



Forest Stewardship Council®



Foraus
Policy Cooking Day Berlin
Biodiversity
05. October 2018
Hubertus Schmidtke
FSC Switzerland



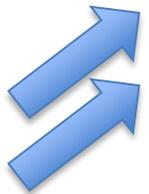
Megatrends

Today

2050

- 7.5 Bio  10 Bio inhabitants on earth
- 1.5 Bio  3.0 Bio middle class people
- 1.5  4.5 Planet earth resources consumed

Increasing demand for



Agricultural land (food, meat)

Any goods for daily living



Biodiversity

That is why we need FSC



13 million hectares are destroyed annually (more than ten times the forest area of Switzerland).

30% of the traded timber worldwide is from illegal cutting

More than 1 Billion people are depending from forests

and Biodiversity?

Pressure on existing agricultural land (intensification)

Pressure on natural forests:

Land use change, conversion to

- agriculture
- housing areas
- infrastructure

Loss of natural areas, species

Destructive timber harvest in the tropics and boreal areas.

and Biodiversity?

Intensification of agriculture

- Pesticides
- Fertilizer

Dramatic loss of insects in Europe

Dramatic decline of global biodiversity expected



Forest Stewardship Council®



Forget about politics?

Civil Society Initiatives:

Non Governmental NGO's

Greenpeace, WWF, Birdlife

Forest Stewardship Council FSC



1



2



- 1. Timber on-product promotion
- 2. Paper bag
- 3. Carton packaging on-product promotion (co-branded)
- 4. Tissue box packaging on-product promotion (co-branded)

3



4



FSC Forest Stewardship Council

- Founded 1994 in Canada
- Registered in Mexico
- Sekretariat in Germany (Bonn)

FSC founded

- after the United Nations Conference on Environment and Development (UNCED), Rio de Janeiro, 1992. **Sustainability goals just political declarations of intent, not binding**
- by environmental and social NGO's and industry
- to have a concrete standard on forest management

Who We Are

FSC is a

- **global,**
- **not-for-profit organisation**
dedicated to the
- **promotion of responsible forest management**

Vision and Mission

The Forest Stewardship Council (FSC) shall promote

**environmentally appropriate,
socially beneficial, and
economically viable**

management of the world's forests.

Is FSC effective?

200 Mio ha are FSC-certified

5% of the world's forest area

10% of the productive forest area

23% of the industrially harvested wood

Effective to some extend.

Back to policy cooking

Biodiversity

- Megatrends: Global demography
- Individual approaches: Sufficiency/Humility
- Civil society approaches: FSC, bio-labels, fairtrade
- Political approaches: UN-CBD, EUTR, Lacey act
national laws

Back to policy cooking Biodiversity

Forget about politics?

Inefficiency of governments

Laws not in force

About-faces/backlashes of politics

Corruption

Policy Cooking Biodiversity

- Urgency (time and subject)
- To talk about biodiversity means to talk about people and to people
- Consider political processes and realities
 - How to influence politics
 - How to accelerate political processes
- New ideas: Don't reenvent the wheel

Governance

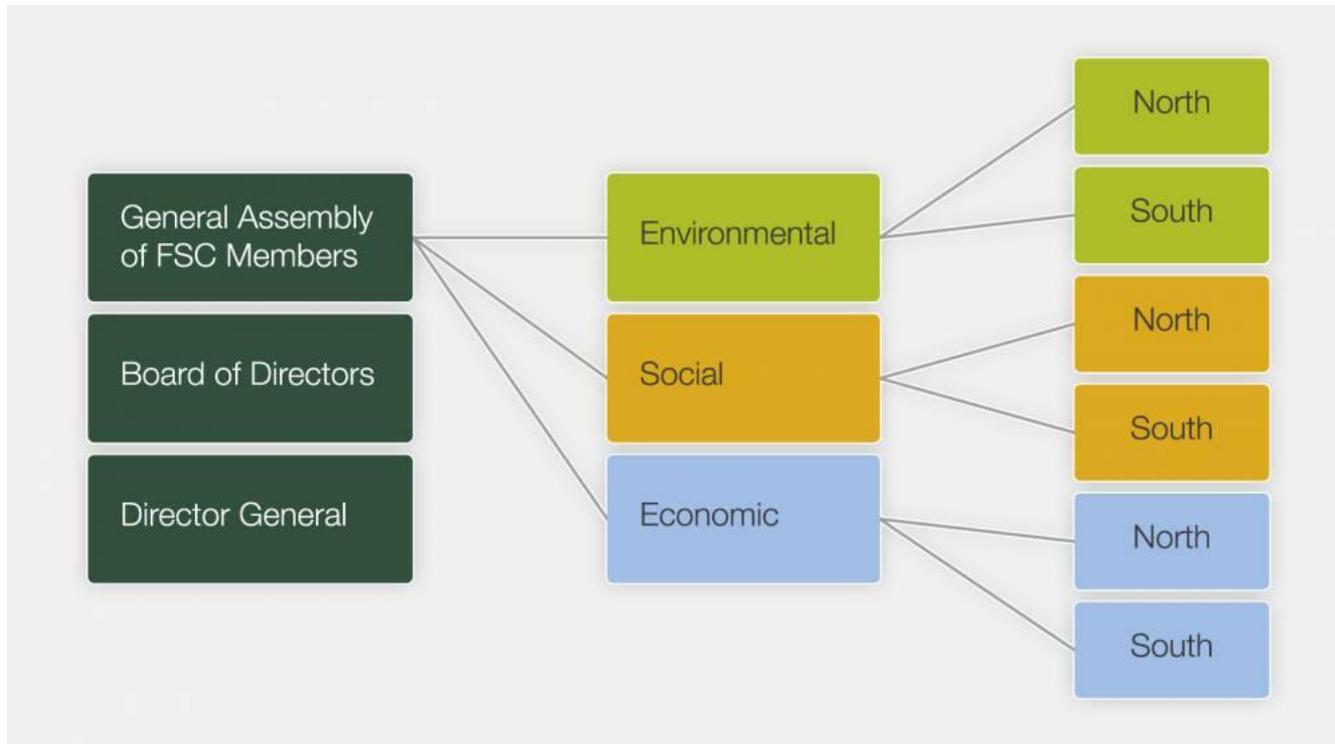
Three main levels of FSC governance

- Members
- Board of Directors
- Director General



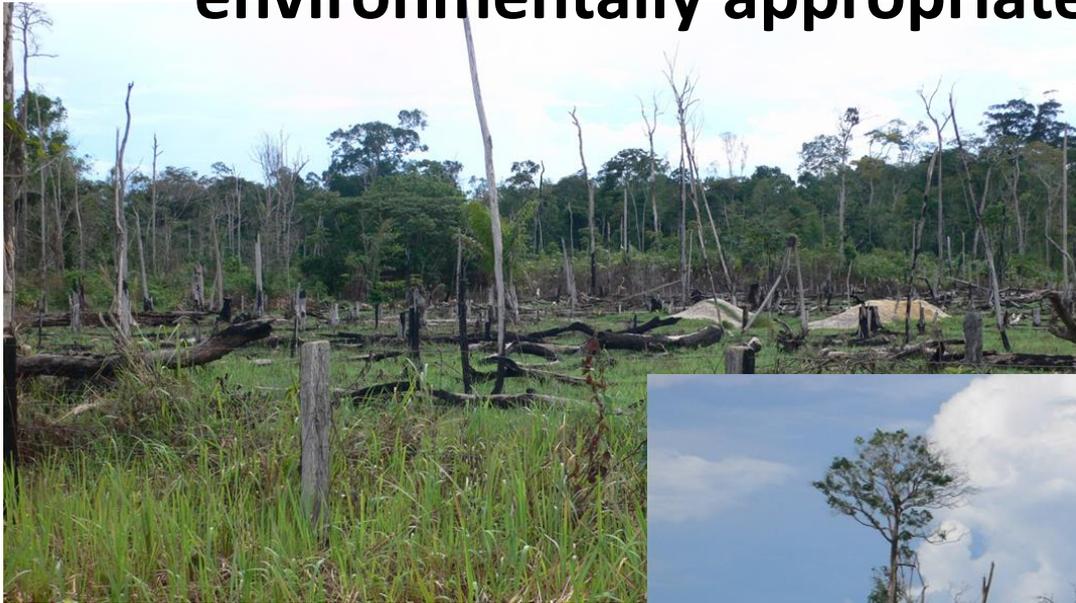
Governance

Each members belongs to one chamber:



FSC International: 800 Members

environmentally appropriate



FSC not on clear
cut pristine forest

X



environmentally appropriate



Forest clearance
Amazon, Brasil



environmentally appropriate



Consideration of relicts of natural forests, water bodies, wetlands, rare and endangered animal species



socially beneficial

Socially beneficial forest management helps both local people and society at large to enjoy long term benefits



Village council in the neighborhood of a forest plantation in Tanzania



socially beneficial

Fair salaries

Social insurances

Freedom of assembly

safety at work

Helmet,

Ear protection,

Face protection,

Cut-resistant clothing,

Safety shoes,

Training

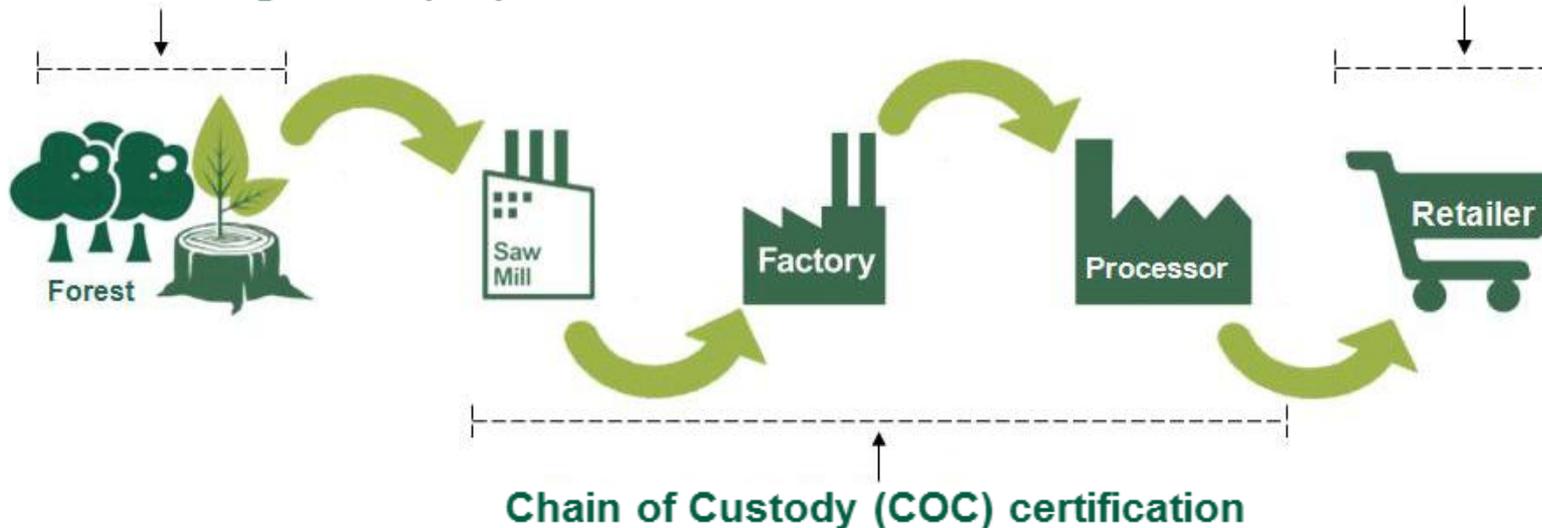


FSC Certification:

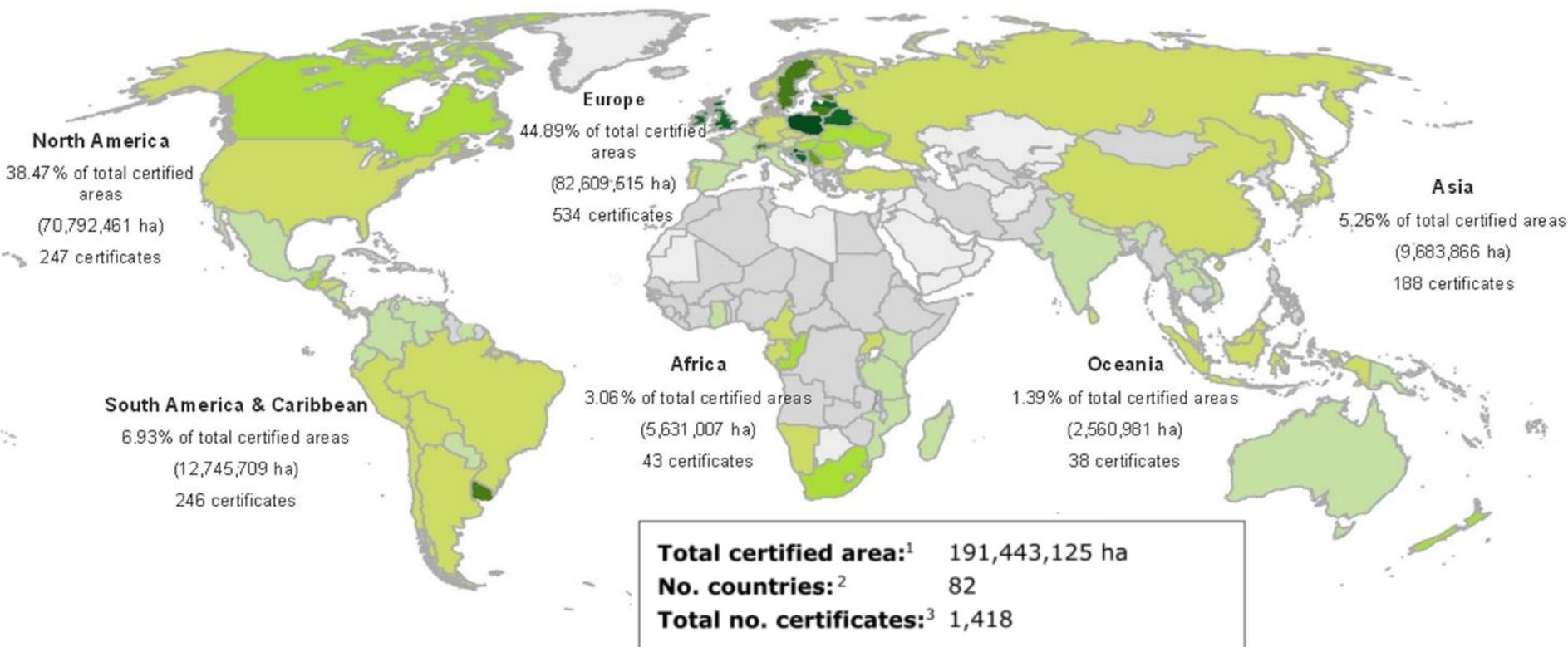
- Forest Management (FM)
- Chain of Custody (CoC)

Forest Management (FM) certification

Trademark License (TL)



Global FSC certified forest area: by region



Percentage of total FSC certified forest area



EXPLANATION

Country name
Hectare certified forest
(= % of total forest cover / % of production forest cover)
% increase or decrease since August 2012

Based on numbers from FSC International and FAO Forestry Paper
February 2013

Facts & Figures

FSC-certified forest area

In 82 Countries

Worldwide: 200'000'000 ha

Switzerland: 600'000 ha

CoC-Certificates:

- In 102 Countries
- Worldwide: 31'000
- Switzerland: 500

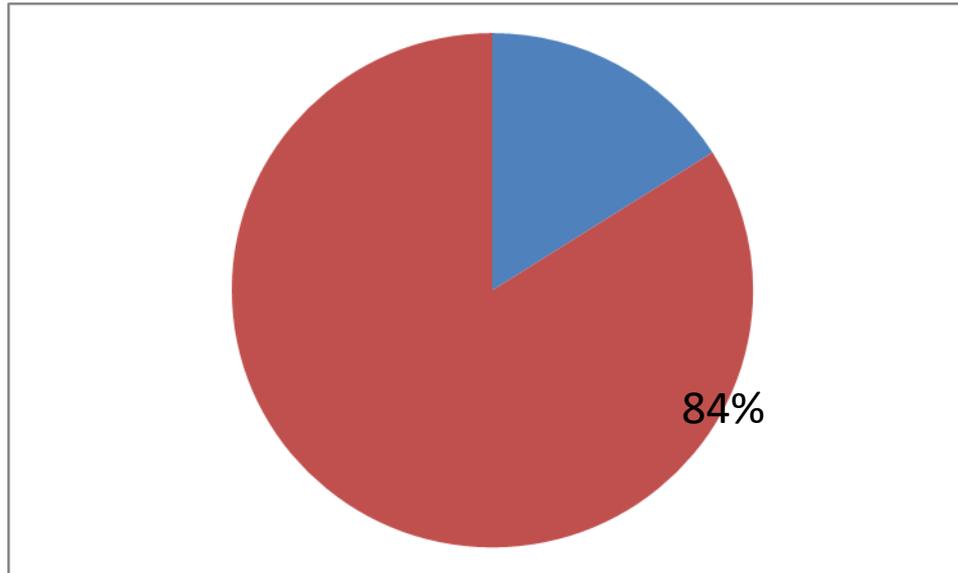
Trademark Licences:

- Worldwide: 552
- Switzerland: 19



Facts & Figures

Awareness of FSC in Switzerland 87%



FSC Switzerland

National Office of FSC International.

Association according Swiss legislation Art. 60-79 ZGB :

- **Co-Presidents**
- **Board**
- **Secretariat**
- **Members**

Members FSC Switzerland

Environment

- WWF Schweiz
- Pro Natura
- Schweizer Vogelschutz SVS / Birdlife
- Orgelbau, Christoph Metzler
- Einzelpersonen

SOCIAL

- Verband Schweizer Forstpersonal VSF
- Schweizerischer Forstverein
- Unia - Die Gewerkschaft
- Patrick Fouvy, Kantonsoberförster Genf
- Rodolphe Schlaepfer
- Einzelpersonen

Economy

- Waldeigentümer
- Holzverarbeiter
- Papier und Kartonindustrie
- Migros
- Coop
- Jumbo
- Zertifizierer
- Einzelpersonen

Reto Müller



Co-Präsident
Wirtschaftskammer
Swissprinters / Ringier Print
Key Account Manager

Theo Kern



Co-Präsident
Wirtschaftskammer
Aargauischer
Waldwirtschaftsverband AWW
Geschäftsführer

Sandro Glanzmann



Wirtschaftskammer
Migros-Genossenschafts-Bund
Labelkoordinator

Patrik Fouvy



Sozialkammer
Kanton Genf, DETA
Kantonsoberförster

Jörg Rüetschi



Umweltkammer
Vertreter des WWF Schweiz
WWF Regionalstelle Bern
Geschäftsführer

Christa Glauser



Umweltkammer
Schweizer Vogelschutz SVS
BirdLife Schweiz
Stv. Geschäftsführerin

Marcus Ulber



Umweltkammer
Pro Natura
Projektleiter Naturschutzpolitik

Patrik Hofer



Sozialkammer
Verband Schweizer
Forstpersonal VSF
Geschäftsführer

Jan Matti Keller



Sozialkammer
Generaldirektion Umwelt (DGE),
Kanton Waadt
Forstingenieur

The Board of FSC Switzerland

Sekretariat FSC Switzerland



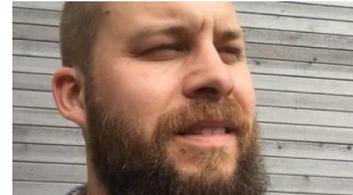
Geschäftsführer
Dr. Hubertus Schmidtke
Forst Ing.



Leiterin Sekretariat
Marta Valina
Professional Master
Marketing & Communication



Expert National FM Standard
Karl Büchel
Forest Engineer



Contact Romandie
Jan-Matti Keller
Ingénieur forestier

Tasks of FSC Switzerland

- National Office of FSC International
- National forest management standard
- Membership management national and international
- Information service
- Public relations and communication
- Projects and Partnerships
- Trademark Service Provider
- Misuse mitigation

The Trade Mark FSC

- FSC is the only forestry label accepted by the important environmental and social NGO's
- FSC is the most rigorous and strongest standard in the forestry sector
- 84% of the Swiss population know the FSC-Logo.

Global Brand Positioning

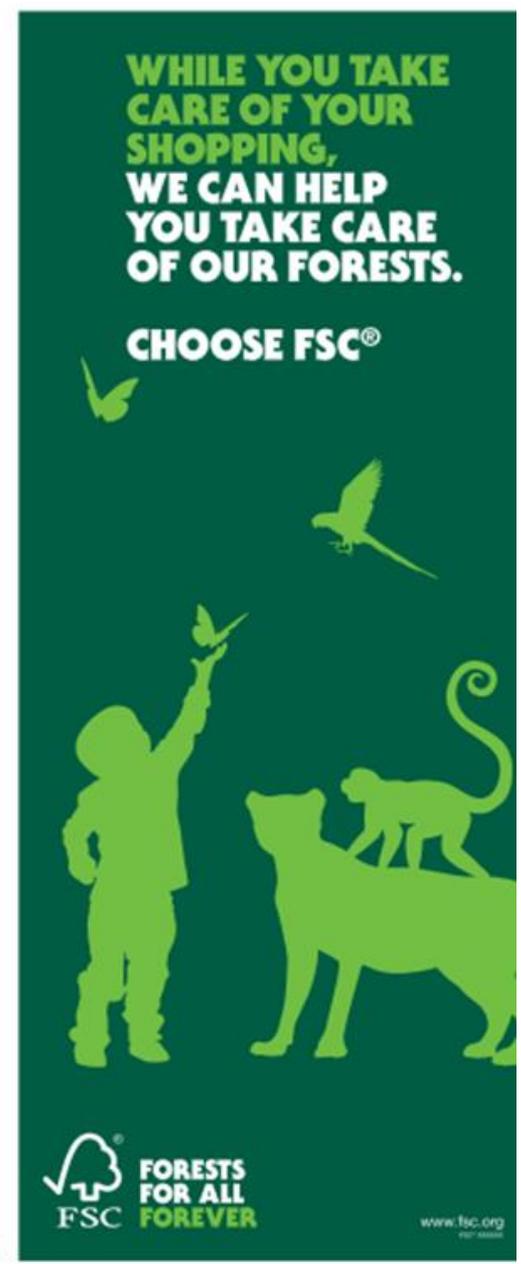




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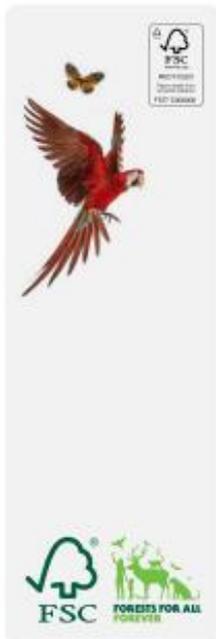
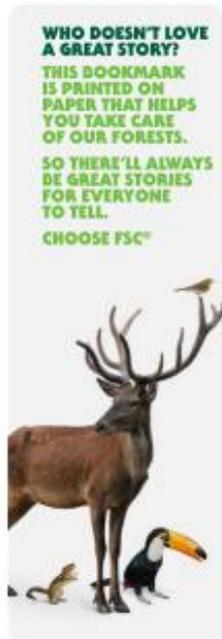
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3

- 1. Product hangtag
- 2. Paper coffee cups
- 3. Retail banner

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- 1. Packaging
- 2. Book mark
- 3. POS display



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