




The Global Forest & Trade Network (GFTN) is WWF's initiative to eliminate illegal logging and drive improvements in forest management while transforming the global marketplace into a force for saving the world's valuable and threatened forests. It is the world's longest-running and largest forest and trade program of its kind—providing assistance to nearly 200 companies in 27 countries. Ten of those companies participate in GFTN-North America (GFTN-NA).

Learn more about GFTN-NA at www.worldwildlife.org/gftn-na or contact us at gftn-na@wwfus.org

BETTER FORESTS. BETTER BUSINESS.



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Why we are here
WWF's vision is to build a future in which people live in harmony with nature.
worldwildlife.org

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COLLABORATING FOR RESPONSIBLE FORESTRY



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FSC-certified forest in Switzerland



Cutting a tree in Indonesia

BETER FORESTS. BETTER BUSINESS.

COLLABORATING FOR RESPONSIBLE FORESTRY

North America is one of the world’s largest producers and consumers of wood and paper products. And the United States is one of the top importers of wood from countries considered high risk for illegal logging and poor forest management.

The future of the world’s forests, therefore, depends greatly on the actions of North Americans—particularly the actions of companies from the region. They can use their tremendous purchasing power to support responsible forestry and trade globally, as well as to eliminate the market for unsustainable and illegal wood.

If companies do so—and governments, consumers, NGOs and others also do their part to support responsible forestry—then forests can continue to provide the world with what it needs to survive. Everything from wood for building homes to habitat for hundreds of thousands of species.

Action by companies—across several commodity sectors and the globe—is essential to slow the pace of deforestation and forest degradation. Without such action, we will continue to lose plant and animal species, some that we have not even discovered. Poverty will continue to increase among the millions who depend on forests for their livelihoods. Fresh air and water will become the exception, not the norm. The supply of some forest products and wood species will become more scarce. And we will miss the opportunity to curb emissions associated with global warming.

SHARING KNOWLEDGE TO SAVE FORESTS

A key part of the solution is making good decisions from the forest floor to the sales floor.

That's where WWF's Global Forest & Trade Network-North America (GFTN-NA) program comes into play. The program engages with companies, trade associations, public procurement entities and institutions across North America that are committed to responsible production and sourcing of forest products. It is a network made up of a diverse group of people: forest managers, forest product producers, forest product buyers and many more. WWF works with them—and they work with each other—to develop responsible sourcing policies, analyze the forest origins of their products, identify and mitigate sourcing risks, eliminate unsustainable sources of wood, engage with suppliers, share best practices, and make good decisions that reduce their environmental footprint.

GFTN-NA participating companies also are focused on progressively increasing the volumes of Forest Stewardship Council (FSC)-certified and recycled material in their supply chains. The FSC—which WWF helped establish nearly 20 years ago—has the most rigorous forest management standards for environmental and social responsibility. FSC standards ensure protection of biodiversity, limiting clear cuts and pesticide use, protecting rivers from erosion, and protecting the rights and resources of the 300 million people who live in forests. The FSC label can be found on products produced in compliance with the standards. WWF believes FSC is the most credible certification scheme for forest products.

Launched in 2006, GFTN-NA is part of a global program called GFTN that spans 27 countries. GFTN is the longest running and largest forest and trade program of its kind. The global program includes nearly 200 entities and has existed since 1991. GFTN companies represent 18 percent of the global annual trade in forest products.

MOMENTUM IN NORTH AMERICA

There are 10 companies across several forest product sectors that participate in GFTN-NA. All are contributing to healthy forests through the creation and imple-

mentation of comprehensive programs related to responsible sourcing of forestry products. Some of their biggest successes are highlighted in this publication. The companies have set and exceeded ambitious goals: 100 percent FSC-certified products used in their US and Canada offices, group FSC certification on 70,000 acres of land in the southeastern US, importing 100 percent FSC-certified tropical hardwoods for door and window componentry, and more. They serve as a model for others in their sector and across the globe.

GFTN-NA participants are also active on the policy front. Most are advocates for the Lacey Act, created in 1900 and amended in 2008 to include the prohibition of illegal timber and timber products from entering the US market. GFTN-NA participants are working with WWF to ensure full implementation of the 2008 amendments. The amendments are inspiring companies to make smarter sourcing decisions and monitor their global timber supply chains to avoid any illegal timber.



FSC-certified pulp is used to make toilet paper at a Kimberly-Clark facility in South Carolina.

© WWF-US / Jill Schwartz

AVON PRODUCTS, INC.



“GFTN-NA’S SUPPORT HAS BEEN ESSENTIAL IN HELPING AVON DIRECT THE FUNDS WE’VE RAISED TO BENEFIT FOREST PROJECTS AND COMMUNITIES THAT NEED IT MOST.”

TOD ARBOGAST
VICE PRESIDENT, SUSTAINABILITY
& CORPORATE RESPONSIBILITY
AVON

Avon has virtually no brick and mortar stores. Its “store” is its brochures, making Avon a significant user of paper. The company is committed to purchasing 100 percent of its paper from independently certified or post-consumer, recycled-content sources by 2020. Its preference is FSC-certified paper. Avon is halfway there, in part through technical assistance from GFTN-NA.

Avon also is committed to helping end deforestation through fundraising. Independent Avon sales representatives sell special products globally and Avon—through the Avon Foundation for Women—equally donates 100 percent of the net proceeds to WWF and The Nature Conservancy. Avon has donated more than \$6.8 million and is one of the top corporate donors to the reforestation cause. The company has tapped into GFTN-NA for guidance on how to allocate the funds.

WWF uses the funds for its New Trees reforestation program that is focused on community-based planting, monitoring and maintenance of more than 148,000 tree seedlings in five locations across several Indonesian islands. These trees are expected to absorb more than an estimated 6,000 tons of carbon dioxide over the next decade. Avon also supports a new WWF project in the Heart of Borneo that engages local communities on reforestation and agroforestry projects adjacent to two critically important forest areas that provide habitat for orangutans and elephants.

Forest in Borneo



Bornean pygmy elephant

100%

Halfway there in its goal to purchase 100 percent of its paper from independently certified or post-consumer, recycled-content sources by 2020

DOMTAR PAPER COMPANY LLC

70,000
ACRES

Helped 55 landowners
in the southeastern
US achieve FSC
group certification
on 70,000 acres



**“WORKING TOGETHER,
WE HAVE ACHIEVED
‘GOLD STANDARD’
CERTIFICATION.
THIS IS THE BEGINNING
OF OUR JOURNEY
TO EXPAND THE
AVAILABILITY OF
FSC-CERTIFIED
PAPER FOR OUR
CUSTOMERS.”**

**BOB GRYGOTIS
VICE PRESIDENT AND GENERAL MANAGER
ASHDOWN MILL**

Domtar was the first pulp and paper company to join GFTN-NA. Since doing so in 2008, the company has helped raise the bar for responsible fiber sourcing by educating small private landowners—the source for most of Domtar’s wood from the US—how to make informed decisions about their natural resources. A precedent-setting two-year Domtar project, started in 2012, resulted in 55 landowners in the Texarkana area achieving FSC group certification on 70,000 acres of forestland. Staff at Domtar’s Ashdown, Arkansas mill had provided the landowners, who organized themselves as the Four States Timberland Owners Association, with training in such topics as fire management, timber sale contracts and invasive species.

To replicate this model, Domtar is supporting a new WWF and FSC project that gives smallholders from the southeastern US the opportunity to learn more about best practices in forest management from landowners who are successfully implementing FSC group certificates elsewhere in the US. The project aims to grow smallholder certification, benefit local economies and promote the conservation of this globally important forest region.



Jean and Bob Torrans
aside a tree on their land

Loblolly pines on Jean and
Bob Torrans’ 20-acre tract
of forestland in Texas

Mangrove forest in Indonesia



Proboscis monkey in Indonesia



50%

On track to meet its 2015 goal of 50 percent, by tonnage, of HP branded paper that is made from FSC-certified and/or post-consumer waste

8 GLOBAL FOREST & TRADE NETWORK-NA



“BY PARTICIPATING IN GFTN-NA AND CERTIFYING OUR PAPER PRODUCTS TO THE FSC STANDARD, HP PROVIDES ITS CUSTOMERS WITH AN OPPORTUNITY TO CONTRIBUTE TO THE LONG-TERM PRESERVATION OF FORESTS.”

JUDY GLAZER
VICE PRESIDENT
SOCIAL & ENVIRONMENTAL RESPONSIBILITY
PRINTING & PERSONAL SYSTEMS
HP

HP uses several approaches to promote responsible forest management. For example, the company has environmental criteria and principles for buying, selling or using paper and product packaging. The company has used these guidelines, and the assistance it has received as a GFTN-NA participant since 2009, to expand its FSC-certified paper offerings and to be on track to meet its 50 percent goal in certified- and post-consumer waste containing paper by tonnage in 2015. HP was among the first major consumer providers to offer FSC-certified photo paper in Europe and North America.

HP’s approach to promoting responsible forest management also has included sponsoring the movie “Dr. Seuss’ The Lorax.” With a message of “Every Inkling Makes a Difference,” the company used the movie to encourage people to choose FSC-certified paper and recycle their print cartridges.

In partnership with GFTN, HP has also contributed to WWF’s conservation efforts overseas. With HP’s support, GFTN has trained two Indonesian logging companies in best forestry practices related to biodiversity and social issues management that can be applied at the Indonesian companies’ mangrove forest operations. Mangroves are unique bio-diverse ecosystems and, in that region of Indonesia, provide habitat for the endangered Proboscis monkey.

1.5 MILLION

Since 2007, has added approximately 1.5 million tons of FSC-certified wood fiber to its US paper and packaging manufacturing system

An FSC-certified tree farm in Tennessee

INTERNATIONAL PAPER



“TAKING AN INNOVATIVE AND COLLABORATIVE APPROACH WITH SMALL LANDOWNERS HAS YIELDED TREMENDOUS GAINS IN INCREASING CERTIFIED FORESTS IN THE US.”

SOPHIE BECKHAM
GLOBAL FOREST STEWARDSHIP
AND SUSTAINABILITY MANAGER
IP

IP is a leading manufacturer of paper, packaging and pulp. People depend on these products every day, so the way the company makes its products matters. Trees are the company’s primary raw material. More than 90 percent of IP’s US fiber supply comes from trees in US private forests that are often small and family owned. IP encourages responsible management of this land by sharing its forestry expertise and best management practices with landowners.

IP’s certified fiber goal for 2020 is to increase third-party certified fiber volume purchases on a global basis by 35 percent over the company’s 2010 baseline. To make progress toward the goal IP knew it had to think differently and explore new relationships and collaborations that would support small landowner certification efforts.

That is why IP initiated a grassroots effort several years ago aimed at certifying land of the small, non-industrial, private landowners and industrial suppliers who provide IP’s fiber in the US. During 2013, the company worked with 43 new landowners to certify 67,000 acres to the FSC standard through a group certification program. IP’s participation in the GFTN-NA is aligned with the company’s commitment to sustainable forestry and work to advance forest certification on the landscape.

IP is pleased to be a part of an organization like GFTN-NA that shares its values, such as educating buyers about keeping working forests. This relationship illustrates a common commitment to responsible forestry.

111%

111 percent increase
in its use of FSC
fiber since 2009

Bamboo grown in China

KIMBERLY-CLARK CORPORATION



“WORKING TOGETHER WITH GFTN-NA, KIMBERLY-CLARK HAS BEEN ABLE TO STRENGTHEN ITS FIBER PROCUREMENT POLICY AND SIGNIFICANTLY INCREASE ITS USE OF FSC-CERTIFIED FIBER ACROSS ITS TISSUE PRODUCTS IN NORTH AMERICA AND GLOBALLY.”

LISA MORDEN
SENIOR DIRECTOR OF GLOBAL SUSTAINABILITY
K-C

K-C and WWF have worked together on several projects since K-C joined GFTN-NA in 2009 and the global network two years later. This includes K-C setting and exceeding a global sourcing target for FSC-certified fiber. The company has increased its use of FSC fiber by 111 percent since 2009. FSC-certified virgin fiber accounted for 50.3 percent of the total fiber used in its tissue products globally in 2013, with an additional 33.2 percent made up of recycled fiber.

K-C has had several “firsts” since joining GFTN. In 2009, K-C Professional became the first away-from-home tissue company in North America to become FSC-certified. In 2011, K-C became the first US tissue maker to offer branded FSC consumer tissue products: Kleenex Facial and Scott Naturals. And K-C was the first manufacturer to offer tissue products partially made with alternative fibers (bamboo and wheat grass) to its North American business-to-business partners.

Establishing credibility with WWF on responsible fiber sourcing has also allowed K-C to enter into licensing agreements in key markets to jointly promote the WWF and FSC brands. In 2011, WWF-Australia, FSC and K-C Australia joined together to support the “Love Your Forests” campaign to actively promote and support the FSC label. The same year, K-C Australia’s Kleenex Cottonelle website was developed to introduce consumers to the importance of FSC and how it helps protect the world’s natural forests.

100%

100% FSC-certified tropical wood for decking, rain screen and flooring

Opisthocomus hoazin in Peru's Manu National Park

THE MAGELLAN GROUP, LTD.



“WE ARE DELIGHTED THAT OUR ENGAGEMENT WITH GFTN-NA HAS BEEN FORMALIZED AND OFFERS THE OPPORTUNITY TO BUILD ON OUR CORE COMMITMENT TO GROWING THE TRADE IN RESPONSIBLE WOOD PRODUCTS THROUGH OUR PARTICIPATION.”

ROSS YEAGER
VICE PRESIDENT
MAGELLAN

Magellan has had a commitment, since its inception, to source only legally-harvested wood products and work with manufacturing professionals who adhere to FSC practices. The company was created in 1993 to provide manufactured componentry for the door and window industry from pine plantations in the southern hemisphere, and has grown to become a leading importer of 100 percent FSC-certified tropical hardwoods. Magellan became an FSC member in 2001 and joined GFTN-NA in 2013.

Magellan has the same core principles as GFTN-NA. Its participation in GFTN-NA provides the company with opportunities to have conversations about certified products and environmental issues with producers in less-developed markets. Through its participation in numerous GFTN-NA business roundtables and trade missions in Latin America in recent years, Magellan has been able to help producers understand that sustainability starts in the forest but goes all the way through manufacturing. From a business skills perspective, the company's goal is to help the producers more effectively meet export demands; maximize their production; be as sustainable as possible; and be able to reinvest in their businesses, communities and local economies.

Magellan Vice President Ross Yeager (center) at a workshop in Panama.



PROCTER & GAMBLE



“WWF AND GFTN-NA ARE INVALUABLE PARTNERS, AS THEY HAVE CHALLENGED US AND COLLABORATED TO WORK THROUGH THE COMPLEXITIES OF ACHIEVING THIRD PARTY-CERTIFICATION FOR OUR PULP. WE ARE VERY PROUD OF THIS COMMITMENT.”

LEN SAUERS
VICE-PRESIDENT OF GLOBAL SUSTAINABILITY
P&G

Over 45 years ago, P&G opened its first pulp mill to support its growing bath tissues and paper towel businesses. That also is when P&G began employing registered foresters and actively managing forest resources. These were building blocks for the company’s responsible fiber sourcing journey. While P&G sold its stand-alone pulp mills in 1992 and shut down its sulfite pulp mill at its Pennsylvania manufacturing site in 1999, sustainable forestry remains a key component of the company’s procurement commitments.

To ensure that P&G remained a leader in its commitments, the company joined GFTN-NA in 2008. P&G formally adopted a preference for FSC-certified fiber in 2009 and, in 2012, worked with GFTN-NA and WWF to announce a target of having at least 40 percent FSC-certified fiber in its tissue and towel products by 2015. P&G did so because it believes that partnering is essential to delivering on its long-term sustainability vision. With the release of its sustainability report in late 2014, P&G expects to be able to announce that it has reached this goal one year ahead of its commitment.

FSC-certified plantation Eucalyptus being transported in Brazil

40%

On track to meet its goal of 40 percent FSC-certified fiber in its tissue and towel products by 2015

© Edward Parker / WWF-Carion



Sustainability-related poster in P&G's Mehoopany manufacturing plant in the 1970s

© Procter & Gamble

100%

100 percent FSC-certified paper products used in its US and Canada offices

TETRA PAK INC.



“BEING A GFTN PARTICIPANT HAS PROVIDED US WITH THE MOTIVATION AND TECHNICAL SKILLS FOR REACHING OUR GOALS ON HOW WE USE RESPONSIBLY-SOURCED FOREST PRODUCTS INTERNALLY AND IN OUR PACKAGING.”

ELISABETH COMERE
DIRECTOR ENVIRONMENT US/CANADA
TETRA PAK

During the eight years that Tetra Pak has been a GFTN participant in Europe, it has made commitments toward increasing the amount of responsibly-sourced wood fiber in its carton packages—everything from paperboard to liquid packaging board. Early on, the commitments related to the company’s operations in Sweden and the United Kingdom.

Now, globally, Tetra Pak aims to increase the supply of FSC-certified paperboard to 100 percent. By 2013, it was already at 41 percent. And 32 billion Tetra Pak packages carrying the FSC label had reached consumers around the globe—a 255 percent increase over 2010.

When the company became a GFTN-NA participant in 2009, it created a more inward-facing goal: increase the amount of FSC-certified and recycled wood and paper products used at its US and Canadian offices. The company stuck to its promise by not only increasing the amount but reaching the 100 percent mark for paper products. All of its paper products purchased for internal office use in the US and Canada are now FSC-certified.

The company achieved this goal by, first, developing a supply chain database to track the environmental status category of the paper it sources. Tetra Pak then worked with WWF to create a responsible procurement policy and train Tetra Pak staff on how to effectively implement the policy.

Natural forest and commercial plantation in Brazil

11%

11 percent of the wood used in Williams-Sonoma, Inc.'s furniture in 2013 was FSC-certified and more than half that amount was recycled



David Williams of Williams-Sonoma, Inc. at a forest in Mississippi

WILLIAMS-SONOMA, INC.



“WEST ELM IS COMMITTED TO GETTING A LITTLE GREENER EACH DAY. A CRITICAL PART OF THAT COMMITMENT IS USING FSC-CERTIFIED WOOD IN OUR COLLECTIONS.”

JIM BRETT
PRESIDENT
WEST ELM

Williams-Sonoma, Inc.'s mission is to enhance its customers' lives at home. That means offering beautifully designed products whose quality extends to how they are made and what they are made of. GFTN-NA has been an important partner in helping the company deliver on this mission through more responsible management of the wood in its supply chain.

The company's brands bring this mission to life and illustrate how its sustainability and business goals can be aligned. One example is West Elm's Emmerson Collection, which was developed in 2013 and features FSC-certified recycled wood from used shipping containers, crates and pallets.

The Emmerson Collection reflects the company's overall sustainability strategy. Eleven percent of the wood used in Williams-Sonoma, Inc.'s furniture in 2013 was FSC-certified and more than half that amount was recycled. Full of character, recycled materials are a valuable alternative to virgin wood, delivering benefits to Williams-Sonoma, Inc., its customers and the environment. The company will continue to partner with GFTN-NA to develop other initiatives to fulfill its mission.



**US \$64
BILLION**

GFTN PARTICIPANTS
SELL ALMOST US\$64
BILLION IN FOREST
PRODUCTS ANNUALLY



195

GFTN WORKS WITH
195 COMPANIES
WORLDWIDE



1.7 MILLION

GFTN PARTICIPANTS
EMPLOY MORE
THAN 1.7 MILLION
EMPLOYEES
WORLDWIDE



**19.5
MILLION**

GFTN PARTICIPANTS
MANAGE 19.5 MILLION
HECTARES OF FSC-
CERTIFIED FORESTS,
REPRESENTING 10.5%
OF THE GLOBAL TOTAL
OF FSC-CERTIFIED
FOREST AREA

GFTN ACROSS THE GLOBE



24 MILLION

GFTN PARTICIPANTS
MANAGE 24 MILLION
HECTARES OF FORESTS



550

GFTN PARTICIPANTS
SUPPORT MORE THAN
550 LOCAL FAMILIES
IN COMMUNITY
OPERATIONS



\$470 BILLION

GFTN PARTICIPANTS HAVE
COMBINED ANNUAL SALES
OF US \$470 BILLION

The Amazon rain forest
in Peru

EXPANDING ITS REACH

A priority for GFTN-NA over the next few years is broadening its outreach beyond corporate audiences. It has already started doing this. For example, GFTN-NA has shared its responsible sourcing guidance with the National Wood Flooring Association and is introducing the association's members to GFTN companies from tropical regions. And GFTN-NA is deepening its relationships with other NGOs that are focused on responsible sourcing issues. It also is working with local and federal governments, as well as universities and institutional purchasers, who recognize the role they can play in driving responsible forestry through their procurement decisions. And the network is reaching out to more consumers to raise awareness about the power of their purse to influence responsible forestry.

It is only through cooperation that we can protect the world's forests. We hope you will join the network—or continue to work with GFTN-NA—in this endeavor.

PHOTO CREDITS:

FRONT COVER

A chimpanzee in Tanzania, © Naturepl.com / Anup Shah / WWF-Canon.
Chain of custody manager from Kenya, sitting on FSC logs, © Brent Stirton / Getty Images. A forest in the Democratic Republic of Congo, © WWF-US / Julie Pudlowski.

BACK COVER

Logs awaiting export from Central Africa, © Edward Parker / WWF-Canon.
Community member from the Democratic Republic of Congo working with WWF on REDD+ project, © WWF-US / Julie Pudlowski. Stock of FSC-certified timber in Sweden, © Martin Harvey / WWF-Canon.

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