JOIN US IN SHAPING A BETTER FUTURE FOR FORESTS AND PEOPLE
Our planet’s future depends on healthy, resilient forests. From providing fuel and fibre, to stabilizing our climate and water supplies, to providing a habitat for countless species, the resources and services forests provide are invaluable – and undervalued.

Demand for land, for food, for energy, for products and for growth is putting ever-increasing pressure on our forests. The global community has ambitious targets to halt deforestation and forest degradation, to restore forests in order to reverse climate breakdown and the catastrophic loss of biodiversity worldwide, and support the many millions of people whose livelihoods depend on forests. But action still lags behind.

Through Forests Forward, we’re inviting you to be part of the solution – to join businesses, communities, governments, civil society organizations and financial institutions to act together for change. By working together, we can transform the way we value, manage, protect and restore forests to sustain business, people and nature.

Together, we can bring Forests Forward.
At the heart of Forests Forward is a desire to demonstrate the full value of forests. We aim to ensure that the world’s growing demand for wood can be met through sustainable forest management, including a new generation of well-managed plantations. But we also want to highlight, maintain and enhance the many other services that forests provide.

Together, we can innovate, share and scale solutions and drive change by:

- Demonstrating how well-managed forests benefit people and nature
- Making the case for investment into improved forest management and credible certification at diverse scales
- Improving and increasing global trade connections for wood products from well-managed forests
- Connecting supply chains to landscapes and initiatives to strengthen their sustainability
- Supporting sustainable livelihoods for people living and working in forest landscapes
- Collaborating with, influencing and inspiring others.

Sustainable certified wood stacked and FSC labelled with details of species and final destination. © Edward Parker / WWF
Forests Forward enables companies, organizations and groups of all shapes and sizes to be part of a movement to bring a better future for forests, people, nature and climate.

**FOREST MANAGERS**
companies, state authorities, communities, smallholders or anyone else with responsibility for managing forests to produce timber

**PROCESSORS**
sawmills, plywood and veneer mills, pulp and paper mills

**MANUFACTURERS**
of forest products

**TRADERS**
retailers, importers, exporters and other distributors of forest products

**END-USERS**
of forest products, e.g. construction companies

**COMMERCIAL ORGANIZATIONS**
from other sectors that want to support forests

**FINANCIAL INSTITUTIONS**
banks, investors and pension funds

**A MOVEMENT FOR CHANGE**

**HOW DOES FORESTS FORWARD ADD VALUE?**

**Specialist knowledge:** we build understanding of complex issues and offer technical, scientific and policy expertise, insights, guidance, resources and tools.

**Strategic advice:** we use our on-the-ground intelligence and experience to identify and mitigate risks, improve performance and target interventions.

**Experience as an implementation partner:** we work with you to develop work plans for maximum impact.

**Innovation and learning:** by bringing together science, policy, business and community angles, we provide a space for dynamic thought leadership, learning, dialogue, research and innovation, and to identify, evidence and scale successful solutions.

**Collaboration and sharing:** we convene and facilitate collaborations and find synergies with other stakeholders and initiatives, including WWF’s wide portfolio of landscape-focused work.

**Visibility and communications:** we can help you achieve greater recognition and reward for the positive outcomes from the work you do.

**A shared voice:** we support collaborative policy advocacy at national and international level to amplify calls for change.
ACTION WITH IMPACT

Whether you’re from a multinational corporation or a community cooperative, Forests Forward can help you have an impact where it matters. We focus on three fundamental action areas:

**IMPROVING FOREST MANAGEMENT**

Company or community, smallholder or state: whatever kind of forest steward you are, whether managing natural forests or plantations, Forests Forward can help. We’ll support you to improve your forest management to achieve specific impacts in specific locations – both within your own forest operations, and by influencing sector peers and policymakers.

**RESPONSIBLE SOURCING AND MARKET SHIFT**

Maybe you buy or sell wood from forests or landscapes where better management is desperately needed, or maybe you’re a critical linchpin connecting credibly certified producers with global timber markets: wherever you sit in the wood products value chain, Forests Forward can help you make a difference. WWF’s experience in transforming supply chain sourcing can help you make effective decisions, improve transparency and strengthen connections to others in the market.

**FOREST-BASED INTERVENTIONS AND INVESTMENTS**

Do you want to get involved or invest in additional action to secure the future viability of the world’s forests? Whether it’s a project to maintain, enhance and demonstrate the huge value that forests hold, or to support sustainable growth and timber supply while positively impacting people and nature, Forests Forward can support you. We offer tools and knowledge to help you identify and design practical, impactful action at the right scale, and to demonstrate successes that others can learn from and adopt elsewhere.
WWF’s responsibility is to ensure Forests Forward’s credibility with all stakeholders – government, business, civil society and the public. This means we’re responsible for:

**GOVERNANCE, MANAGEMENT, DELIVERY:**
setting the vision, strategy, objectives and format of Forests Forward; maintaining publicly available content on the programme, participants, activities and results.

**DESIGNING ENGAGEMENTS:**
building relationships with new and active participants; proposing and designing action plans.

**IMPACT MONITORING, VERIFICATION, REPORTING:**
confirming effective performance and delivery against the intended outcomes and impacts.

**COMPELLING COMMUNICATIONS:**
sharing compelling and credible stories of on-the-ground impacts; advocating together to influence policy, business and public audiences.

**CONVENING AND COLLABORATING:**
building connections in the forest sector, thought leadership, developing and advancing solutions; facilitating dialogues, study tours, research, analysis, case studies and other participation opportunities.

**FUNDING AND RESOURCING:**
securing and managing what is needed to deliver Forests Forward effectively and credibly.

Participants in Forests Forward share some responsibilities too:

**TRANSPARENCY:**
disclosing and maintaining public information about the nature of your participation and your current policies and practices.

**ACTION:**
carrying out activities, cooperation and monitoring, according to agreed milestones.

**ENGAGEMENT AND ADAPTIVE MANAGEMENT:**
actively engaging and communicating to manage any major changes.

**COMMUNICATIONS:**
communicating on your status and progress, respecting the Forests Forward’s code of practice for credible communications. • SEE ANNEX 2

**FAIR COST-SHARING:**
contributing a fair share of the costs. • SEE ANNEX 1

**LEGALITY:**
complying with prevailing and applicable laws, including competition laws.
Your journey with Forests Forward begins with a **pre-participation** or **scoping** phase, where we’ll look at whether it makes sense for us to work together and, if it does, come up with a preliminary proposal. **Participation** then progresses through two phases.

In the **preparatory** phase, we’ll work with you to agree a detailed action plan, with clear, specific targets and milestones. Finally, in the **performance** phase, we’ll work with you to put the plan into action, monitor progress, measure impacts and communicate the results.

*Read more about the phases of engagement in Annex 1*
COMMUNICATING OUR IMPACT

Communications and advocacy are a critical part of Forests Forward. By gathering evidence from the ground and capturing measurable outcomes and successes, we can share compelling stories that will inspire others. And by sharing the challenges faced and lessons learned, we can help others do better, faster and at scale.

Together, we’ll advocate for a world enriched by extensive, resilient forest landscapes benefiting biodiversity, people and climate. We’ll also build recognition of the critical role that locally controlled community and smallholder forestry plays in maintaining forests, and of how indigenous people and local communities who manage forests well support conservation and livelihoods.

It’s vital that all communications from Forests Forward and its participants are clear, consistent and verifiable. To ensure the integrity of our communications, we have a set of common branding and communication guidelines for Forests Forward, which we expect all participants to follow.

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