



Forest Stewardship Council

... because forests matter

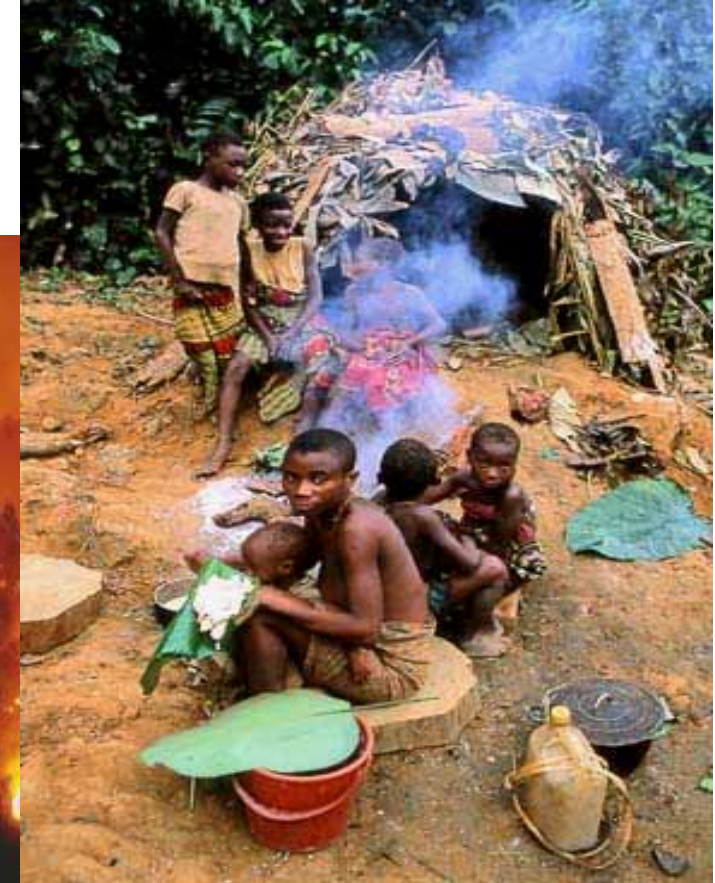


The FSC System: a brand that gives added value to buyers!



Forests

Over 90 percent of the 1.2 billion people living in extreme poverty depend on forests for some part of their livelihoods (World Bank)

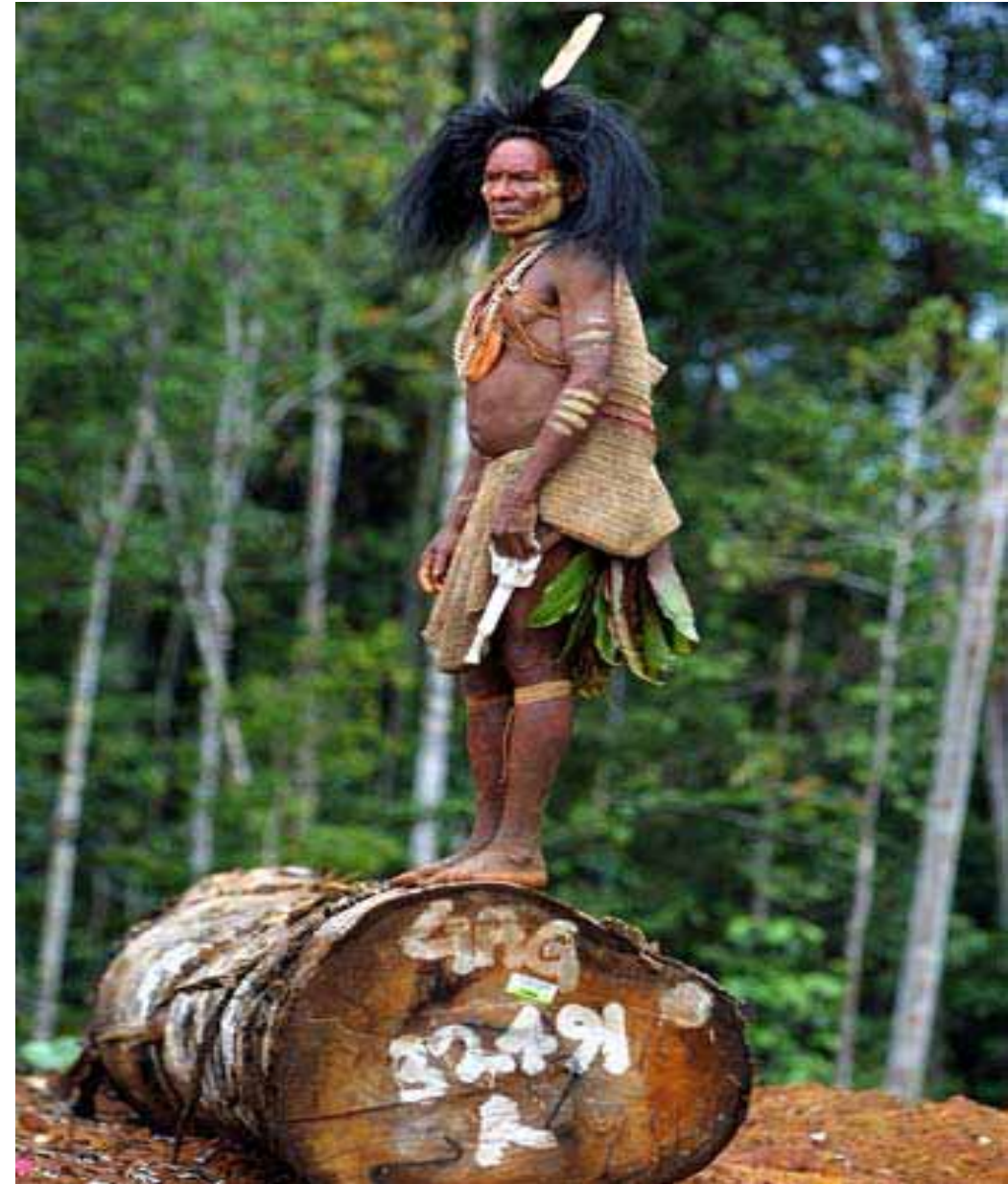


- ***half of the world's forests have been cleared***
- ***a forest area the size of Belgium is lost every year***
- ***over 100 species disappear each day***



FSC and the Global Marketplace

- **Over 100,000,000 ha FSC certified forests globally**
- **Increasing demand for FSC as a Risk Management tool**
- **Increasing levels of understanding of the impacts of FSC**
- **Increasing Market recognition of the FSC Brand**





FSC and the Global Marketplace

Availability

Over 100,000,000 ha of certified forests globally in 78 countries

9,700+ certificate holders

8,700 Chain of Custody in 84 Countries

Ensures products delivered to the market with certification intact

Market value of labelled products exceeds \$20 Billion USD in 2006





FSC and the Global Marketplace

Risk Management

Robust supply chains guarantee choice of providers

- 10% of pulp
- Increase in market share of roundwood – in a declining market

52% of certificate holders report finding new markets

Financial community requiring FSC on the ground and in procurement (TIMO's and Financial Institutions)

Retail community recognizing security that FSC brings to their supply chain





FSC and the Global Marketplace

Impact

- **Global body of evidence emerging documenting benefits on the ground (WWF, Rainforest Alliance, Yale School of Forestry)**
- **Social – less conflict, more engagement**
- **Environmental – more protection, less damage, less fire, more forest cover**
- **Economic – increasing recognition of value of certification for new markets, new clients and from the financial community**





FSC and the Global Marketplace

Market Recognition

Consumer Awareness growing globally

Promotional campaigns

Marks & Spencers

Home Depot

Kingfisher

Lufthansa

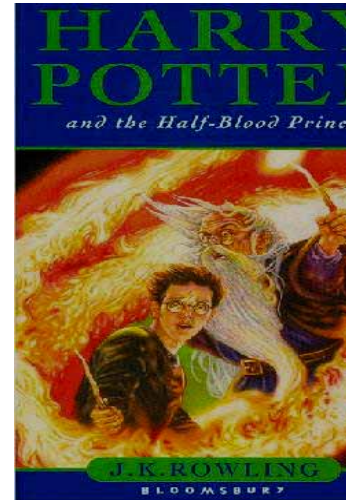
Procurement policies

Ikea

Marks & Spencers

Scholastic Publishing

Random House





China and the FSC Marketplace

Opportunity is unprecedented

- **As single largest importer and exporter of wood and wood products China can set the standard**
- **Fastest region of growth in the global FSC system**
- **Provide buyers of Chinese products with attributes they are looking for**
- **Provide additional risk avoidance to the Financial Community to support continued growth in all markets – emerging and consolidating**



Key future developments ...

Key future areas:

- *Global Development platform established*
- *Increased services to certificate holders*
- *Increased activity to protect the trademark*
- *Increased efforts around market facing campaigns*
- *Increased investment in the FSC Global Network*
- *Increased investment in core infrastructure and systems integrity*

To drive acceptance and implementation of FSC systems around the world, to ensure credibility to economic, social and environmental partners in the market place and to ensure supply of credible wood products to the market place in the future!



Liza Murphy
Managing Director,
FSC Global Development
l.murphy@fsc.org

***... because forests
and people matter***

