in areas converted from natural forests will not usually qualify for certification. Well-managed old plantations (established before November 1994) qualify, however, for certification.

National and regional working groups develop the local FSC standards. FSC has established its own guidelines for drawing up the local standards: they must be drawn up so that they can be adopted by a wide group of people, including forestry and environmental organisations. The system is not very old and, therefore, local standards have been drawn up only in some parts of the world. This work, however, is being carried out all the time.

International FSC Principles and Criteria

Principle 1: Compliance with laws and FSC principles

Forest management shall respect all applicable laws of the country in which they occur, and international treaties and agreements to which the country is a signatory, and comply with all FSC Principles and Criteria.

Principle 2: Tenure and use rights and responsibilities

Long-term tenure and use rights to the land and forest resources shall be clearly defined, documented, and legally established.

Principle 3: Indigenous peoples' rights

The legal and customary rights of indigenous peoples to own, use, and manage their lands, territories, and resources shall be recognised and respected.

Principle 4: Community relations and workers' rights

Forest management operations shall maintain or enhance the long-term social and economic wellbeing of forest workers and local communities.

Principle 5: Benefits from the forest

Forest management operations shall encourage the efficient use of the forest's multiple products and services to ensure economic viability and a wide range of environmental and social benefits.

Principle 6: Environmental impact

Forest management shall conserve biological diversity and its associated values, water resources, soils, and unique and fragile ecosystems and landscapes, and, by so doing, maintain the ecological functions and the integrity of the forest.

Principle 7: Management plan

A management plan – appropriate to the scale and intensity of the operations – shall be written, implemented, and kept up-to-date. The long-term objectives of management, and the means of achieving them, shall be clearly stated.

Principle 8: Monitoring and assessment

Monitoring shall be conducted – appropriate to the scale and intensity of forest management – to assess the condition

of the forest, yields of forest products, chain of custody, management activities, and their social and environmental impacts.

Principle 9. Maintenance of high conservation value forests

Management activities in high conservation value forests shall maintain or enhance the attributes defining such forests. Decisions regarding high conservation value forests shall always be considered in the context of a precautionary approach.

Principle 10: Plantations

Plantations shall be planned and managed in accordance with Principles and Criteria 1–9, and Principle 10 and its Criteria. While plantations can provide an array of social and economic benefits, and can contribute to satisfying the world's needs for forest products, they should complement the management of, reduce pressures on, and promote the restoration and conservation of natural forests.

THE RAW MATERIAL OF A FSC PRODUCT CAN BE TRACED FROM THE SHOP TO FOREST

A product can be FSC-endorsed only if the production chain can be fully and reliably traced from the forest through all the manufacturing stages. This traceable chain, which is referred to by the acronym CoC (Chain-of-Custody), is one of FSC's strengths. A reliable CoC is conspicuous by its absence in many other certification systems.

When a sawmill, furniture manufacturer, or some other part of the production chain has demonstrated compliance with the credibility requirements, it is granted a CoC certificate. Currently (summer 2002) there are over 2,000 CoC certificates, and the number is growing rapidly.

Products may carry the FSC trademark only if all enterprises along the previous wood chain hold a CoC certificate, that is, all enterprises participating in the manufacture and packing of the product, etc.

There are two elements in the CoC: the opportunity to trace wood within the enterprise and at the points where wood proceeds from one organisation to another. The enterprises pay special attention to every stage that may include a risk of contaminating certified wood with other wood from non-certified forests. Each possible risk has to be analysed, and a suitable control method developed (such as storing certified and non-certified wood in different places, the marking of different wood, and/or precise bookkeeping). When raw material proceeds from one enterprise to another, both the seller and buyer of wood will ensure that the other party has a valid CoC certificate. In addition, the circulation of raw material is controlled by comparing whether the amount of bought and sold raw material indicated by the seller and the buyer tally.

THE CERTIFICATION CODE ENSURES THE AUTHENTICITY OF THE PRODUCT

In order to verify the authenticity of the product, the deliverers have to submit a delivery document or receipt containing the CoC code to the retailer. Before the product can be advertised as a FSC product, this document must be shown to FSC-nominated agent who checks that the CoC codes concerning the raw material chain and the FSC certificate of the origins tally (see page 15).

Customers may also verify the authenticity of the FSC Logo. This can be done as follows: go to the Website www.certifiedwood.org and click *Confirm FSC Certification Status*. Enter the certificate code under the FSC Logo and check whether the original information tallies with the information you received from the seller. FSC Secretariat also helps to verify the authenticity of the certification code: publinfo@fsoax.org.

When forest management methods are environmentally appropriate, biodiversity can be maintained and natural regeneration is possible despite harvesting.



A reliable chain-of-custody is the only way to ensure that the raw material is not harvested from an area where rainforests are being destroyed. Each step is issued with a certificate code helping to trace the origin of the product from forest to shop.

WHERE TO FIND FSC-ENDORSED PRODUCTS?

Customers wishing to buy FSC products are advised to actively enquire about them. If the desired products do not carry the FSC Trademark, customers can always ask the shop to include FSC-certified products in their selection.

Buyers and importers find relevant information on FSC-endorsed products available, as well as manufacturers by each product group and country at www.certifiedwood.org, from section *FSC Certified Products*.

BUYERS' GROUP

A new operation in the wood market is the enterprises forming Buyers' Groups. A Buyers' Group is a network of enterprises, who are committed, after a 3-5 year transition period, to sell only such wood and wood products certified by an independent certification body.

Currently (in summer 2002) there are two Buyers' Groups in the Nordic Countries

WWF Skog 2000 was established in Sweden in 1998. Currently (in summer 2002) it has 38 members, including IKEA, AssiDomän, SCA Forest Products, and Tarkett. Contact person: Lena Dahl. Address: WWF Sweden, Ulriksdals Slott, 170 81 Solna, Sverige, tel. +46 8 624 7400, fax +46 8 85 13 29, e-mail: lena.dahl@wwf.se, Internet: www.wwf.se/skog2000

WWF Skov 2000 was established in Denmark in 2001. Currently (in spring 2002) it has eight members, including Jysk, ScanCom, and COOP Denmark. Contact person: Søren Ring Ibsen. Address: WWF Denmark, Ryesgade 3 F, DK 2200 København N, Danmark, tel: +45 35 24 78 40, fax +45 24 78 69, e-mail: s.ibsen@wwf.dk, Internet: www.wwf.dk

Finnish enterprises may join the Swedish Buyers' Groups if they so wish. If an enterprise is interested in establishing a corresponding group in Finland, they are advised to contact WWF Finland (contact information on the inside cover of the guide).



FSC-APPROVED PRODUCTS: DISPLAY AND ADVERTISING

HOW CAN THE FSC LOGO BE USED IN A SHOP AND ADVERTISING?

It is estimated that the demand for, and public awareness of, FSC-certified products will increase in the future. From the perspective of enterprises selling products, it means that the benefits from an opportunity to use the FSC Logo in advertising will become more emphasised.

The FSC Logo is a registered trademark the use of which is strictly regulated. Each enterprise that wishes to use the FSC Logo in advertising FSC products for sale or off-product use (such as in brochures, product catalogues, window stickers or posters, and stands inside the shop) must apply to FSC for the right to use the logo. Currently (spring 2002), the nominated agent in Finland is Niklas Hagelberg, e-mail: fsc@fsc-finland.org.

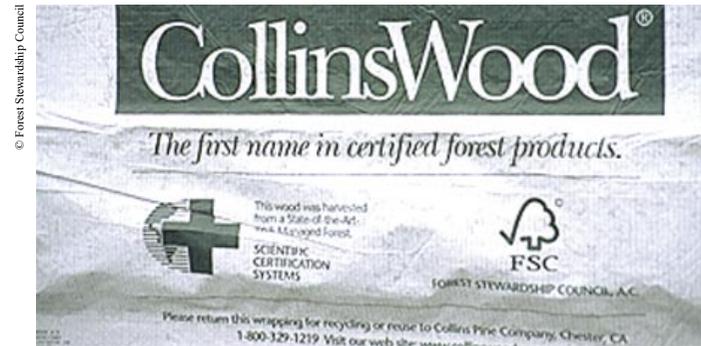
Together with the user right, the enterprise receives information on the permitted use of the logo. These guidelines include, for instance, specific graphic guidelines. They contain detailed information on how the logo must appear. For instance, there must be a minimum exclusion zone around the logo and the FSC Identification code must be indicated. If an organisation is advertising or promoting a number of different forest products, it must be clear which products are FSC-certified and which are not.

The right of use is granted by ordering a *FSC Logo Resource Pack* from FSC-nominated agent. The pack includes the following items:

- FSC Logo original in paper and in electronic format (PC and Macintosh format).
- A copy of *FSC Logo Guide for Certificate Holders*. The guide includes all essential graphic guidelines on the licensed use of the logo.
- *FSC Identification Code* that is a personal identification code for using the logo in advertising.

Once an advertisement, brochure or material has been designed in accordance with the guidelines in the FSC Logo Resource Pack, the material must be approved by FSC-nominated agent before the user proceeds to print.

More detailed information on the approving of materials can be found in the FSC Logo Resource Pack. The aim is that the approval procedure is timely, but FSC asks clients to allow some five working days for handling.



APPROVED OFF-PRODUCT STATEMENTS

FSC principles require that every time the logo is used in advertising, text explaining what FSC is must always accompany the logo. In order to prevent superfluous promises concerning the background of the product or providing the customer with misleading information by mistake, FSC accepts only FSC-approved statements accompanying the logo. The following approved off-product statements can be found in the box below.

Approved Off-Product Statements

FSC accredited certification shows that the forest meets the FSC Principles and Criteria for Forest Stewardship.

The FSC Logo identifies products which contain wood from responsibly managed forests independently certified in accordance with the rules of the Forest Stewardship Council A.C.

FSC accredited certification means that the forest is managed according to strict environmental, social, and economic standards.

FSC accredited certification means that the forest of origin has been independently inspected and evaluated according to environmental, social, and economic principles and criteria agreed by the Forest Stewardship Council A.C. (FSC). FSC is an international, non-profit association whose membership includes environmental and social groups, and progressive forestry and wood retailers working in partnership to improve forest management worldwide.

INFORMATION PACKAGE FOR FURNITURE RETAILERS SALES PERSONS AND CUSTOMERS

WHAT DO CUSTOMERS WANT TO KNOW ABOUT TROPICAL WOOD?

QUESTIONS AND ANSWERS

The FSC Logo is the only reliable guarantee of an appropriate origin of a wood product for customers interested in ethical grounds for buying. FSC is a certification granted by an independent expert organisation, the Forest Stewardship Council. In order to be certified, the forest where the wood is harvested must fulfil strict requirements with respect to environment, workers and local communities. When selling FSC-certified products, it is important that the retailers stick to accurate facts

and know how to avoid exaggerated environmental statements.

When customers ask which tree species the product is made of or if the species is endangered, the sales personnel are advised to ask the person responsible for the acquisition. The often-used term "hardwood" is not a name of a tree species but a general name for dozens of different tropical tree species. Please see page 5 of the guide.

Questions and answers at the shop

What is the impact of this product on the people in developing countries? Have they found work and earned income thanks to these products?

The FSC Logo on a product tells that the production of the raw material fulfils FSC criteria, which determine how to improve the social wellbeing of workers and the local community and enhance the rights of indigenous people. The local community also benefits because the FSC requires that harvesting supports the regeneration of the rainforests. Thus, future generations will be able to enjoy and utilise the forests. Furthermore, well-preserved natural forest increases the opportunities for eco-tourism that may contribute to the income of the local communities.

Unfortunately, tropical wood products other than those that are FSC-certified have had a detrimental effect on the wellbeing of local communities and indigenous people. Workers at harvesting sites or furniture factories in developing countries often get only a tiny fraction of the price of the end-product. In addition, their occupational safety and other working conditions are often poor.

Has the manufacturing of this product damaged the environment?

All industrial activities and transportation impose a strain on the environment. In FSC-approved harvesting sites, these damages, are, however, minimised, and a FSC-certified product is less harmful to the environment than other tropical wood products. For example, rainforests are harvested with a view to preserving the regeneration capacity of the forest.

If a tropical wood product carries no FSC logo, it has more than likely expedited the destruction of the rainforests. Destruction of the rainforests results in rarer animal and plant species, drives them to extinction and accelerates climate change. Please find more information on page 14-22 in this guide.

This tree is said to have been planted. Is that good for the environment?

Without FSC certification, a planted tree is, in many cases, harmful to the environment. It is common that a plantation is established by destroying the original rainforest. Chemical

control agents are also excessively used in plantations. The destruction of rainforests in favour of plantation results in changes in water resources that are harmful to local agriculture.

FSC-approved plantations seek to manage the forest by reducing pressures on and promoting the restoration and conservation of the forest, for example, by avoiding the use of chemical pesticides. Plantations established in areas converted from natural forests do not qualify for FSC certification.

There are so many eco-labels. How am I to know which are reliable?

Presently FSC is the only eco-label for wood fulfilling the reliability and impartiality requirements of international environmental organisations. FSC is also the only certification including comprehensive requirements for addressing the rights of workers and local communities in wood production.

Should we buy plastic garden furniture to prevent forests being harvested?

From an environmental point of view, plastic is a problematic material: the raw material is oil, which is a non-renewable natural resource. Plastic production is also detrimental to the environment. The disposal of PVC plastic waste is difficult since burning releases toxic compounds into the atmosphere.

Which choice profits nature, domestic wood or wood from the rainforest?

As regards hazardous substance loads, the best choice is to buy garden furniture manufactured from FSC-certified domestic wood or wood imported from nearby areas. This means that the forest has been managed using environmentally appropriate methods and emissions caused by transportation are lower compared to imported wood from the tropics. In summer 2002, Finnish consumers could not yet buy FSC-certified wood products originating in Finland. Sweden and Estonia, however, already have domestic FSC-certified wood products available. s. 18

WHY IS FSC AN ETHICAL CHOICE?

FSC IN A NUTSHELL

The Forest Stewardship Council (FSC) is currently the only independent expert forest certification system operating worldwide. It is also the only certification system fulfilling the criteria set by international environmental organisations for credible forest certification.

Only such wood products that come from a forest assessed by an impartial expert body, and where harvesting is carried out or the plantation is managed in an environmentally appropriate way, and where worker's rights and the social and economic wellbeing of the local community have been addressed, qualify for FSC certification.

Each FSC-certified product is labelled with the FSC Logo with an accompanying certificate code below. Thanks to the code, the origin of the wood product can be traced back to the forest where it was originally harvested.

Further information on the Internet:

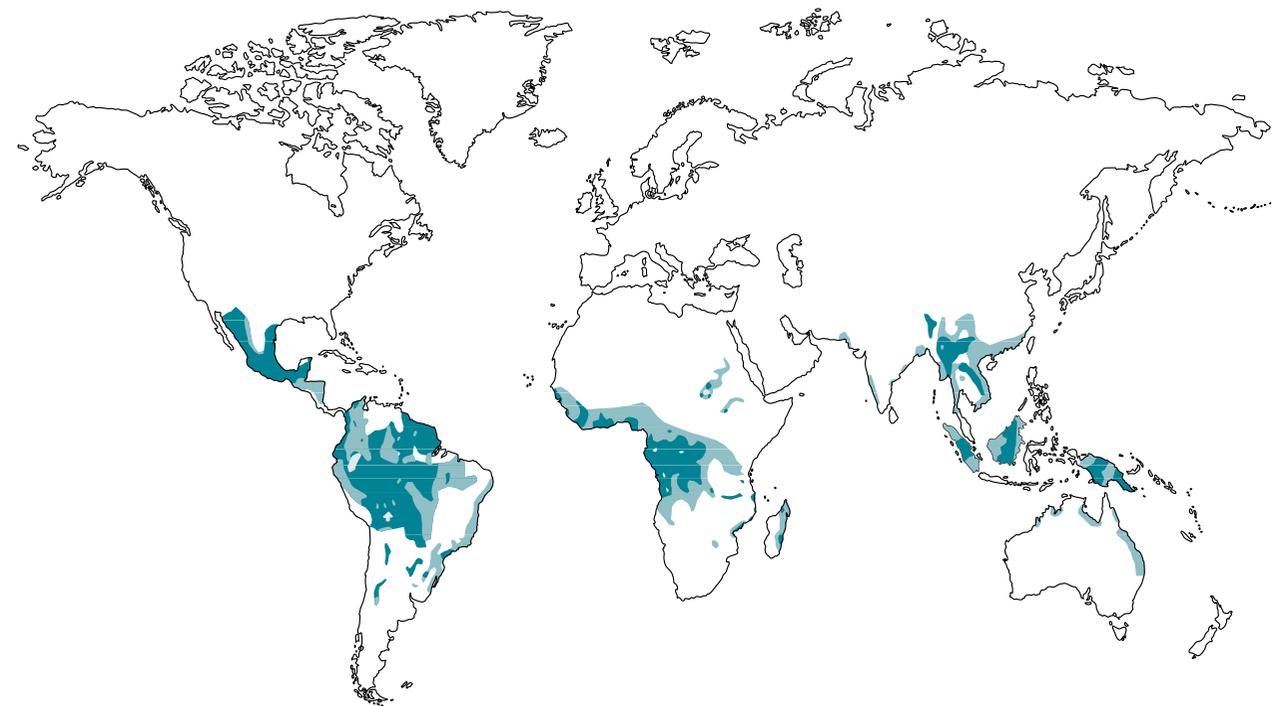
The Website of the international FSC in English at: www.fscoax.org

Information on FSC in Finnish at: www.fsc-finland.org

In order for raw wood material to be labelled with the FSC logo, it must fulfil, for example, the following conditions

- The management of forests and plantations are not to threaten the biological diversity of animal and plant species and shall conserve the water resources without subjecting the soil to erosion. For example, in rainforests, a small enough site is harvested so that the soil is still protected by the living rainforest allowing natural regeneration on sites that have been harvested. Natural regeneration of forests will benefit future generations.
- Forest management operations are planned to enhance the long-term social and economic wellbeing of forest workers and local communities.
- The legal and customary rights of indigenous peoples to their lands and traditional livelihoods will be respected.
- All parties involved in wood retail act in compliance with the law.

RAINFORESTS IN DANGER



The remaining rainforests are indicated by dark green on the map. The light green indicates the areas where rainforests have already been destroyed.

LOGGING RESULTS IN EXTINCTION

The destruction of the rainforests presently poses one of the most serious environmental problems in the world. One of the most important reasons contributing to the decline of the world's forests is the acquisition of wood for the furniture industry.

Once felled, the rainforest is very unlikely to emerge again. It is an extremely vulnerable ecosystem because almost all the nutrients are bound up in the plants and trees, not in the soil. Without tree cover, the alternating tropical sun and heavy rain rapidly erode nutrients from the soil. In as little as two years, the former rainforest soil can be ravaged by erosion preventing the rainforest from ever growing again.

The decline of the rainforest has already driven many animal and plant species to extinction. These include, for example, two subspecies of tiger formerly found in Asia, namely the Javan (*Panthera tigris sondaica*) and Balinese tiger (*Panthera tigris balica*). Very many other



Clear-cut rainforest exposes the soil to erosion resulting in rapid nutrient loss. Once destroyed, the rainforest unlikely to ever emerge again.



Tropical rainforests are home to more numerous plant and animal species than any other part of the world. One of the many is the Maki Frog (*Phyllomedusa tomaterna*).



© WWF/E. Hamantha Rao

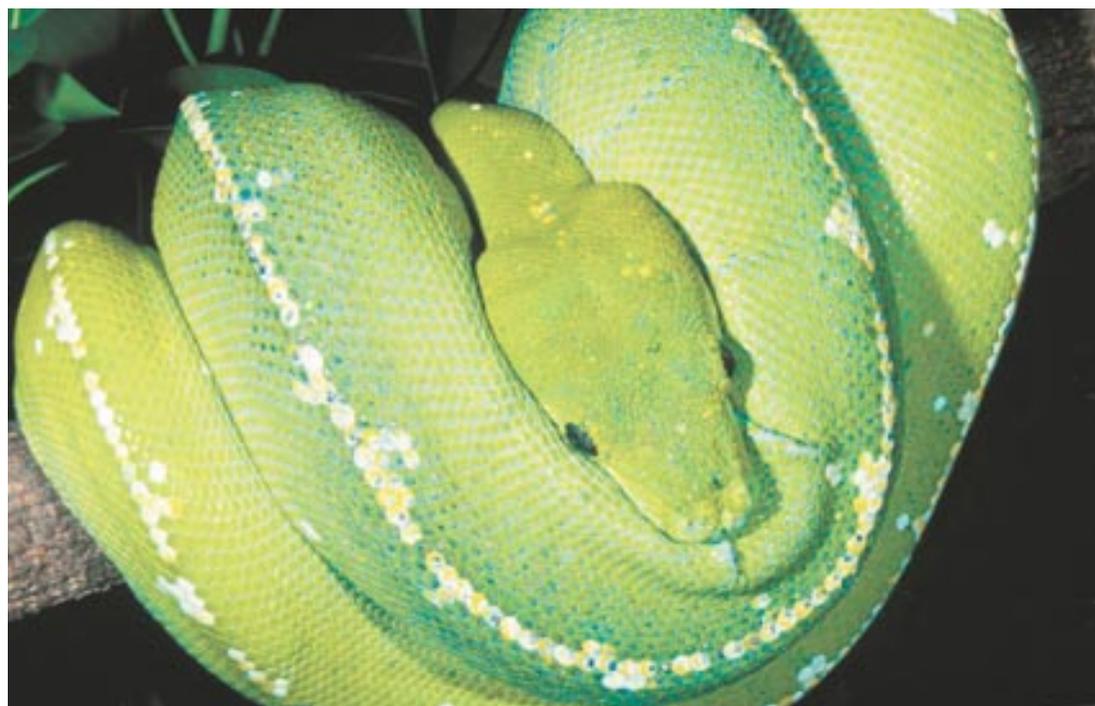
The Bengal Tiger (Panthera tigris tigris).

species are endangered. Within the next twenty years, one of our nearest relative, a large red-furred anthropoid, Orangutan (*Pongo pygmaeus*), whose local name means "person from a forest", is in danger of becoming extinct.

ILLEGAL LOGGING UNDERMINES PROTECTION

In many countries, authorities have tried to prevent forest destruction by issuing harvesting prohibitions. The impact of these has been, however, quite minor because sites under prohibition are logged nevertheless. Large

Green tree python (Morelia viridis).



© WWF/Canon/Martin Harvey

illegal harvesting sites can be found even within nature conservation areas. Unauthorised logging is often effectively organised, supervised by armed men under the auspices of corrupt local authorities. Together with the extensive logging, this makes it an even more difficult problem to solve.

In international environmental crime, it is estimated that most money flows from the illegal logging of rainforests. There are countries, where as much as 70% of the felled wood originates from illegal sources. The origin of the wood is efficiently disguised and, consequently, furniture made from illegal wood is bought and sold by unsuspecting retailers and customers from shops in industrialised countries.

SHRINKING RAINFORESTS CONTRIBUTE TO THE WORSENING CLIMATE CHANGE

The decline of the rainforests is regarded as one of the most severe environmental problems because it exacerbates the greenhouse effect, and through this, contributes to the global climate change. Climate change is perhaps one of the most severe environmental problems our world is facing.

The harvesting of the rainforests contributes to the climate change because harvesting and the related burning of the surplus wood, and the forest fires this causes, release excessive amounts of extra carbon dioxide into the atmosphere. The Intergovernmental Panel on Climate Change (IPCC) estimates that 20% of the world's carbon

The most species-rich natural habitat in the world

Tropical rainforests are found in the tropical zone (in other words, in an area stretching between the Tropics of Capricorn and Cancer) in Africa, Asia, South America and Central America. The richness of the vegetation and the breath-taking diversity and abundance of the flora and fauna are emblematic of rainforests; features that make them one of the world's most valuable natural habitats.

Although rainforests cover only 2% of our globe, it has been estimated that 50-80% of the world's plant and animal species are found in rainforests. They are home to the tiger, sloth, dozens of different monkey species and even more numerous parrots as well as large, colourful butterflies.

More information on the rainforests in Finnish at www.wwf.fi/sademetsat



© WWF/Canon/Mauri Rankari

The rainforest provides a home for many valuable medicinal plants, such as Madagascar Periwinkle (Catharanthus roseus), which contains a substance that has been used in the successful treatment of cancer. The researchers believe that rainforests still contain several medicinal plants new to science – unless they become extinct before their discovery owing, for example, to logging.

dioxide emissions result from logging in the rainforest. Efficient protection of rainforests would be one of the most important tools to curb climate change.

The consequences of the climate change are already visible: the tropical hurricanes, cyclones and typhoons have become more common and the changes are manifest in the increasing frequency and intensity of the climatic phenomenon El Niño. El Niño 'tosses about' the world's climate causing severe drought in some parts of the world and destructive heavy rains in others.

Drought makes forested areas vulnerable to forest fires that are a huge problem, for example, in Southeast Asian rainforests. The extent of the forest fire areas can be illustrated by the fact that Indonesians occasionally have to wear respirators to protect themselves from suffocating smoke conveyed from distant forest areas..

Should the climate change continue unintended, this will likely increase the weather extremes, floods, murky coastal waters affecting the fish stock and obstructing fishing as well as the range of malaria as the malaria-carrying mosquitoes find more favourable conditions to spread.



© WWF/David Hulise

Vu quang (Pseudoryx nghetinhensis), a bovine species lives nowadays in the rare Vietnamese tropical montane forests. Researchers did not discover the animal until 1993. The species is on the verge of extinction owing to the logging taking place in its natural habitat for the purposes of the furniture industry.

THE IMPACT OF LOGGING ON PEOPLE IN DEVELOPING COUNTRIES



© WWF-Camou/André Barnishi

Protection of people and nature go hand in hand. The preservation of the rainforest is indispensable for the wellbeing of local communities. On the other hand, prevention of poverty is an essential prerequisite for the progress of environmental protection in developing countries.

HAZARDOUS WORK FOR LOW WAGES

Workers in harvesting sites usually receive an extremely low wage and work in poor conditions. The wages of women and children, in particular, are extremely low. Very often occupational safety is poor and participation in trade unions prohibited.

This is because almost none of the countries from where tropical wood is imported to Finland are democratically governed and land tenure is concentrated in a very few hands. Therefore, only a fraction of the income from the tropical wood trade benefits local communities. Illegal harvesting is an extreme case: often none of the proceeds ends up in local communities.

Another problem is that clear cutting destroys the opportunities for multiple use of forests, which is an important source of income for women in particular in

any communities. Women gather material for handicrafts and parts of plants used for producing dyes. Forests provide firewood, medicinal plants, fruit and other food plants. This rich variety of plants withers away and disappears because trees no longer protect the vegetation from the heat of the tropical sun.

THE HOME OF INDIGENOUS PEOPLE IN DANGER

There are still several million indigenous peoples and members of minorities throughout the world's rainforests practising their traditional livelihoods. In their own sector, rainforest cultures are very advanced, fostering complex social systems and comprehensive knowledge on how to find food and required materials (such as medicinal plants, building materials and materials for handicrafts) from forests without damaging them.

In many of the countries where rainforests and indigenous communities are found, the majority of the land is owned by a small group of people. Land owning conditions are often in breach of the UN articles concerning the rights of indigenous people to their land. Therefore, it is not uncommon that whole tribes have been violently chased away from their home grounds so that harvesting can begin. Several rainforest cultures have been already entirely destroyed because of harvesting and many are on the verge of extinction.



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FURTHER INFORMATION

CONTACT INFORMATION AND RELATED WEBSITES

In order to facilitate the finding of further information and establishment of contacts, the following contains all contact information and Internet Websites mentioned in this guide.

Certified Forest Products Council

- Independent, non-profit business initiative committed to promoting responsible forest products buying practises
- Maintains a database on FSC-certified products available, as well as manufacturers by product group
- Maintains a register where the authenticity of an FSC-certified product can be verified on the basis of the certification code.

www.certifiedwood.org

FSC

- Independent, non-profit forest certification organisation.
- International head office and Secretariat:

FSC Secretariat
Avenida Hidalgo 502, 68000 Oaxaca, Mexico
tel. +52 951 514 6905
fax +52 951 5162110
e-mail: fscoax@fscoax.org, publinfo@fscoax.org
www.fscoax.org

FSC Europe

Ms. Gemma Boetekees, FSC Europe
Postbus 239, Driebergen, 3970 AG, The Netherlands
tel. +31 30 692 6158
fax +31 30 692 2978
e-mail: gemma@fscoax.org

Approval of advertising material including FSC Logo in Finland

Nominated agent Niklas Hagelberg
tel. +358 9 4115 2243
e-mail: fsc@fsc-finland.org

FSC Association in Finland

- Information in Finnish.
- tel. +358 9 4115 2243*
e-mail: fsc@fsc-finland.org
www.fsc-finland.org

WWF Skog 2000

- A Buyers' Group for enterprises purchasing FSC-certified wood products also open to Finnish enterprises.

Lena Dahl, WWF Sweden
Ulriksdals Slott, 170 81 Solna, Sverige
tel. +46 8 624 7400
fax +46 8 85 13 29
e-mail: lena.dahl@wwf.se
www.wwf.se/skog2000

WWF Finland

- Finnish office of the international conservation organisation WWF.
- Experts available for staff training, appropriate forest management and sustainable furniture purchases
- Information on rainforests and FSC.
- A link serving wood product enterprises interested in forming of Finnish Buyers' Group.

Lintulahdenkatu 10, 00500 Helsinki, Finland
tel. +358 9 774 0100
e-mail: info@wwf.fi
internet: www.wwf.fi
Please see www.wwf.fi/sademetsat
and in particular www.wwf.fi/metsiensertifointi

CITES

- The Convention of International Trade in Endangered Species of Wild Fauna and Flora.
- Information on endangered species, including tree species.

www.cites.org/eng/disc/species.shtml

IUCN

- The World Conservation Union.
- Maintains a Red List of Threatened Species, including tree species.

www.redlist.org