

IR/PS CSR Case #07-26

Pressure on the Paper Production Industry:

Staples, Inc. & The Forest Stewardship Council

By: Marianne Veach

GRADUATE SCHOOL OF INTERNATIONAL RELATIONS AND PACIFIC STUDIES
UNIVERSITY OF CALIFORNIA, SAN DIEGO

Prepared for Professor Peter Gourevitch
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This paper demonstrates how pressure put on a large retailer can lead all involved (suppliers, buyers, and the retailer themselves) to change. To show this, I focus on the Paper Campaign against Staples, Inc. and how it forced Staples to begin supplying paper products certified by the Forest Stewardship Council and how that, in turn, put pressure on pulp producers and forestry companies. While looking at these pressures I also examine the credibility of the Forest Stewardship Council by looking their principles and criteria, organization, accreditation of certifiers, and other policies.

I. Pressure on Staples

A. The Activists

ForestEthics is a non-profit environmental organization with staff in Canada, the United States and Chile. Their mission is to protect endangered forests by exposing corporations that destroy endangered forests by helping corporations that want to act responsibly and by using corporate power to permanently protect forests. ForestEthics' process involves three steps. The first is to determine which forests are endangered forests. Secondly, they determine which corporations are buying the products of the destruction. The final step is to implementing a Corporate Action Plan, which means helping that company implement sound policies when they are ready to do so.¹

“The Dogwood Alliance is the only organization in the South holding corporations accountable for the impact of their industrial forestry practices on our forest and communities.

¹ <http://forestethics.org/article.php?list=type&type=9>

Through a combination of persistent grassroots pressure and skillful negotiation, we achieve the results necessary to create real and lasting protection for Southern Forests.”² The organization brings together many individuals, local and regional grassroots organizations, and national and international organizations in order to put pressure on companies whose production practices use old growth forests in the southern United States. They also bring negotiators into corporate boardrooms to pursue solutions to these problems and target market demand for environmentally preferable paper products by creating financial incentives.³

B. The Paper Campaign

The Paper Campaign was an effort to stop Staples from selling paper produced from old growth forests. The campaign was a collaboration of non-profit and activist organizations led by ForestEthics and The Dogwood Alliance.

In 1999, the Dogwood Alliance and ForestEthics sent a letter to Staples informing them that they would launch a campaign unless it started to phase out products originating from old-growth forests and US public lands, increase post-consumer content to 50% on average, and educate its customers, suppliers, and employees about the value of recycled paper and protecting forests.⁴ After 18 months of protests, negotiations between activist groups and Staples, and no response from Staples, the campaign was launched in November of 2000. The campaign demanded that Staples

-“Immediately phase out of all wood and paper products made from old growth forest fiber

² http://www.dogwoodalliance.org/component/option.com_frontpage/Itemid.1/

³ <http://www.dogwoodalliance.org/content/view/20/37/>

⁴ from the victory newsletter thing FIND THIS

- Immediately phase out of all wood and paper products made from fiber from U.S. public lands.
- Commit to achieving 50% post consumer content for all paper products within two years and begin an immediate phase out of all products that are 100% virgin wood fiber.
- Stock and aggressively market 100% post consumer copy paper lines as well as paper that is made from agricultural residue fiber in all stores or other points of sale.
- Educate employees, customers and suppliers about the benefits of recycled paper, recycling, the availability of alternative fibers, and the Staples policy and strategy for becoming part of the paper solution.”

In August of 2002, The Paper Campaign, led by ForestEthics and the Dogwood Alliance published a report linking Staples to the production of paper products using old growth forests. ForestEthics lists copy paper, carbonless paper, thermal paper and fax paper from Xerox, Windsor, PM Company, Domtar, NCR, and Staples brand as the Staples products that were promoting the destruction of old growth forests. To illustrate their point they focused on two of these paper companies, Xerox and Domtar, which Staples mainly distributed for. The report also looked at the forests they claimed were being ruined as a result of Staples selling Xerox and Domtar paper: the Canadian Boreal Forest, the interior of British Columbia in Canada, and old growth forests in Indonesia.

Through fieldwork and site surveys ForestEthics proved that Staples claims that they were not supplying paper products that came from old growth forests were false. ForestEthics partnered with Global Forest Watch to collect and evaluate data on old growth forests. Their conclusions were that Domtar, which is the largest supplier of paper products to Xerox, was a

large part of the rapid destruction of The Canadian Boreal Forest and the interior of British Columbia. They also partnered with Forest Watch, Indonesia and found that only 10% of pulp and paper came from plantations and the remaining 90% came from cleared rainforests in the country.⁵

C. The Result

On November 12, 2002 Dogwood Alliance and ForestEthics joined Staples to announce their new paper procurement policy.

Staples procurement policy included the following:

- To achieve an average of 30% post consumer recycled content across all paper products.
- To phase out purchases of paper products from endangered forests, including key forests in the Southern United States, United States National Forests and the world's last remaining forests such as the Boreal forests of Canada.
- To report annually to the public on its progress toward reaching these goals.
- To create an environmental affairs division headed by a senior executive report to Staples CEO.

⁵ ForestEthics, *The Credibility Gap at Staples, Inc.: Destroying Old Growth Forests, Misleading Customers*, August 2002. http://forestethics.org/downloads/report_oldgrowth-1

Since the announcement of Staples new paper procurement policy, both Dogwood Alliance and ForestEthics have been working closely with Staples on the implementation of and their commitment to the plan.⁶ In Staples last environmental report they claim that they will have more than 2,200 active paper producers with post consumer recycled content by the end of 2006. They report that their achievements since their new paper procurement policy are:

- Increasing the average amount of post-consumer recycled content across all paper products sold by weight from less than 20% in 2003 to 30% by 2006.
- Launching a new process chlorine-free Staples® brand 100% post-consumer recycled content all-purpose paper.
- Committing to going beyond recycled content to offering paper products composed of alternative fibers and tree fiber from certified sustainably managed forests where feasible.
- Requiring vendors bidding to supply large-volume paper products (copy and print paper, notebook filler paper, etc.) to complete an environmental survey including descriptions of their forest sources, characteristics of the fiber sourced, and mill-specific information to help Staples select responsible paper suppliers.

Approximately six months after the announcement of their paper procurement policy, Staples became a member of the Paper Working Group (PWG), a group of 11 major companies committed to conserving forests and increasing the availability of environmentally preferable paper products. Organized and facilitated by the nonprofit organization Metafore, the PWG is

⁶ Dogwood Alliance, *Dogwood Alliance Convinces Staples, Inc. to Protect Southern Forests*, Fall 2002, <http://www.dogwoodalliance.org/content/view/52/113/#staplevictory>

developing methods for evaluating the environmental performance of paper suppliers to help guide sourcing decisions.

Staples is participating with Georgia-Pacific and the Forest Stewardship Council in an ongoing project to explore achieving certification for small landowners in the southeastern U.S. We are actively engaged with a diverse group of stakeholders in projects to protect high conservation value forests and encourage sustainable forestry in several other areas globally, including the Canadian boreal forest and Indonesia.⁷

Since the end of the campaign Domtar has begun to produce their EarthChoice paper, which is certified by the Forest Stewardship council. This has alleviated a large amount of the destruction of Canada's Adirondack Forest. Since its certification in April of 2005 sales of Domtar's EarthChoice paper have tripled.^{8,9}

II. Forest Stewardship Council

A. What is it?

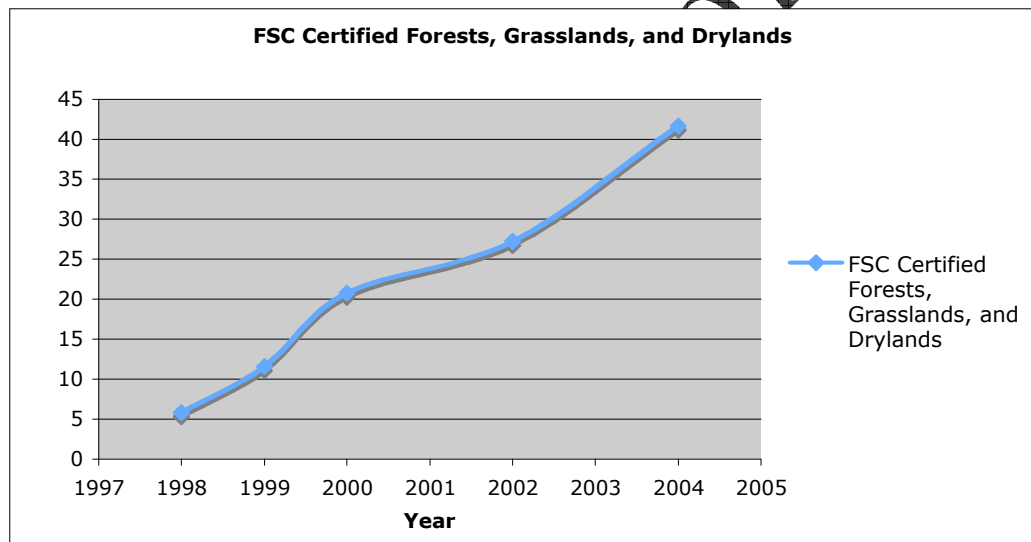
The Forest Stewardship Council began in 1993 in response to the 1992 Earth Summit in Rio. The FSC was created in order to start a dialogue between organizations, corporations and government and to change the practices of forestry to make it more sustainable. FSC's purpose is to promote certification of forest management that meets ecological, social and economic

⁷ Staples, Inc., 2006 Staples Soul Report, <http://www.staples.com/sbd/content/about/soul/index.html>

⁸ Forest Stewardship Council United States, *Domtar EarthChoice Office Paper: First FSC-Certified General Use "Copy" paper for the North American Market*, July 2006

⁹ Jamieson, Scott, "Proving stewardship: Domtar has bagged FSC certification for its 42,500-hectare forest in the Adirondack Mountains, bringing certified fibre to its pulp mill in Cornwall, Ontario. ISO 14001 is the next step". Canadian Forest Industries. April 2001.

standards, and to provide information to the consumer by labeling certified products from well managed forests. Part of its stakeholder owned system is the idea that a stakeholder can monitor, question and dispute certification carried about by FSC's accredited certifiers.^{10,11} As of 2004 approximately 41.65 million hectares of forests in the world have been certified through the FSC. Appendix 1 provides an analysis of each country with FSC certified forests. This is up from 5.8 million hectares in 1998. The graph below shows trends of FSC certified forests from 1998 to 2004.



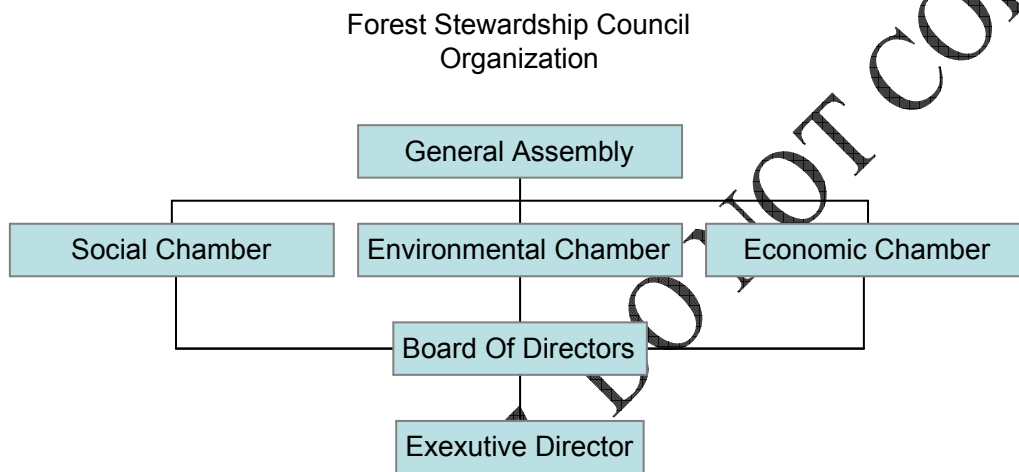
B. Organization

The Forest Stewardship Council's organization consists of an international association of members. This association includes representatives from environmental and social group, the timber trade, and the forestry profession, indigenous people's organizations, corporations,

¹⁰ Forest Stewardship Council, *About FSC?*, <http://www.fsc.org/en/about>

¹¹ Greenpeace International. *Guide to Monitoring FSC Certifications*. August 2000.

community forestry groups and forest product certification organizations. FSC's governance structure includes a general assembly (the highest decision-making body), which has three levels of decision-making bodies: Social Chamber, Environmental Chamber, and the Economic Chamber.



The Social Chamber includes non-profit, non-governmental organizations, indigenous people's associations, unions, individuals, and research, academic, and technical institutions that have an interest in socially beneficial forestry.

The Environmental Chamber includes non-profit, non-governmental organizations, individuals, research, academic, and technical institutions that have an interest in environmentally viable forest stewardship.

The Economic Chamber includes organizations and individuals that have a commercial interest. These groups and individuals include employees, certification bodies, industry and trade associations, wholesalers, retailers, consumer associations, and consulting companies. To join

the economic chamber one needs to demonstrate that they have and have had a commitment to implementing FSC Principles and Criteria in their operations.

The Board of Directors is accountable to the FSC General Assembly members. There are nine board members who are elected from each of the three chambers for a three-year term. There are four officers: Chairperson, two Vice Chairpersons and Treasurer and there are five general board members.¹²

Roberto Waack is the Chairperson of the Board and works Orsa Florestal, a large pulp and paper producer in Brazil.¹³ Eric Palola, a Vice Chairperson of the board is a natural resource economist and the director of the National Wildlife Federation.¹⁴ Jaime Levy, the other Vice Chairperson of the Board works for ALTROPICO Fundación Alternativas para el Desarrollo Sostenible en el Tropico (Foundation for Sustainable Development Alternatives in the Tropics), an organization based in Ecuador with a social mission to empower rural communities.¹⁵ Chris Van Der Goot is the Treasurer of the board and works for the Ecohout Foundation, a non-profit in The Netherlands promoting the production and distribution of timber from well-managed forests.¹⁶ The general board members come from a variety of backgrounds ranging from a food safety company in Sweden to professionals in the forest engineering field.

The Executive Director of the Forest Stewardship Council is Heiko Liedeker. Before joining FSC, Liedeker, was the head of the European Certification Initiative for the Worldwide Fund for Nature in Switzerland. Previously he was the WWF's Senior Forest Policy Advisor,

¹² Forest Stewardship Council, *What is FSC?: Governance*, <http://www.fsc.org/en/about/governance>

¹³ OrsaFlorestal. <http://www.orsaflorestal.com.br/web/en/perfil/>

¹⁴ United States Senate Committee on Energy and Natural Resources, *The interaction of old-growth forest protection initiatives and national forest policy*,

http://energy.senate.gov/public/index.cfm?FuseAction=Hearings.Testimony&Hearing_ID=553&Witness_ID=1410 October 2001.

¹⁵ Fundación ALTROPICO, *Misión y Visión*, <http://www.altropico.org.ec/quienessomos.asp>

¹⁶ Foundation EcoHout. <http://www.ecohout.nl/>

Forestry Department Head, and European Forest Team Chairman. Before working for the WWF, he served as an Environmental Information Systems Advisor and Technical Advisor to government agencies in Saudi Arabia, the Ukraine, and Germany. Liedeker holds a Masters degree in Forest Ecology from the University of Vermont and a Bachelor of Science degree in Forestry from Ludwig-Maximilians University in Munich.¹⁷

C. Standards, Principles and Criteria

The FSC has three types of standards: global forest management standards, chain of custody (CoC) standards, and standards for the accreditation of certifiers. The FSC has ten principles and fifty-seven criteria that are implemented in their standards, which include:

1. Compliance with laws and FSC principles.
2. Tenure and use rights and responsibilities
3. Indigenous peoples' rights
4. Community relations and worker's rights
5. Benefits from the forest
6. Environmental impact
7. Management plan
8. Monitoring and assessment
9. Maintenance of high conservation value forests

¹⁷ Ibid.

10. Plantations

D. Global Forest Management Certification

Global forest management certification involves an inspection of the forest management unit by an independent FSC-accredited certification body to check that the forest complies with the internationally agreed upon FSC Principles of Responsible Forest Management. If the forest complies with FSC standards, then the FSC accredited certification body issues a certificate for the operation. Certified forest operations can claim the forest products they produce come from a responsibly managed forest. Before a certified forest operation can sell their products as FSC certified, they must also obtain chain of custody certification (FM/COC).

E. Chain of Custody

Chain of custody certification provides a guarantee about the production of FSC-certified products. Chain-of-custody is the path taken by raw materials from the forest to the consumer, including all successive stages of processing, transformation, manufacturing and distribution. In the case of recycled materials, the chain of custody follows the product from the reclamation side to the consumer including all stages listed above. From a customer perspective, the FSC label represents a promise that is being made to them. Chain of custody standards is the mechanism

FSC has to ensure that 'promise' is delivered. Operations that have been independently verified for FSC chain of custody certification are eligible to label their products with the FSC logo.¹⁸

FSC states that a key objective to their chain of custody standard is to provide organizations with the ability to enter the FSC program and to increase the proportion of FSC certified input material to 100%. An FSC Chain of Custody Certificate gives information on the evaluated sites, processes and product groups from which the products originate. It also references the chain of custody standards used in the accredited certification body's evaluation. The chain of custody management system incorporates the following basic elements: quality management, product scope, material sourcing, material receipt and storage, production control, sales and delivery, and labeling.¹⁹

F. Accreditation of Certifiers

The Council accredits independent third party organizations that can certify forest managers and forest product producers to FSC standards. Accreditation Services International (ASI) manages FSC's accreditation program by evaluating, accrediting and monitoring certification bodies through the ASI accreditation committee.

FSC accredits for services in the certification of forest management and in chain of custody certification. Certification of forest management includes the certification of single forest owners, groups of forest owners, and of small and low intensity managed forest operations. The chain of custody certification services includes certifications of single

¹⁸ FSC. *About Us, Certification*. http://www.fsc.org/en/about/about_fsc/certification

¹⁹ FSC. International Center. *FSC Standard for Chain of Custody Certification*. November 2007.

operations, of groups of small operation, of multi-site organization with a central control system and of single projects.

For a certification body to apply for accreditation they can through ASI or FSC with respect to forest management or chain of custody. In order for a body to be accredited as a forest management certifier they must also have the chain of custody accreditation.

Accreditations are granted for five years at a time. When an accredited certifier wishes to continue providing the service they must resubmit an application. When there is non-conformity in s certification body they get a “corrective action request” to fix the problem in a certain amount of time or else they are fined or their accreditation is withdrawn.²⁰

The diagram below outlines the process to become accredited:



²⁰ FSC. *Procedures for FSC Accreditation of Certification Bodies*. September 2006

G. FSC and Paper

Any product made of pulp or paper has the potential to be certified as long as the wood used in the product originates from FSC certified sources. Wood is an important material for all paper manufacturers. The FSC certification system allows these professionals to know they are doing the right thing, and taking business away from other companies that may still be supporting illegal, unsustainable, unverified logging activities. The intent of the FSC system is to shift the market to eliminate habitat destruction, water pollution, displacement of indigenous peoples and violence against people and wildlife that often accompanies logging.

Just like other forest products, in order to use the FSC logo as an "environmental claim" on paper, the product must have flowed through the FSC "chain-of-custody" from the FSC-certified forest, to a paper manufacturer, merchant, and finally printer who have FSC chain-of-custody certification.²¹

H. Labeling Requirements & Percentage Certified

FSC's stated objective for the Policy for Percentage Based Claims is to allow public recognition for products containing less than 100% FSC certified materials. This reduces barriers to industries that which rely on a large number of uncertified suppliers. FSC certified paper that has less than 100% must label it with the FSC logo, the percentage, and a description: "'At least 19 % of the wood used in making this product line comes from well- managed forests independently certified according to the rules of the Forest Stewardship Council".

²¹ FSC-US. *FSC Certified Paper*. <http://www.fscus.org/paper/>



I. Staples Paper & the FSC

Staples has committed to moving the majority of product tonnage to FSC-certified content by the end of 2010. Over 10% of the fiber weight in Staples brand products is already FSC certified which includes 10% of its total products. In 2006, Staples incorporated a 100% FSC certified Staples brand paper to its supply.

In a report made by ForestEthics and the Dogwood Alliance in September 2007 comparing five different office supply stores (Staples, Office Depot, FedEx Kinko's, Corporate Express and Office Max) they stated that "the commitment by Staples to a majority of FSC certified content by the end of 2010 is, by far, the strongest on this issue among the five companies... The FSC content of Staples brand products – over 10% - is already the highest of the companies we surveyed, and the company is encouraging more suppliers and forest landowners to become FSC certified."²²

J. Confidence in the Forest Stewardship Council

The Forest Stewardship Council claims that their framework ensures that their policies and standards development processes are transparent, independent and participatory. They define

²² ForestEthics & Dogwood Alliance. *Office Supply Update*. September 2007.

transparency as their process for policy and standards being clear and accessible. They define independent in that their standards are developed in a way which balances the interests of all stakeholders, ensuring that no one interest dominates. Finally, they claim that they are participatory in that they strive to involve all interested people and groups in the development of FSC policies and standards.²³

FSC is transparent to an extent. They make public many documents and offer information on all their certifiers, policies, procedures and standards. FSC's claim that their process is "clear" seems to be an overstatement. All of their documents on procedures that are available to the public seem bureaucratic and convoluted. An example is the diagram (see Appendix 2) that they offer to explain how their principles and standards apply to certification.

I do believe that FSC is independent and participatory in that they do allow stakeholders mostly having the three (economic, social, and environmental) chambers in their organization. They involve interested parties in their processes and procedures to an extent. Any individual can complain to the FSC about a forest or a certifier.

There are some suspicions that were raised while examining the workings of the FSC. Firstly, the chairman of the board is the director for Orsa Florestal, a large pulp and paper company in Brazil. Secondly, some of the certifiers (see Appendix 3 for a complete list) do not only certify, they provide technical and logistical support for forest management companies. Both of these suspicions raise conflict of interest issues. In the case of the Chairman, he works closely with all three chambers in hearing the public's opinion and making recommendations about policies and procedures within the FSC. As far as the certifiers, the conflict is between

²³ FSC. *Policy & Standards*. http://www.fsc.org/en/about/policy_standards

certifying and gaining business? Are these certifiers relaxing on certain standards for certain forestry companies in order to get consulting business?

Another issue I came across while looking at FSC's policies was with their Percentage Based Claim. On one hand the FSC has a Chain of Custody Certification Program in order trace all products back to their original source. They are not clear on how they deal with Chain of Custody with products that contain less than 100% certified inputs. How does chain of custody work if they do not know where all the input materials in the product are derived?

III. Conclusion

The Paper Campaign put pressure on Staples. Staples changed by increasing the amount of certified paper products in their stores. Existing suppliers to Staples stopped destroying (as many) hectares of old growth forests by becoming certified by the Forest Stewardship Council. This outlines the pressure put on each group to conform, who holds the power to make groups conform, and what changes take place when these pressures arise.

The reason Staples changed is because the Paper Campaign, an independent pressure group was able to alert the consumer enough that it affected business. The effect on business was the pressure that got companies like Domtar, Inc. to develop their new EarthChoice Paper. The invention of EarthChoice Paper triggered a pressure on other paper companies and pulp producers to conform and become certified as well.

I have confidence in the Forest Stewardship Council. My confidence is conditional on my confidence in activist groups such as ForestEthics and the Dogwood Alliance. These activist

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groups not only hold corporations accountable, but indirectly hold certification bodies, like the FSC, accountable as well. Considering all the independent parties that monitor each other in this situation, I may not have confidence in all of them, but enough possible change my buying decisions the next time I walk in to a Staples store.

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IV. Further Research

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1. Identify the stakeholders, organizational structure, operations, revenue streams of ForestEthics and the Dogwood Alliance.
2. What was the nature of the protests and negotiations during the first 18 months of the Paper Campaign? Why were these efforts unsuccessful?
3. How did Dogwood Alliance, Forest Ethics finally get Staples to honor its demands? How was the new paper procurement policy arrived at? Were there negotiations? Protests? What tactics • were employed? Was Staples's concession merely due to a well-run PR campaign conducted by the activists?
4. What is the extent of Staple's involvement with Georgia-Pacific and the Forest Stewardship Council? What is Staple's role in the on-going certification project?

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V. Discussion Questions

1. What is (are) the CSR-problem(s) at stake here?

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2. Why would the activists directly target Staples and not Staples' suppliers? Would have it been more effective to do the latter? Do suppliers have more clout in the paper industry? Or does the power for change lie with box retailers like Staples?
3. After the paper campaign, Staples joined the Paper Working Group (PWG) and became a participant of the Georgia-Pacific and the Forest Stewardship Council. Are Staple's actions a credible signal of its commitment to not supplying paper products from old growth forests?
4. What aspects of the FSC give you confidence in the organization? Which do not?
5. How strong is the FSC's chain-of-custody process? Are there incentives to "cheat"?
6. How does a Staples-FSC partnership benefit both parties? Does this partnership solve the CSR-problem of protecting old-growth forests? Are there any cons to this partnership?

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VI. Appendix

Appendix 1

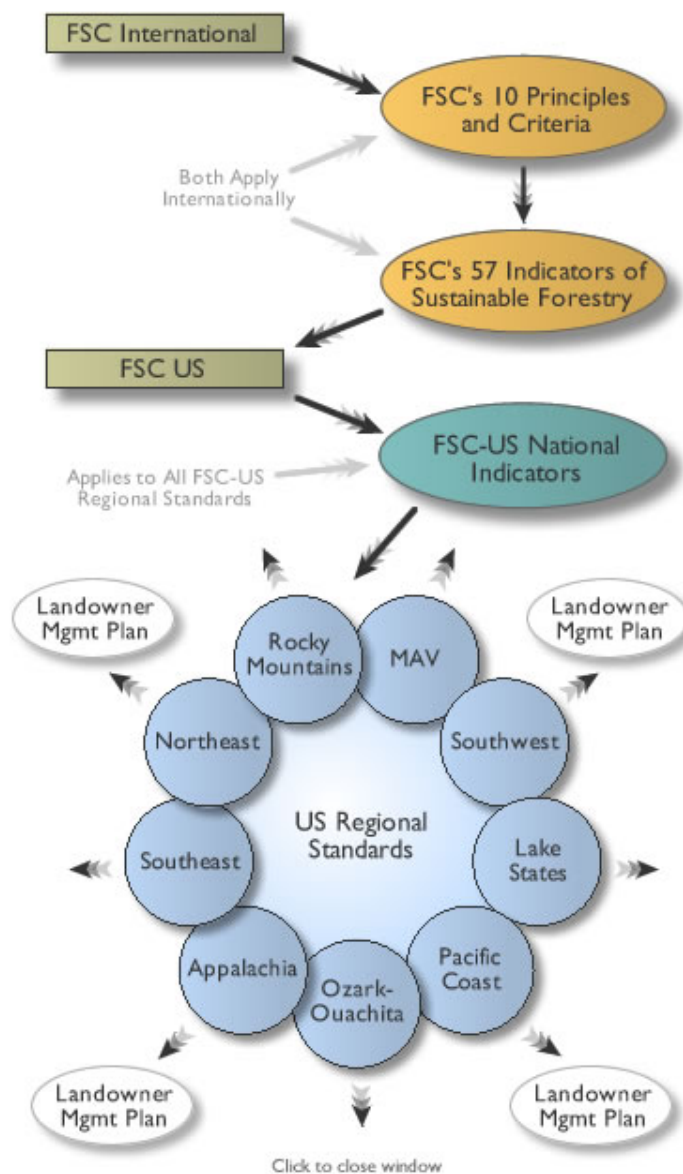
Forest Stewardship Council Certified Forests, Grasslands, and Drylands					
Units: Hectares					
	1998	1999	2000	2002	2004
Argentina	0	0	0	0	130993
Austria	0	0	0	0	404
Belarus	0	0	0	0	106400
Belgium	0	0	4342	4342	5995
Belize	95800	95800	95800	95800	104888
Bolivia	155466	520666	884980	927263	1012448
Brazil	307635	559272	665558	1182640	1463718
Canada	43992	43992	30046	1972361	4257822
Chile	0	0	0	0	376364
China	0	0	0	0	940
Colombia	0	0	0	0	58444
Costa Rica	12381	21338	40538	85986	49346
Croatia	0	0	166861	72765	1988480
Czech Rep	0	0	10441	10441	10441
Denmark	0	0	36	372	372
Ecuador	0	0	0	0	21341
Estonia	0	0	0	0	1063517
Finland	0	0	0	0	93
France	0	0	1050	15363	15325
Germany	26420	94914	224182	417673	524532
Guatemala	12217	97444	100126	312461	469226
Honduras	7970	13868	19876	13868	37277
Hungary	0	0	0	0	188687
Indonesia	0	0	72278	151589	90240
Ireland	0	0	0	0	438000
Italy	11000	11000	11000	11000	11411
Japan	0	0	3319	6390	266489
Latvia	0	0	0	0	1685932
Liechtenstein	0	0	0	0	7372
Lithuania	0	0	0	0	385537
Malaysia	55083	55083	55083	67517	77242
Mexico	42867	116700	169215	516404	565327
Namibia	0	0	54420	61130	61130
Netherlands	0	16425	69064	102522	127056
New Zealand	2305	2305	362856	610258	717027
Nicaragua	0	0	0	0	13157
Norway	0	0	0	0	5100
Panama	107	107	1179	8383	9991
Papua New Guinea	4310	4310	4310	4310	0
Paraguay	0	0	0	0	2700
Philippines	0	0	14800	14800	14800
Poland	1605069	2218006	2742786	3592160	6186018
Romania	0	0	0	0	31611
Russian Federation	0	0	32712	215715	1395479
Slovakia	0	0	0	0	43659
Solomon Islands	0	0	42912	39402	39402
South Africa	208481	683542	828128	898225	1496970
Spain	0	0	0	0	1135
Sri Lanka	0	0	12726	5099	16251
Swaziland	0	0	0	0	17018
Sweden	1694200	3789637	9867087	10130310	10311603
Switzerland	2112	4252	48801	83937	243185
Thailand	0	0	0	0	921
Uganda	0	0	0	0	35000
Ukraine	0	0	203000	238000	152350
United Kingdom	9950	917046	958320	1060667	1144386
United States	1443996	2247609	2859231	3887704	3832247
Uruguay	0	0	0	0	75094
Venezuela	0	0	0	0	139650
Zambia	0	0	0	0	983
Zimbabwe	24850	72504	91589	110561	127285
World	5806231	11585820	20746552	27227418	41655955

Source: WRI compilation of data from: Forest Stewardship Council (FSC). 1998, 1999, 2000, 2002, 2004. Forests Certified by FSC-Accredited Certification Bodies. Document 5.3.3. Oaxaca, Mexico, FSC. Available online at: <http://www.fscoax.org/principal.h>

Appendix 2

Principles & Criteria Flowchart

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Appendix 3

FSC Accredited Certifiers and Brief descriptions:

BM TRADA Certification Ltd (TT)	BM Trada performs chain of custody certification for the Forest Stewardship Council.
Mr. Alasdair McGregor Stocking Lane, Hughenden Valley, High Wycombe, Bucks HP14 4ND United Kingdom Tel: +44 (0) 1494 569700 Fax: + 44 (0) 1494 565487 E-mail: amcgregor@bmtrada.com Website: www.bmtrada.com Scope of accreditation: Worldwide for Chain of Custody certification Accreditation Code: FSC-ACC-008 Initial Accreditation Date: 19-May- 2000	They list all know companies who falsely use their mark. BM TRADA Certification is a leading multi-sector certification body accredited by UKAS (United Kingdom Accreditation Service). Originally established to develop quality assurance schemes in the construction industry, BM TRADA has since expanded into many other sectors including manufacturing; distribution; local authorities; paper; printing; software; legal & professional services, agriculture and food, to name but a few. BM TRADA's portfolio of services includes certification to quality, environmental, information security, and health & safety management systems, as well as product and personnel schemes
Centre Technique du Bois et de l'Ameublement (CTBA) (Since 01 June 2007 part of the FCBA group)	The Wood and Furniture Technical Center CTBA is accredited by FSC to deliver chain of custody certificates in France and in every francophone country. CTBA trains and gives technical support to wood and furniture companies. What kind of incentives does this give them?
Mr. Philippe Ferro 10, Avenue de Saint-Mandé., Paris 75012 France Tel: +33 1 40 19 49 49 Fax: +33 1 43 40 85 65 Email: philippe.Ferro@ctba.fr Website: http://www.ctba.fr Scope of accreditation: Chain of Custody certification, Limited to 32 countries with French as official language Accreditation Code: FSC-ACC-016 Initial Accreditation Date: 25-May- 2004	

Certiquality (CQ)
Mrs. Claudia Gistri
Via G. Giardino, 4, 20123 Milano
Italy
Tel : +39 02 80 691 723
Fax : +39 02 80 691 718
E-mail: c.gistri@certiquality.it
Website: www.certiquality.it
Application: Worldwide for Chain of
Custody certification
Accreditation Code: FSC-ACC-017
Initial Accreditation Date: 13-October-
2004

Certiquality is a non-profit Body accredited to provide the enterprises with certification services covering Quality, Environmental and Safety Management Systems, as well as Product Certification. Certiquality also operates on auditing Data Security in the EDP systems, on Q-web certification and on Professional Training.

Control Union Certifications B.V. (CU)
(former SKAL International)

examples of written assessments made during inspections (or public summaries)
<http://www.controlunion.com/certification/default.htm>

Mr. Johan Maris
P.O. Box 161, Zwolle AD 8000
The Netherlands
Tel: + 31 38 426 01 00
Fax: + 31 38 423 70 40
E-mail: jmaris@controlunion.com
Website: www.controlunion.com
Scope of accreditation: Worldwide for
Forest Management and Chain of
Custody
certification
Accreditation Code: FSC-ACC-019
Initial Accreditation Date: 13-October-
2005

DNV is a leading international provider of services for managing risk.

Det Norske Veritas Certification AB
Mr. Anders Wingqvist
General Manager, DNV Sweden
Box 6046,
171 06 SOLNA
Sweden
Tel.: +468 587 942 64
Fax: +468 651 7043
E-Mail: Anders.Wingqvist@dnv.com
Website: www.detnorskeveritas.se
Scope of accreditation: Worldwide for
Chain of Custody certification
Accreditation Code: FSC-ACC-022
Initial Accreditation Date: 15-August-
2007

Eurocertifor – Bureau Veritas
Certification (BV) (former BVQI)
Mr. Nicolas Barrière
60 avenue du Général de Gaulle -
Puteaux
92046 Paris La Défense Cedex
France
Tel: + 33 1 41 97 02 05
Fax: +33 1 41 97 02 04
Email:
nicolas.barriere@fr.bureauveritas.com
Website:
www.certification.bureauveritas.fr/com
Scope of accreditation: Worldwide for
Forest Management and Chain of
Custody
certification
Accreditation Code: FSC-ACC-020
Initial Accreditation Date: 25-July-
2005

EuroPartner (EP)
Mr. Knysh
Zagorodny pr. 12 office 1
St. Petersburg,
Russia 191002
Tel: + 7 (812) 315 8773
Fax: + 7 (812) 336 7267
E-mail: mailbox@europartner.ru
Website: www.europartner.ru
Scope of accreditation: Forest
Management and Chain of Custody
certification for
countries in the Commonwealth of
Independent States (CIS) (excluding
Small and Low
Intensity Forests (SLIMF))
Accreditation Code: FSC-ACC-021
Initial Accreditation Date: 27-June-
2006
Fundación Vida para el Bosque a.c.
(VIBO)

Mr. Walter Bishop Velarde

Pino Suarez 436 A Ote
Zona Centro 34000
Durango Durango

Translated: The Foundation of Forest Life is a non-profit
created in 1999. Its principal objective is the promotion of the
natural protected areas in the Western Sierra Madres
contained in the areas of Durango, with special attention to
Biosphere reserves in Micilia and Mapimi.

México	I. Sierra Madre Occidental
Tel: + 52 618 827 5940	a. programa de certificación de bosque y aprovechamiento sustentable. VIBO es una organización acreditada por la Forest Stewardship Council (FSC) como certificadora de buen manejo forestal, bajo el numero de acreditación No. FSC-ACC-018.
Fax: + 52 618 827 5940	b. proyectos alternativos del uso del bosque. Exploracion de la Quebrada del Piaxtla.
Email: bosquevibo@yahoo.com	c. programas de educación ambiental en las poblaciones de la sierra.
Website: www.bosquevibo.org.mx	d. programa de áreas naturales protegidas.
Scope of Accreditation: Worldwide for Forest Management and Chain of Custody	e. programa corredores biológicos.
certification	f. Talleres de Certificación Forestal y Cadena de Custodia.
Accreditation Code: FSC-ACC-018	II. Bolsón de Mapimi
Initial Accreditation Date: 02-December-2004	a. Reintroducción del Berrendo (Antilocapra americana).
GFA Consulting Group GmbH (GFA) Mr. Carsten Huljus Eulenkruogstrasse 82, Hamburg 22359 Germany Tel: + 49 40 6030 6140 Fax: + 49 40 6030 6149 E-mail: certification@gra-group.de Website: www.gfa-certification.de Scope of accreditation: Worldwide for Forest Management and Chain of Custody certification Accreditation Code: FSC-ACC-009 Initial Accreditation Date: 01-June-2000 Istituto per la Certificazione e i Servizi per le Imprese dell' Arredamento e del Legno Legno (ICILA)	b. Estudio de la Marginacion de los Habitantes de la Reserva de la Biosfera de Mapimi.
Business consulting group based in Hamburg. In agro-industry they offer private sector clients investment planning and certification services	III. Unificación de esfuerzos de Conservación.
	a. La instauración de un Consejo Estatal de Medio Ambiente, conformado por organizaciones que promueven la conservación del medio ambiente.
	b. Acercamiento con las Asambleas Ejidales de la Sierra Madre Occidental para efectos de consultoria en asuntos del medio ambiente.
	c. Acercamiento con las Etnias representativas del Estado para efectos de consultoria en asuntos de conservación del medio ambiente.

Ms. Maria Rita Gallozzi
Via Braille 5, Lissone (Milano)
I-20035 Italy
Tel: + 39 039 465239
Fax: + 39 039 465168
E-mail: mariarita.gallozzi@icila.org
Website: www.icila.org
Scope of accreditation: Worldwide for
Forest Management and Chain of
Custody
certification
Accreditation Code: FSC-ACC-014

Institut für Marktökologie (IMO)
Mr. Thomas Papp-Vary suspended for
performing new evaluations
Weststr. 51, Weinfelden CH-8570 and
issuing new FSC Forest Management
Switzerland certificates in Chile, as of
22nd September 2006
Tel: + 41 71 626 0 628
Fax: + 41 71 626 0 623
E-mail: forest@imo.ch
Website: www.imo.ch
Scope of accreditation: Worldwide for
Forest Management and Chain of
Custody
certification
Accreditation Code: FSC-ACC-006
Initial Accreditation Date: 01-July-
1998

KPMG Forest Certification Services Inc.
(KF)

Mr. Dave Bebb
Box 10426 777 Dunsmuir Street,
Vancouver BC V7Y 1K3

Canada

Tel: + 1 604-691-3495

Fax: + 1 604 691 3031

E-mail: dbebb@kpmg.ca

Website: www.kpmg.ca

IMO offers certification for organic production and handling according to the European Regulation (EU) Nr. 2092/91. Also USDA has accredited us for organic certification according to the American National Organic Program (NOP). Recently we have received the reaccreditation by MAFF and offer certification according to the Japanese Agricultural Standard (JAS) for the Japanese market.

Since more than 20 years, IMO has been active in the field of organic certification but it is also expert in the sectors of natural textiles, sustainable forestry, and social accountability monitoring.

The forest industry is confronted by intensifying pressure for environmental and social responsibility – and rigorous scrutiny of forest stewardship practices by a broad range of stakeholders: consumers, investors, environmentalists, government and the general public.

Demonstrating that an organization recognizes the diverse expectations of today's stakeholders and has adapted to meet the challenge is a significant challenge in itself.

Certification of operations under the Forest Stewardship Council's (FSC) principles and Criteria of good forest stewardship provides a globally recognized method of demonstrating that an Organization's forest management activities reflect the delicate balance between social, economic and environmental expectations.

About KPMG

KPMG Forest Certification Services Inc, is accredited to conduct forest management certification audits worldwide under the

Scope of accreditation: Worldwide for Forest Management and Chain of Custody

certification

Accreditation Code: FSC-ACC-010

Initial Accreditation Date: 01-December-2002

Scientific Certification Systems (SCS)

Dr. Robert Hrubes

2200 Powell Street, Suite 725,
Emeryville California 94608

United States

Tel: + 1 510 452 8007

Fax: + 1 510 452 8001

E-mail: rhrubes@scscertified.com

Website: www.scscertified.com

Scope of accreditation: Worldwide for Forest Management and Chain of Custody

certification

Accreditation Code: FSC-ACC-003

Initial Accreditation Date: 01-July-1995

QUALIFOR, SGS South Africa (SGS)

Mr. Gerrit Marais

FSC Principles and Criteria.

Our team of professional foresters, biologists, and environmental management systems assessors has been actively involved in the evolution of forest practices auditing for over eight years and brings a wealth of auditing expertise and common sense to task in conducting each assessment.

SCS is a leading third-party provider of certification, auditing and testing services, and standards. Our goal is to recognize the highest levels of performance in food safety and quality, environmental protection and social responsibility in the private and public sectors, and to stimulate continuous improvement in sustainable development.

ONLY ONE THAT DOES ANYTHING WITH PAPER SO FAR: SGS provides forestry certification, inspection of forest products, testing of consumer products, and forestry monitoring.

certification : more than 2000 chain of custody and more than 200 forest management certificates covering over 20 million hectares of forest worldwide.

inspection of forest products: The Forest Product Inspection Services (FPIS) department of Agricultural Services provides inspection and testing services for round wood and a range of primary processed pulp, timber and paper products. The products we inspect are in individual logs or bundles, or in bulk. WASTE PAPER: Our services for Waste Paper include: verification of loading, weight, hold cleanness of vessels, draft surveys random sampling, visual inspections of being free of objectionable materials and prohibited materials (e.g. metals strings, textiles, wood sand, plastic, waxed paper...) testing for humidity damage surveys

Unit 5 Mifa Park, 399 George Rd.,
Randjespark, Midrand
P.O. Box 5472, Halfway House 1685,
Johannesburg
South Africa
Tel: +27 11 6521441

Fax: +27 11 6521403
E-mail: Gerrit.Marais@sgs.com
Website: www.qualifor.sgs.com
Scope of accreditation: Worldwide for
Forest Management and Chain of
Custody
certification
Accreditation Code: FSC-ACC-015
Initial Accreditation Date: 26-July-
2004

SmartWood, Rainforest Alliance (SW)

Mr. Richard Donovan
Goodwin-Baker Building, 65 Millet
Street, Richmond Vermont 05477
United States
Tel: + 1 802 434 5491
Fax: + 1 802 434 3116
E-mail: info@ra.org
Website: www.smartwood.org
Scope of accreditation: Worldwide for
Forest Management and Chain of
Custody
certification
Accreditation Code: FSC-ACC-004
Initial Accreditation Date: 01-July-
1995

Woodmark, Soil Association (SA)

Mr. Kevin Jones
Bristol House, 40-56 Victoria Street,
Bristol BS1 6BY

United Kingdom

Tel: + 44 117 914 2485

Fax: + 44 117 925 2504

E-mail: wm@soilassociation.org

Website:

www.soilassociation.org/forestry

Scope of accreditation: Worldwide for
Forest Management and Chain of
Custody
certification

Accreditation Code: FSC-ACC-002

The Rainforest Alliance works to conserve biodiversity and ensure sustainable livelihoods by transforming land-use practices, business practices and consumer behavior. Companies, cooperatives and landowners that participate in our programs meet rigorous standards that conserve biodiversity and provide sustainable livelihoods.

Woodmark is the Soil Association's international forestry and chain of custody certification scheme.

A world leader in forest certification Woodmark was one of the first to achieve Forest Stewardship Council (FSC) accreditation in 1996. Woodmark continues to be one of the most highly respected and innovative forest certification programs.

Initial Accreditation Date: 01-July-1995

Swiss Association for Quality and Management Systems (SQS)

Mr. Alfred Urfer.

Bernstrasse 103. P.O Box 686,
Zollikofen CH-3052

Switzerland

Tel: +41 31 910 35 35

Fax: +41 31 910 35 45

E-mail: alfred.urfer@sqs.ch

Website: www.sqs.ch

Scope of accreditation: Worldwide for
Forest Management and Chain of

Custody

certification

Accreditation Code: FSC-ACC-013

Initial Accreditation Date: 28-

December-2002

SQS provides certification and assessment services for all types of industries and services as well as practice oriented training in form of workshops and seminars.
COC and FM

Source:

http://www.fsc.org/keepout/en/content_areas/32/1/files/531_2007_08_29_FSC_Accredited_CBs.pdf

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