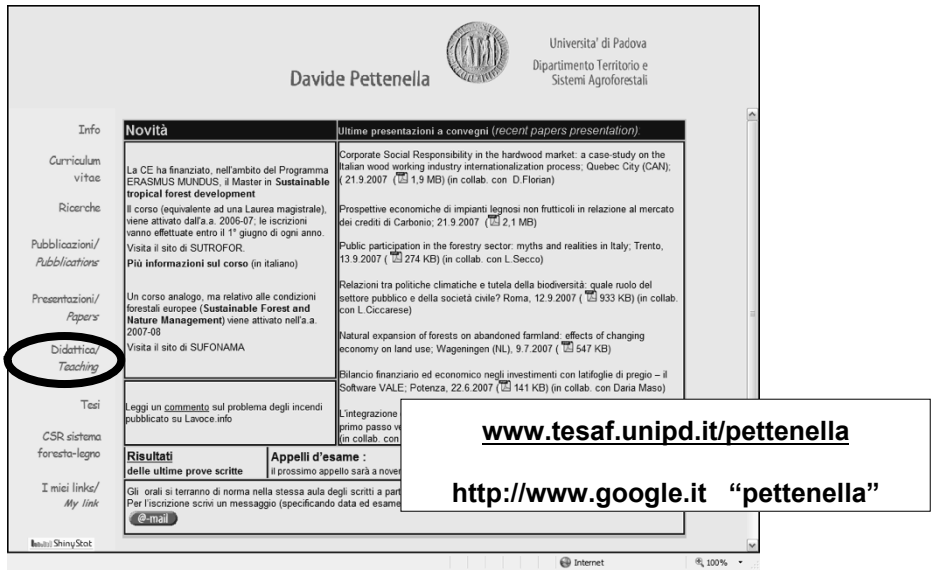
ETHICS and CSR INSTRUMENTS IN THE FORESTRY SECTOR

Davide Pettenella

University of Padova - Italy

Teaching units

- Marketing development path
- Instruments of CSR
- Foundations of CSR
- Different level of commitments in CSR
- (Control systems)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Info
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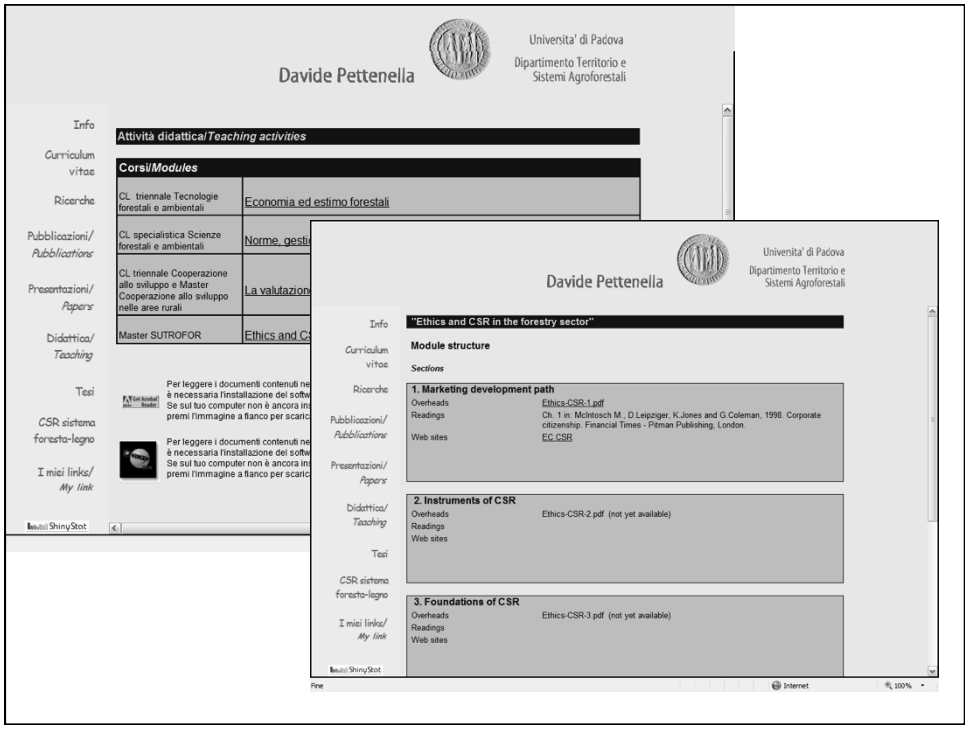
Ultime presentazioni a convegni (recent papers presentation)
www.tesaf.unipd.it/pettenella
http://www.google.it "pettenella"


Davide Pettenella
Universita' di Padova
Dipartimento Territorio e Sistemi Agroforestali
Attività didattica/Teaching activities
Corsi/Modules
CL triennale Tecnologie forestali e ambientali
Economia ed estimo forestali
CL specialistica Scienze forestali e ambientali
CL triennale Cooperazione allo sviluppo e Master Cooperazione allo sviluppo nelle aree rurali
Master SUTROFOR
"Ethics and CSR in the forestry sector"
Module structure
Sections
1. Marketing development path
Overheads
Ethics-CSR-1.pdf
Readings
Ch. 1 in: McIntosch M., D.Leipziger, K.Jones and G.Coleman, 1998. Corporate citizenship. Financial Times - Pitman Publishing, London.
Web sites
EC CSR
2. Instruments of CSR
Ethics-CSR-2.pdf (not yet available)
3. Foundations of CSR
Ethics-CSR-3.pdf (not yet available)

Learning outcomes

- See checklist

Standard A, B, … grades conversion

Assessment

	Oral presentations		Total oral presentations	Active participation							Written test	Oral examination	Final mark	on the student's booklet
Weight			*25%*	*15%*							*30%*	*30%*		
Name	*1st test*	*2nd test*												
	very good	very good	30	30	27	29	28	30	30	30	29,0	30	29,7	30
	good	very good	29	28	28	30	28	27	30	30	28,8	28	28,5	29
	good	good	28	28	25	28	30	30	30	28	28,5	28	28,15	28
	no	good	27	26	30	29	28	30	30	29	29,3	28	27,85	29
	good	good	28	26	28	27	30	28	29	30	28,7	28	27,9	28
	good	very good	29	28	30	25	27	29	30	29	28,3	30	28,95	29
	no present	fair	24	26	30	26	27	24	28	28	27,2	26	25,85	26
	no present	no present	n.a.		30	30	30	30	30	30	30,0	30		30

Subjects for Master thesis

- Forest investments in DC (AF/RF, REDD projects: methodology, income generation and distribution, …) and related institutional financial arrangements (with reference also to the civil society's initiative, e.g. C offset voluntary market)
- TEV evaluation of forest resources → PES (water, Carbon, biodiversity protection, …)
- Effects of illegal practices (on forest resources, local community, companies, public authorities, consumers)
- Impacts of policies to stop IL and corruption. Different government policies and international institutional frameworks that may hinder or promote the international transfer of regulations, innovations and good practices
- Production and trade analysis (comparative studies, VA appropriation, trends, forecast exercise, industrial decentralization-delocalization, analysis of a single segment – e.g. bioenergy, …)

Subjects for Master thesis

- NWFPs economics (value chain, marketing, income generation and distribution, …)

  NTFP systems could be analyzed:

  – How do local conditions and opportunities affect NTFP use and management?

  – Do particular kinds of cases have particular kinds of livelihood outcomes?

  – How do NTFP production systems evolve under commercial conditions? (supply chain analysis, domestication, vertical and horizontal integration, market power concentration, …)

Your proposals are welcome!

Master thesis: focus on…

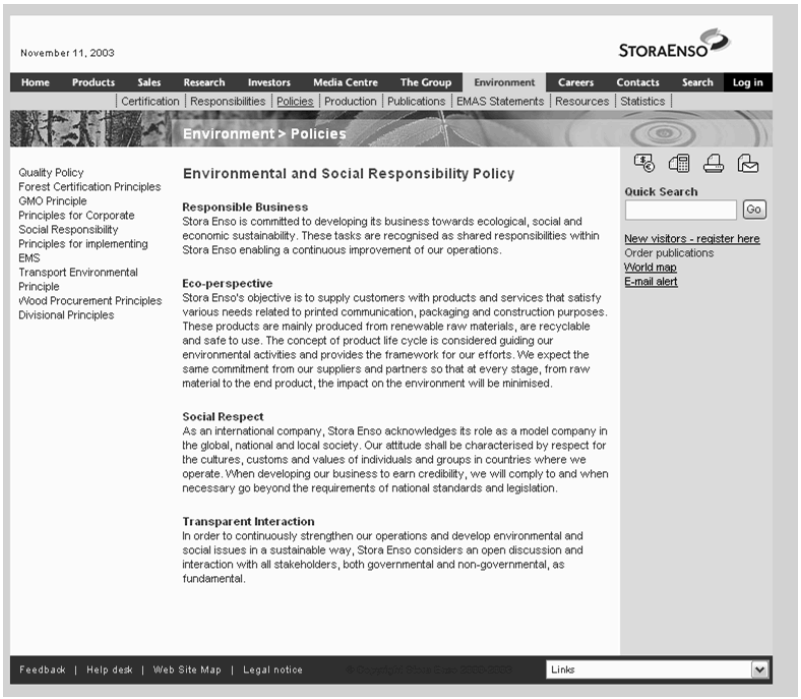
- Map the present status of research, policies and field activities in the field
- Deepen the understanding of the internal and external drivers of innovation and of international, national and local decisions
- Clarify the data availability and the shortcomings of existing data sources
- Address the pros and cons of different measures and political options which have been or may be introduced
- Indicate the way forward, by identifying the gaps in research and the main questions which should be addressed

- **Marketing: development path**
- Instruments of CSR
- Foundations of CSR
- Different level of commitments in CSR
- Control systems

Contents

- From total marketing to social marketing
- Definition of social marketing
- Stakeholders: definition, how to classify them, how to analyze s. networks
- Corporate Social Responsibility
- From CSR to SR
- ISO 26000
- SR development: the driving forces and the actors

Why?



Development of marketing objectives

Just at the very beginning (till the '30s of last century) marketing was focused on **distribution and logistic** (how to deliver some products at the lowest cost)

With the **total marketing**, focus is put on the selling systems, on **mark-up**, on the **marketing mix** = the 4 Ps (by Jerome McCarthy):

- Price
- Products
- Place
- Promotion

Social marketing

"*Company's decisions are taking into account the **long-term** interests not only of the internal but also of the **external, indirect stakeholders** …*"

(Kotler, Armstrong, Saunders, Wong, 2001 mod.)

… in the light of ethical principles…

Marketing based on **ethical principles:**

- safety and health of workers, consumers, local population
- no discrimination, no social inequality
- right to information, transparency
- sustainable use of natural resources (precautionary principle)
- ...

There is no conflict (no trade-off) between ethics and economics (profit, value of the assets, …)

How to evaluate the ethical performance of a company?

Triple bottom line (3Ps)

= the idea that the overall performance of a company should be measured based on its combined contribution to:

- economic prosperity (profit),
- environmental quality (place),
- and social capital (people).

Social capital: the stock of shared meaning and trust in a given community.
Social capital is a prerequisite for cooperation and organised human behaviour, including business. Social capital can be transformed, consumed or replenished, just as financial capital.

Social Capital definitions

Study	Definition
Coleman (1988, p. 95)	"obligations and expectations, information channels, and social norms"
Coleman (1990, p. 304)	"social organization constitutes social capital, facilitating the achievement of goals that could not be achieved in its absence or could only be achieved at a higher cost"
Putnam (1993, p. 167)	"features of social organization, such as trust, norms and networks that can improve the efficiency of society"
Fukuyama (1997, p. 378-379)	"the existence of a certain set of informal rules or norms shared among members of a group that permits co-operation among them. The sharing of values and norms does not on itself produce social capital, because the norms may be wrong ones […] The norms that produce social capital[…] must substantively include virtues like trust telling, the meeting of obligations and reciprocity"
Knack and Keefer (1997, p. 1251)	"Trust, co-operative norms, and associations within groups"
Narayan and Pritchett (1999, p. 872)	"the quantity and quality of associational life and the related social norms"
Putnam (2000, p. 19)	"connections among individuals – social networks and norms of reciprocity and trustworthiness that arise from them"
Ostrom (2000, p. 176)	"the shared knowledge, understandings, norms, rules and expectations about patterns of interactions that groups of individuals bring to a recurrent activity"
Paldam (2000, p. 635)	Three families: 1) "the ability of [an individual) to work voluntarily together with others of [a population9"; 2) "the quantity of trust [an individual] has in other members of [a population]; 3) "the amount of benefits the individual can draw on his goodwill"
Whiteley (2000, p. 450)	"the willingness of citizens to trust others including members of their own family, fellow citizens, and people in general"
Woolcock (2001, p. 13)	"the norms and networks that facilitate collective action […] it is important that any definition of social capital focus on the sources rather than consequences […] this approach eliminates an entity such as 'trust' from the definition of social capital"
Lin (2001, p. 24-25)	"resources embedded in social networks and accessed and used by actors for actions. Thus the concept has two important components: 1) it represents resources embedded in social relations rather than individuals, and 2) access and use of such resources reside with the actors"
Bowles and Gintis (2002, p. 2)	"trust, concern for one's associates, a willingness to live by the norms of one's community and to punish those who do not"
Knack (2002, p. 42)	"common values, norms, informal networks, and associational memberships that affect the ability of individuals to work together to achieve common goals"
Sobel (2002, p. 139)	"circumstances in which individuals can use membership in groups and networks to achieve secure benefits"
Durlauf and Fafchamps (2004, p. 5)	A feature that "generates positive externalities for member of a group […that] are achieved through share trust, norms and values and their consequent effects on expectations and behavior […] shared trust, norms and values arise from informal forms of organizations based on social networks and associations"
World Bank (2005)	"norms and networks that enable collective action"
Groot *et al*. (2006, p. 1)	"Social capital includes all factors that foster social relations and social cohesion"

Social capital typologies

Social capital	Link structure	Determinants	Impacts
Bonding	Among actors of the same group	Family, cultural, professional links	Strong identity, cooperation attitude, IK sharing
Bridging	Among actors of different groups	Links among actors with different socio-economic background but (occasionally) involved in the same activity	Mutual trust, less transaction costs (financial risks), knowledge sharing
Linking	Among private actors and public institutions	Links with political and public institutions	Good governance

Two key concepts related to social marketing:
stakeholding and inclusive society

- **Stakeholding** is a concept deriving from the staking of claims for land as Europeans dislodged native Americans and settled across America
- **Engaging stakeholders** through consultation and dialogue, is one way forward an inclusive society

Who are stakeholders?

Stakeholder definition

- A stakeholder is any group or individual who can affect or is affected by an organisation's impact or behaviour
- "*An increasingly globalized economy requires a redefinition of the concept of the stakeholder. The community, rather than the corporation, is the starting point in the definition of the stakeholder*" (ECCR, ICCR, TCCR)

The company's stakeholder categories

(from Lesourd & Schilizzi, 2001 mod.)

Company's organizational structure and physical location

Involvement in the business activity

	Internal	**External**
Direct	**Shareholders**, investors, managers, employees	Customers, lenders, tax agencies
Indirect	Consultants, suppliers, sub-contractors	**(local) community,** NGOs, media, professional organisations, general public

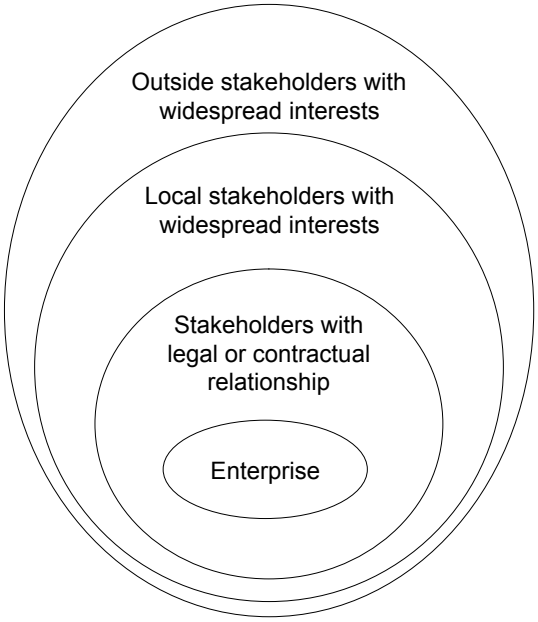
Another proposal for stakeholder classification

(from Wheeler and Sillanpp quoted by McIntosh at al., 1998)

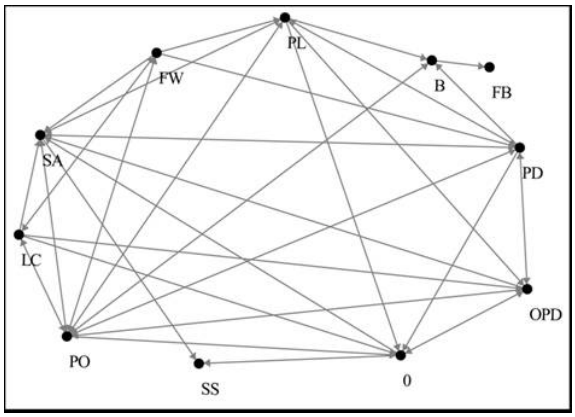
	Primary	**Secondary**
Social	**Shareholders**, investors, managers, employees, Customers Suppliers and other business partners Local communities	Government and regulators, civic institutions, the media and academia, competitors
Non-social	The natural environment, future generations Non-human species	Environmental pressure groups, animal welfare organizations

A third proposal for stakeholder classification

(from Hinna, 1976 mod.)

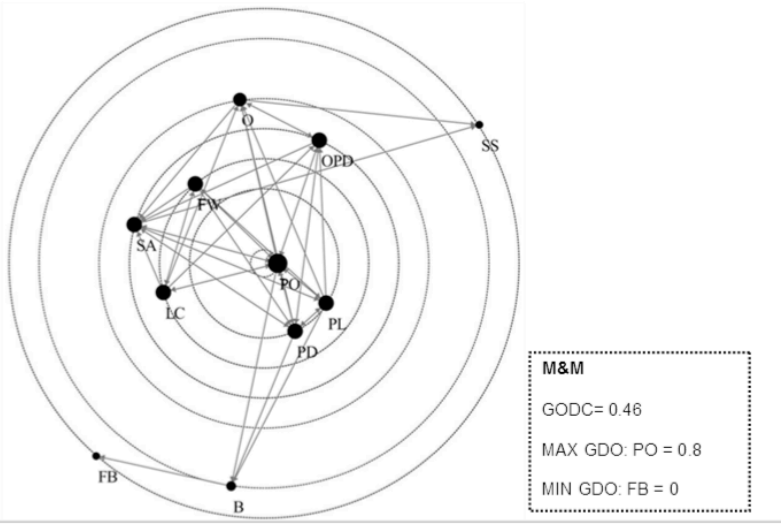


After stakeholders identification, stakeholders' relations can be defined/ analyzed



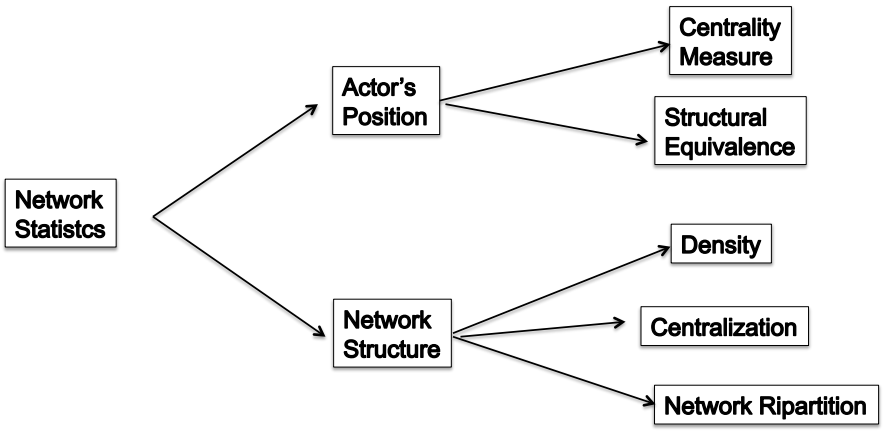
Social Network Analysis graphic random representation for M&M and Belgica REDD Projects. Nodes represent stakeholder, while the arrows represent the flux of documents and information (Brotto's thesis, 2009)

Radial | Layout for the Out-Degree Centrality of M&M and Belgica REDD project actors. Stakeholders located closer to the radius centre have higher Out-Degree centrality.



Source: Brotto's thesis, 2009

Social Network Analysis: indicators



Source: Chiesi (1999)

Tools

Granovetter M. (1983), *The strength of weak ties: A network theory rivisited*, Sociological Theory, Vol.1, 201-233.

Hanneman Robert and Riddle Mark (2005), *Introduction to social network methods*
→ *http://www.faculty.ucr.edu/~hanneman/*

Moreno J. (1934), *Who shall survive?* New York: Beacon Press

Scott John (2000), *Social Network Analysis: A Handbook*.

Wasserman Stanley and Faust Katherine (1994), *Social Network Analysis, Methods and Applications (Structural Analysis in the Social Sciences)*

Social Networking in plain english:
http://www.youtube.com/watch?v=6a_KF7TYKVc

http://www.insna.org/

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Robins, Garry
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Tien, Allen
Medical Decision Logic, Inc.

Featured Bibliographic References

Nordlund, C. (2010). International trade in fuel commodities: a network approach. Hornborg, A., & Jorgenson, A. (Eds.). *Global trade and environmental justice: new approaches to political ecology* (ed.).

Butts, C. T. (2003). Network Inference, Error, and Informant (In)Accuracy: A Bayesian Approach. *Social Networks*, *25* (2), 103-140

This Week Calendar

Nothing this Week

INSNA proudly announces the election of two of our members, **H. Russell (Russ) Bernard** and **Larissa A. Lomnitz** to The National Academy of Sciences.

Click Here for more information.

Recent INSNA News

November 11, 2010	Scheduled Website Maintenance	0 comments
November 02, 2010	sunbelt deadline extended until nov. 5	0 comments
October 29, 2010	Scheduled Website Maintenance	0 comments
October 29, 2010	Sunbelt XXXI Abstract Submission Extension	0 comments
October 25, 2010	Sunbelt XXXI Abstract Deadline Final Call	0 comments

Sunbelt XXXI
St. Pete Beach, FL, USA
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Febuary 08 - Febuary 13, 2011 - Trade Winds Beach Resort

Latest Job Postings

November, 2010	Associate or Full Professor, Organizational Studies, Vanderbilt University
October, 2010	Pre-or postdoctoral research fellow to study collaborations in science
October, 2010	Professor of Sociology

CONNECTIONS

Volume 30 Issue 1 - 2010

Cover

Leadership Insularity: A New Measure of Connectivity Between Central Nodes Networks
Arbesman, Samuel
Christakis, Nicholas, A
We combine two foci of interest with respect to community identification and node centrality and create a novel metric termed "leadership insularity." By determining the most highly connected nodes w...

A Measure of Centrality for Dense Networks with Valued Ties
Barnett, George, A
This paper presents a new measure of centrality, scalar products centrality that is appropriate for dense networks in which link strength is measured with real numbers rather than by a simple dichotom...

Network Topology Effects on Correlation between Centrality Measures
McCulloh, Ian
Centrality measures are often used to describe influential nodes in a network. When these measures are highly correlated they may be redundant and when they are uncorrelated they provide unique insigh...

Reproductive Health Policy and Interstate Influence
Finer, Lawrence, B
Astone, Nan, Marie
Valente, Thomas, W.
This paper compares two models of interstate influence: the proximity model (which posits that states are more influenced by nearby states than

Indirect external stakeholders: an example

(Source: S.Baffoni)

A test

- Select an organisation operating in the forest and wood industry sector among the following list:
  - StoraEnso
  - International Paper
  - WWF International
  - Georgia Pacific
  - Alpi (Alpilegno.com)
  - Panto
- Select one of the three schemes for stakeholders classification
- Look at the web site of the company to define the main stakeholders selected by the company in its communication efforts.
- Discuss the issue

Social marketing
→ Corporate Social Responsability (CSR)

European Commission definition of CSR:

"CSR is a concept whereby companies integrate social and environmental concerns in their business operations and in their interactions with their stakeholders on a voluntary basis"

CSR = operations & interactions
(following the EC's definition of CSR)

Internal Operations
- **Production & end-products**
- **Processes**
- **Economic responsibility to owners**

External Operations
- **Wood procurement**
- **Supply chain management**

Internal Interactions
- **Human resources**
- **Organizational culture & communication**

External Interactions
- **Customers**
- **Forest owners**
- **Local community**
- **Society at large**

The World Business Council for Sustainable Development definition (Lord Holme and Richard Wattsn - "Making Good Business Sense")

"*Corporate Social Responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large*."

Other terms for CSR include: corporate responsibility, corporate citizenship, responsible business and corporate social opportunity.

Several other definitions

- A businessman's obligation desired by society (Bowen, 1953)
- Legal, ethical, economic and philanthropic responsibilities to society (Carroll,1999)
- Responsibilities to financial performance, social and environmental record (Confederation of British Industry, 2001)
- Responsibilities of making economic profits, looking for self-development, protecting public's benefits and contributing to social development (Gao, 1994)
- The responsibilities firms should have to the shareholders, consumers and government agencies (Li, 1995)
- CSR are the ethic responsibilities firms have to the society (Zhengand Pan, 2003)

http://ec.europa.eu/enterprise/csr/index_en.htm

“Corporate”

“*A corporation is group of persons acting as an individual, whether for business or elsewhere*” (Mcintosch *et al.,* 1998)

This means that CSR applies to organization such as International Paper, the Malaysian forest administration and Greenpeace.

From CSR
to “Social and Environmental Responsibility”
or “Social Responsibility”

An enlarged view of the actors involved: not only companies but also:

- Private organizations also from the civil society (NGOs)
- Public institutions

"*The essential characteristic of SR is the willingness of an organization to incorporate social and environmental considerations in its decision-making and be accountable for the impacts of its decisions and activities on society and the environment.*

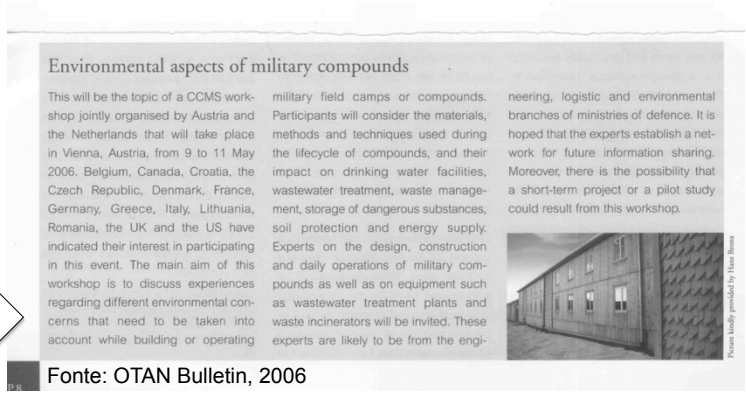
This implies both transparent and ethical behaviour that contributes to sustainable development, takes into account the interests of stakeholders, is in compliance with applicable law and consistent with international norms of behaviour, and is integrated throughout the organization and practised in its relationships"

(ISO 26000)

SR holistic approach

- SR = not only deal with "how", "where", "when", "which effects" production may have, but also "**what**" we need to produce
- If an organization is not properly considering the nature and use of his product or service, it runs the risk of **ethical short circuits** …

… the OTAN *environmentally friendly* military fields camps or compounds



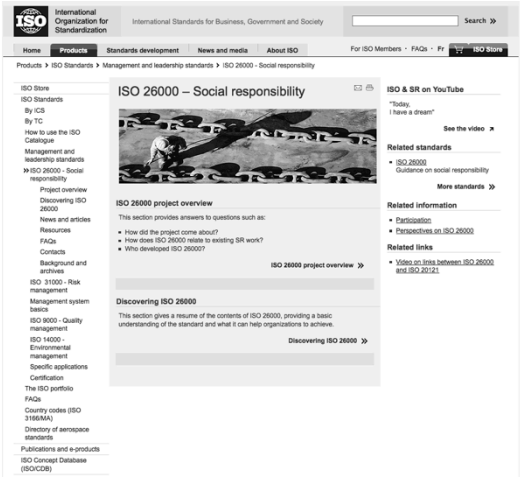
Environmental aspects of military compounds

This will be the topic of a CCMS workshop jointly organised by Austria and the Netherlands that will take place in Vienna, Austria, from 9 to 11 May 2006. Belgium, Canada, Croatia, the Czech Republic, Denmark, France, Germany, Greece, Italy, Lithuania, Romania, the UK and the US have indicated their interest in participating in this event. The main aim of this workshop is to discuss experiences regarding different environmental concerns that need to be taken into account while building or operating military field camps or compounds. Participants will consider the materials, methods and techniques used during the lifecycle of compounds, and their impact on drinking water facilities, wastewater treatment, waste management, storage of dangerous substances, soil protection and energy supply. Experts on the design, construction and daily operations of military compounds as well as on equipment such as wastewater treatment plants and waste incinerators will be invited. These experts are likely to be from the engineering, logistic and environmental branches of ministries of defence. It is hoped that the experts establish a network for future information sharing. Moreover, there is the possibility that a short-term project or a pilot study could result from this workshop.

Fonte: OTAN Bulletin, 2006

ISO 26000: 2010

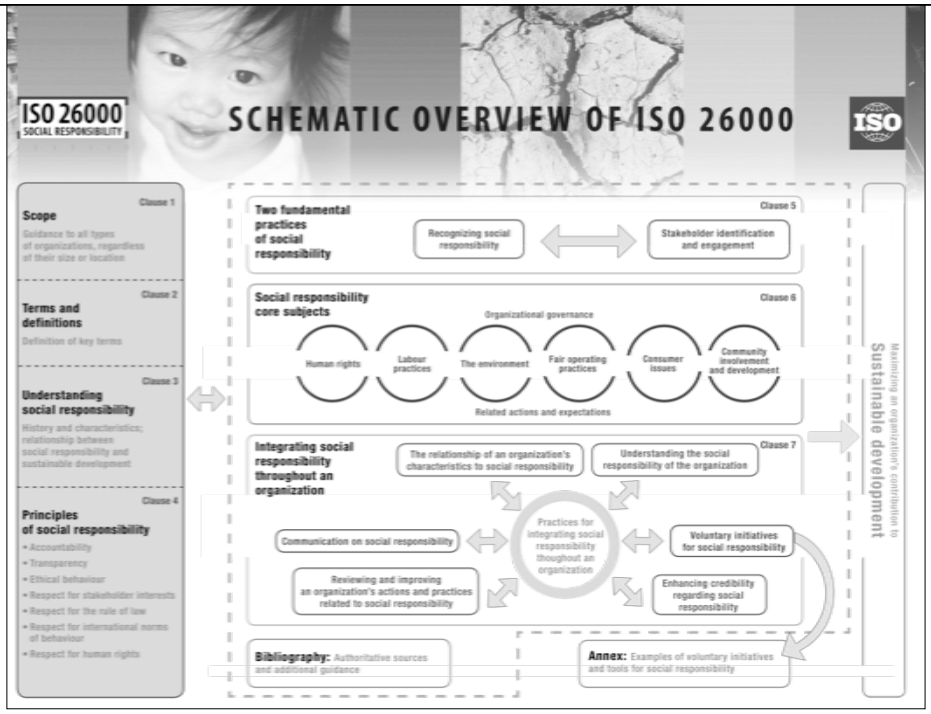
A recently approved standard for any organization involved in a SR



7 principles
7 core actions

No requirements: not for certification

http://www.iso.org/iso/iso_catalogue/management_standards/social_responsibility.htm



→ 7 Principles of SR (ISO 26000)

- Accountability
- Transparency
- Ethical behaviour
- Respect for stakeholder interests
- Respect for the rule of law
- Respect for international norms of behaviour
- Respect for human rights

Law compliance

Issues related to core subjects

Core subject: Organizational governance

Core subject: Human rights
Issue 1: Due diligence
Issue 2: Human rights risk situations
Issue 3: Avoidance of complicity
Issue 4: Resolving grievances
Issue 5: Discrimination and vulnerable groups
Issue 6: Civil and political rights
Issue 7: Economic, social and cultural rights
Issue 8: Fundamental rights at work

Core subject: Labour Practices
Issue 1: Employment and employment relationships
Issue 2: Conditions of work and social protection
Issue 3: Social dialogue
Issue 4: Health and safety at work
Issue 5: Human development and training in the workplace

Issues related to core subjects

Core subject: The environment
Issue 1: Prevention of pollution
Issue 2: Sustainable resource use
Issue 3: Climate change mitigation and adaptation
Issue 4: Protection and restoration of the natural environment

Core subject: Fair operating practices
Issue 1: Anti–corruption
Issue 2: Responsible political involvement
Issue 3: Fair competition
Issue 4: Promoting social responsibility in the sphere of influence
Issue 5: Respect for property rights

Issues related to core subjects

Core subject: Consumer issues

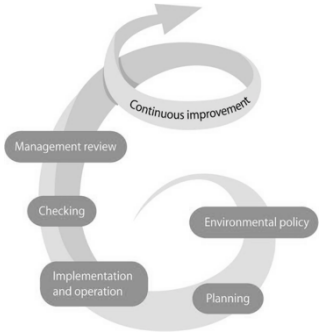
Issue 1: Fair marketing, information and contractual practices
Issue 2: Protecting consumers' health and safety
Issue 3: Sustainable consumption
Issue 4: Consumer service, support, and dispute resolution
Issue 5: Consumer data protection and privacy
Issue 6: Access to essential services
Issue 7: Education and awareness

Core subject: Community involvement and development

Issue 1: Community involvement
Issue 2: Education and culture
Issue 3: Employment creation and skills development
Issue 4: Technology development
Issue 5: Wealth and income creation
Issue 6: Health
Issue 7: Social investment

From theory to the practices for integrating social responsibility (ISO 26000 mod.)

- Recognizing SR
- Stakeholder identification and engagement
- The relationship of an organization's characteristics to SR
- Practices for integrating SR throughout an organization
- Communication on SR
- Enhancing credibility regarding SR
- Reviewing and improving an organization's actions and practices related to SR



Deming cycle
(PDCA:
Plan, Do, Check, Act)

SR: Why social and environmental aspects are a matter of concern for many organizations?

The driving forces

- **Growing difficulties for National Governments in regulating the financial markets** and monitoring and influencing the activities of TNCs

- **Policy failures** in promoting natural resources sustainable management and in regulating the economy **(**e.g. Enron in USA, prima rate financial crises in US, Cirio and Parmalat in Italy, …): decreasing role of command and control instruments → voluntary tools

- **‘‘Rolling back the frontiers of the state’’**: rehetoric of the Thatcher/Reagan era – deregulation & privatization: lead to transfer of environmental & social decisions from state to corporate sphere (G.Heal, 2008)
- A growing role of civil society in decision making processes: **from “government” to a “governance” approach** (share responsibility)
- Most western companies now **operate or source in LDCs**, where social & environmental legislation is non-existent or un-enforced (G.Heal, 2008)

A growing awareness about environmental and social problems: deforestation, loss of biodiversity, climate changes, food security, desertification, civil and labour rights, …

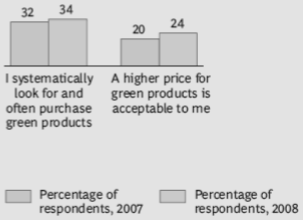
- Consumers increasingly interested in **provenance** of what they buy

Exhibit 1. Despite the Economic Downturn, Consumers Still Care About Green Products

Because the forces driving the green movement haven't changed...

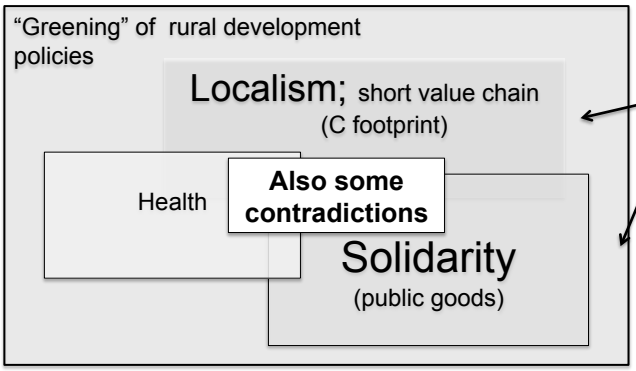
1. Energy prices are still volatile
2. Concerns about product and food safety are still high
3. Governments remain interested in environmental issues
4. There's a more compelling business case than ever for reducing costs
5. The environment is not getting any cleaner on its own

...consumer demand for green products is still rising



Source: BCG/Lightspeed Research survey, October 2007 and October 2008.
Note: Data are from a survey of more than 2,000 European adults with an annual income equivalent to $35,000 or more.

New trends in marketing of products and services from rural areas



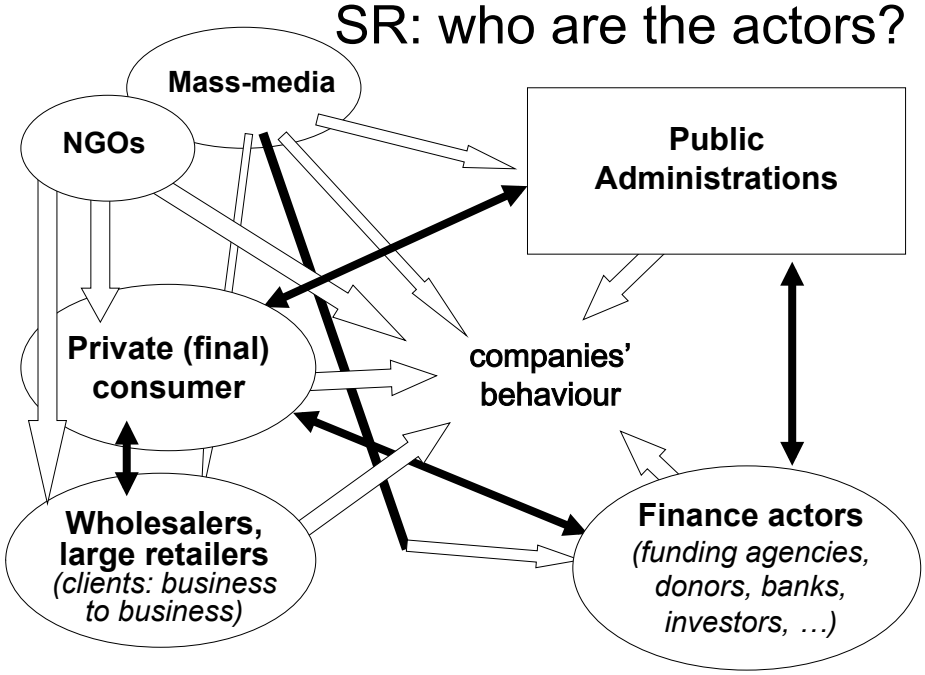
Some examples:

- Farmers market (O.F. also)
- Purchasing solidarity groups (O.F. and F.T. also)
- Shops and markets selling only local food (O.F. also)
- Fresh milk automatic dispensers (O.F. also)
- "pick up your… (berry)", "rent a tree… (nuts"), "buy an … (animal)" associated to agro-tourism" (O.F. also)

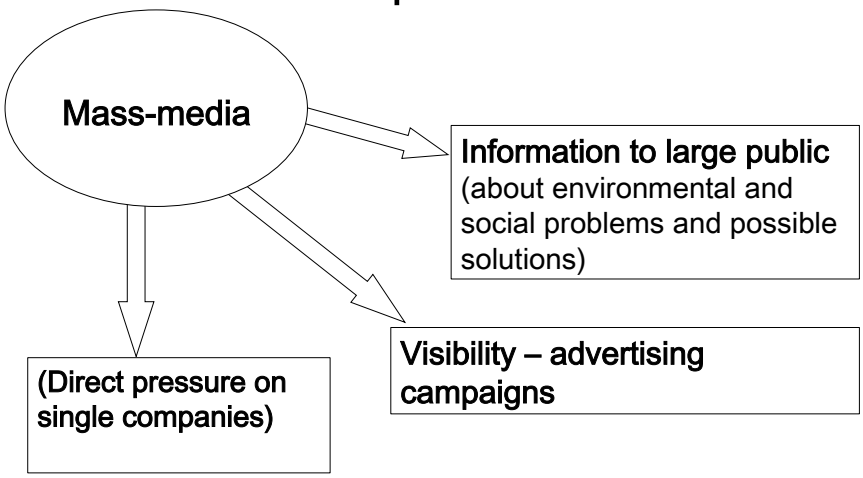
O.F.: organic food
F.T.: fair trade products

A growing capacity to timely spread information and to mobilize people world-wide: organize boycotts, vocal criticism in media **(Global Social Forum)**

SR: who are the actors?



Which are the main instruments to influence companies' behaviours?



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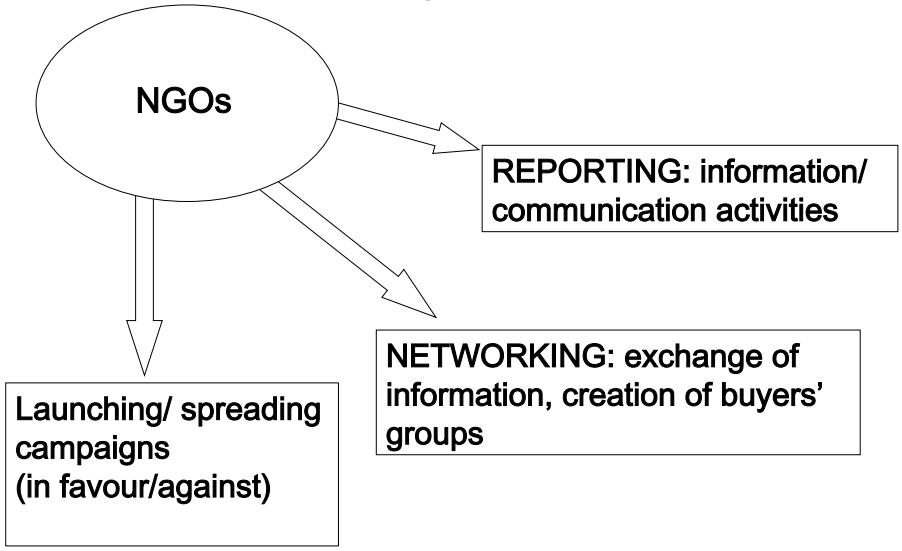

Reporting:

- the WWF FLEGT barometer
  http://www.wwf.org.uk/barometer
- Risk assessment
  http://gra.nepcon.net

Networking:

- FERN
  http://www.fern.org

Campaigns:

- The Billion Tree Campaign (Kenya Green Belt Movement by Wangari Maathai → public = UNEP, FAO, …)
  http://www.fao.org/forestry/home/en
- forest campaigns by Greenpeace
  http://www.greenpeace.org/international/campaigns/forests

LOBBYING DONORS AND GOVERNMENT WITHIN INDONESIA TO COMBAT ILLEGAL LOGGING
eia
environmental investigation agency
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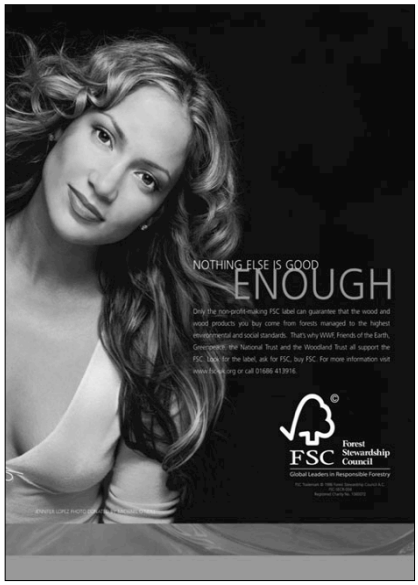
CAMPAIGNS
SPECIES IN PERIL
FORESTS
CAMPAIGN NEWS
WHAT CAN I DO?
REPORTS & BRIEFINGS
BACKGROUND INFO
LINKS
SUCCESS STORIES
GLOBAL ENVIRONMENT
CAMPAIGN LATEST
NEWS
Announcement: 24 Sep 07
EIA Presents The Future Museum At The Mall Galleries
SUCCESS STORIES
26 Feb 07
The Road to a Voluntary Partnership Agreement
ACTIONS
2 Oct 03
Buying timber and wood products
BACKGROUND INFO
12 Sep 05
Illegal Logging - General Overview
REPORTS & BRIEFINGS
20 Jul 07
Receiving Stolen Goods: Why the UK Must Legislate Against Trade in Illegal Timber
FORESTS FOR THE WORLD CAMPAIGN
EIA has been working to protect the world's forests, and the wildlife and people dependent on their resources, since the early 1990's
Logs. West Papua. Indonesia. 2003
International negotiations to bring the largely uncontrolled timber trade under regulation have been thwarted by the powerful logging companies and countries that support them. But EIA has spearheaded new strategies and at last timber consuming and producing countries are starting to come together to tackle forest crime.
Log raft. Senuyan. Indonesia. 2001
Since 1997 EIA has worked in partnership with an Indonesian organisation called Telapak. Together, we have exposed rampant illegal logging in National Parks, worked with other organisations and communities throughout Indonesia and promoted ideas and information to improve forest policy in Indonesia and throughout the world.
This is a problem with hundreds of different elements. With Telapak EIA have chosen to concentrate on forest crimes such as illegal logging, which are devastating the forests, people and wildlife of Indonesia as well as many other parts of the world. We're looking at the whole problem from producer to consumer, combining hard-hitting investigations in Indonesia and in other countries which launder illegal timber, principally Malaysia and Singapore, with pressure on consumer markets in Europe, the US and Japan.
Together we are:
• Exposing illegal logging in Indonesia's National Parks and fighting for action against the corrupt timber barons controlling the trade.
SPECIES IN PERIL
FORESTS FOR THE WORLD
GLOBAL ENVIRONMENT
DONATE NOW
JOIN US
QUICK SEARCH
go
advanced search
SUBSCRIBE
RECEIVE REGULAR CAMPAIGN UPDATES FROM EIA
£15 donation to EIA when you sign up
ecotricity

words are not enough
Buy wood products with the FSC label and help save the world's forests.
WWF
WOOD GROUP
PROMOTING FSC
www.wwf.ch
www.wwfwoodgroup.ch
FSC
The FSC label assures that wood products come from responsibly managed forests.


NOTHING ELSE IS GOOD
ENOUGH
Only the non-profit-making FSC label can guarantee that the wood and wood products you buy come from forests managed to the highest environmental and social standards. That's why WWF, Friends of the Earth, Greenpeace, the National Trust and the Woodland Trust all support the FSC. Look for the label, ask for FSC, buy FSC. For more information visit www.fsc-uk.org or call 01686 413916.
FSC
Forest Stewardship Council
Global Leaders in Responsible Forestry

An official acknowledgement of NGOs in the international decision making processes

Da: anelson@resolv.org
Oggetto: **Call for Applications and Voter Registration: Civil Society Observers on the CIFs**
Data: 17 novembre 2009 01.02.56 GMT+01.00
A: Forest Policy Info Mailing List <forests-l@lists.iisd.ca>
Rispondi a: anelson@resolv.org

Applications are now available on the RESOLVE website (http://www.resolv.org/cif/) for civil society observer seats on two sub-committees of the Climate Investment Fund (CIF)'s Strategic Climate Fund (SCF) – the Forest Investment Program (FIP) and the Scaling up Renewable Energy Program in Low Income Countries (SREP). Application forms, application instructions, and criteria for the observer seats are available on the RESOLVE website (www.resolv.org/cif). Application instructions and criteria will be posted in Arabic, Bahasa Indonesian, Chinese, French, Nepali, Portuguese, Russian, and Spanish, during the week of November 11. In the interest of ensuring diverse representation, RESOLVE encourages applications from qualified women candidates. Completed applications are due to RESOLVE by Friday, December 4, 2009, 5:00 p.m. U.S. Eastern Daylight Time

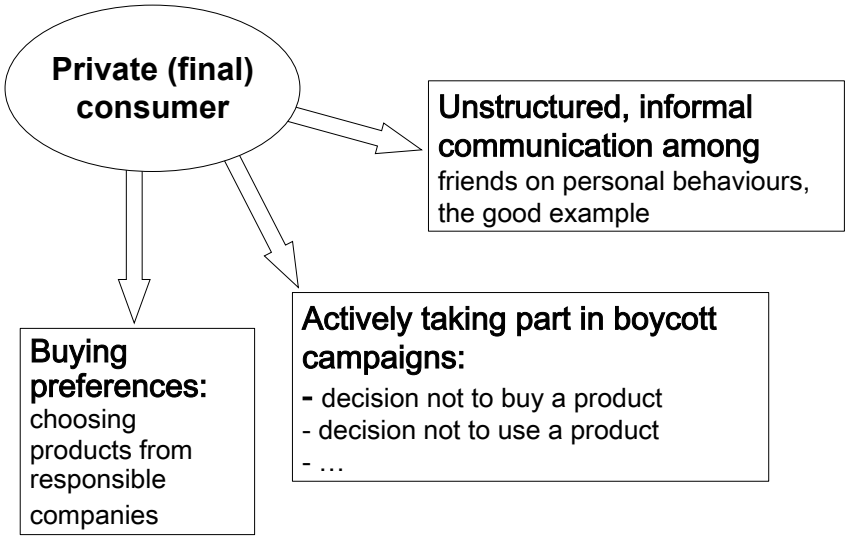
Voter registration will also open in the week of November 11. In order to vote in the civil society observer self-selection process, nonprofit civil society organizations, networks, and small local communities must register before January 7. Organizations, networks, and communities meeting the voter criteria will be approved and eligible to vote anytime between December 14 and January 8. Be sure to register your organization early so that you will be able to vote.

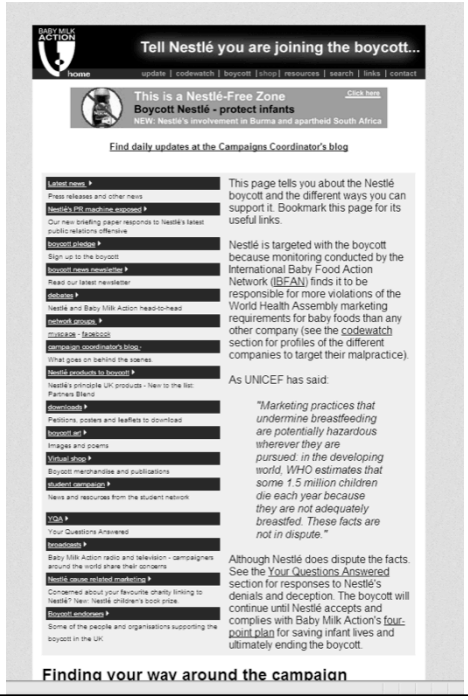
If you wish to receive updates and notification of the selection process, please sign up on the RESOLVE website http://www.resolv.org/cif/.

For more information on the CIFs, please visit www.worldbank.org/cif

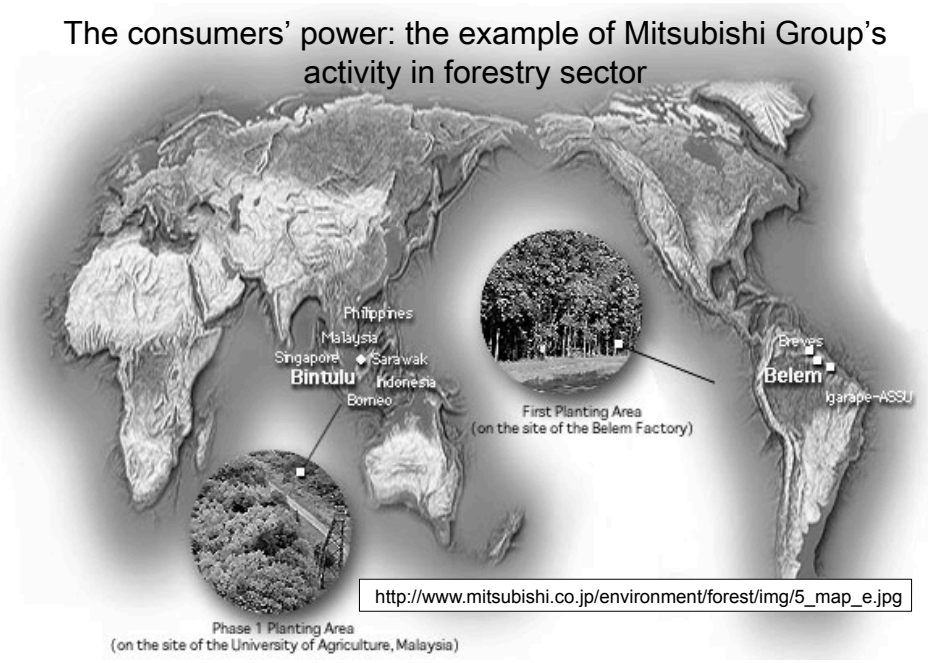
Separately, please note that the World Business Council on Sustainable Development is organizing a different process for the private sector observer seats.

Which are the main instruments to influence companies' behaviours?





The consumers' power: the example of Mitsubishi Group's activity in forestry sector



http://www.mitsubishi.co.jp/environment/forest/img/5_map_e.jpg

Networks of buyers' groups

GFTN (WWF):
25 buyers' groups in several countries,
> 400 members (several large retailers)

about 7% of total industrial timber trade

Which are the main instruments to influence companies' behaviours?

Wholesalers, large retailers
(clients: business to business)

Communication:
by increasing clients awareness
= increasing credibility, trust

Suppliers selection/rating:
selection criteria based on companies' behavior: preferences/ priority to responsible suppliers

Giving the good example to smaller/local companies

Large retailers: examples

IKEA coop castorama Carrefour

B&Q OBI Auchan THE HOME DEPOT

The 1st mass market product in Italy (2002)

Large retailers: examples

LEGNO: Castorama Italia, 1° distibutore italiano membro FSC (Forest Stewardship Council)

Come tangibile testimonianza di una reale sensibilità verso una gestione responsabile delle foreste, Castorama Italia ha assunto l'impegno di inserire progressivamente nella sua gamma prodotti in legno con certificato FSC. Il marchio FSC sui prodotti assicura che il legno in essi contenuto provenga da foreste gestite in accordo ai Principi e Criteri basati su rigorosi parametri ambientali e sociali. In particolare FSC ha sviluppato uno speciale sistema di certificazione di gestione forestale e di rintracciabilità del legno. Scegliendo prodotti con il marchio FSC i consumatori contribuiscono in modo diretto a promuovere una gestione sostenibile delle foreste in tutto il mondo.

FSC Trademark® 1996 Forest Stewardship Council A.C. FSC-ITA-0012

CHE COSA E' IL FOREST STEWARDSHIP COUNCIL (FSC)

Il Forest Stewardship Council (FSC) è un'organizzazione non governativa e non-profit creata nel 1993 e che include tra i suoi membri gruppi ambientalisti e sociali, comunità indigene, proprietari forestali, industrie che lavorano e commerciano legno, scienziati e tecnici, che operano insieme allo scopo di promuovere in tutto il mondo una gestione delle foreste e delle piantagioni che tuteli l'ambiente naturale, sia utile per la gente (lavoratori e popolazioni locali) e valida dal punto di vista economico, in linea con i principi dello sviluppo sostenibile affermati nei summit di Rio de Janeiro (1992) e di Johannesburg (2002).

Attualmente, oltre 51.000.000 ettari di foresta in 61 Paesi sono certificati FSC e sono stati emessi, da enti accreditati, oltre 3.600 certificati di "catena di custodia".

Superfici certificate FSC
Milioni di ettari (ottobre 2004)

Africa	1,93	3,76%
America (Nord)	10,50	20,47%
America Latina	6,87	13,38%
Asia e Pacifico	1,59	3,10%
Europa	30,41	59,28%
TOTALE	51,30	100,0%

Fonte: FSC, 2005

I 10 PRINCIPI E CRITERI DI BUONA GESTIONE FORESTALE DEL FSC

Sono raggruppati in tre diversi ambiti, tutti finalizzati a garantire lo sviluppo sostenibile delle foreste:

AMBIENTALI conservazione biodiversità, tutela ecosistemi fragili e risorse naturali, protezione specie rare, protezione foreste vergini e di grande valore ambientale.

SOCIALI rispetto diritti civili e tradizionali delle popolazioni indigene e delle comunità locali, tutela operai forestali, protezione foreste di grande valore storico-culturale o religioso.

ECONOMICI uso responsabile e sostenibile dei diversi prodotti (legno, resine, frutti, ...) e servizi della foresta per assicurare l'efficienza economica oltre ai benefici ambientali e sociali.

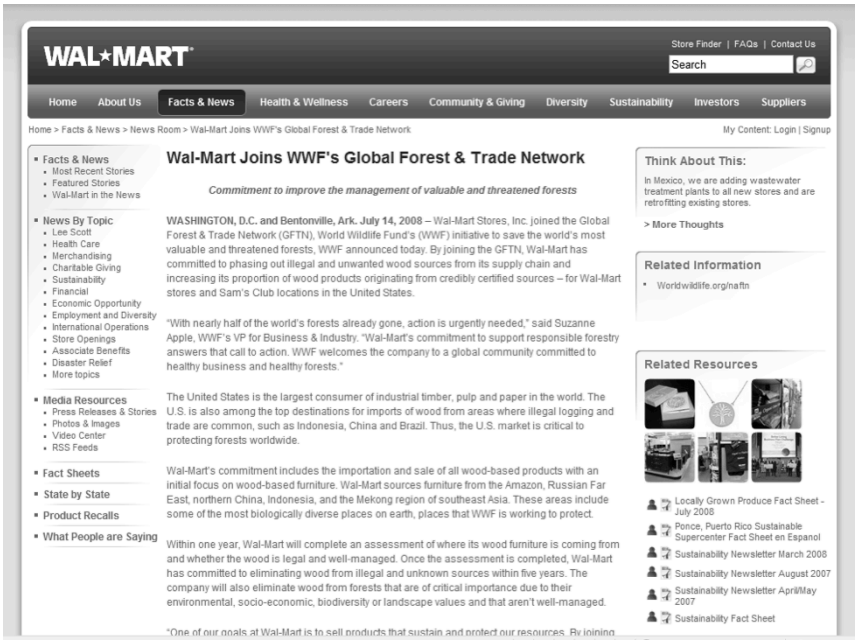
COSA E' LA CATENA DI CUSTODIA FSC.

Il marchio FSC sui prodotti assicura la rintracciabilità del legno, dalla foresta al prodotto finale, venduto sul mercato. Ogni anello della catena è identificato da un codice di certificazione e controllato da enti di certificazione indipendenti ed accreditati. Tale codice consente al consumatore di individuare una foresta od un produttore certificati secondo i principi ed i criteri sopra riassunti.

castorama per l'ambiente

Castorama-Italia committment:

within the end of 2009, only FSC certified wood products



http://walmartstores.com/FactsNews/NewsRoom/8438.aspx

Which are the main instruments to influence companies' behaviors?

Finance actors *(funding agencies, donors, banks, investors, …)*

→ **Information/communication activities**

→ **Funding policies, investments selection criteria:** preferences to projects, initiatives, companies, development agencies, etc. : need for credibility, trust, transparency, low boycott/denunciation risks

→ **Giving the good example** to other finance actors

Which are the main instruments to influence companies' behaviours?

Public Administrations *(Municipalities, Governments, Parks, …)*

- **Information/communication activities**
- **Funding policies:** preferences to projects or initiatives based on responsible criteria
- **Giving the good example** to private buyers
- **Procurements policies:** selection of suppliers on the basis of environmental-social criteria (re-cycled products, from well managed forests, etc.)

Other examples in the public-private sector: BBC

Radio Times (BBC)

- **Use of FSC paper since 2000**
- **1,1 M of copies/week**
- **20.000 t/year of paper**

http://www.bbc.co.uk

Deutsche Banh AG:

Leader among European railways

32 M tickets/year printed on FSC paper (3.500 automatic ticket offices)

information on FSC given to passengers by mean of automatic ticket offices'monitors

Public Procurement Policies (PPP)

The integration - on a voluntary basis - of environmental and social concerns into (public) products and services procurements
and in business operations, maintaining good stakeholders relations.

At the beginning…

→ ***green public procurement = GPP policies***

… **but more recently**, the procurements of products processed and traded respecting "social" criteria (workers rights, society), i.e. with **"social value"**

"to fullfill their activity in the public interests"

Legislation, rules, guidelines at the basis of EU PPP (1/2)

The preliminary steps

- Johannesburg 2002: Plan of Implementation of WSSD
- VI EU Action Plan on Environment (2000-2006)
- Communication 2001/274/CE
- OECD Raccomandation to improve PP env.performances (2002)
- EU Integrated Product Policy (2003)

Legislation, rules, guidelines at the basis of EU PPP (2/2)

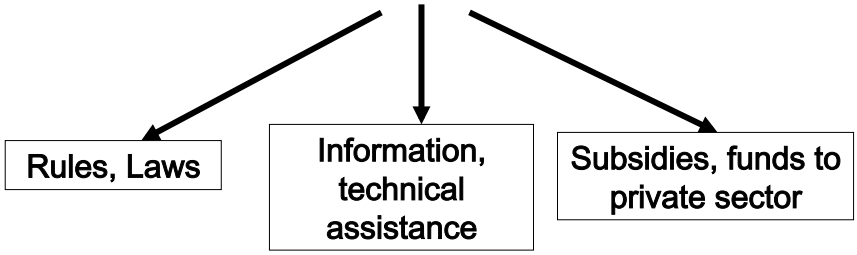
Main on-going policy tools

- Directive 2004/18/EC on the co-ordination of procedures for the award of public works contracts, public supply contracts and public service contracts;
- EC green procurement web-site: http://ec.europa.eu/environment/gpp/index_en.htm
  - "Buying Green" – green procurement handbook;
  - "Buying Social" – social procurement handbook.
  - Report of the Standing Committee Working Group on Wood

Direct and indirect effects of PPP

Direct:
In EU: 14% of GDP = public sector demand
In Italy: 17%
In other European countries: up to 25%

Indirect:
20-40% of investments depend on public choices



Examples of wooden-based products to which PPP applies

- **Paper, packaging**, billposting, advertising, …
- **Building** *(offices, public buildings, houses, theatres, stadium, harbours, …)*
- **Road constructions** *(traffic barriers, barriers against noises, …)*
- **Furniture** *(offices, public rooms, schools, …)*
- **Garden furniture** (*kindergarten, picnic areas, …)*

Others? *NWFPs in schools' canteens menu*

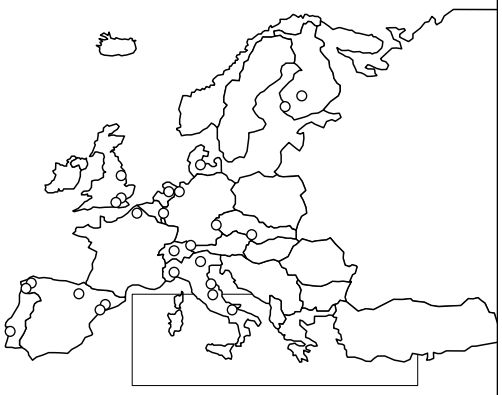
Typical contents of a PPP Regulation

- Legislation on contracts, general rules
- Suppliers selection criteria and methods
- Planning/programming of purchasing
- Management of contract with supplier
- Staff involvement, responsibility
- Auditing systems

Networking

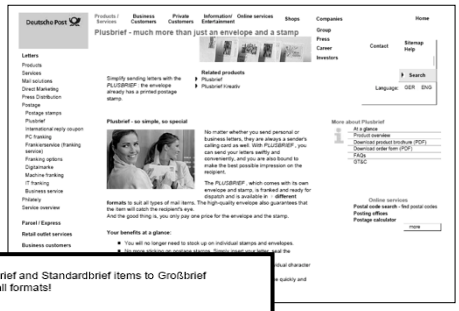
PROCURA+
SUSTAINABLE PROCUREMENT CAMPAIGN

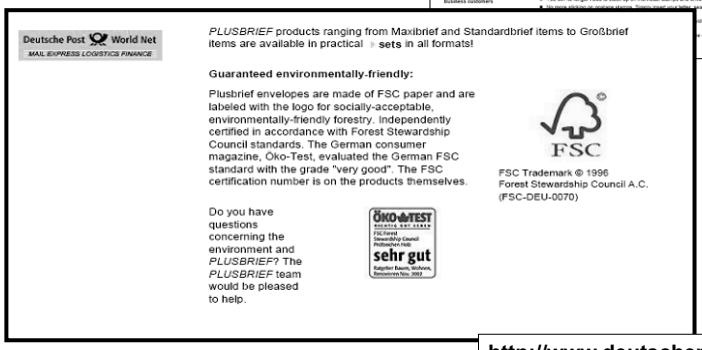
ARPAT (I)
ARPA Piemonte (I)
Provincia di Torino (I)
Provincia di Cremona (I)
Comune di Ferrara (I)
Comune di Sesto S.Giovanni (I)
Barcellona (S)
Badalona (S)
Vigo (S)
Almada (S)
Culleredo (S)
Zurigo (CH)
Londra - Borough of Islington (UK)
Suffolk (UK)
Guildford (UK)
Utrecht (H)
Kolding (DK)
Lille (F)
Ravensburg (D)



PPP examples

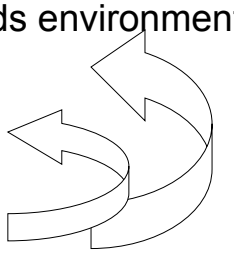
FSC certified paper for envelops and *Plusbrief* parcels have been used by Deutsche Post since 2004





http://www.deutschepost.de

Final considerations

Most important roles played also in the future by:

- **large retailers** (committed towards environmental and social responsible products)
- **public procurement policies**
- **the (informed) consumers**