



wbcasd forest solutions



Forest Solutions Group  
**Action Plan**  
**2013-2015**

**Overview**  
**March 2013**

# Members - a value chain approach

## Core Members (16)



## Associate Members (9)



# Mission » Purpose

## Mission

» to provide **business leadership** in expanding sustainable forest solutions to meet the needs of people now and in the future.

## Purpose

» to be recognized as the leading platform for the global forest-based industry and its value chain partners – driving **scalable business solutions** to advance sustainable development



Photograph by Fibria



Photograph by John G. Mitchell



Photograph by Misko Kordic



# How to deliver!

## INFORM » AWARENESS

- Illustrate the role of forests and forest products in sustaining a low-carbon and bio-based economy.
- Articulate the contribution of the forest-based industry to developing within planetary boundaries and meeting societal needs.
- Sample outputs:
  - Facts & Trends
  - Issue Brief
  - Key messages for policy makers

## INVOLVE » ENGAGEMENT

- Continuously involve in open dialogue with key stakeholders to establish and maintain solid partnerships to deliver solutions.
- Key stakeholders:
  - The Forests Dialogue
  - WRI & Forest Legality Alliance
  - IUCN
  - WWF International
  - Consumer Goods Forum

## IMPLEMENT » ACTION

- Work towards common performance targets & commitments against FSG membership principles.
- Initiate and drive concerted action with members & partners.
- Develop/maintain tools helping to expand the market for sustainable forest products:  
e.g:
  - SP Guide
  - Forest Finance Toolkit

## INFLUENCE » ADVOCACY

- Inform and connect with key audience groups, and influence the policy making process and regulatory frameworks through targeted communication and advocacy.
- Audience groups:
  - Industry, academia, institutions, IOs, NGOs, think tanks and media
- Develop targeted communication & advocacy plan
  - Pilot: Issue Brief on Biomass Carbon Neutrality

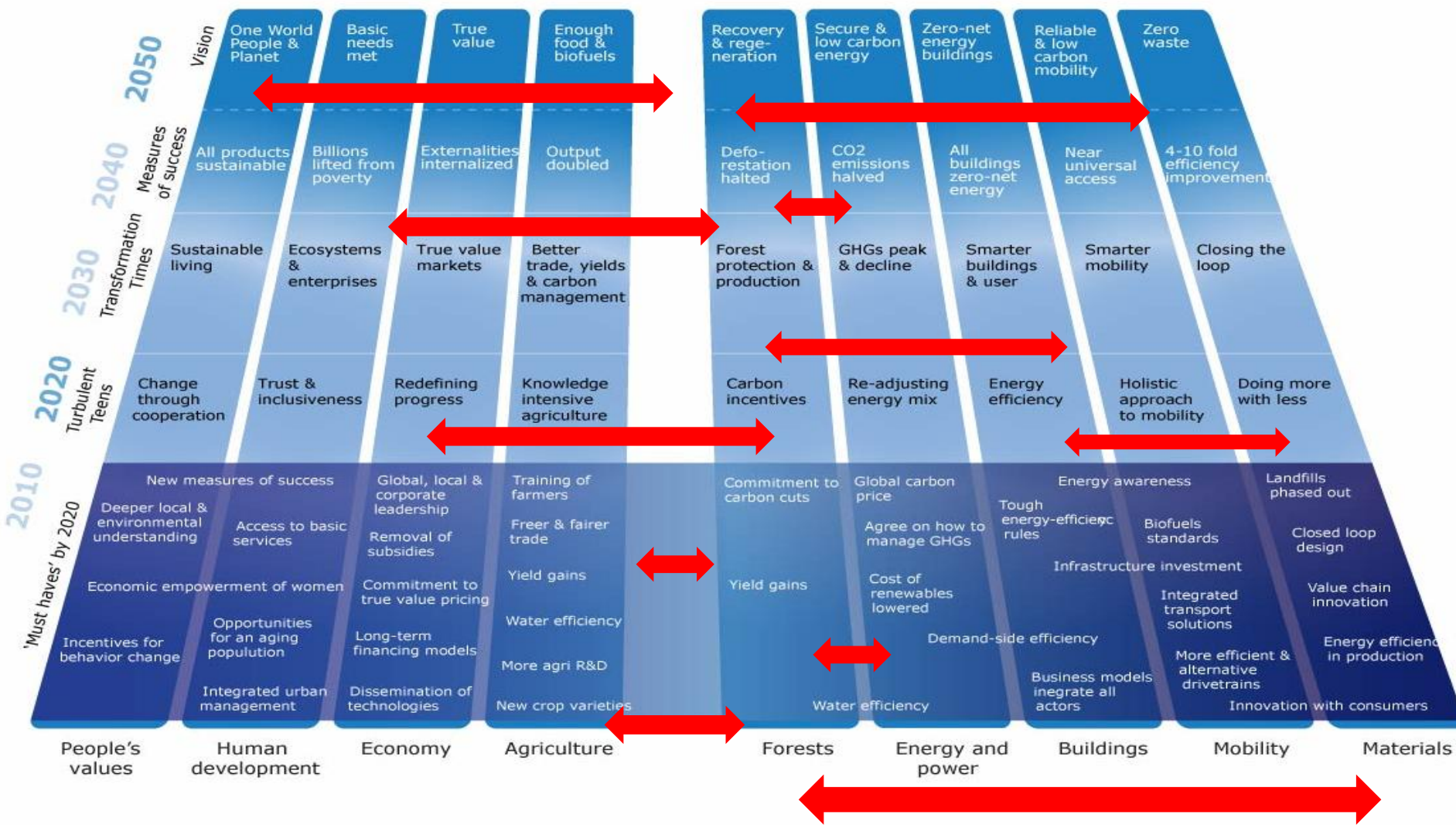




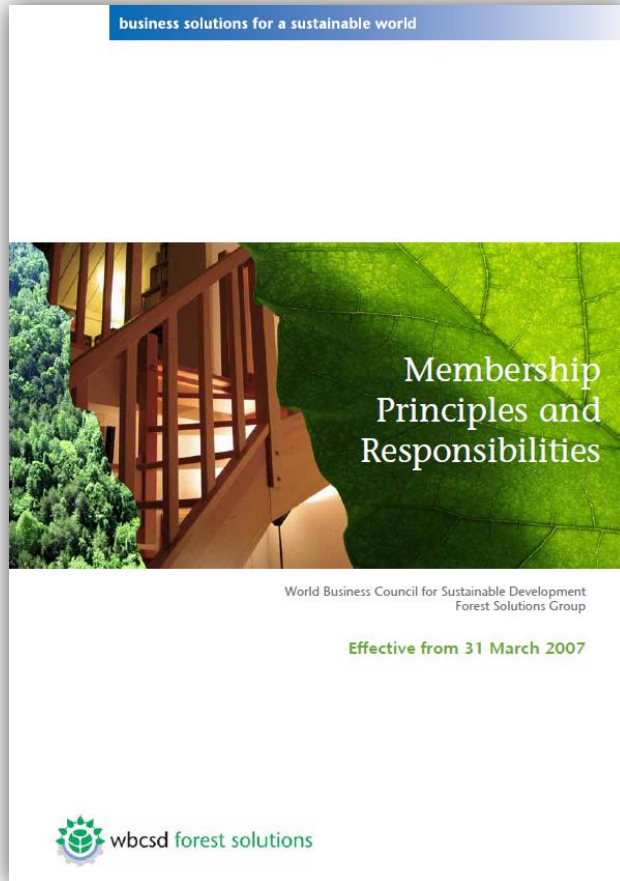
# Strategic context: WBCSD's Vision 2050

*Forest pathway with close interconnections*

**Vision 2050: 9 Billion People Living Well And Within The Limits Of The Planet**



# Membership principles & responsibilities



- All members **endorse and adhere** to group's principles & responsibilities around :
  - Management & Governance
  - Resource Management
  - Fiber Sourcing
  - Eco-Efficiency & Emission Reduction
  - Climate Change mitigation
  - Health & Safety
  - Community well-being & Stakeholder Engagement
  - Human rights & Labor standards
- Starting 2013 - phased approach towards performance targets & commitments

# 2015 must haves

*Identified by CEOs*

## **Communication & advocacy**

- Improved confidence in sustainable forest management and forest products
- Enhanced understanding of ample solutions and benefits forests and forest products provide
- Established new constructive business & NGO partnerships
- Better integration in policy and regulatory frameworks

## **Water footprint**

- Agreed methodology to calculate the industry water footprint

## **Forest & forest product certification**

- Improved responsiveness to business needs providing greater marketing and customer access value

## **Biotechnology**

- Initiated and fostered international multi-stakeholder dialogue around the role of biotechnology within planted forests

## **Forest Solutions Group**

- About 35 members
- Recognized as leading sustainability platform for the global forest industry and forest supply chain companies
- Repositioned within WBCSD as a key example for a value chain approach and sustainable industrial cluster



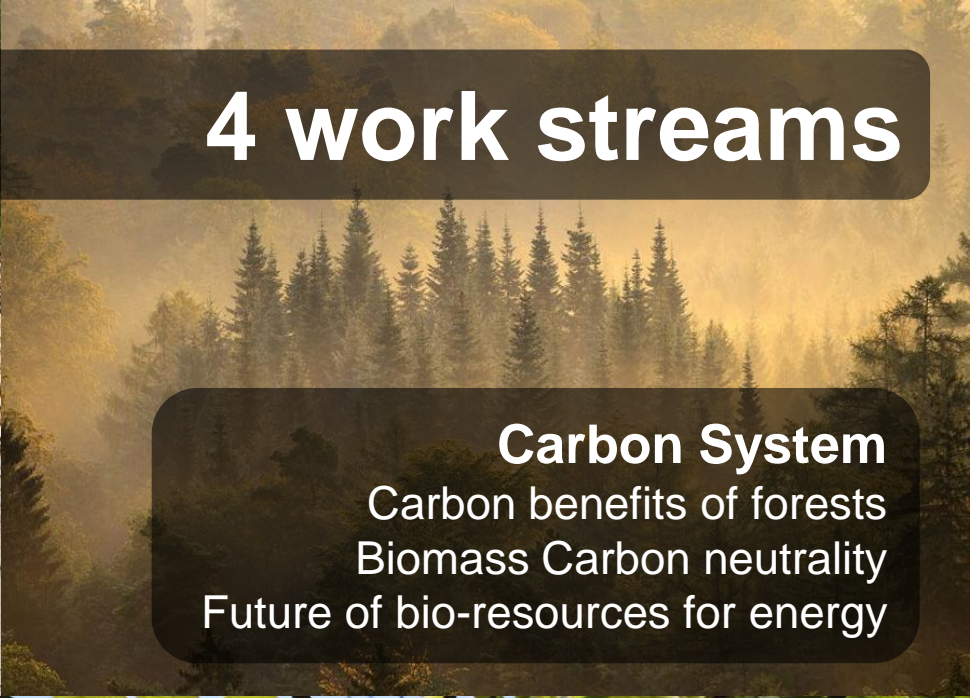




# 4 work streams

## Value Chain

Sustainable procurement  
Value of fresh & recycled fiber  
Engaged with FLA, WWF, CGF



## Carbon System

Carbon benefits of forests  
Biomass Carbon neutrality  
Future of bio-resources for energy



## Forest Resources

Forest certification  
The Forests Dialogue  
The role of productive forests



## Communications Initiative

Awareness & Advocacy  
Communications planning  
Influencing policy



# Action Team: Value Chain

Chair: Joseph Lawson – MWV

**Core objective:** Expand markets for sustainably produced & sourced forest products.

INFORM » AWARENESS	INVOLVE » ENGAGEMENT	IMPLEMENT » ACTION	INFLUENCE » ADVOCACY
<ul style="list-style-type: none"> <li>Develop a (mini) Facts &amp; Trends on fresh and recycled fiber complementarity</li> </ul>	<ul style="list-style-type: none"> <li>Continue &amp; extend collaboration with the <a href="#">Forest Legality Alliance</a> and <a href="#">WWF International</a> (Informal, but more engagement via The Forests Dialogue as Rod Taylor and Joe Lawson are co-leaders of TFD)</li> <li>Continue dialogue with <a href="#">Consumer Goods Forum</a> – representing 500 major companies - brand owners, retailers, innovation partners               <ul style="list-style-type: none"> <li>Idea: Alignment of work streams on zero-net deforestation objectives</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Build capacity in sustainable procurement through WRI&amp;WBCSD Sustainable Procurement Guide (e.g. webinars, LbS)</li> <li>Continue to actively promote (e.g. learning-by-sharing/webinars) and support updating the guide and resource kit.               <ul style="list-style-type: none"> <li>WRI maintains web-domain</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li><i>Potentially</i> inform &amp; influence the development of the “CGF’s Forest Products Sourcing Guidelines” through engagement in Supplier Advisory Group.</li> </ul>



# Sustainable Procurement Guide

- Joint information and decision support tool by WBCSD & WRI
  - Dec 2012: Release 3rd edition
- Developed around 10 key issues underpinning procurement related to
  - Sourcing & legality aspects
  - Environmental aspects
  - Social aspects
- Explains utility of other resources, toolkits & initiatives
- Online tool and resource kit:
  - [www.sustainableforestproducts.org](http://www.sustainableforestproducts.org)



wbcd forest solutions



WORLD  
RESOURCES  
INSTITUTE



# 10 things you should know



## Sourcing and legality aspects



**Origin**  
Where do the products come from?



**Information accuracy**  
Is information about the products credible?



**Legality**  
Have the products been legally produced?

## Environmental aspects



**Sustainability**  
Have forests been sustainably managed?



**Special forests**  
Have special forests been protected?



**Climate change**  
Have climate issues been addressed?



**Environmental protection**  
Have appropriate environmental controls been applied?



**Recycled fiber**  
Has recycled fiber been used appropriately?



**Other resources**  
Have other resources been used appropriately?

## Social aspects



**Local communities and indigenous peoples**  
Have the needs of local communities or indigenous peoples been addressed?

# Action Team: Carbon System

*Chair: Christian Ramaseder – Mondi*

**Core objective:** Articulate the carbon benefits of sustainable forest management, forest products and energy from forest biomass and inform & influence the global regulatory process to fully leverage these benefits for climate adaptation and mitigation.

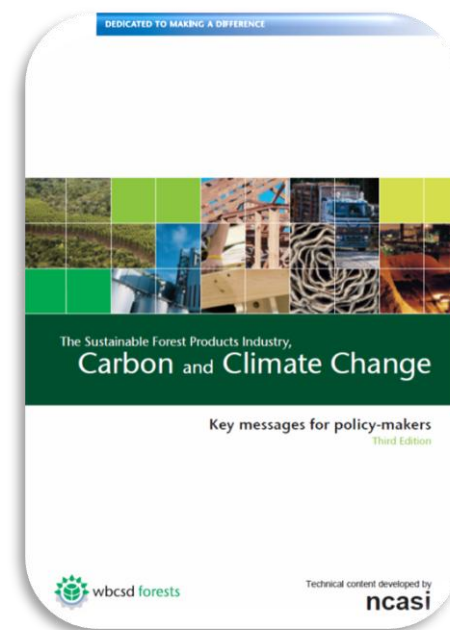
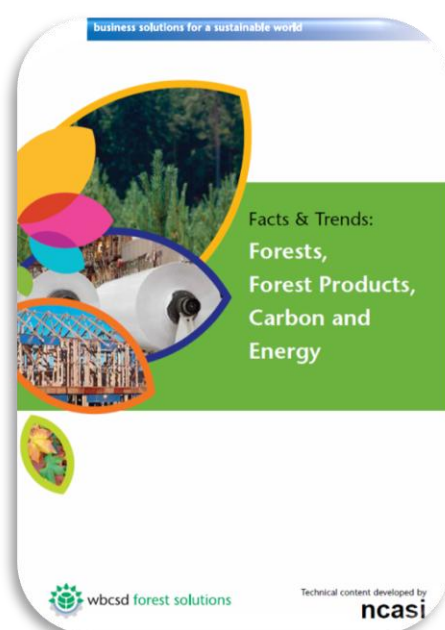
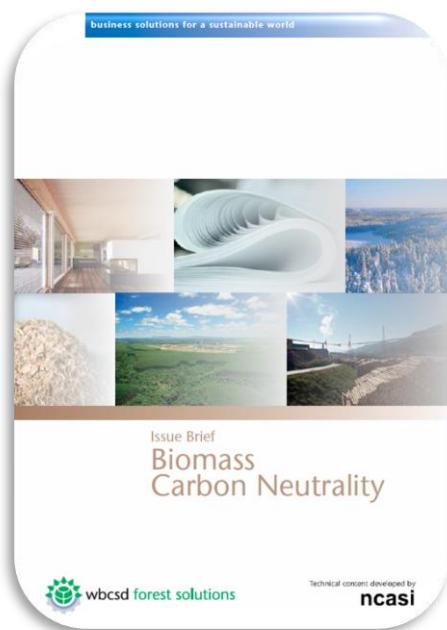
<b>INVOLVE » ENGAGEMENT</b>	<b>INFORM » AWARENESS</b>	<b>IMPLEMENT » ACTION</b>	<b>INFLUENCE » ADVOCACY</b>
<ul style="list-style-type: none"><li>Engage with the WBCSD Energy &amp; Climate group on the future of bio-resources for energy (Mondi, MWV and Weyerhaeuser are participating)</li></ul>	<ul style="list-style-type: none"><li>Potentially develop pilot case studies demonstrating/illustrating biomass carbon neutrality.</li></ul>		<ul style="list-style-type: none"><li>Promote Facts &amp; Trends &amp; Issue Brief (with support of NCASI)</li><li>Support development of a pilot communications &amp; advocacy plan for the Issue Brief on Biomass Carbon Neutrality</li></ul>





# Recent outputs

- Issue Brief: Biomass Carbon Neutrality
- Facts & Trends: Forests, Forests Products, Carbon and Energy
- Carbon & Climate Change: Key messages for policy makers



# Action Team: Forest Resources

*Chair: Joao Soares - Portucel Soporcel*

**Objective:** Engage and build solid relationships with key stakeholders to bring more of the world's forests under sustainable management, delivering ecological services, social benefits and economic development on an ongoing and renewable basis.

<b>INFORM » AWARENESS</b>	<b>INVOLVE » ENGAGEMENT</b>	<b>IMPLEMENT » ACTION</b>	<b>INFLUENCE » ADVOCACY</b>
<ul style="list-style-type: none"><li>• Develop a mini-facts &amp; trends on the value of productive forests (natural and planted).</li><li>• Provide new guideline to calculating the “Green Water” of forest products to the Water Footprint Network (WFN).</li></ul>	<ul style="list-style-type: none"><li>• Participate in The Forests Dialogue on 4Fs in Indonesia and/or Finland and a science based dialogue on genetically modified trees (potentially hosted in US).</li></ul>	<ul style="list-style-type: none"><li>• Monitor and collect data on certification development trends</li><li>• Water footprint methodology<ul style="list-style-type: none"><li>– Review &amp; discuss response from WFN</li><li>– Potentially develop own “WBCSD formula” for green water</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Organize &amp; facilitate a structured dialogue in Montreux with the main certification systems (FSC, PEFC &amp; SFI) on the future of forest certification (e.g.: key issues: market recognition, forest conversion, chain-of-custody, group certification.)</li></ul>





# The Forests Dialogue (TFD)

**Objective:** [TFD](#) is an **independent** platform and process to **build stakeholder alliances**, jointly address forest resource challenges and create mutual understanding of issues impeding progress in forest management.

## INVOLVE » ENGAGEMENT

### GM trees dialogue

- Scoping dialogue held Oct '12
- *Next steps/proposal:* Dialogue based on knowledge sharing at US based University (mid-year 2013 - tbc)

### 4 Fs

- Successful field dialogue held in Brazil Nov '12
- *Next steps/proposal:* Next field dialogue in Indonesia and/ or Finland (tbc)

### New dialogues topics of relevance to members (dependent on TFD's capacity and SC support)

- Balance of themes between northern and southern themes
- Develop dialogues around specific issues (e.g. conversion)



# Communications Initiative

*Chair: Riikka Joukio – Metsä Group*

**Objective:** Support and guide the Forest Solutions Group & Action Teams in maximizing its impact through targeted communications and advocacy planning.

## INFLUENCE » ADVOCACY

- Develop a pilot communications plan for the Issue Brief: Biomass Carbon Neutrality, including:
  - Detailed stakeholder mapping of audience groups across industry, academia, institutions, international organizations, NGOs, think tanks and media.
  - Objectives, messages, outreach plan, materials, timeline and impact measurement.
- Use Planetary Boundaries framework (e.g. Climate change, change in land use, fresh water, biodiversity) to restructure forest solutions messages.
- Develop a “Forest Solutions Business Card”.







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