

CertifiedWoodUpdate

FSC General Assembly Edition

28 June 2011

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CertifiedWoodUpdate

Day to day news and articles from the FSC GA 2011

NEPCon and the Rainforest Alliance have joined forces to keep you up to speed with the news and debates from the FSC General Assembly 2011.

Covering issues critical to FSC's future, our Special Issue of the Certified Wood Update includes news, reports, features, and interviews as well as a regional outlook on FSC development from national or regional FSC Offices.

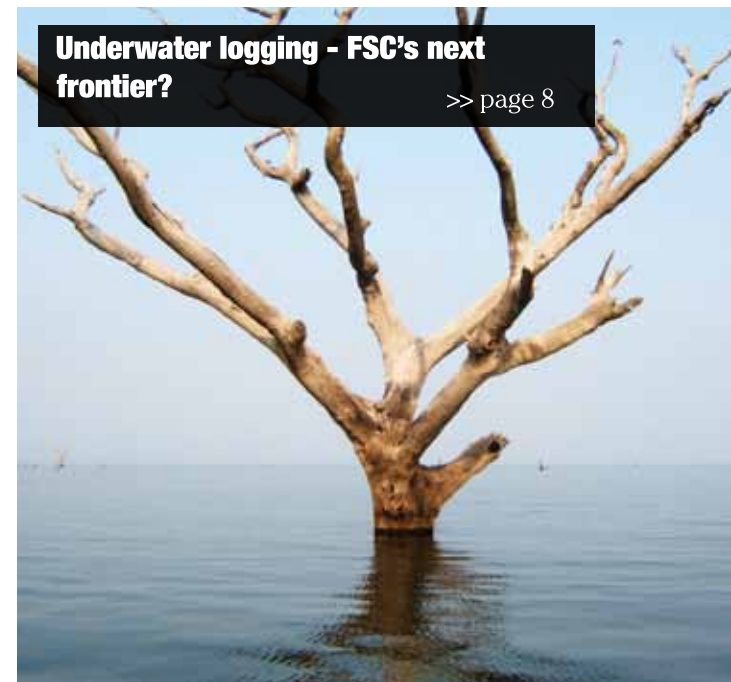
We will be present and report from open events at the FSC GA, writing during the day and evening and printing during the night in order to always keep you up to speed.

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Underwater logging - FSC's next frontier?

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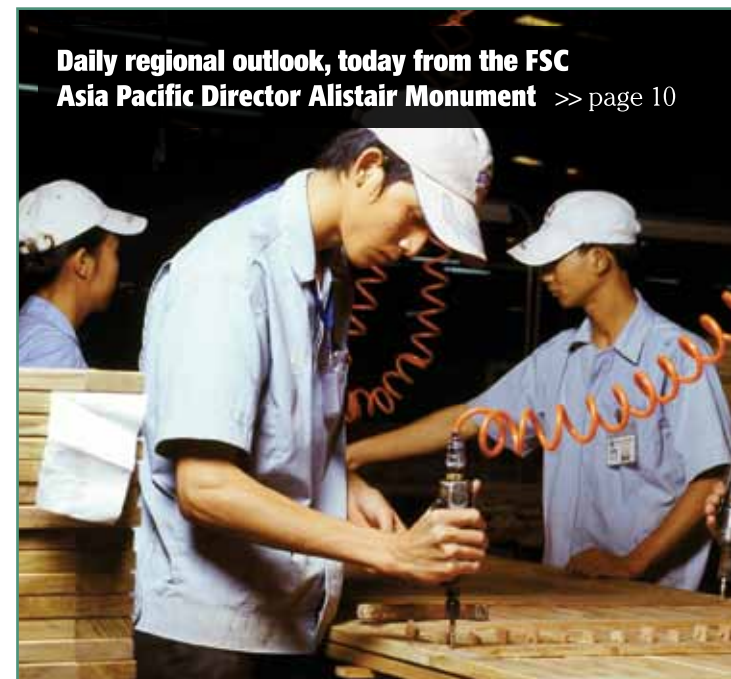
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Certified Wood Update is jointly published by NEPCon and the Rainforest Alliance. Opinions expressed in this newsletter are not necessarily shared by the publishers.

In this Special Edition, we report directly from the 2011 FSC™ General Assembly on the official business and unofficial "word on the street". Newsletter design and layout by FSC Denmark.

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today's main topics

Yesterday, 19 side events took place at the FSC General Assembly venue, involving FSC stakeholders in discussions on a wide variety of topics. We are reporting from side events in this issue as well as the next.

Highlights from this issue:

FSC's Systems Integrity Director, Phil Guillery, presented FSC's plans to move forward with a Modular Approach Program for stepwise forest certification, along with an innovative project on the financing mechanism.

Is the FSC system - including its quality control body ASI - ensuring sufficient focus on field performance? Jakob Ryding from Forests of the World set out to discover the answer. Learn about his results on this page. Today's editorial (page 11) offers further perspective on this issue.

Today's FSC Mover & Shaker is Grant Roseman. On page 6, he raises the question whether FSC is about forests or timber.

With a fast growth in certification, Asia could become the next "FSC Tiger". Read Alistair Monument's National Office perspective.

Is underwater logging FSC's next frontier? Read the article based on the side event presenting this exciting topic.

If you are interested in Controlled Wood, timber product traceability, or climate change, look forward to our continued reporting from the side events tomorrow!

Enjoy Reading!
Your NEPCon and Rainforest Alliance Team

Overhaul of FSC's control system: Field Performance

A motion passed at the General Assembly 2008 asked FSC's quality control body Accreditation Services international (ASI) to address a growing concern among FSC's members: Do the certification bodies consistently ensure compliance with the FSC standards on the ground?

Field performance Jakob Ryding of Forests of the World is concerned that FSC's quality control body, Accreditation Services International (ASI), may be placing too little focus on field performance - a hallmark of the FSC system. In 2008, the membership asked ASI to ensure a higher level of assurance for field performance by certificate holders, through enhanced focus by ASI on the certification bodies, also known as CBs.

Earlier this year, Mr. Ryding set out to find out how ASI had followed up on the motion. He collected and analysed available ASI audit reports on certification body performance for their focus on field performance.

Field performance remains under-prioritised

Mr. Ryding acknowledges that ASI has taken some steps to address the motion. However, the survey shows that field performance has remained strongly under-prioritised during ASI auditing of certification bodies. "Our survey shows that only about five percent of the Corrective Action Requests (CARs) issued by ASI to certification bodies directly concern performance on the ground. This figure indicates that ASI has not yet addressed the core of the 2008 motion".

Transparency test

The process of collecting this information was also a test of the transparency offered by the FSC system in practice: how easy would it be to gain access to relevant reports and documents?

"Only ASI surveillance reports related to forest management auditing are publicly available, which limits the possible scope of the study", said Mr. Ryding. "We were unable to see how ASI handles CB performance related to Chain of Custody or Controlled Wood auditing". In addition, less than half the reports that were supposed to be available at the ASI web page were actually online. "My conclusion is that ASI has got a huge transparency problem", says Mr. Ryding.

Response from ASI

Carlos Ruiz Garvia, ASI's Operations Director, has provided the following update on actions implemented as response to the 2008 motion (often referred to as "motion 50"). The actions include, but are not restricted to, basically 3 key operation components:

Human resources: ASI has reviewed its organisation structure and started a decentralisation process. It has also increased its capacity by more than doubling its staff and strengthened its competence testing. New training and calibration initiatives were put in place to ensure consistency and enhance objectivity of ASI evaluations. ASI also strengthened its capacity in the Congo Basin.

Quality Management System (QMS): ASI has put an improved reporting model in place to reduce report writing time, increased compliance audits following up on formal, review of sampling procedure to ensure it effectively manages risk.

Tools/systems and projects: ASI has developed Accreditation Management Systems (AMS) with greatly increasing efficiency through managing NCRs, audit reports and schedules, suspension process and complaints processes. ASI is also implementing a research project to analyse the information captured in the accreditation processes as well as options for future models of accreditations.

These are in line with ISO 17011 (Requirements for Accreditation Bodies) and the service agreement that ASI has with FSC.



Will community forest products benefit from dual certification with Fairtrade?
© FSC Denmark / Miriam Dalsgaard

More needed to put smallholders on FSC's map

A side meeting yesterday moderated by Shoana Humphries, Social Policy Manager of FSC IC, confirmed that key challenges remain for smallholders that are hindering their access to certification. Perspectives from three regions were offered on their success in applying the Small and Low Intensity Managed Forest (SLIMF) standard.

Smallholders Ian Hanna, FSC US Director of Development, outlined several enabling factors that have led to successful models in the US, including: a strong and capable group manager; bundling of incentives; dependable and diversified funding; database driven management systems; scalability; differing group manager models; industry association programs; government agency management; and NGO advocacy organizational support.

Numbering at some 10 million and accounting for two thirds of wood production, smallholders in the US he noted hold enormous potential to impact the national and international timber market.

After Manuel Hernandez from FSC Honduras presented their lessons learned from their challenges of applying the SLIMF model in Honduras, he urged FSC IC to implement 32 Policy Motion which was approved back in 2008.

With Motion 28 (2011) on the table this year urging FSC to change the criteria for

low intensity operations, FSC is waiting to see if this Motion will be approved before making further changes to the document, and anticipates to publish a new version of the eligibility criteria later this year.

Angel Pervi Martinez, leader of the Agroforestry Cooperative Colón Atlántida Honduras (COATLAHL) explained: "When we first became certified in 2006 our certification costs were covered by external funders, but over time we had to create our own fund from a percentage of sales of our products in order to cover our certification costs. It took several years to set up this fund, but it has now become a part of our regular business practices."

In order to increase the value of material coming from community operations, FSC has been working on a pilot project in Europe with Fair Trade to create a joint label for community operations. The current label reads: "From well-managed forests of small or community producers," yet this language is likely to go to review again, due to concerns around the meaning of "community producers."

With Motion 28 (2011) on the table this year urging FSC to change the criteria for low intensity operations, FSC is waiting to see if this Motion will be approved before making further changes to the document, and anticipates to publish a new version of the eligibility criteria later this year.

A separate label will exist for FSC that would allow mix material, while the joint label with Fair Trade will be strictly 100% pure FSC content.

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Greenpeace forest campaigner Grant Rosoman has been involved with FSC since its inception

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Grant Rosoman at Board of Directors meeting in 2006, Russia

© Grant Rosoman

FSC Movers & Shakers:

Interview with Grant Rosoman, Greenpeace

The murder of his local community contact on a Pacific Island logged for its lucrative timber was a turning point, and time to change tactics. The FSC ship arrived. He jumped onboard this canny vehicle and remains a loyal ally. Meet Grant Rosoman, visionary forest campaigner for Greenpeace and former FSC board member.

Leadership

Why did you first engage in FSC?

Before joining Greenpeace, I started a small local group in New Zealand where we carried out direct actions on some tropical timber yards. We had an incident where one of our local community contacts was murdered by the company we were opposing. I had threats as well but nothing serious happened to me. This made us re-evaluate our strategy completely. Since around 1994, I have turned my efforts to working with indigenous communities in the Pacific region and I'm evolving that into a broader package of forest solutions for Greenpeace. That is my link to FSC. I see FSC as a vehicle to give products from these communities the recognition they need in the market.

How have you influenced FSC's path?

I have been involved in FSC right from the beginning, including in commenting on the 1994 version of the FSC Principles and Criteria, in early policy development and the creation of HCVF concept. But my biggest influence was on the governance level when I say on the FSC Board of Directors, particularly as Chair of the National Standards Committee. There was a lot of system innovation in that period.

What one thing have you done at FSC where you think you've made the biggest difference?

One of the key things that I brought to the FSC Board was consensus in its decision-making process. Before I arrived, there were a couple of situations where the Board voted which was incredibly divisive. I insisted on having consensus in every decision and I strongly believe this improved the decision quality. Even though it was frustrating at times, it forced us to use that creative tension until we had a break-through with a solution that all six sub-chambers could agree on. I think the outcome we got was good.

We don't want to walk away and fight from the outside; we want to be in FSC.

With an in depth appreciation of FSC, how have you in turn influenced Greenpeace?

FSC is this network and collective stakeholder process that works around consensus so it's really very hard for any one stakeholder to get what they want. You always end up feeling "it's OK but it's not great", and that has been the hardest thing I have to communicate back to Greenpeace, to adjust their expectations.

We continually have that issue, as do other organisations some of which have found it impossible to live with it and left. We have hung in there with a fairly strong commitment to FSC. We don't want to walk away and fight from the outside; we want to be in FSC. We see it as the best thing going to provide a market solution for the forests.

Where would you like to see FSC focussing their efforts?

The challenge for FSC is going back to its vision of being about the forests and not being captured by the timber sector where it has gravitated to. There are opportunities that FSC could latch onto to increase its impact in the forest, including in international processes where FSC could really position itself - deepening and broadening FSC's package of tools to meet its mission in relation to forests.

Secondly and most importantly, there are some long standing issues that revolve around FSC's credibility that simply must be addressed, namely: certification bodies' performance on the ground; Controlled Wood; a package of problematic issues in the Congo Basin; and a lack of guidance for on the ground standards such as HCVFs. Greenpeace's name is often used together with FSC. That is our brand and our reputation that is on the line. While we do

remain positive, if we don't see these issues resolved, we may have no choice but to withdraw our support from FSC on various levels.

You are clearly extremely passionate about what you do. What two or three things about your work keep you up at night?

Fundamentally, it's to have the majestic forests there for my children and grand children to be able to experience them; to have something for the future generation. The second biggest driver for me is to maintain the forest for those who live and rely on them. But quite simply, if we don't protect the forests, we don't make it as a civilisation.

Quite simply, if we don't protect the forests, we don't make it as a civilization.

What is the one thing people should know about your work, but don't?

We are often seen as trying to stop forestry but actually we are not anti logging. We just don't like it being done in certain places and in certain ways. We often come from the standpoint of communities, but I don't think it's very well known that we support community management, including in certification.

What superpower would help you most in the course of your daily work, and why?

FSC is a vehicle to facilitate a lot of peoples' views but it takes so long, the forests may be gone before a resolution is found. If I had a supernatural power, it would be some sort of super ability to resolve everyone's needs given a lot of the issues are a result of conflict over resources and values. It's an idealistic scenario of how we can meet peoples' needs and maintain the forest values. I believe if we are creative enough, we can find a way to do it.



Will Ecosystem service certification and protection cultural and historical sites be the next big thing in FSC?

© Rainforest Alliance

Beyond timber: Will FSC put a price on the wider forest values?

Carbon credits have become an integrated part of our vocabulary, while putting a value on greenhouse gases is a widely accepted idea. Can we similarly put a price on drinking water, Orang-utans, cultural or historical sites in pursuit of conserving these values? Issues around these questions were raised during yesterday's meeting on ecosystem services.

Conservation Watershed protection, biodiversity, carbon storage, cultural and historical sites are all examples of what can fall under the term ecosystem services. While the term has been frequently discussed in the NGO community, Ecosystem Services may present itself as another mechanism for driving conservation of forest values, so what is FSC's role in this?

FSC's opportunity to re-evaluate

Certification is a market driven tool presenting a central question whether ecosystem services should be certified. At the meeting, FSC presented a project they are running with a number of partners to assess how feasible it is for FSC to engage in certification of ecosystem services. The purpose of the project is to determine the market demand, develop business models, generic indicators and to run pilot tests. The piloting will be in Vietnam, Indonesia, Nepal and Chile.

"When we established FSC more than 15 years ago, the aim was not only to certify timber, but to embrace measures that can conserve forest and promote their responsible management", explains Richard Donovan, Vice President of Rainforest Alliance and founding member of FSC.

"This project on certification of ecosystem services may help to move this higher up the agenda again and FSC actually has a very good position for doing so". Mr. Donovan explains how FSC's current structure already holds a

fairly good mechanism for building strong relationships with communities and indigenous groups, for handling High Conservation Value Forest and other key issues that are important for such a process".

Practical tools and experience

It was clear from the "Ecosystem services: the benefits people obtain from ecosystems" meeting that there are practical tools and experiences to build on, including methodologies to conduct assessments of ecosystem services. With no global standard with global and regional indicators developed as yet, this will be tackled in FSC's project.

Moving forward, FSC forest management standards already hold the potential for ecosystem certification – at least 19 certificates were mentioned as examples. Adapting and changing the existing standards or the complete development of a new system are other options to be assessed.

"FSC is already addressing ecosystem services. The question remains: when will the market be ready for this?" said Mr. Donovan. Some fundamental questions remain unanswered at the current stage. If there is a market, how will governments react to certification of broader ecosystem services? Will carbon off-setting be an element of the carbon markets, coined as "Payment for ecosystem services"?



Could utilizing be underwater forest be way to reduce pressure on native forest?
© Triton

Underwater forests – FSC’s next frontier?

Close to 300 million trees are currently standing underwater, yet this vast resource remains largely untouched and ignored by the global timber market. Canadian-based Triton Logging has pioneered the field of underwater logging over the past 10 years, creating the technology necessary to bring this untapped resource to the market.

Underwater Logging With over 60,000 hydroelectric projects around the world and nearly 75 new projects coming into fruition every year, the potential of this resource continues to grow with very little interest from the certification community.

Since 2005, Triton has been certified through SmartWood’s Rediscovered Wood Program, which is currently the only program that certifies submerged forest assets. The Canadian company currently holds one of the largest, single contiguous forest concessions in the world. By Triton’s estimates, Lake Volta in Ghana will provide more than thirty years of annual harvest.

Salvaging a lost resource

With ever decreasing forest resources, underwater forests can provide a source of valuable tree species that have been lost due to major hydro dam projects. Though Triton doesn’t promote the flooding of forests to create this resource, they see the value in salvaging what has been lost in the flooding.

As Jim Hayhurst, Vice President, Global Business, points out, “These reservoirs have flooded vast areas that used to be occupied by people, animals and obviously forests. The reservoirs in themselves are a major intrusion and have affected people in a variety of ways: they have lost their land and lost their livelihoods. While we can’t

bring that land back or those trees back in their original state, we can provide a couple of benefits”.

Triton is driven to help the global forestry and certification sector to understand the value of underwater timber. According to Triton, a resource of this magnitude worth approximately 40 billion USD in base log value is an opportunity ripe for picking and should not be ignored on the global forestry stage.

“We see great interest from the industrial timber consumer to be attaching to reclaimed resources. It’s a compelling story about bringing this resource to life in a world of shrinking resources”.

Social and economic benefits

The benefits to communities are many, including dozens of new jobs for local communities, many of which were involved in the forestry sector prior to flooding. Safety is another positive impact of removing these trees from these underwater lakes, which are the water highways of these countries.

Mr. Hayhurst says, “Often there is a mill already in the area, and one of the criteria that we mark all opportunities by, is whether there is an existing forestry industry nearby. And often there is. We work in a specific area to facilitate

the investment made by other parties, governments, in infrastructure projects to create a forestry sector near the lake”.

Stakeholder reaction

Triton led a side meeting yesterday to explain the process of underwater logging. Several constructive comments from the audience included questions as to the value of underwater forest carbon stocks and what would be the best channel through FSC to recognize underwater logging.

Though a lot of research is still needed to calculate the carbon stock of underwater forests, there is little doubt about the potential benefits to the FSC system. Perhaps the most practical advice from the meeting was “to keep it simple” going forward with the standard process. “We would like to open up a dialogue with FSC and other stakeholders about ensuring that our wood is complimentary to other certification, not competitive”, said Mr. Hayhurst.

Read an extended version of the article online at www.nepcon.net/newsletter



The Modular Approach Program and GreenChips financing mechanism could help engage smallholders and communities in FSC certification
© FSC Denmark / Miriam Dalsgaard

Modular approach to forest certification – the smart way

The fundamental principles for good forest management, the global Principles & Criteria (P&C) were heavily debated among FSC’s members over the weekend. A key issue of concern was whether they resulted in reduced access for smallholders and the forests of the South.

Modular approach FSC’s Systems Integrity Director Phil Guillery informed an engaged audience on FSC’s plans to move ahead with its Modular Approach Program (MAP), launched in draft format last year.

The idea of the Modular Approach Program is to offer an incentive for forest operations engaging on the pathway towards full FSC certification, through recognition of steps along the road combined with requirement to move forward within a certain time frame. Several organisations have developed similar approaches, but a global framework is lacking.

When and how to allow claims

What should be set as the minimum level for MAP recognition? “Our current thinking is that legality assurance is a good starting point”, Mr. Guillery told the audience. “However, legality is not enough to merit recognition by itself; we are considering a “legality+” concept where MAP participants also need to fulfil additional social or environmental criteria which are yet to be defined”.

A related question is what kind of claims should be allowed. “One extreme is ‘no claims at all’, and the other is to permit on-product labelling”, said Phil Guillery. Consulted stakeholders had warned against yet another consumer label, and the business response had shown a preference for including such info in their CSR reports or in B2B communication.

Securing timber legality

“We are exploring whether MAP could be a way to secure compliance with the EU Timber Regulation and other national legislation on timber legality”, said Mr. Guillery. He highlighted the inherent risk that such assurance might be a stopping point, offering too little incentive for participants to progress towards full FSC certification. The concern that MAP might end up competing with full FSC certification was raised by stakeholders present at the meeting as well.

Richard Donovan, Vice President of Forestry at the Rainforest Alliance, commented: “At the Rainforest Alliance, we were initially concerned that forest operations participating in legality verification or controlled wood certification would stall and be stuck rather than move forward with FSC certification. But that hasn’t happened”.

Financing MAP: innovative approaches

FSC is also looking into securing a financial basis for the MAP. FSC has engaged with the sustainability team of PriceWaterHouseCoopers in Germany, to develop a business model for the financing of MAP.

It is collaborating with several partners (BeCitizen, Rothschild group, Casse des Dépôts) to develop an innovative financial reward mechanism for forest owners. The GreenChip concept, designed to work with MAP. This involves the issuing of

‘GreenChips’ to producers or premiums, which increase the closer the operation gets towards fulfilling the FSC requirements. The basis for GreenChips issuing is not yet defined but could be related to an operation’s harvest volume or forest area.

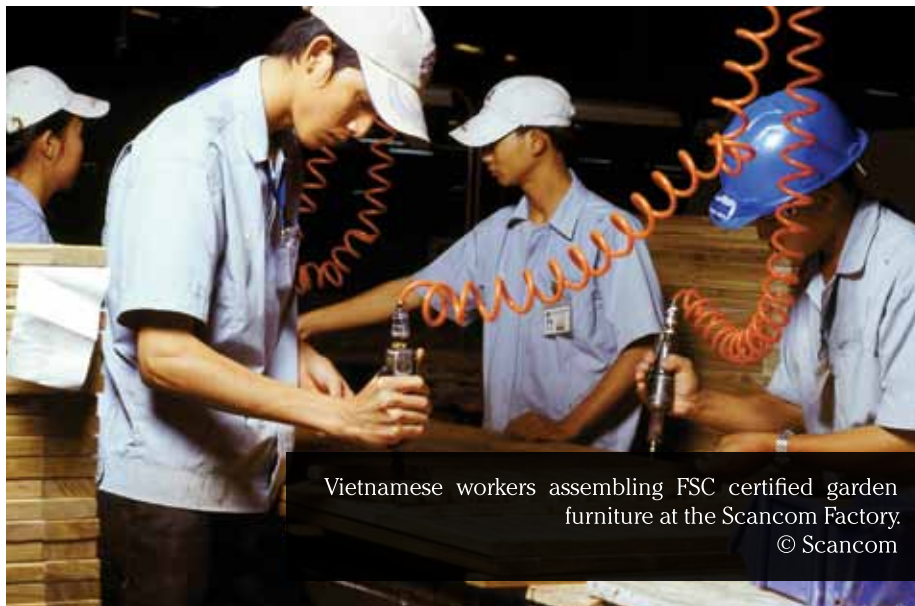
The overall idea was well received by the audience, however some points were raised. Would there be potential risks for the FSC system’s integrity involved? For example, would those companies using the claims be covered by the Policy of Association? participants asked. Some called for a broader approach to the GreenChip approach by applying recognition to ecosystem services and NTFPs, in addition to timber.

The anticipated timeline for finalising the standard is end of this year.

Throughout this article we have used the abbreviation MAP for the program; but the FSC team developing these concepts would prefer to invent a new name. One snappy suggestion coming from the audience was “1-2-3 – FSC!” Probably the MAP, whatever its final name will be, will not provide for ‘snappy solutions’; but this initiative by FSC could result in real solutions to a real challenge: how to move FSC forward in a world where many forest owners face huge challenges to enter on board.



REGIONAL OUTLOOK



Vietnamese workers assembling FSC certified garden furniture at the Scancom Factory.
© Scancom

FSC serious about Asia

As FSC products from all over the world are now being sourced from or through Asia Pacific, it is important that the wider FSC Network has a strong understanding of the opportunities and challenges that come with working in Asia.

Credibility There's been a perception that FSC has been somewhat remote from Asia and not able to react effectively on the ground, in particular in maintaining the credibility of its trademarks. And while many in Asia regard FSC as a positive initiative, there has been a lack of understanding about the specific technicalities of what it does and how it operates, resulting in a feeling that it may not be a good fit for certain markets in the region.

Imagine the situation at the Russia-China border: as a train carrying freshly cut timber from Russia's Boreal forests enters China, brokers drive alongside and bid for carriages on their mobiles phones. This situation presents a nightmare for tracking FSC material and demands creative solutions if FSC is to penetrate this market. In January 2011, the FSC Asia Pacific Regional Office opened in Hong Kong and is working to position FSC as a real solution for businesses, forests and the communities who depend on them.

Potential of the Paradise Forests

Asia Pacific is a hugely diverse region that requires an understanding of the ecological, business, cultural and legislative challenges of different forest types. Asia has some of the world's most valuable forests and also has the fastest rate of afforestation, but has lagged behind other regions in terms of FSC certification.

There are now nearly 6 million ha of FSC forest in Asia. FSC is investing in its Network

to develop national FSC standards and capacity building in key forest countries, including Indonesia and Malaysia. The new FSC Principles and Criteria will have an important impact in the region, particularly if a clear resolution on the conversion issue is found.

A key objective of the Regional Office is to work with international business and investors to create demand for responsible forest management and match this with a viable supply. Companies like IKEA, HSBC and Kingfisher have led the way by requiring FSC products and actively working in the region to get forests certified.

Tackling FSC fraud

In recent years the emergence of China as the "manufacturer of the world" has seen it become a key player in the global marketplace for timber products. Since 2006 there has been a boom in FSC certification in China from just 200 Chain of Custody (CoC) certificates to over 1,900 CoC certificates today in China and Hong Kong today.

The rapid growth of CoC in China, Vietnam and now India, and the associated demand for FSC materials, has led to concerns of misuse of the FSC trademarks with the potential to undermine FSC's credibility globally.

FSC has focused on these credibility issues in the region since 2006 including training and calibration meetings for

all certification body auditors. ASI has undertaken over 50 audits in China in the last five years on certification bodies, which have led to suspensions and some high profile forest and CoC certificates being withdrawn.

This additional investment in credibility is paying off with improved awareness amongst auditors, companies and regulators in what FSC expects in terms of rigorous international certification: if you try to cheat, you will get caught and take a huge business hit. Greenpeace and other NGOs have been important in helping to communicate these efforts and keeping their advocacy support by maintaining the credibility of FSC trademarks.

As demand for FSC continues to grow, challenges in maintaining the credibility of FSC certification will too, which is why FSC is piloting its new online traceability platform in Asia. This will allow FSC to validate FSC claims faster and more effectively, and focusing auditing efforts.

Message to the network

There will be an FSC China Forum meeting for key FSC clients held around the FSC Friday events in Bonn on 21-22 September.

Alistair Monument, FSC Asia Pacific
Director
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Read an extended version of the article online at www.nepcon.net/newsletter

"Isofication" of FSC: are we hitting the ground?

In 2004, a new FSC accreditation standard was introduced in order to bring FSC's certification system in accordance with ISO's international standards for certification.

Now after 6 years there is clear evidence that this ISO-fixation is undermining the integrity of the FSC system, by shifting the focus away from improving field performance to evaluating systems. Stakeholders, however are not interested in systems, but verification that good forest management is happening and that claims are really trustworthy.

The research presented by Forest of the World at the side meeting yesterday (6/27) highlights the problem: Only a few percent of the non-conformances identified by Accreditation Services International (ASI – the organisation that oversees the certification bodies' work), were related to the field performance.

Crucial issues: hardest to assess

ASI operates under the ISO system and will therefore treat any rules in the standards as equally important, regardless of their potential impact.

This approach might be justified if all requirements were in fact equally important and were equally easy to evaluate on. But that is far from the case! It is much easier for an ASI auditor to discover that a document lacks a signature or has a wrong date than it is to evaluate whether High Conservation Value Forests (HCVF) are managed in the right way, if harvesting levels are sustainable, or if controlled wood field verification adequately excludes controversial sources from entering into FSC-labeled products. The issues that are absolutely crucial for the credibility of FSC are precisely those that are most difficult to assess.

ASI's focus trickles down the system

ASI's approach forces the certification bodies (CBs) to focus huge time and energy addressing trivial conformance issues instead of ones central to the FSC mission. For each non-conformance issued to a CB by ASI, the CB is required to

perform a root cause analysis, define and implement corrective actions, and document compliance.

It is hardly possible for CBs to manage hundreds of certificates without any kind of small mistake occurring from time to time. The result of the ISO approach is that CB auditors need to spend more time on checking, double checking and triple checking documents to ensure that nothing is forgotten, instead of focusing on verifying management performance in the forest.

The approach thus forces the CBs to focus on the same trivial issues when they carry out client auditing. And what's worse, they are forced to force their certified customers to do the same.

A record documenting the fact that a training occurred becomes more important than ensuring that the staff understand their obligations; a date on the risk assessment becomes more important than the content of the risk assessment; a map of HCVF becomes more important than the management of the HCVF; a list of group members in the FSC database becomes more important than whether the group is certifiable, etcetera.

FSC faces several great challenges, but none of them are as pervasive as the "isofication" problem. Although this has gone largely unnoticed, the ISO approach may pose the greatest threat of all to the FSC system.

During the last FSC two General Assemblies members approved motions requiring FSC to focus on what is going on in the forest rather than on system performance issues. The current accreditation system approach is taking us in the opposite direction. It is time for FSC to take the members' request seriously.

Peter Feilberg, CEO of NEPCON
pfe@nepcon.net

What's being said about....

FSC and the GA

CWU_GA_Daily RichardZDonovan Richard Zell Donovan. Some progress on FSC P&C during 1st 2 days. Huge amount of work left to do. Big push needed to make P&C leaner and focused on key issues.

CWU_GA_Daily mauvoivodic Mauricio Voivodic. 200 million people, most of them poor and marginalized, are directly dependent on forest @FSC_GA: Indian numbers are amazing!!

CWU_GA_Daily FSC_GA Brad Kahn "An Extraordinary Forum" by Tim Synnott from the #FSCGA11 newsletter: <http://ow.ly/5qOFb>

CWU_GA_Daily CertifiedWoodUpdate Sylvania Forestry: The P&C seemed a little too ambitious...I'm concerned that they will complete by November #FSCGA11

CWU_GA_Daily Mauricio Voivodic: I've participated at the carbon side mtg at #FSCGA11. Seems a huge mistake to drive @FSC_IC to get involved with C accounting and off-set

CWU_GA_Daily 3Kfor3P 3K for 3P: We agree RT @mauvoivodic: carbon side mtg at #FSCGA11. Seems a huge mistake to drive @FSC_IC to get involved with C accounting and off-set

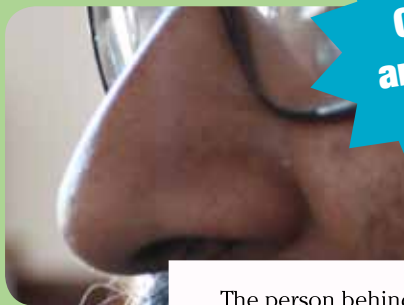
CWU_GA_Daily CertifiedWoodUpdate: SLIMF side meeting: How do SLIMFS maintain their certificate? Equally challenging as getting certified #FSCGA11



Join the conversation at
[www.twitter.com/FSC_GA_daily](https://twitter.com/FSC_GA_daily)

Whose nose is this?

Guess
and win!



The person behind this nose
will be here at the GA, so keep
your eyes on the nose!



How To Win

Write the name of the owner of the nose on your
businesscard, and put it in the NEPCon competitionbox
in the coffee room. The winner of this great cap will be
announced in tomorrow's issue.

By participating you will also sign up for the next issue of
Certified Wood Update online

Yesterday's Answer

Nobody guessed the
owner of yesterday's
nose, so you'll have to try
harder on today's nose!

G E N O H T Y P N E
R A L A N N S S E M
B L Y I A A N B O H
A R N E T H O M C P
D Z Q K U P I E M E
A Z P G G E E P S O
C E O W N L G U U G
I A S U A E K G G U
C Y L F R E T T U B
G I B B O N T K N V

BUTTERFLY
CICADA
ELEPHANT
GIBBON
LEECH
ORANGUTAN
PYTHON

A tree is a tree - how many more
do you need to look at?

Ronald Reagan,
California Governor

Find the 7 words above in the green box - they can be hidden in all directions,
even spelled backwards. Cross out the words and find the hidden message in
the letters that are not used.

Solution:



Borneo Facts:

Did you know?

**Borneo, also known as Kalimantan is the third
largest island in the world after Greenland
and Irian/New Guinea.**

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Sustainable to its Roots



SIG Combibloc

To manufacture beverage cartons, SIG Combibloc uses only wood fibres originating
from FSC®-certified forests or other controlled sources. All SIG production plants
are certified in accordance with the FSC CoC standards for a continuous chain of custody
(C020428). Naturally! Find out more: www.sig.biz