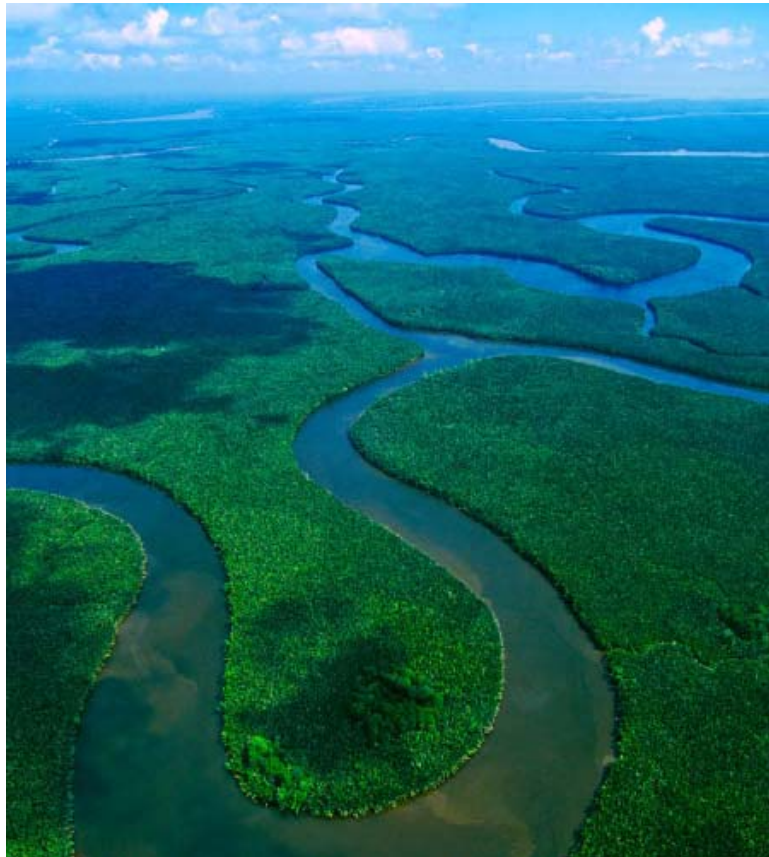




## FSC - Changing world forestry

Katerina Germanis  
Communications Officer  
FSC International Center



## Overview

- Forests in crisis
- The FSC solution
- Communications
- Translation challenges



# Forests in crisis



## Forests are vital

- Forest dwellers  
> 90% of 1.2 billion in extreme poverty (World Bank)
- High biodiversity
- Ecosystem services
- Economic use

## Forest destruction

- **An environmental issue**
  - Plants and animals face extinction
  - Climate change
- **A social issue**
  - Indigenous communities under threat
  - Workers conditions
- **An economic issue**
  - Tax evasion
  - Negative perception of industry





## Forest destruction

- Increasing pressure by humans
- Other land-uses promise immediate high returns
- Social and environmental values not considered
- Long-term values not considered

**→ Perception that they lack economic value**



## A quick history

- Existing legal mechanisms not enough
- In the wake of 1992 UN Rio Summit
- Founded in 1993 by
  - forest product companies
  - social groups
  - environmental NGOs



## **FSC was established to promote...**

- socially beneficial
- environmentally appropriate
- economically viable

... management of the world's forests



## FSC is

- an independent
- membership-based
- non-governmental
- not-for-profit

... international organization



# The FSC solution

## Our vision

The world's forests meet the social, ecological, and economic rights and needs of the present generation – without compromising those of future generations.





## FSC does this through



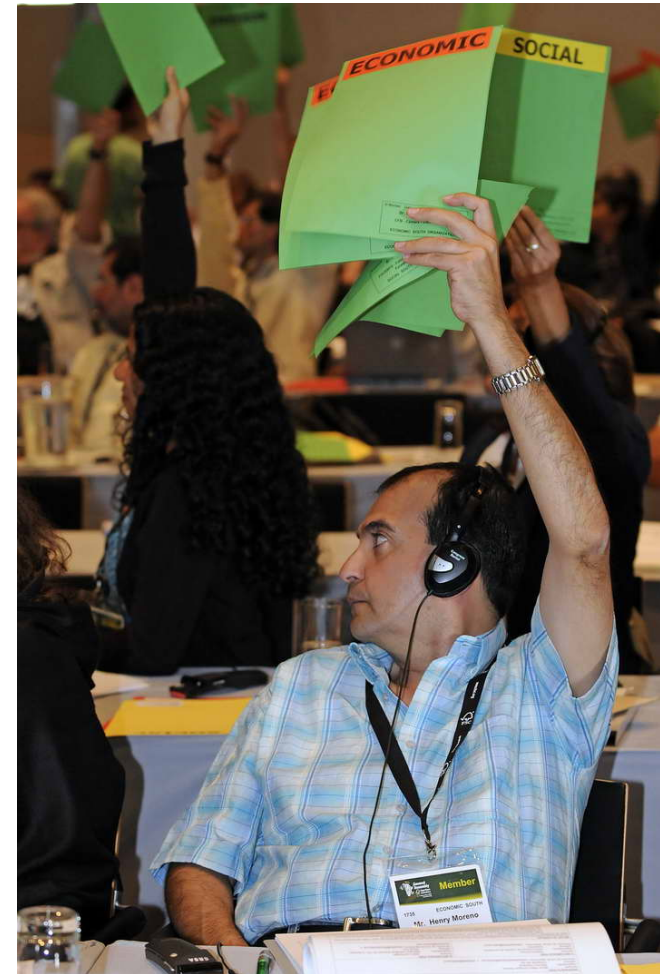
- **Setting standards**  
reflect agreed principles
- **Accreditation/certification system**  
monitor compliance with FSC standards
- **A product labelling system**  
rewards good practice

**Together** – a market linking responsible production and consumption

## FSC does this through

- **Consensus-oriented and democratic decision-making**
- General Assembly of FSC members the ultimate decision-maker
- Equal voice for social, environmental, economic, North, South

“We joined FSC to make sure that small-scale producers’ needs and concerns are heard at the international level and treated with equal importance.”  
FORCERT, Papua New Guinea



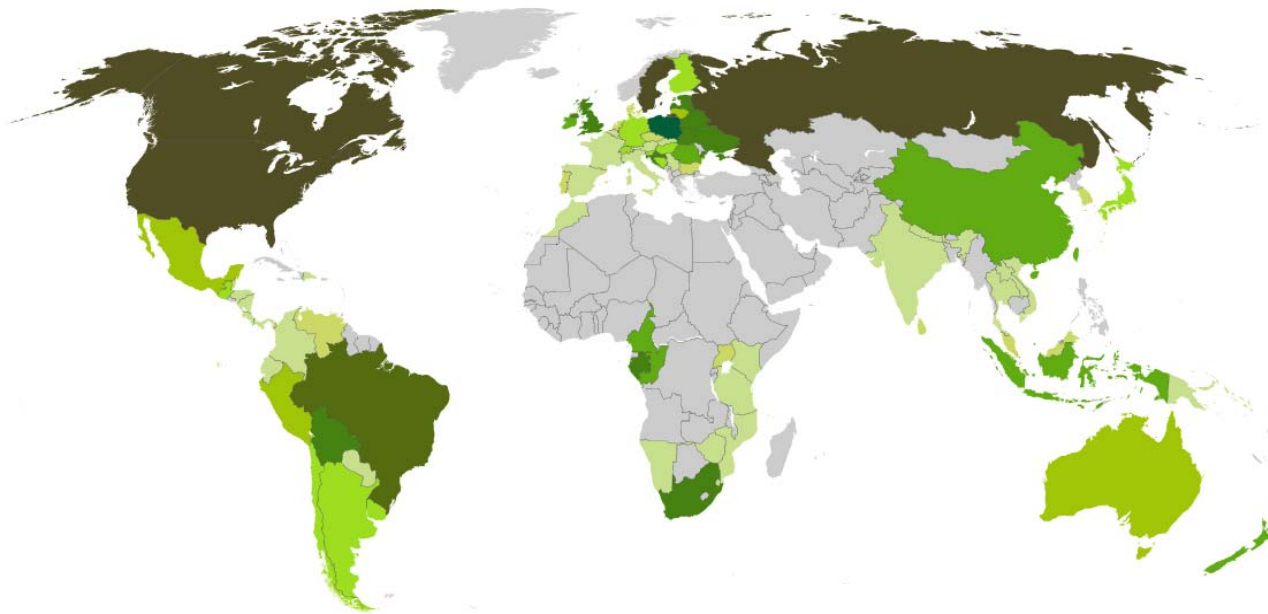
## 10 Principles



1. Compliance with laws and FSC principles
2. Respect tenure & use rights and responsibilities
3. Protect Indigenous Peoples' rights
4. Assure community benefits and worker's rights
5. Generate multiple benefits from the forest
6. Manage and limit environmental impact
7. Management planning
8. Monitor and assess forest management impact
9. Maintain High Conservation Value forests
10. Responsible management of plantations

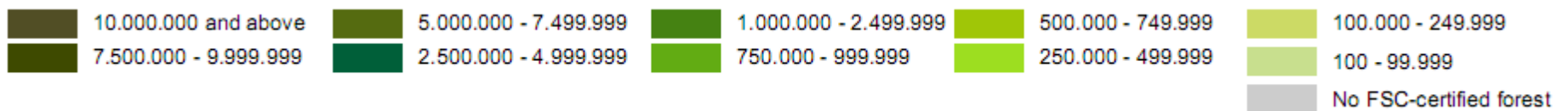


## Impact – global



- Over 100 million hectares
- In 81 countries
- 7% world's productive forests

FSC certified forest (hectares)



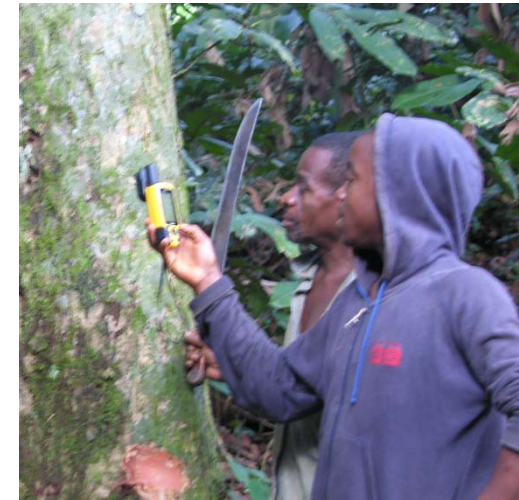
## Impact – direct and permanent

- Adapt practices to “gold standard”

“Working towards FSC certification required a change in mentality by everyone in the company. We’ve all had to buy into a new vision and a new way of operating.”

**PASQUET, Cameroon**

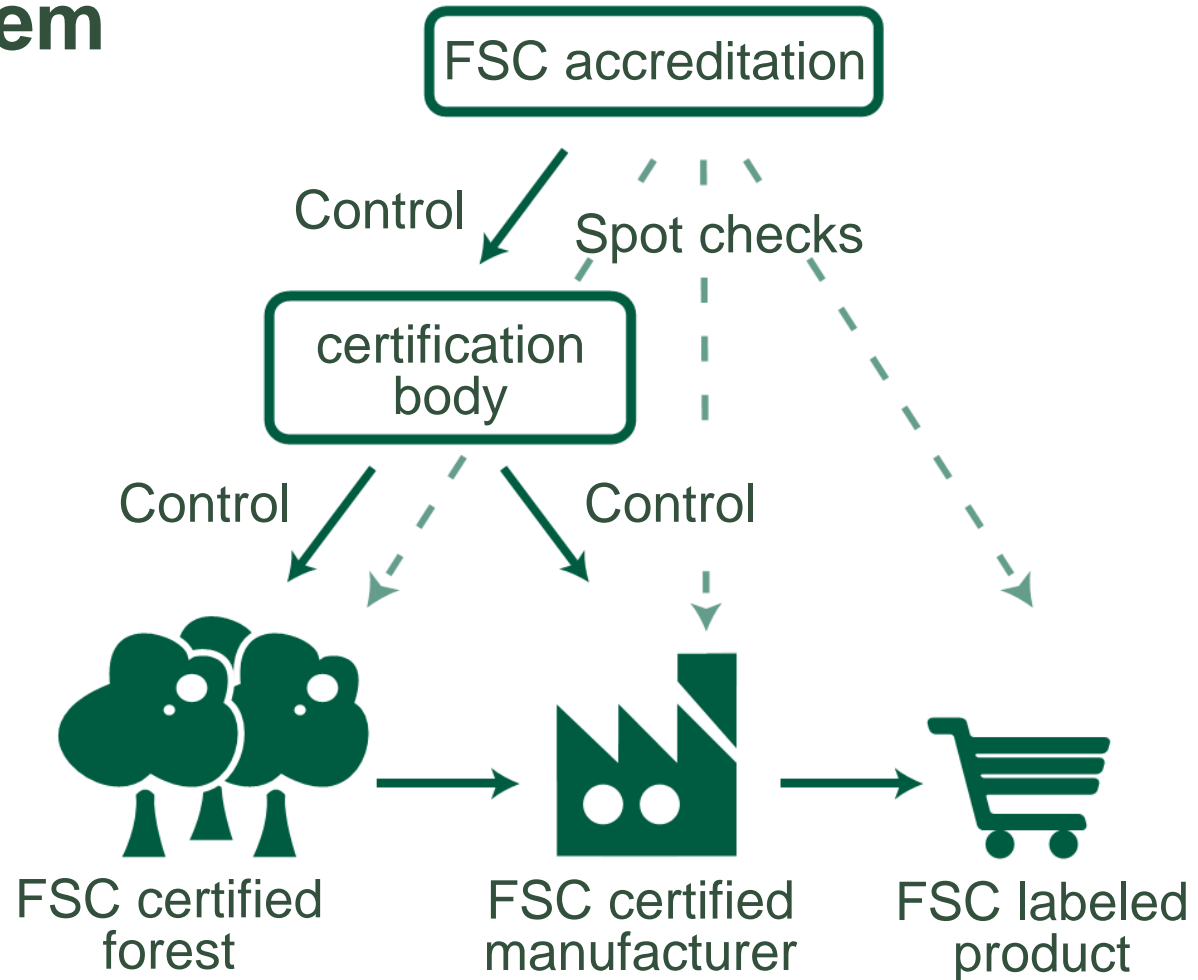
- Republic of Congo - empowers indigenous pygmy people





# Tracking system

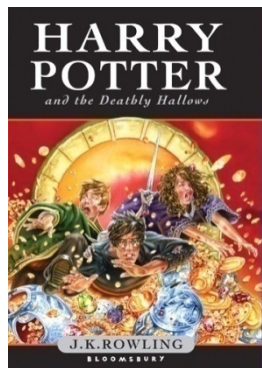
a market driven mechanism



## FSC-labelled products

FSC labeled sales over \$ 20 billion USD in 2007

- paper, tissue, packaging
- guitars, furniture, construction
- nuts, jewellery, cosmetics





# Communication

## Communications is key to success



- **Stakeholder engagement core of organization**
- For authentic engagement for meaningful solutions
  - Equitable
  - Transparent
  - participatory
- Essential for our credibility

## Global organization

- Membership organization, Mexico
- > 800 members, 80 countries
- > 14'000 certificate holders, 81 countries
- Executing bodies, Germany
- A network of strong partners
- 2 working languages – English, Spanish



Over 50 FSC National Initiatives



## International level

- Governance
  - GA of members
    - simultaneous translation (EN, SP + 1 language)
    - on-site translation for documents (EN + ES)
  - Board of Directors (EN, ES + 1 language)
  - Director



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## International level

- International standard-development
- Accreditation audit report
  - **New** requirement
- Communications
  - Publications, website, media + stakeholders
  - **New** requirement
- Support national FSC representatives
  - Over 50 NIs



## Our needs

- High quality translation
- Technical -v- promotional
- FSC language
- Consistency → trust
- Low cost



# Translation challenges



## Translation challenges

- Resource constraints
- Demand for more languages
- More material
- Sharing with network
- New role

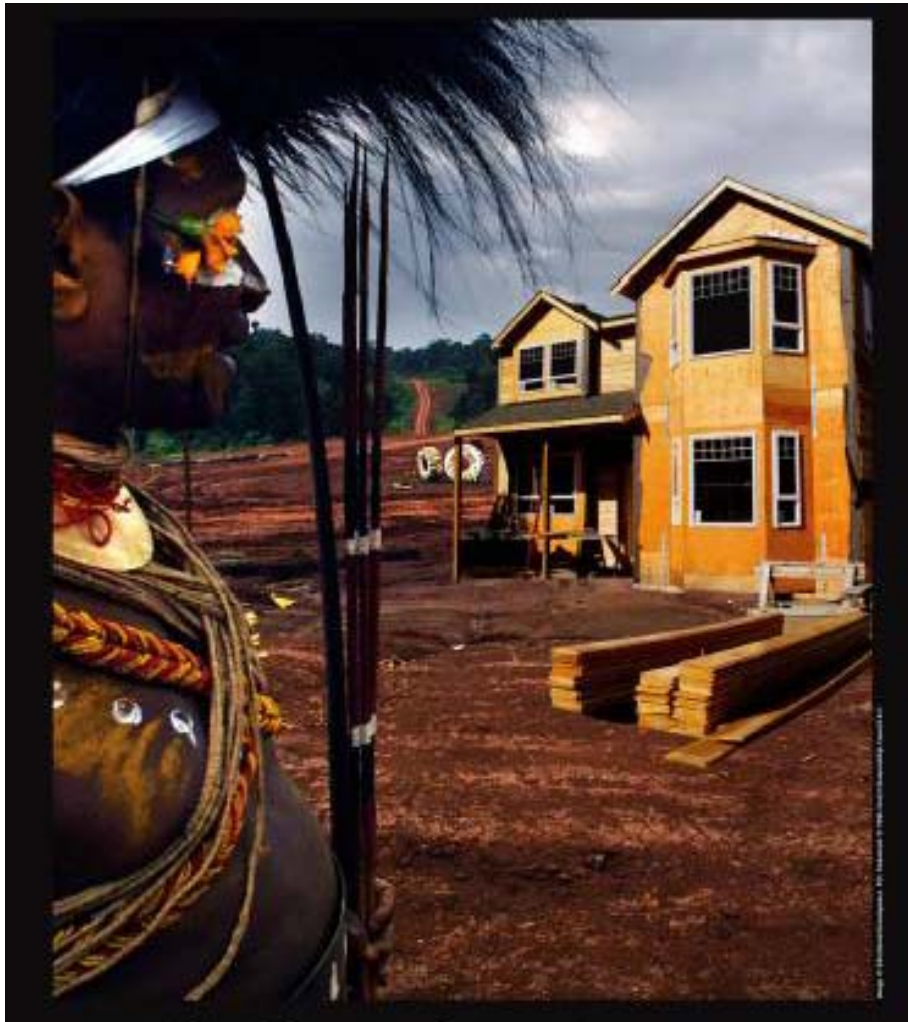


# In summary



## In summary

- Forests under increasing pressure
- A market solution
- FSC is a global stakeholder organization
- Communications at FSC's core
- Challenges in translation



## Don't build your dream on someone else's nightmare

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