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Sponsorship Opportunities

FSC International has a number of sponsorship opportunities available. These include sponsorship of the web pages, newsletter, events at the FSC 10th Anniversary in September and the new International Center in Bonn. For more information: Michael Spencer, Head of Marketing and Communications: spencer@fiscoax.org

FSC Germany offers places at Interzum 2005

The FSC Germany Working Group is organizing an FSC marketplace at the Interzum 2005 Tradefair April 29 - May 5 in Cologne, Germany. This event is one of the world's leading timber-sales fairs for furniture and interior wood products.

The Working Group is offering booths to FSC certified companies and suppliers. The booths will be situated together to provide tradefair visitors with an 'one-stop-shop' for FSC certified products.

Interested companies should contact Ulrich Malessa (info@fsc-deutschland.de, +49 761 3865 51) for further information or visit www.interzum.de

A BIG SUCCESS: CERTIFIED BRAZIL TRADE FAIR

One of the most important places in the world for its environmental values and the potential to implement responsible forestry through the Forest Stewardship Council system, Brazil, was the scene for over more than 2,500 people to conduct business at the first Latin American trade fair for FSC certified products, carried out from April 15-17 in Sao Paulo, Brazil.

The event had a daily attendance of more than 1000 people interested in responsible forest management. For the participants it proved to be an important event to establish commercial contacts between companies and producers.



"This fair showed that Brazil has potential to be one of the main sources of FSC products in the world and that we have a serious, competitive and committed forestry sector", said Andre de Freitas, Executive Director of Imaflora. "Certified Brazil exceeded our expectations!"

Representatives from more than 50 companies, non-gov-

ernmental organizations, governments, forest owners and producers exhibited at the Certified Brazil Trade Fair to promote their business. In addition, representatives from FSC Brazil and the FSC International Center took the opportunity to strengthen relations with FSC's stakeholders, explain the FSC system and promote its benefits.

Furniture, doors, cosmetics, pencils, construction material, sawn wood, panels, floors, non-timber forest products and more, were displayed in more than 50 booths. The interaction between small forest owners, medium and large companies from different areas of the forest and non-forest products industries led to increased business opportunities for many participants.

The Brazilian Environmental Minister, Marina Silva, was the key note speaker at the opening session; the Acre governor, Jorge Viana, together with Heiko Liedeker, FSC Executive Director, attended the session. Certified Brazil was the first such trade fair carried out in Latin America.

Seminars, conferences, round tables and meetings focused on issues such as markets, corporate social responsibility and the building sector. FSC National Initiatives from Latin America held their annual meeting and the FSC International Center staff provided a series of information sessions on current policy developments such as the Chain of Custody review, plantations and marketing.

Certified Brazil was organized by FSC Brazil, Imaflora, Imazon and Friends of the Earth Brazil.

LATIN AMERICA NATIONAL INITIATIVES MEETING IN SAO PAULO...DEFINING A STRATEGY FOR THE FUTURE

Eleven Latin American National Initiatives (NIs) met at the Certified Brazil trade fair in Sao Paulo, Brazil from April 17-18, 2004 to discuss issues such as the definition of strategies for fundraising, marketing and increasing participation from countries in the south in the next FSC general assembly in 2005. Heiko Liedeker, FSC Executive Director, Daniel Arancibia, Representative for Latin America, Michael Spencer, Head of Marketing and Communications and Sofia Ryder, Policy Officer were on-hand to contribute to the discussions.



"We are very pleased to see National Initiatives working in a cohesive group to define and work together to achieve their goals," said Heiko Liedeker.

During these days, NIs analyzed and defined priorities for the coming months. Some of the issues raised included the new location of the Regional Office and the definition of an identity for the NIs in Latin America, a regional strategy for fundraising, an information session on the Chain of Custody and the Small and Low Intensity Managed Forest policies and a preliminary meeting on plantations.

"It was an excellent meeting and very productive. It shows National Initiatives are very focused on strategic issues that will help us to face the challenges we have ahead," said Daniel Arancibia, Representative for Latin America. "It is much clearer what the results that NIs want to achieve in the short term are. One of these priorities is the establishment of the Regional Office."

Michael Spencer, Head of Marketing and Communications at the International Center, explained the potential that NIs have to develop markets and to increase the presence of FSC in their countries, as well as the new structure of the unit to provide better services to FSC stakeholders.

On the second day, Sofia Ryder, Policy Officer, provided an update on the Chain of Custody review and the SLIMF project. Discussions were also held on how to achieve better consultation processes to take account of different perspectives worldwide. The meeting was attended by Walter Suiter, Brazil; Pina Gervassi, Perú; Paulina Baca, Ecuador; Hernán Verscheure, Chile; María Ofelia Arboleda and Héctor Fabio Calderón, Colombia; José García and Javier Castañeda, México; Henry Moreno, Bolivia; Adolfo Revolorio, Guatemala; Luis Trochez, Honduras; Pablo Yapura, Argentina; Sharon Ousman, Guyana; and Martha Núñez, FSC Board of Directors member.

Photo: Hector Fabio Calderon

COMMUNITY PRODUCERS FROM ACRE, BRAZIL EXCHANGE THEIR FIRST WOOD SHIPMENT WITH BRAZILIAN COMPANIES

Seven communities from Acre, Brazil certified under Forest Stewardship Council standards have completed their first delivery of FSC certified wood to five companies in Brazil.

Over 27 cubic meters of timber from different species such as Muiracatiara, Sucupira and Ipe, were sold to five industries and designers in Brazil: Tropik-art, Llussà Marcenaria, Julia Krantz, Marcenaria Baraúna and Orro & Christensen.

These communities are members of the "Reservas extrativistas e projetos de assentamento agroextrativista do Acre" group, which was established in 2001 to combine efforts in selling FSC labelled timber in Acre.

"This way of conducting business is a new environmental, social and economic perspective for the communities in the Brazilian Amazon" said Ana Euler, Southwest Amazon Program coordinator of WWF Brazil.

The participating communities are: the Chico Mendes reserve, two projects from the Assentamento Agroextrativista Porto Dias, the São Luís do Remanso and Equador communities, the Projeto de Colonização Peixoto, and the Dois Irmãos and Rio Branco associations.

The group was assessed by the Amazon Workers Center (CTA) and the Amazonian Consortium with the support of USAID and the Brazilian Forest Ministry.

Source: WWF Brazil

DEUTSCHE POST GOES FOR FSC CERTIFIED ENVELOPES

Good news for those who like to use traditional post mail: Deutsche Post AG in Germany, one of the world's biggest logistic corporations, has chosen to produce its "PLUSBRIEF" envelopes on FSC certified paper. With an annual production of more than 80 million envelopes, the FSC logo will travel around the world through the German post system.

The pre-stamped "PLUSBRIEF" envelopes are considered one of the most important brandname products for the German company. The FSC certified PLUSBRIEFs will be available in over 12,000 Deutsche Post offices.

In April, Deutsche Post AG sent more than 800,000 invitations in FSC certified PLUSBRIEF envelopes to its shareholders to celebrate its General Assembly in Cologne in May.

Udo Sieverding, representative of the consumer organization of North-Rhine Westphalia, said that this action taken by the Deutsche Post is a positive step to stop the ongoing exploitation of the world's forests.

Sebastian Freiherr von Rotenhan, member of the parliament of Bavaria and FSC certified forest owner, suggested that German forest owners should prove their responsible forest management by obtaining FSC forest certification and push companies such as Deutsche Post to purchase products from exemplary forests.

Source:FSC Germany

BUILDING A RESPONSIBLE CONSTRUCTION SECTOR IN THE NETHERLANDS

Three of the largest Dutch house construction companies have committed to increase the use of FSC certified timber in their construction projects. ABN Amro, the biggest bank in the Netherlands, Bouwfonds, the biggest housing developer, and Vestia, the biggest social housing association in the country, announced their plans at the BouwRAI 2004 building and construction trade fair in the Netherlands in late March and early April.

ABN Amro have signed a contract to renovate all their offices with FSC timber and board material. Bouwfonds has committed to build 20 percent of their houses and its headquarters with FSC timber. "The results of these agreements are already promising: they are really influencing the market," said Sandra Mulder, Executive Director of FSC Netherlands.

The FSC Netherlands National Initiative had a 100m² booth at the trade fair and organized two seminars for its partners to present their activities and discuss the possibilities to increase FSC timber in the building and construction sector. FSC Netherlands also took the opportunity to present its new "FSC broker" concept.

In a country that imports over 90 percent of its timber products, FSC Netherlands is working to increase the use of FSC timber in the building and construction sector with a target of 10 percent of the total volume of timber in two years time.

Part of this strategy has been to establish agreements with major users of timber exchanging services where FSC Netherlands assists them achieve their commitments to use FSC certified timber. The FSC broker program is funded by Foundation DOEN (supported by the National Postcode Lottery).

"NEAR FINAL" COC DRAFT STANDARDS AVAILABLE FOR COMMENTS

At the end of June this year, the Forest Stewardship Council (FSC) will be submitting the final standards for chain of custody and labelling to the FSC Board of Directors for endorsement. A near final draft has now been circulated to stakeholders for comments.

This draft standard brings together into one document the three previous draft standards and has been developed with consideration to comments received on previous draft standards, comments reviewed through a series of stakeholder meetings which have taken place over the past months, and the results of pilot testing carried out with 32 companies between July 2003 March 2004.

The standard has been developed to allow companies supplying and manufacturing FSC-certified wood and fibre products to control the sourcing of their virgin and reclaimed wood/fibre; demonstrate to their customers, whether business, government or end consumers, that they operate responsible sourcing policies, meet FSC requirements for the control of non-certified wood; and to use the FSC trademarks on-product to promote their products.

TAKE THE TOILET PAPER CHALLENGE... GREENPEACE RECOMMENDS FSC IN ITS GUIDE FOR TISSUE PRODUCTS

Greenpeace has launched a national advertising campaign in Canada and challenged consumers to take the 'Toilet Paper Challenge'. Greenpeace's new Shopper's Guide to Ancient Forest Friendly Tissue Products gives consumers the information they need to end the destruction of Canada's ancient forests that can occur with every purchase. Greenpeace recommends looking for the FSC label.

The Shopper's Guide to Ancient Forest Friendly Tissue Products lists over 140 tissue products found in Canada in three different categories. Consumers are advised only to purchase tissue products from the 'Green' category. The Toilet Paper Challenge demonstrates to consumers that the best way to be able to tell which brand of toilet paper leads to ancient forest destruction is by picking up a copy of the Shopper's Guide.

"The choice made by consumers in their local grocery store has a huge impact on our ancient forests," said Richard Brooks, Greenpeace Forests Campaigner. "The Shopper's Guide to Ancient Forest Friendly Tissue Products is a tool that consumers can use to help them make the right choice for ancient forests. It's up to consumers to demand that tissue products be made from ancient forest friendly paper."

Greenpeace estimates that if every household in Canada replaced one roll of toilet paper made from virgin fibre with one roll made from recycled fibre, 47,000 trees could be saved. Each year over 700,000 tonnes of tissue products are used in Canada. Over the course of a year the average Canadian adult uses about 100 rolls of toilet paper. More information at <http://www.greenpeace.ca/tissue>

Source: Greenpeace

FSC PLANTATIONS REVIEW

Forest plantation management is a critical issue for the world's forests. Whether viewed as a sustainable fibre supply, a carbon sink, a means for taking pressure off native forests, or a chemical-dependent tree farming method, plantations are controversial and often divisive.

At the 2002 FSC General Assembly the FSC members mandated FSC to consult broadly with the FSC membership in order to develop clear guidance on the interpretation of Principle 10 - the plantation principle.

Over the next 24 months FSC is planning a series of activities to ensure that all stakeholders interested in this issue have the opportunity to provide their input and suggestions and contribute to the process.

Initial meetings focussing on the national level have taken place in South Africa and Brazil. FSC is now planning an international meeting to take place in Bonn, Germany, on Thursday 9th September 2004, at which representatives of all FSC chambers and from both the 'north' and 'south' will be able to share their views and experiences with plantations and FSC certification. Questions can be directed to plantations@fscoax.org



Information accurate as of: April 30th, 2004

Total Area FSC Certified: 43,885,533 ha

Total Forest Management Certificates: **689**

Total Chain of Custody Certificates: **3095**

Currently FSC has Forest Management and Chain of Custody certificates in **74** countries.

<http://www.fsc.org> under Communications Center.

<http://www.certified-forests.org>

CURRENT FSC CONSULTATIONS

DOCUMENT	DEADLINES FOR COMMENTS
FSC-STD-40-005 Company requirements for controlling non-certified wood	May 1st, 2004. Available from www.fsc.org/coc
Report: Draft guidance on implementing FSC Principles 2 and 3	May 28, 2004. Available from Deborah Sue: dsue@fsc.org
FSC-STD-40-004 FSC standard for companies supplying and manufacturing FSC certified products	Final standards will be submitted to the FSC Board of Directors for approval at the end of June, 2004. Available from www.fsc.org/coc

UPCOMING AUDITS OF FSC ACCREDITED CBS FOR MAY 2004

FSC welcomes comments from interested stakeholders on the performance of the certification bodies or the certificate holders to be visited. Please send comments to the FSC ABU at accreditation@fsc.org.

TYPE OF AUDIT	DATE	COMPANY AND COUNTRY
GFA Annual COC Office Audit	24th May 2004	Landmann-Peiga Handels GmbH & Co.KG GFA-COC-1071, Germany

White Mountain Apache Tribe Receives FSC Certification for 678,000 hectares

White Mountain Apache Tribe (WMAT) recently received Forest Stewardship Council (FSC) Forest Management certification for its 678,000 hectares of tribal forestry lands on the Fort Apache Reservation located near Whiteriver, Arizona, United States.

The certification represents the second-largest FSC certified forestlands in the U.S. covered by one certificate; the first is the 890,000 hectare FSC certified Pennsylvania State forests. The evaluation, conducted by Scientific Certification Systems (SCS), an FSC accredited certification body, was supported by a grant from the First Nations' Sustainable Forestry Fund.

"The members of the White Mountain Apache Tribe have a deep respect for these forestlands and are pleased that an independent evaluation team has confirmed that we're managing them in a long-term, sustainable manner," said Jim Pitts, Forester, White Mountain Apache Tribe.

"FSC-US is extremely pleased that the White Mountain Apache Tribe chose to seek FSC certification for their forestlands," said Roger Dower, President FSC-US. "This certification will allow them to give proof of the sound management of their forestlands to their community and their customers. Also, their location in Arizona will enable them to service the growing green market in the Southwest. We are happy to welcome them to the FSC family," said Dower.

"The White Mountain Apache Tribe has successfully demonstrated that resource use and resource protection can coexist on tribal lands in the Southwest," said Robert Hrubes, SCS's Senior Vice President. "They have blended tribal values with economic necessities and emerging public use desires to develop a management program that is in harmony with strict environmental, social, and economic certification criteria," said Dr.Hrubes.

Source: Appeared in 30+ newspapers between Dec 03 and Feb 04