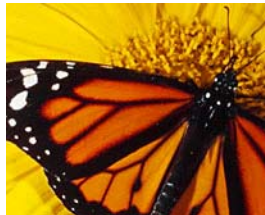




**WWF** *for a living planet*<sup>®</sup>

# Sustainable Forest Management and Certification of Private Forest Owners

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## WWF in the world

- WWF - the world's largest nature conservation organisation
  - 5 million supporters
  - 4000 staff worldwide
  - 300 people working with forest issues, > 80 in Europe
  - National organisations or partner organisations in nearly all European countries



## WWF Positions and Strategy

- Wood is an outstanding and renewable raw-material
- Forest management can be a important and cost effective conservation tool
- International timber trade can provide incentives for SFM

Credible certification – a means for WWF to:

- Promote and verify responsible forest management
- Drive responsible purchasing of forest products
- Educate and give credit to committed managers

GFTN – the main initiative for responsible forestry and trade

Other WWF programmes with small forest owners

- Heritage Forests
- Demonstration forests
- Certification Centers



**GLOBAL  
FOREST  
& TRADE  
NETWORK**

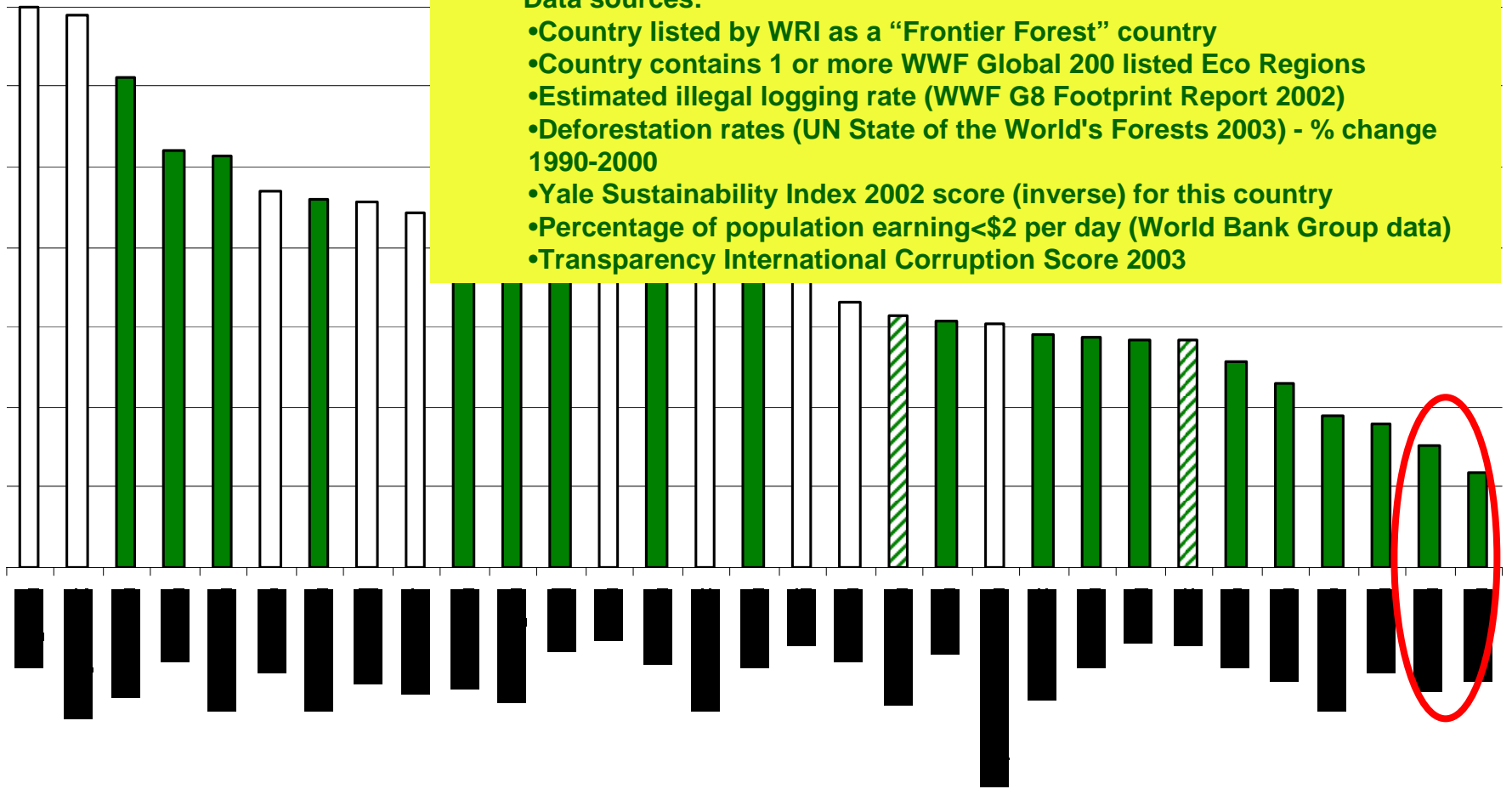


## Valuable and Threatened Forests

“Composite index”

**Data sources:**

- Country listed by WRI as a “Frontier Forest” country
- Country contains 1 or more WWF Global 200 listed Eco Regions
- Estimated illegal logging rate (WWF G8 Footprint Report 2002)
- Deforestation rates (UN State of the World's Forests 2003) - % change 1990-2000
- Yale Sustainability Index 2002 score (inverse) for this country
- Percentage of population earning <\$2 per day (World Bank Group data)
- Transparency International Corruption Score 2003



Country of importance for FTN member
  Potential FTN interest



## Challenges

- Certified products is increasing from all types of forest ownership but from small forest owners
- Credible certification must provide benefits to all forest types of forests and forest owners
- Private ownership will increase in WWF key areas
- WWF is promoting FSC – there is a lack of supply
- Awareness about biodiversity is still needed
  
- *How can FSC facilitate market access and increase the participation of small forest owners in its governance?*
- *How can WWF help build capacity about environmental issues among small private forest owners?*