

GLOBAL FOREST & TRADE NETWORK

--- Local Forests, Global Market ---

BACKGROUND

Theoretically, there is enough wood in the world's forests to supply global requirements. An analysis by WWF and the World Bank in 2001 indicated that by sustainably managing 60% of the world's forests, at different levels of intensity and for different purposes, the remaining 40% could be protected.

WHAT: GLOBAL FOREST & TRADE NETWORK

The Global Forest & Trade Network (GFTN) is WWF's initiative to eliminate illegal logging and transform the global marketplace into a force for saving the world's valuable and threatened forests. GFTN aims to mainstream the principles of responsible forest management and trade as a standard practice throughout the global forest products industry by providing technical assistance, partnership and trade opportunities with committed companies. GFTN considers independent, multi-stakeholder-based forest certification as a vital tool in this process.

WHY: GFTN ENGAGES INDUSTRY FOR FOREST CONSERVATION

WWF believes that by engaging corporations in challenging and innovative partnerships, companies can not only contribute to the sustainability of the planet, but to their own business viability and success. Through GFTN, WWF works with the forest products industry to help it change the way it does business. GFTN encourages trade links between companies committed to achieving responsible forestry and trade, endeavouring to create the market conditions that support forest conservation while providing economic and social benefits for the businesses and people that depend on them.

HOW: GFTN'S STEPWISE APPROACH

GFTN provides a framework for companies – a proven “**stepwise approach**” that allows companies to develop forest management plans outlining the various steps needed – for achieving credible certification within an agreed timeframe. GFTN also helps companies phase out products from unwanted timber sources and increase those of certified sources via this stepwise approach. WWF staff provide local, on-the-ground support to ensure participant companies continuously improve their business practices.

GFTN's stepwise approach deliberately targets some companies with a low baseline on sustainability, with possibly a poor past track record, provided they are willing to transform their practices. The concept is to move the marketplace from a low standard to a high standard of social and environmental performance, not just to exclusively work with the best performing companies.

WHERE: GFTN ACROSS THE GLOBE

Located across **34** countries, GFTN engages with companies committed to responsible forest management and trade around the world.

QUICK STATS:

- GFTN works with approximately **260** companies employing over **1.5 million** people
- GFTN participants support **760** local families in community operations
- GFTN participants manage **21.1 million** hectares of credibly certified forests and further manage **5.1 million** hectares in progress to certification
- GFTN participants are responsible for **14%** of the global total of FSC certified forest area
- GFTN participants sell **\$64 billion** in forest products annually or an estimated **18%** of the global total of forest products traded per year
- GFTN participants trade **12%** of the global harvest of industrial round wood (logs)
- GFTN participants engage in **231** trade deals with other participants worth over **\$111 million**

For more information, visit the GFTN Website at www.gftn.panda.org or e-mail gftn@panda.org