

**ENDANGERED
& UNPROTECTED**

CANADA'S

Great Bear Rainforest

Eco-certification is not just about 'how to log' it's also about 'where to log'. Greenpeace believes that intact rainforest valleys like Johnston Creek, a healthy habitat for endangered coho salmon, in the Great Bear Rainforest, should remain intact.



Eco-Certification in the Forest Industry: A revolution in the marketplace

What eco-certification means

Increasingly, customers of wood products around the world are asking for guarantees that the products they buy — whether they are kitchen tables, paper products, or 2 x 4s — come from forests which are managed and logged according to ecologically-responsible standards. This trend towards responsible consumerism is backed up by independent certification and labeling, in order to ensure the credibility of claims in the marketplace.

Certification is a process by which an independent audit is conducted of a forestry business to assess whether it meets internationally recognized guidelines of responsible forest management that protect the ecological integrity of the forest and respect the rights of workers, local communities and indigenous peoples. Companies passing the certification assessment are eligible to have their products sold with an eco-logo which tells customers that the product they are buying comes from a well-managed forest.

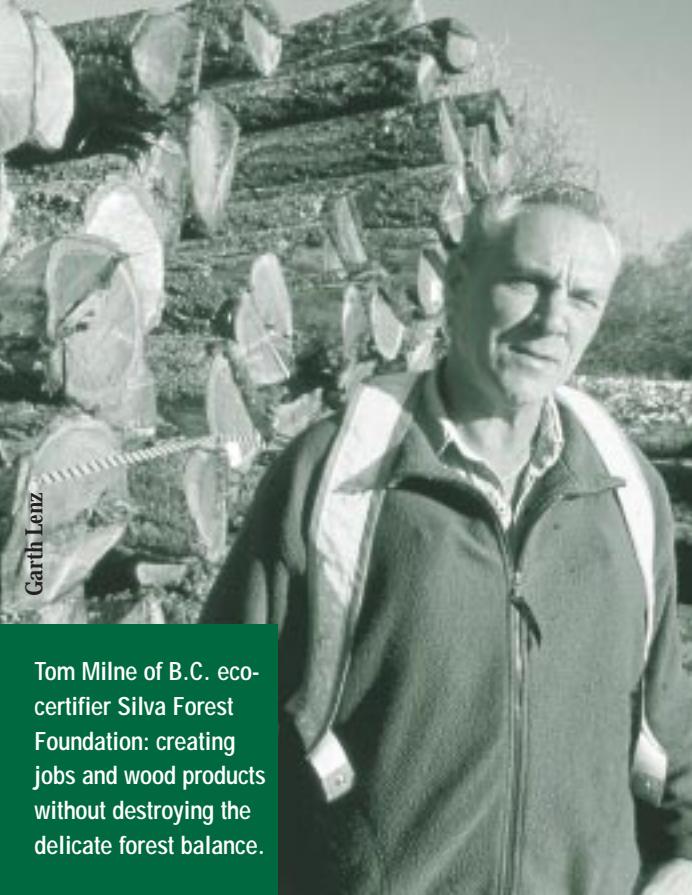
Why eco-certification is needed

According to the World Resources Institute, 80 per cent of the world's ancient forests are already gone or are severely degraded. Of what remains, logging, much of it for international markets, has been identified as the biggest single threat. If destruction of forests continues, scientists warn we will create a species extinction crisis the likes of which have not been seen since the disappearance of the dinosaurs. Forests contain two-thirds of all the world's species. Increasingly, consumers want to be certain that their timber, paper imports and purchases do not contribute to ancient forest destruction nor the extinction of species.

Who's demanding it?

Environmental concern and awareness about logging practices and forests burgeoned in the late '80s and consumers began pressuring retail chains to provide them with assurances that the wood they were purchasing did not contribute to forest destruction, not only in

GREENPEACE FORESTS CAMPAIGN



Garth Lenz

Tom Milne of B.C. eco-certifier Silva Forest Foundation: creating jobs and wood products without destroying the delicate forest balance.

the tropics, but in temperate and boreal regions as well. The need for a credible, verifiable, independent forestry certification and labeling system soon became apparent when increasing numbers of suppliers began placing unsubstantiated and un-verified claims about “sustainability” on their wood and paper products as a marketing tool. As no independent international forestry certification and labeling system existed to turn to, the Forest Stewardship Council (FSC) was created to fill the institutional gap.

The first Buyers Group in the world was formed in the UK. The Buyers Group consisted of retailers who were all being asked for these eco-guarantees by their customers. In 1994 they banded together and committed to preferentially buy wood products that had been certified by the FSC. Today in the United Kingdom, the Buyers Group consists of approximately 80 companies with annual sales of wood products totaling almost \$6-billion Canadian.

In November 1997, the Certified Forest Products Council was launched in the United States, representing 140 corporate members, including the Turner Corporation, the nation's leading general builder, and Habitat for Humanity, one of the largest US home builders. Other

groups of buyers supporting the FSC system have now been established in the Netherlands, Belgium, Austria, Switzerland, Germany, Brazil and Japan.

Who's doing it?

A number of forms of certification exist. Some assess companies' internal management systems, but tell little about the environmental performance of the company. These have low credibility in the marketplace with environmentally concerned consumers. The forestry certification system that has gained the most credibility in the international marketplace, the Forest Stewardship Council, assesses the environmental performance of the company, in the forest, against the FSC's global performance standards.

The FSC is the only international forestry certification and labeling system that does this, the principal reason for its success to date. The FSC's internationally recognized guidelines for responsible forest use were developed through the co-operative efforts of professional foresters, forestry companies, major consumers and retailers, environmental and social organisations, indigenous peoples, community forestry groups and certifiers.

With such a broad-based range of stakeholders whose values and concerns were given equal weight in developing the FSC standards, international consumers of wood products have increasingly been requesting that the wood products they buy come with an FSC stamp of approval.

INTERNATIONAL HEADQUARTERS OF THE FSC are based in Mexico, and national and regional FSC offices exist in countries around the world, including Canada. The FSC approach is based on 10 Principles and Criteria for forest management that have been developed and agreed to by the international membership.

The FSC is appropriately taking a precautionary approach towards certifying logging in ancient forests, given that so much of the world's ancient forests are already gone. FSC's standing policy states only small-scale logging of ancient forests should be considered for FSC certification. Large-scale intensive logging operations in ancient forests, such as clearcutting, cannot presently be certified under the FSC. To do so would require that the FSC change its fundamental principles and criteria. To date, the FSC has certified over

10 million hectares worldwide in tropical, temperate and boreal forest regions. None of the forests in the FSC portfolio involve clearcutting in ancient forests.

FSC accredited certifiers set relevant standards using FSC approved procedures. Once regional standards have been developed and approved by the FSC, certifiers use those. An FSC working group has been set up in Canada with regional sub-groups, including one in British Columbia. The Silva Forest Foundation, a British Columbian organization, is active in certification and ecological forestry and is a member of the FSC.

It's important that certification be conducted by a body that is objective and independent in order to avoid conflicts of interest in the outcome. For this reason, the most reliable and credible forms of certification are conducted by certifiers not directly connected to the logging industry, or to government bodies that may derive income from the logging. This is the approach followed by the FSC.

Another system has been developed by the Canadian Standards Association (CSA), through funding supplied by a coalition of forest company interests headed by the Canadian Pulp and Paper Association. Unlike the FSC model that audits and then certifies on-the-ground logging practices, the CSA model audits the processes by which a logging company makes its decisions concerning forest management.

While the two models are extremely different, logging companies have promoted the CSA model as though it does provide a guarantee of responsible on-the-ground logging, which is clearly not the case. Concerned about potential for misleading and confusing CSA claims in the marketplace about Canadian forestry practices, 56 environmental groups, unions and First Nations from across Canada expressed grave reservations and opposition to the CSA process.

To date, the only wood certification model enjoying widespread support from environmental groups, labour, First Nations and the marketplace is that of the Forest Stewardship Council.

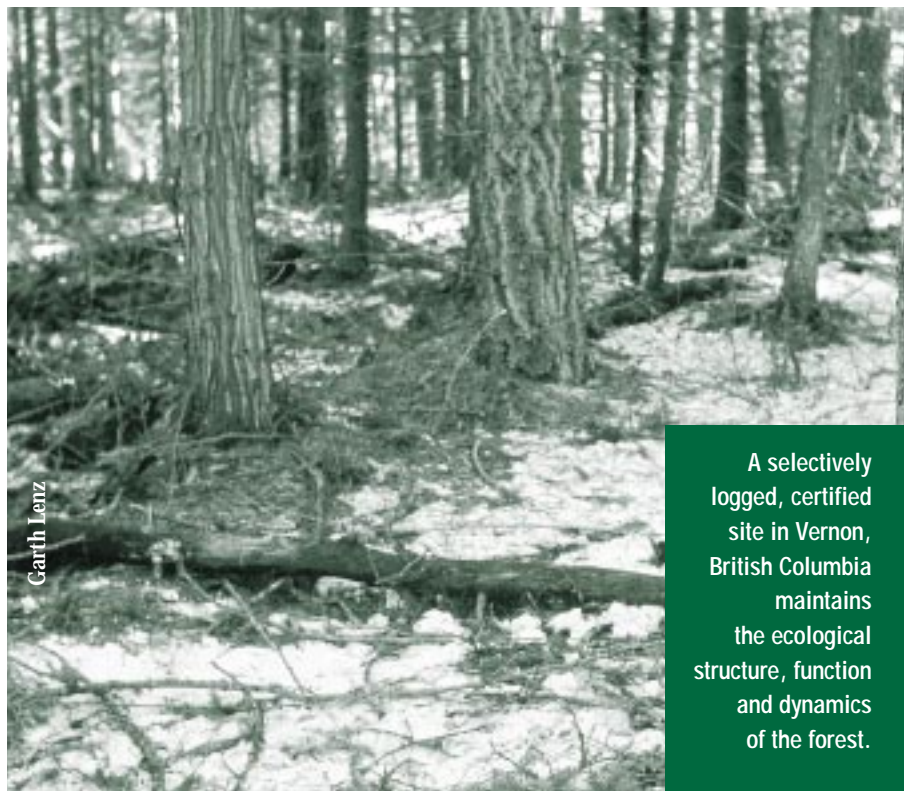
The FSC Challenge

For a logging company to have its operations become FSC certified, they must meet stringent environmental and social standards. Logging practices must more closely mimic natural disturbances that occur in the specific forest ecosystem.

The Forest Stewardship Council advocates that all functions of a forest ecosystem remain intact after it is logged. This requires that a mix of different tree species of different ages still remain standing after the forest is logged. In addition, the functions that those tree and other plant species provide, such as habitat or food for insects, birds and animals, also remain intact. Large-scale clearcutting eliminates or irrevocably changes the forest structure and dynamic.

Currently, the average size of openings created by logging companies in B.C. is approximately 26 hectares and is allowed to be up to 40 hectares — perhaps even larger, depending on the discretion of the Ministry of Forests District Manager. This size opening is significantly larger than that created by a natural disturbance.

Until B.C. companies implement radical and real changes to their practices on the ground, they will not comply with FSC standards and will not be certifiable. The FSC does not certify vague “commitments”. The FSC



Garth Lenz

A selectively logged, certified site in Vernon, British Columbia maintains the ecological structure, function and dynamics of the forest.

A Western Forest Products clearcut logging site in the Great Bear Rainforest (1996). Western will never achieve eco-certification standards unless it drastically changes its forest practices. The Forest Stewardship Council, the most widely recognized eco-certification standard, has never certified clearcut logging in old-growth forests.



assesses what the company is doing, on the ground and in the forest, and only certifies companies whose forest practices demonstrate compliance with FSC standards.

GREENPEACE'S POSITION

The FSC is a membership organization. Greenpeace International is only one among several hundred members of the Forest Stewardship Council, which also includes some large forestry companies among its members. Greenpeace supports the development of certification and labeling as a tool to accelerate the implementation of ecologically responsible forest management by mobilizing the power of the marketplace.

Greenpeace participates in the FSC system in order to promote the development and application of ecologically responsible FSC standards of forestry management at all levels. Greenpeace Canada has been involved in the FSC process to develop standards for B.C. since this process was

initiated, and has actively supported certification initiatives in B.C. even prior to the advent of the local FSC process. In November 1995, Greenpeace Canada supported the launch of Canada's very first eco-certified logging operation, a certification that was conducted by B.C.'s Silva Forest Foundation. The logging program that achieved certification was developed by staff from the Small Business Enterprise Program near Vernon, British Columbia using single-tree selection logging with small-scale equipment, employing more people than by mechanized clearcutting operations. After logging, 70 per cent of the forest remained standing. A global shift to sustainable ecologically-based forest management is the best way to protect biological diversity and endangered ecosystems.

For additional information on certification and the Forest Stewardship Council contact:

Forest Stewardship Council
 WWW: www.fscoax.org
 Forest Stewardship Council Canada
 WWW: www.web.net/fscca

For more information contact:

Greenpeace Canada
 250 Dundas Street West,
 Suite 605
 Toronto, Ontario M5T 2Z5
 phone: (416) 597-8408
 1-800-320-7183
 fax: (416) 597-8422

Greenpeace Canada
 2444 Notre-Dame Ouest
 Montreal, Quebec H3J 1N5
 phone: (514) 933-0021
 fax: (514) 933-1017

Greenpeace Canada
 1726 Commercial Drive
 Vancouver, British Columbia
 V5N 4A3
 phone: (604) 253-7701
 fax: (604) 253-0114

Greenpeace USA
 1436 U Street, N.W.
 Washington, D.C. 20009
 phone: 1-800-326-0959
 fax: (202) 462-4507

Greenpeace International
 Keizersgracht 176 1016
 DW Amsterdam, Netherlands
 phone: 31-20-523-6222
 fax: 31-20-523-6200

WWW: <http://www.greenpeace.org>