



# Green Business Forum for Asia and the Pacific

## Investing in a Sustainable Future

22–24 November 2016 • ADB Headquarters

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Forest Stewardship Council®



# Forest Stewardship Council® (FSC®) Promote better forests via the power of certifications and labels

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ADB Green Business Forum  
23 Nov 2016



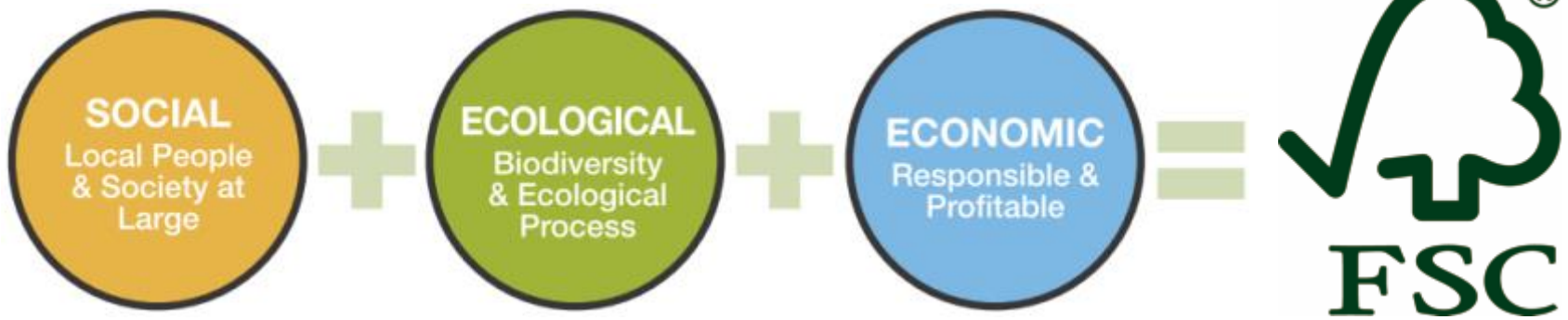
# Forests are important



Forest Stewardship Council®

# Forest Stewardship Council®

- Founded in **1993** after the 1992 UN Conference on Sustainable Development, by business representatives, social groups, and environmental organizations
- FSC is an independent, global non-governmental, not-for-profit, membership organization.
- FSC provides an internationally recognized **global certification scheme** to ensure the responsible management of the world's forests.







# Leading Corporations choose FSC

Forest Stewardship Council®

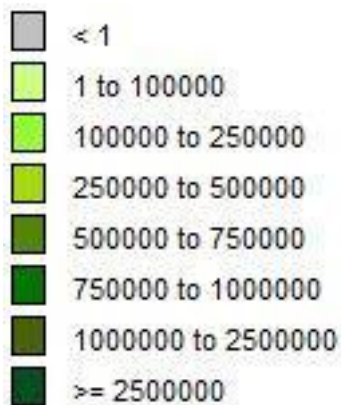
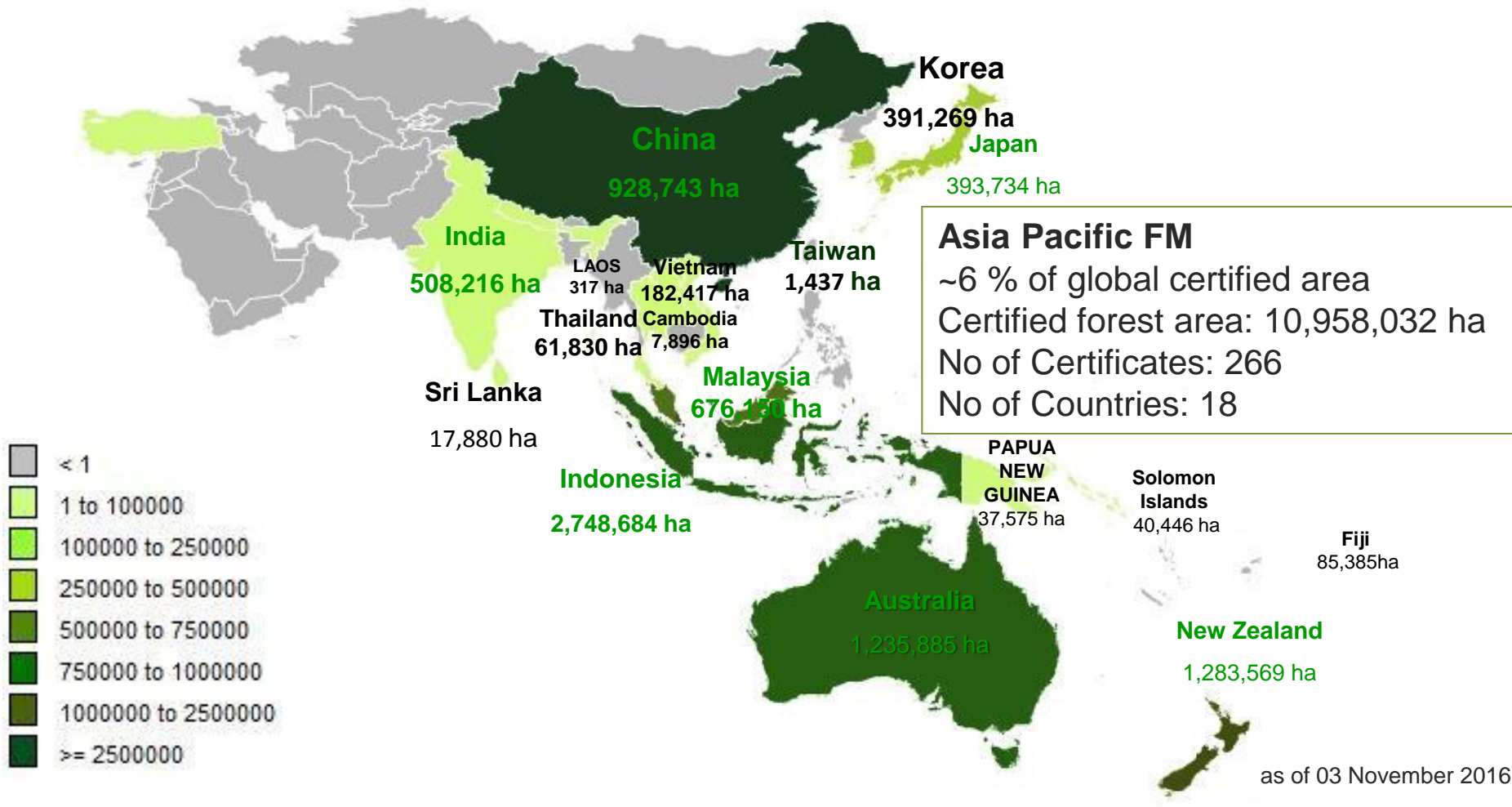








# FSC Certified Forest (FM) Area in Asia Pacific



Green- Presence of FSC Network Partner

as of 03 November 2016



## Worldwide 31,485 Chain of Custody Certificates in 122 countries

Asia Pacific 9,443 (30 %) in 37 countries  
(as of 3 Nov 2016)

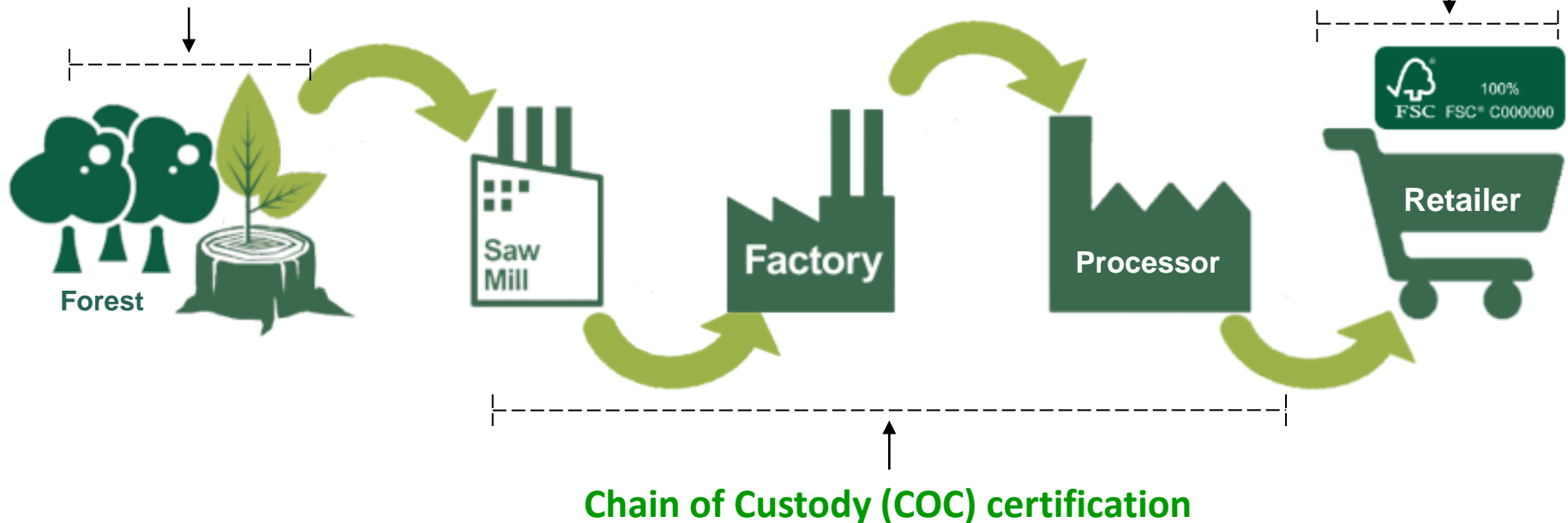
**30,000**  
CHAIN OF CUSTODY  
CERTIFICATES




# FSC From Forest to Retailer

FSC maintains its system credibility through an **unbroken chain** with two certifications:

## Forest Management (FM) certification



The FSC trademarks are used to identify finished products from Well-managed forests, Responsible sources or Recycled material

- FSC sets standards
- Certification bodies with accreditation
- Independent auditors do field check
- Certification bodies issue certificate



# 10 FSC Principles (v4)



- Comply with international, national and local laws and FSC Principles



- Comply with tenure and use rights and responsibilities



- Respect Indigenous Peoples rights



- Maintain community relations and workers rights



- Generate multiple benefits from the forest



- Manage and limit environmental impact



- Compile and follow a management plan



- Monitor and assess forest management impact



- Maintain High Conservation Value forests



- Ensure that plantations comply with FSC principles



# Benefits B2C

- According to the 2015 Nielsen Global Corporate Sustainability Report 2015:
  - 66% of respondents -> willing to pay more for products and services that come from companies who are committed to positive social and environmental impact

# Benefits B2B

- B2B side:
  - 80%+ CHs says FSC label adds values to their products and helps them communicate their CSR communications, 90% says it helps with their +ve corporate image.
  - Tangible: small and community producers can only fit corporate procurements (e.g. IKEA's) because of the FSC certification/ due diligence tool.



**LEGO** 100% of the material the LEGO Group uses for core line product packaging is FSC certified and the packaging and building instructions for all LEGO® sets since 2015.



Tetra Pak Targets 100% FSC certified paperboard.  
**200 Billion FSC Labelled Packages**



HP have also established a goal that **40 percent or more** of the **HP branded paper** sold will be Forest Stewardship Council (FSC) certified.



IKEA's long-term goal is to source all wood from forests certified as responsibly managed. **The FSC is the only organisation today that provides a standard to help IKEA meet this goal**

# H&M CONSCIOUS

READ MORE ON  
[HM.COM/CONSCIOUS](http://HM.COM/CONSCIOUS)

SHELL  
\*100% ORGANIC COTTON

LINING  
\*100% ORGANIC COTTON

SOLE  
\*100% FSC™ CERTIFIED NATURAL  
RUBBER





# FSC in Fashion & Beauty Sector “Green is Gold”

*paper & packaging*

100% of paper and packaging for Kering's brands have to be sourced from certified sustainably managed forests with a minimum of 50% recycled content.

SAINT LAURENT  
in-store shopping bags are fully FSC-certified and in addition contain 65% recycled materials in outlet stores

Image@YSL

From paper bags, price tags and product catalogs, to shoes made from rubber and garments from forest-based fibers, many fashion brands are looking into producing more of these products from FSC-certified sources.

**GUCCI**  
eco-friendly shopping bags are 100% recyclable and FSC-certified

**DON'T LET FASHION GO TO WASTE.**

**H&M CONSCIOUS**  
For a more sustainable fashion future

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## In Asia Pacific...

- In 2013, The Peninsula Hong Kong- looked into using FSC-certified timber for all non-finished surfaces
- 54% of all our paper products were FSC-certified, representing a 20 percentage increase from the previous year. It is our goal to have all paper product sourced from certified sustainable and responsible sources by 2017.
- The Peninsula Merchandising managed to switch more than 95% of its luxurious paper packaging to FSC-certified sources.
- The Peninsula Beijing and Chicago also set wonderful examples across the Group with nearly 90% of their paper needs now met by FSC-certified stock.



THE PENINSULA  
HOTELS

## FSC PRINCIPLES

### 6: ENVIRONMENTAL VALUES AND IMPACTS

The Organization shall maintain, conserve and/or restore ecosystem services and environmental values of the Management Unit, and shall avoid, repair or mitigate negative environmental impacts.

### 9: HIGH CONSERVATION VALUES

The Organization shall maintain and/or enhance the High Conservation Values in the Management Unit through applying the precautionary approach.

FSC has enshrined this holistic concept in its core standard, the FSC Principles & Criteria, devoting an entire principle to the maintenance of ES and environmental values (**Principle 6**).

Another principle requires forest managers to identify and respect outstanding values inherent in their forests and to use a precautionary approach for their conservation (**Principle 9**).

## Project Sites

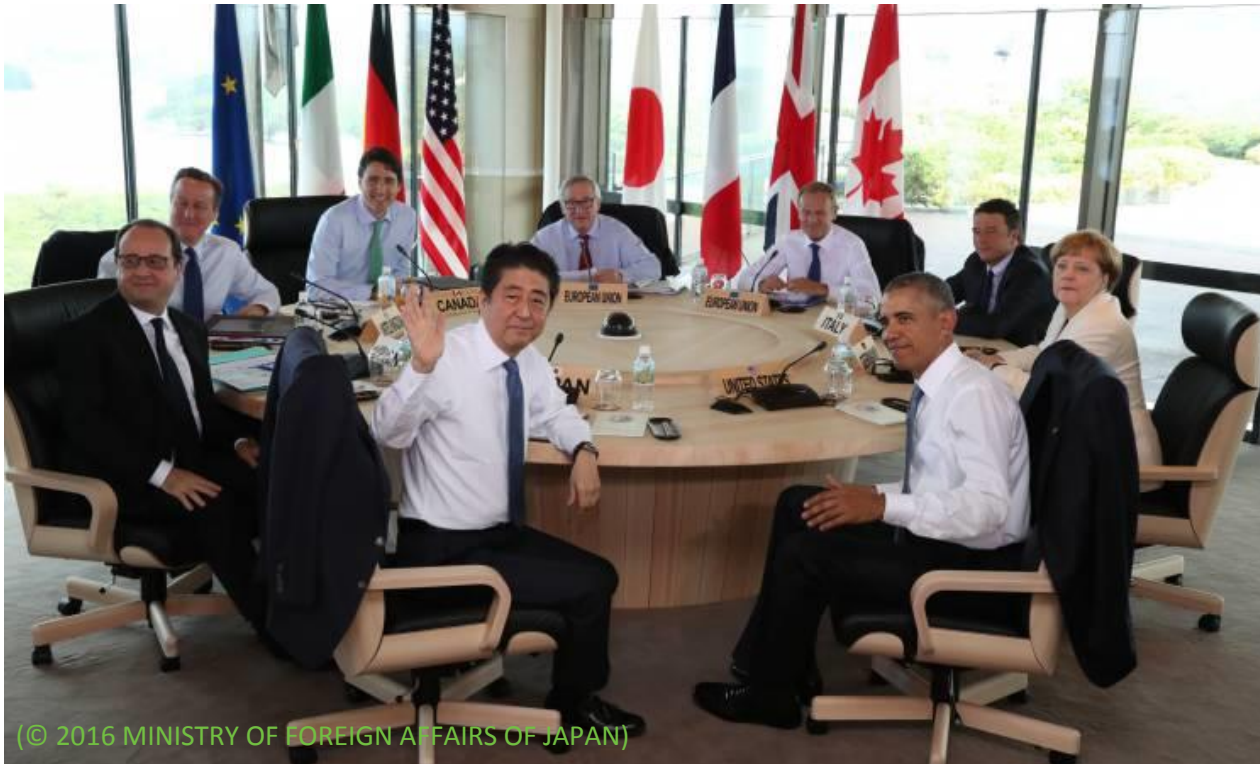


### Pilot sites in Chile, Indonesia, Nepal, and Vietnam

**One of the Projects located at Lombok Island, Indonesia** - In 2004, WWF Indonesia initiated a Payment for Ecosystem Services scheme (for **water management**) in Rinjani Protected Area, Lombok Island. The municipality only generates economic benefit by selling fruits as Non-timber Forest Products in the forests covering a total area of 125,000 ha of semi-evergreen and tropical rainforest and further divided into 1) production forest, 2) reserved area and 3) national park.

A WWF study in 2004 revealed that the **economic value of the ecosystem services** from this landscape may be as high as **IDR 5.178 trillion (USD575.3 million)**. The PES scheme has been adopted as part of local government policy, and a **sustainable financing model** has been set up. ForCES certification Assessment will be carried out by a Certification Body in August 2016.

# FSC certified products at the G7 Ise-Shima Summit



## List of FSC-certified products at the G7 Ise-Shima Summit

- \* Roundtable used for the discussions
- \* Dining table (dinner)
- \* Dining table (lunch)
- \* Flower vase
- \* Pen tray
- \* Desk
- \* Name plates
- \* Coasters
- \* Desk mats
- \* Table set in Sanpu-so (guest house)
- \* Lunch boxes
- \* Essential oil extracted from Japanese cypress
- \* Frieze boards in the dining room of the media centre

For more info, please visit FSC news <https://ic.fsc.org/en/news/id/1628>



# Smallholders in the region- Forexco in Vietnam



Demand for FSC-certified furniture offers a profitable future for timber growers in Vietnam (© WWF)

**WHEN YOU  
CHOOSE FSC®  
YOU'RE HELPING  
TO LOOK AFTER  
OUR FORESTS.**

# What Can You Do?

- Every decision you make can promote changes
- Develop responsible forest based material and products procurement policy for your organization
- Share the message about responsible forest products, furniture paper and packaging with your peers and customers
- Asking suppliers and manufacturers to **Choose FSC** by making a difference to your company and the world's forests





# The Forest Thanks YOU!

Forest Stewardship Council®

Forest Stewardship Council®  
FSC® Asia Pacific

Raise awareness of responsible

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forest management around the world.

Look for the FSC label



FSC Website: <https://ic.fsc.org>

FSC Marketplace: <http://marketplace.fsc.org>

FSC Marketing Toolkit <https://marketingtoolkit.fsc.org/>

FSC Trademark Use: <https://ic.fsc.org/trademark-support.42.htm>

FSC OCP: <http://ocp-info.fsc.org/>

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