

- Certification systems are not new – we all know and use them everyday



Underwriter's
Laboratory



Motion
Picture
Association



USDA Grade
A Beef

Forest Certification Defined

- Process of determining if forest management on a given property meets predetermined environmental, economic and social standards of good management.

Forest Certification: How we got here from there.

- Modern forest certification originated in the 1980's with a movement to conserve and protect tropical rain forests.
- *The American Tree Farm System*, dates back to 1941.

The Market Connection

- Fueled by environmental activism, forest product markets, particularly in Europe, began to tighten.
- Pressure built to develop a process by which tropical forests could be certified, using independent, third-party auditors.

Toward Sustainability

- Boycotts of tropical timber - primarily in Europe (late 1980's) - successful in decreasing tropical market share
- Unexpected consequences
- True impacts on Sustainability?

Toward Sustainability

- Bruntland Commission (1987)
 - *Call for sustainable development*
- UNCED (1992)
 - *Earth Summit*
 - *Global Principles for all forests*

Toward Sustainability

- Helsinki Process (1993)
 - General guidelines for European forests
- Montreal Process (1993)
 - Guidelines for non-European temperate and boreal forests
- Forest Stewardship Council (1993)
 - Guidelines for all forests
 - Accrediting certifiers

New Activist Strategies of Environmental Organizations

- Shift from courtrooms to boardrooms (“market mechanisms”)
 - Threatening brand image of wood using companies



Source: Rainforest Action Network



Protests at Home Depot Stores Nationwide

Source: RAN

The Home Depot Story

- 1990 - hired Environmental Marketing Mgr
- 1992 - First attention from RAN - tropical wood
- 1997 - RAN old-growth redwood campaign
 - demonstrations at 35 stores
 - 1998 - 75 stores
 - 1999 - 150 stores
- 1999 - commitment to stop selling wood from endangered forests and begin buying certified

FOR IMMEDIATE RELEASE
September 14, 2000

ANDERSEN CORPORATION COMMITTS TO PROTECT ENDANGERED FORESTS (BAYPORT, Minn.)



Andersen Corporation, maker of Andersen® windows and patio doors, announced today that it...
will not source wood from endangered forests and it will give preference to Forest Stewardship Council (FSC) or equivalent certified wood supplies in the manufacture of its products.

These commitments become a part of the company's established practices of promoting responsible forestry management in the procurement of wood supplies.

New Target- Homebuilders

- Centex Homes
- Kaufman and Broad

Oldest living things on earth

TOMORROW'S TRACT HOME?

Source: RAN

The advertisement features a large, detailed image of a tree trunk. Below the image, the text "Oldest living things on earth" is written in a serif font. Underneath that, the words "OF" and "TOMORROW'S TRACT HOME?" are prominently displayed in a bold, sans-serif font. At the bottom of the ad, there are several small icons of different tree species and a phone number "1-800-224-2244".

In Conclusion

- Forest certification is new and evolving.
- Forest certification is voluntary.
- Forest certification currently is expensive and yields little in financial returns.
- There is no right or wrong certification system.
- The certification standards reflect the culture of the sponsoring organization(s), and are often based on values as much as science.
- Many of the standards may have no scientific basis whatsoever, rather, they are based on values and opinions.
