

# Introduction





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Almost half of the Earth's original forest cover has been converted to other land uses (Bryant et al., 1997).

Although estimated rates of net loss seem to indicate a slowdown, the total forest area continues to decrease; today forests extend over an estimated 30% of the total land area (FAO, 2006).

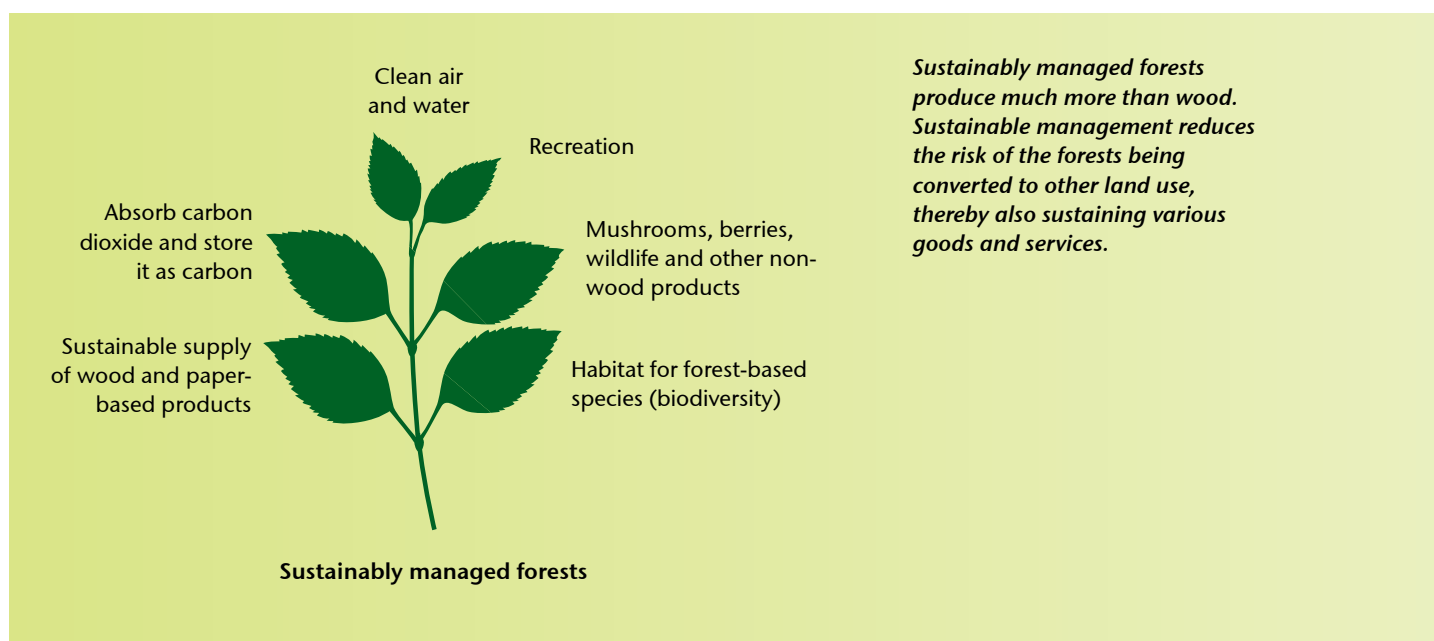
Interest in procurement of wood and paper-based goods produced in a sustainable manner is growing. Concerned consumers, retailers, investors, communities, governments, and other groups increasingly want to know that in buying and consuming these products they are making positive social and environmental contributions.

In what is often described as "sustainable procurement", organizations are looking beyond price, quality, availability and functionality to consider other factors in their procurement decisions including environmental (the effects that the products and/or services have on the environment) and social aspects (labor conditions, indigenous peoples' and workers' rights, etc.) (Environmentally and Socially Responsible Procurement Working Group, 2007).

Sustainable procurement can help maintain a company's social license to operate (Kemp, 2001). It can help reduce reputation risks and, ultimately, help secure sustainable supplies (Kennard, 2006). Sustainable procurement can also be used to align companies with their stakeholders' values and make organizations along the supply chain (from forest owners and producers to retailers) more resilient to changing business conditions.

The growing demand for sustainably produced wood and paper-based goods can lead to improved forest management. Sustainably managed forests are a renewable source of raw materials; these forests also provide services such as clean air and water, wildlife habitat, and sometimes recreation opportunities (Figure 1).

**Figure 1. Ecosystem goods and services of sustainably managed forests**



Sustainably produced wood and paper-based goods can be a wise choice compared to other materials, because:

- They come from a renewable resource – trees, the product of sunlight, soil nutrients and water.
- They capture carbon – through photosynthesis, most trees take carbon dioxide out of the atmosphere and replace it with oxygen, mitigating greenhouse gas emissions. In sustainably managed forests, the carbon released through harvesting is offset by that which is taken up through regeneration and re-growth, making these forests carbon neutral.
- They store carbon over the long term – solid wood and paper-based products can effectively store carbon for decades or even centuries.
- They are recyclable – they can be reused, or converted into other products, extending their useful life and adding to the available resource pool of wood fiber.

## PURPOSE AND SCOPE OF THIS GUIDE

The purpose of this *Guide and resource kit* is to assist sustainability officers and business procurement managers, especially major purchasers of wood and paper-based products<sup>1</sup> that do not have “in house” forest and forestry expertise. It identifies and reviews central issues, and highlights tools that can be used to assist sustainable procurement. It should be noted that not all aspects of potential concern and risk apply to all forested regions of the world.

The guide will help purchasers to define requirements for their procurement policies, engage in dialogue with stakeholders, seek resources to meet procurement policy requirements, and assess suppliers.

The past few years have seen a proliferation of tools – projects, initiatives, publications and labels – to aid sustainable procurement of wood and paper-based products. To help those who are new to the subject, a selected number of these tools are highlighted and characterized for the first time (Table 1).

This guide is a companion to the report: *Sustainable Procurement of Wood and Paper-based Products: An introduction*. To obtain a copy of the introductory guide please visit [www.sustainableforestprods.org](http://www.sustainableforestprods.org).

More information, commonly cited instruments, tools and processes, and updates, are also available at [www.sustainableforestprods.org](http://www.sustainableforestprods.org)



<sup>1</sup> Wood and paper-based products include solid wood (lumber, building materials and furniture), engineered wood (plywood, oriented strand board and fiberboard) and paper-based products (containerboard packaging and various types of paper such as newsprint, copy and tissue paper).

Table 1. Tools highlighted in this guide

The resources highlighted in this guide can roughly be divided into two categories: requirements for sustainable procurement, and resources to assess requirements.

PROCUREMENT REQUIREMENTS	RESOURCES TO ASSESS REQUIREMENTS
<p><b>Private sector initiatives</b></p> <ul style="list-style-type: none"> <li>Confederation of European Paper Industries' (CEPI) Legal Logging Code of Conduct (<a href="http://www.cepiprint.ch/environment">www.cepiprint.ch/environment</a>)</li> <li>Timber Trade Federation Responsible Purchasing Policy (<a href="http://www.ttfpp.co.uk">www.ttfpp.co.uk</a>)</li> </ul> <p><b>Public sector</b></p> <ul style="list-style-type: none"> <li>Danish Government Procurement Policy for Tropical Forests (<a href="http://www.2.skovognatur.dk/udgivelser/2003/tropical/">www.2.skovognatur.dk/udgivelser/2003/tropical/</a>)</li> <li>European Community Green Purchasing Policy (<a href="http://ec.europa.eu/environment/gpp/index_en.htm">ec.europa.eu/environment/gpp/index_en.htm</a>)</li> <li>French Policy on Public Procurement of Timber and Wood Products (<a href="http://www.ecoresponsabilite.environnement.gouv.fr">www.ecoresponsabilite.environnement.gouv.fr</a>)</li> <li>German Government Procurement Policy (<a href="http://www.bmelv.de">www.bmelv.de</a>)</li> <li>Japanese Government Procurement Policy (<a href="http://www.env.go.jp/en/">www.env.go.jp/en/</a>)</li> <li>New Zealand Timber and Wood Products Procurement Policy (<a href="http://www.mfe.govt.nz">www.mfe.govt.nz</a>)</li> </ul> <p><b>Rating systems</b></p> <ul style="list-style-type: none"> <li>Green Building Initiative's Green Globes Rating System (<a href="http://www.thegbi.org">www.thegbi.org</a>)</li> <li>Leadership in Energy and Environmental Design (LEED)<sup>®</sup> Green Building Rating System (<a href="http://www.ws gbc.org/leed/">www.ws gbc.org/leed/</a>)</li> </ul> <p><b>Certification systems</b></p> <ul style="list-style-type: none"> <li>Forest Stewardship Council (FSC) Controlled-Wood Standard (<a href="http://www.fsc.org">www.fsc.org</a>).</li> <li>Programme for the Endorsement of Forest Certification (PEFC) Guide for the avoidance of controversial timber (<a href="http://www.pefc.org">www.pefc.org</a>)</li> <li>Sustainable Forestry Initiative (SFI) Procurement Objective (<a href="http://www.sfi program.org">www.sfi program.org</a>)</li> </ul>	<p><b>Private sector initiatives</b></p> <ul style="list-style-type: none"> <li>CEPI Carbon Footprint Framework</li> <li>CEPI Certification Matrix (<a href="http://www.cepi.org">www.cepi.org</a>)</li> <li>FAO's Public procurement policies for forest products and their impacts (the report) (<a href="http://www.fao.org/forestry/site/trade/en/">www.fao.org/forestry/site/trade/en/</a>)</li> <li>The Forest Industry Carbon Assessment Tool (FICAT), developed by the National Council for Air and Stream Improvement's (NCASI) for the International Finance Corporation (IFC)."</li> <li>Forest Products Association of Canada (FPAC): A buyers' guide to Canada's sustainable forest products (the report) (<a href="http://www.fpac.ca">www.fpac.ca</a>)</li> <li>Paper Profile (<a href="http://www.paperprofile.com">www.paperprofile.com</a>)</li> <li>Timber Trade Action Plan (<a href="http://www.timbertradeactionplan.info">www.timbertradeactionplan.info</a>)</li> </ul> <p><b>Public sector</b></p> <ul style="list-style-type: none"> <li>Central Point of Expertise on Timber Procurement (CPET) (<a href="http://www.proforest.net/cpet">www.proforest.net/cpet</a>). CPET is an initiative of the UK central government to assist in the implementation of its procurement policy</li> <li>New Zealand Government Paper Buyers guidance (<a href="http://www.mfe.govt.nz/issues/sustainable-industry/govt3/topic-areas/office-consumables/paper-products.html">www.mfe.govt.nz/issues/sustainable-industry/govt3/topic-areas/office-consumables/paper-products.html</a>)</li> </ul> <p><b>Rating systems</b></p> <ul style="list-style-type: none"> <li>Environmental Paper Assessment Tool (EPAT) (<a href="http://www.epat.org">www.epat.org</a>)</li> <li>WWF Paper Scorecard (<a href="http://www.panda.org">www.panda.org</a>)</li> <li>WWF Tissue Scoring (<a href="http://www.panda.org">www.panda.org</a>)</li> </ul> <p><b>NGO/Other initiatives</b></p> <ul style="list-style-type: none"> <li>Environmental Defense Fund's Paper Calculator (<a href="http://www.papercalculator.org">www.papercalculator.org</a>)</li> <li>Environmental Paper Network (<a href="http://www.environmentalpaper.org">www.environmentalpaper.org</a>)</li> <li>Forest Certification Assessment Guide (FCAG) (<a href="http://www.worldwildlife.org/alliance">www.worldwildlife.org/alliance</a>)</li> <li>Green Purchasing Network (GPN) (<a href="http://www.gpn.jp">www.gpn.jp</a>)</li> <li>Greenpeace's Responsible Procurement Guide</li> <li>Tropical Forest Trust (<a href="http://www.tropicalforesttrust.org">www.tropicalforesttrust.org</a>)</li> <li>Tropical Forest Trust's Good Wood. Good Business (<a href="http://www.tropicalforesttrust.com/reports.php">www.tropicalforesttrust.com/reports.php</a>) (the report)</li> <li>Wood for Good Campaign (<a href="http://www.woodforgood.com">www.woodforgood.com</a>)</li> <li>WWF's Guide to buying paper (companion to WWF's Paper Scorecard)</li> <li>WWF's Global Forest and Trade Network (GFTN)</li> </ul>

Key sources of information on these tools are available in the references section. These selected resources represent significant efforts by different actors. FSC's Controlled-Wood Standard and PEFC's guide for controversial sources are recent efforts addressing concerns related to unwanted sources. Different components of the FSC and PEFC sustainable forest management (SFM) certification standard are covered in other sections of this guide.

## STRUCTURE OF THE GUIDE

The information in this publication is organized in five main sections:

- Ten key issues and their associated overview – the list can be used as a checklist and as a tool for structuring discussions with stakeholders, while each overview discusses what it is, why it matters, and typical terminology and provides a general sense of how the highlighted resources address each issue and factors for company consideration;
- An overview of the selected tools highlighted in the guide;
- Sources of additional information – commonly cited instruments, tools, processes, etc.;
- A key to the terminology, in the form of acronyms and a glossary of terms; the field has developed a rich terminology which may be a source of confusion and misunderstanding;
- A reference section that includes key sources of information on highlighted tools.



### Factors to consider

- A natural first step in developing and implementing sustainable procurement of wood and paper-based forest products is to consider internal company policies or systems that may already exist for the procurement of other products. Another step is to establish dialogue with suppliers, technical experts, non-governmental organizations (NGOs), and owner associations, as these actors can be familiar with specific issues in local circumstances. Trade associations and national and regional government representatives may also have relevant information and advice to offer.
- The leverage of a company to influence change depends on its position along the supply chain; large buying companies purchasing from a variety of sources often have more influence.
- A commitment to sustainable procurement to protect forests may go beyond forest products. For instance, a company policy to avoid wood from land being converted to agriculture may also want to consider avoiding agricultural products or biofuels from similarly converted lands.