



WWF

REPORT

JULY
2015



WWF-UK Timber Scorecard: Measuring the progress of timber and timber-product buyers on sustainability in 2013-2014

About WWF-UK

WWF was established in 1961 and is at the heart of global efforts to address the world's most important environmental challenges. We work with communities, businesses and governments in over 100 countries to help people and nature thrive.

Together, we're safeguarding the natural world, tackling climate change and enabling people to use only their fair share of natural resources.

Find out more about our forests work at

wwf.org.uk/forests

About the author

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EXECUTIVE SUMMARY

WWF-UK is campaigning to prevent illegal and unsustainable timber products from entering UK markets.

The campaign aims to:

- i) **close the loopholes in the EU Timber Regulation (EUTR) at its forthcoming review**
- ii) **galvanise business and government action to enable the transition to a market in sustainable forest goods by 2020.**

We would like UK business to support our campaign by:

- **Pledging** to buy timber products from sustainable sources by 2020
- **Calling** for the EU to close the loopholes in the EUTR
- **Supporting** the transition to a 100% sustainable timber market by 2020.

To raise awareness around responsible timber and promote positive action, we need to measure the progress of timber buyers. This review looked at publicly available information for 128 companies that trade in the UK to determine the commitment and progress towards sourcing sustainable timber. It focused on:

- **Policy** – their policy on timber and timber-product sourcing
- **Claims** – their claims on purchasing responsible, ethical, sustainable or verified timber and timber products
- **Performance** – their performance against criteria used for participants of WWF's Global Forest and Trade Network (GFTN) or equivalent.

The companies sampled represent a broad cross-section of different sectors and different-sized businesses. Well over half (74 of 128 companies, or 57%) fell into our lower categories, showing very limited or no action being taken to ensure the timber products they sell are not contributing to illegal logging or deforestation. Nearly two out of five (48, or 37%) showed no sign of action at all.

The construction sector scored most highly against the set criteria, with all construction companies reviewed appearing in the top 40%. Construction companies scored particularly well on overall commitment and on sustainable timber purchased.

Those companies in the lower categories contained a high proportion of musical instrument manufacturers, publishers and retailers – particularly furniture retailers. These three sectors all trade in products which fall outside the scope of the EUTR. This means they are not obliged by law to carry out due diligence to assess the risk of these products being from illegal sources.

While some companies are fully committed to sustainable timber, many others appear unaware of the issue. This is particularly disappointing for those companies that depend on forest products as their main raw material. Companies that scored poorly in this scorecard should be concerned – not just because of the impact of unsustainable timber harvesting on the wider environment, or even the increasing legislative requirements, but because a key input into their business is not being managed.

The last 20 years have brought improvements in legislation, regulation and forest certification to promote sustainable timber and responsible forest management. However, illegal and unsustainable timber and timber products are still being imported into the UK. Businesses, government and consumers all have a role to play in ensuring our timber and timber products originate in well-managed, sustainable forests.

**COMPANIES THAT SCORED POORLY
IN THIS SCORECARD SHOULD BE
CONCERNED BECAUSE A KEY INPUT INTO
THEIR BUSINESS IS NOT BEING MANAGED**



CHAPTER 1
BACKGROUND

A VALUABLE COMMODITY

Timber and timber products are used for a variety of purposes: to construct and finish buildings; to make paper products for hygiene, writing, printing and packaging; to produce energy.

We use timber in our homes in indoor and outdoor furniture, flooring and decorative items, toys and musical instruments. New advanced technologies are creating many innovative ways to use timber, for products as diverse as composites for construction, pharmaceuticals, bioplastics and liquid biofuels.

Sustainably managed forests can help to reduce carbon dioxide levels and support forest-dependent communities, as well as protecting vital biodiversity and other ecosystem services. However, a number of social and environmental issues connected with unsustainable forest management can undermine the natural advantages offered by timber and timber products:

- Over-harvesting of forest resources reduces the value of forests and the goods and services they provide, jeopardises people's livelihoods, and threatens the long-term availability of a wide range of products that we use in our homes and businesses on a daily basis.
- Deforestation and unsustainable forestry practices fuel climate change by depleting carbon stores and releasing carbon dioxide into the atmosphere.
- Irresponsible forest operations may violate people's rights around labour issues, land ownership and access, including the rights of indigenous peoples – some 60 million of whom live in forests.
- Indiscriminate timber harvesting can have a significant impact on biodiversity – over half the world's terrestrial biodiversity is dependent on forests.
- Illegal logging deprives developing countries of an important source of revenue and future income.
- Water cycles disrupted as a result of deforestation can lead to localised flooding and droughts.



WITH RESPONSIBLE SOURCING, TIMBER IS BOTH A RENEWABLE RESOURCE AND ONE THAT CAN BE RECOVERED AND RE-USED

A single piece of timber or timber fibre can be recycled through a succession of different products. Due to changes in legislation in the UK more than half of the timber previously sent to landfill is now recycled. Nearly all types of solid timber can be reused if recovered and separated from other waste materials. Timber can be salvaged from buildings and used again in products such as furniture and flooring. Smaller, less valuable timber scraps can be collected and used to make particleboard and other composite products. Even these can be reprocessed into wood chips and burnt to generate electricity or heat.

Timber products can also be important carbon stores. There is roughly one tonne of carbon per cubic metre of timber, and this carbon is held in timber products throughout their existence: it may be years, decades or even centuries until the carbon is finally released. Sustainable timber products can also provide an alternative to products such as steel, concrete and plastics, which may be derived from mining, quarrying and fossil fuels.

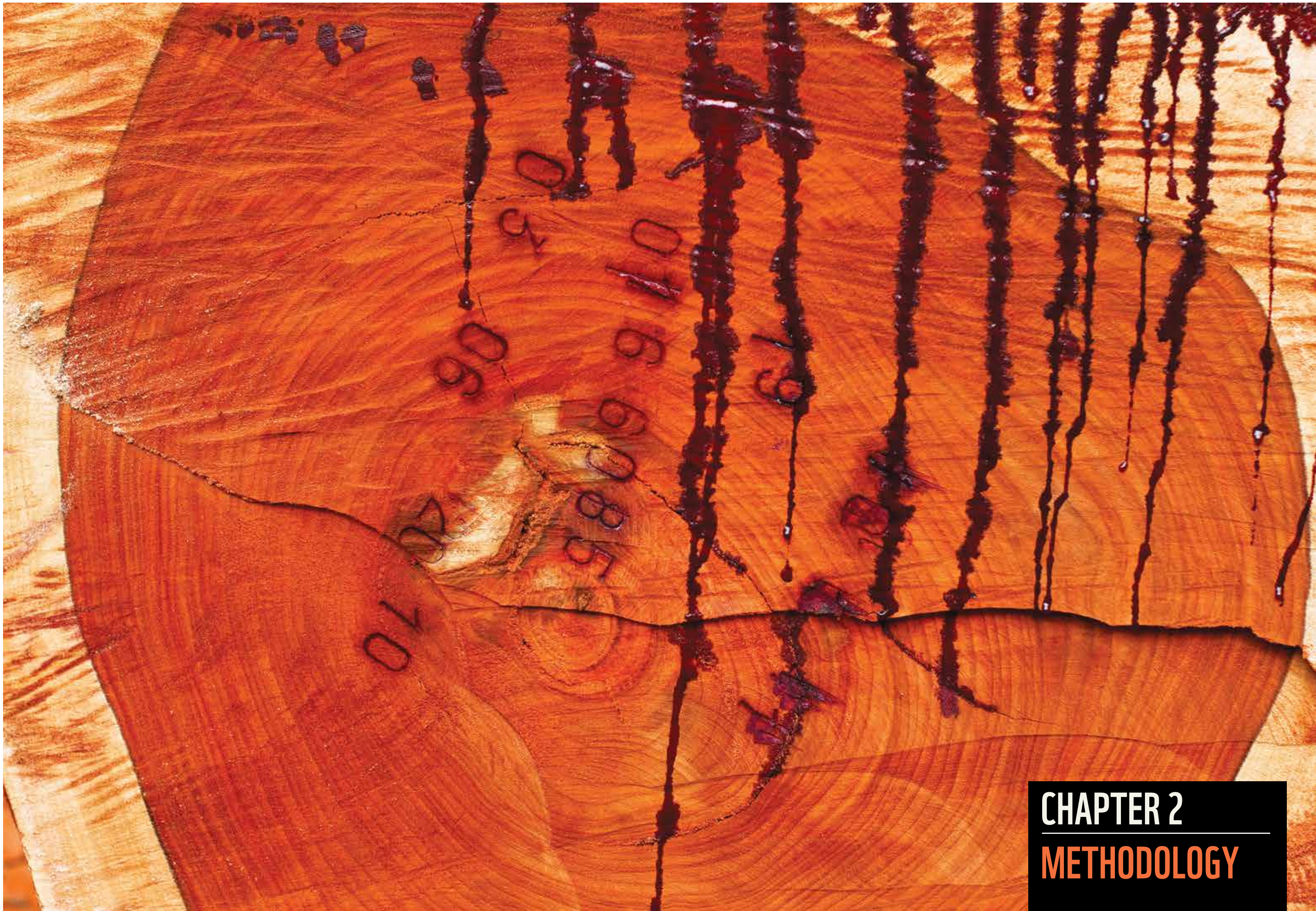
Higher demand for renewable materials, whether driven by technology, legislation, policy or personal choice, could lead to greater use of timber-based products. There is a strong and vibrant forest industry in the UK, but it cannot supply the domestic demand for timber and forest products. The UK is the third largest importer of forest products in the world. It's important that UK companies that import timber and timber products know where these come from.¹

The majority of softwood timber material is imported from Scandinavia, Eastern Europe and Russia. The vast majority of hardwood timber and timber products originate in Southeast Asia and parts of central and western Africa, with significant quantities of temperate hardwood imported from the USA and Russia.

At the Convention on Biological Diversity (CBD) conference in Bonn in 2008, 67 countries pledged support for WWF's call for 'zero net deforestation and degradation' by 2020 – to effectively halt forest loss and prevent further forest degradation (see appendix for details). This ambitious 2020 target has also been adopted by a number of key organisations, including the Consumer Goods Forum (CGF) which represents a global network of consumer goods companies including, in the UK, Tesco, Sainsbury's and Marks & Spencer. The Banking Environment Initiative, convened by the University of Cambridge Institute for Sustainability Leadership with 10 major banks, has a Soft Commodities Compact with the CGF: its aim is to mobilise the banking industry to support clients to achieve zero net deforestation in their supply chains by 2020.

If companies are sourcing timber and timber products from well-managed forests, they can be confident that they are working towards this widely shared zero net deforestation goal and not contributing to deforestation or unsustainable harvesting – and the negative impacts these have on people, nature and climate. This report takes a snapshot of companies' sustainable timber purchasing policies and practices, in order to encourage progress on the issues, as well as highlight areas of concern. WWF will repeat the exercise in 2017 and 2019, to track progress towards 2020 commitments to a sustainable market for forest goods in the UK.

¹ UK Forestry Commission: *Forestry Statistics 2014 and Forestry Facts and Figures 2014*; <http://www.forestry.gov.uk/forestry/infid-9mbhds>



CHAPTER 2
METHODOLOGY

TIMBER SCORECARD METHODOLOGY

Why we chose these companies

The companies chosen all have a significant dependency on wood in the products they use or sell, or are brands whose sustainability actions should extend to these products. They represent a wide cross-section of UK companies, from musical instrument manufacturers to high-street retailers, to publishers and construction companies. Our selection also includes small and medium-sized companies which, combined, also play a major role in the import and sale of products made of or containing timber.

We also investigated whether there were differences between sectors where products are covered by the EUTR, and others where they are not. The EUTR covers only 41% of all timber products by value,² excluding – among others – musical instruments and printed materials.

What the Timber Scorecard measures

The Timber Scorecard reviewed how companies demonstrate their overall commitment to sustainable timber procurement. In particular, it looks at:

- the existence, availability and quality of their policy on timber and timber-product sourcing
- any current statement or claim on their performance in purchasing or procuring responsible, ethical, sustainable or verified timber and timber products
- whether companies assess their own timber buying performance
- current statements on their performance against the criteria used by participants of WWF's GFTN, or equivalent – i.e. percentage of timber/timber products purchased which are:
 - recycled material
 - Forest Stewardship Council (FSC) certified, with full chain of custody (this is WWF's current recommendation for a "credibly certified" source)
 - certified by Programme for the Endorsement of Forest Certification (PEFC) or another certification scheme, with full chain of custody (WWF's "source verified" category)
 - legal and traceable (WWF's "source assessed" category).



Transparency in supply chains and sourcing and clear, public reporting are important steps in developing and demonstrating sustainability. Some companies may be performing well in sourcing sustainable timber and timber products, but failing to share this information publicly; because the scorecard focuses on publicly available information, their score will reflect this.

Draft scores were assessed in early March 2015, following which all companies received a copy of their draft score, and were given the opportunity to provide additional information to better explain their policies and practices. This additional information could be shared confidentially with WWF-UK if companies did not wish to make it fully public.

How we assessed these companies

The initial research to establish draft scores for each company used information published on company websites and other publicly shared documents. Researchers visited each website and searched for references to EUTR, FSC, PEFC and other terms likely to lead to information that would help us establish a draft score to share with the assessed companies. We also reviewed relevant documents, such as online corporate social responsibility (CSR) reports. If a company was part of a larger multinational company, in general we reviewed the performance of the larger business.

Our scoring system

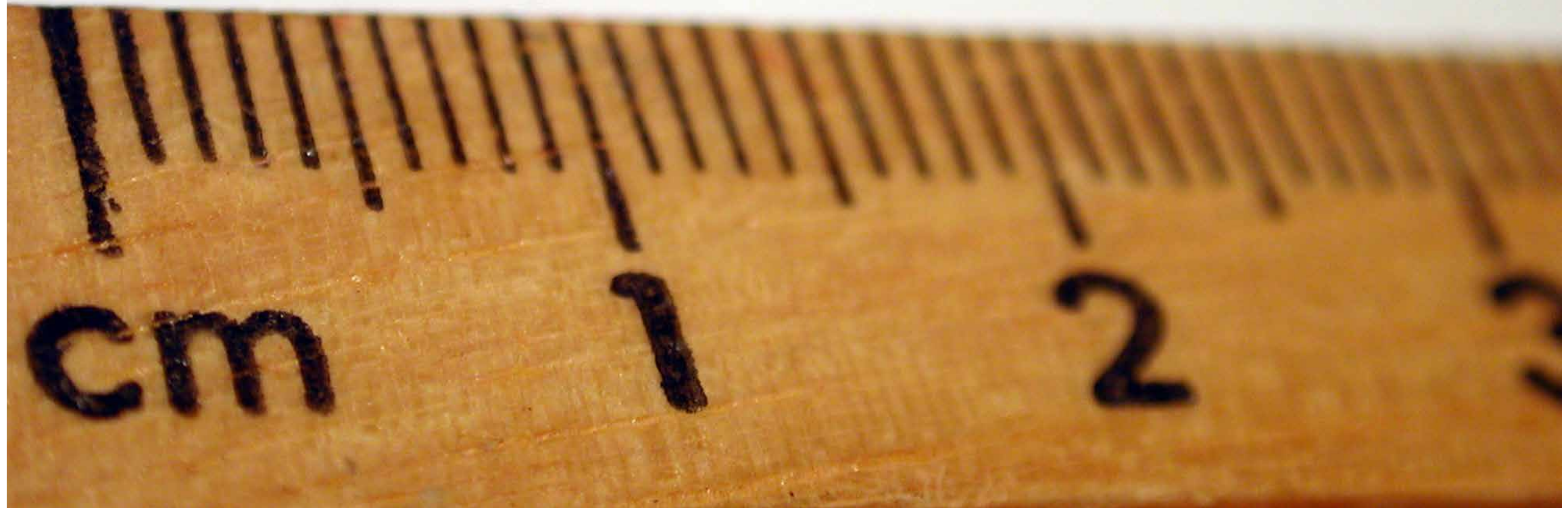
Following the methodology set out above, companies were awarded a numerical score for each aspect of their performance and reporting. These scores were then amalgamated into a final score between 0 and 3. WWF recognises and supports voluntary certification schemes, in particular FSC, so companies that reported on sourcing materials with a high FSC proportion overall scored highly. Low scores were given to companies that failed to mention either EUTR or sustainable sourcing as important to their business, lacked specific or relevant policies on the issue, and made no attempt to report on sustainable sourcing.

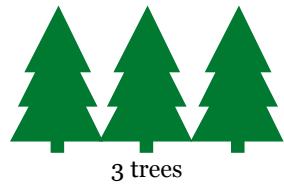
Sustainability is a journey, rather than a destination: the only way to assess how far companies have travelled along that journey is by measuring and reviewing performance. To encourage companies to improve their scores, this research will be repeated in 2017 and 2019. WWF is especially keen for the poor performers to demonstrate they are taking responsibility for their footprint on forests.

² Newleaf, 2014. *In or Out? Can the European Union's Timber Regulation keep out illegal timber?* WWF-UK, Woking. Available from: assets.wwf.org.uk/downloads/wwf_in_or_out_web_v3.pdf

CHAPTER 3

HOW DID THE COMPANIES SCORE?



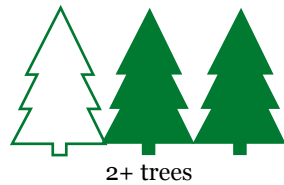


3 trees

SCORE DEFINITIONS

3 trees

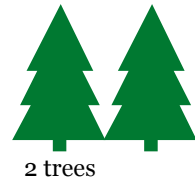
These companies are performing well against the requests WWF makes to business regarding the purchasing of timber and timber products. Most have made public commitments to using FSC and recycled timber and timber products, and to EUTR compliance, and have set up policies and control systems. They report quantities openly and accurately and have a good understanding of the source of all their timber and timber products. They are sourcing over 70% certified material, with high proportions of FSC and recycled timber and timber products. These companies are well along the journey to complete the transition to 100% sustainable timber and timber products by 2020. They are showing their competitors that it is possible to act responsibly when it comes to forest trade.



2+ trees

1+ and 2+ trees

As outlined, companies received draft scores, and were given the opportunity to provide additional information to improve their scores. Some companies did supply additional information but asked for it not to be shared, because it was not yet publicly available. While we wanted to acknowledge the additional steps taken by these companies, we felt that we could not give them the same score as a company which had already made public all the relevant information. In these cases, we have added a “+” to their score where the new information would have placed them in a higher category if it had been publicly available –e.g. a company with 1+ would be a 2 if the information supplied was published on their company website.

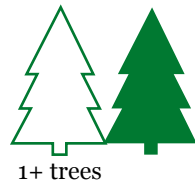


2 trees

We hope that in future reviews, these companies will make all of this information easily available on their website, and will achieve a higher score as a result of this increased transparency.

2 trees

Companies in this category have made a start on the journey to sustainable timber and timber products – and in some cases they have made good progress. These companies have made commitments to sourcing FSC, PEFC or recycled products and have established control mechanisms over their use of timber and timber products. They are likely to be sourcing 20-60% material from a mix of certified and recycled sources, and will have begun to report on quantities, and the source of their timber products.



1+ trees

1 tree

These companies are only just starting to address the sustainability of their timber and timber products. Some have the bare bones of policies and systems in place but they have yet to put in the work needed to transform their businesses. They will have limited publicly available information on their actual purchasing practices or quantities sourced. Given that FSC and recycled material and other certified timber and timber products are readily available in the market, WWF urges these companies to engage much more actively with the issue than they have to date – and quickly.



1 tree

0 trees

These companies have not yet shown any progress on sustainable timber and timber products. They have communicated little if any useful information as to their purchasing policies, quantities purchased or the source of their timber products. These companies urgently need to change their timber and timber product sourcing and reporting practices, if they are going to keep up with their competitors and become responsible corporate citizens. There is no excuse for inaction.



0 trees



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Out of 128 companies that we gave a final score:

22 SCORED 3 TREES

6 SCORED 2+ TREES

these would have been 3 if the information they supplied after the draft scores were circulated had been made public

22 SCORED 2 TREES

4 SCORED 1+ TREES

these would have been 2 if the information they supplied after the draft scores were circulated had been made public

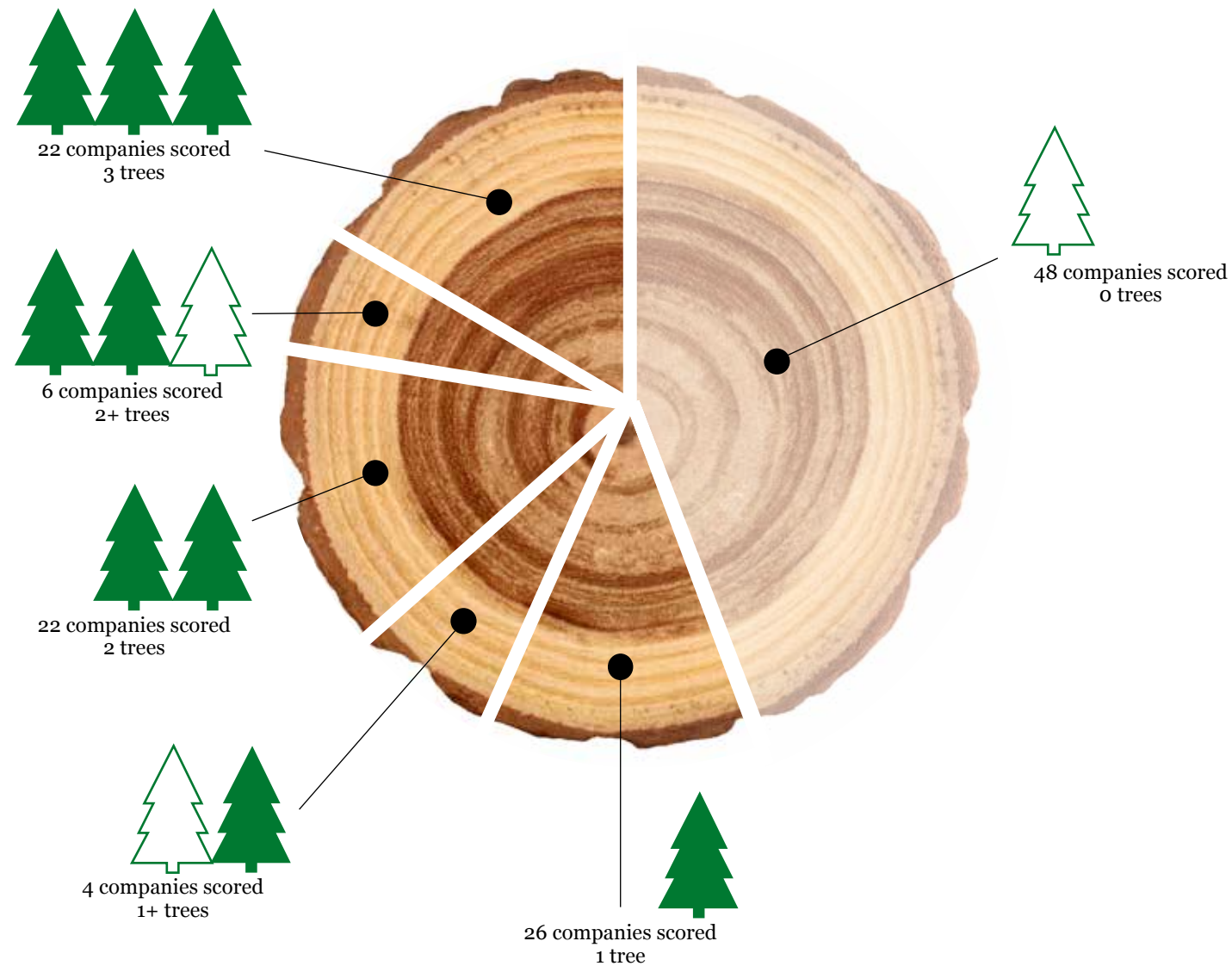
26 SCORED 1 TREE

48 SCORED 0 TREES

COMPANY PERFORMANCE

In response to the draft score, 34 companies – just over a quarter of those contacted – supplied additional information. We reviewed this and revised their scores where appropriate.

Some smaller enterprises face particular challenges in sourcing sustainable forest products, and in publicly communicating this information. They may have little influence on their supply chains or customer behaviour. While we want to encourage these companies to improve their purchasing and transparency performance and capitalise on their investment in sustainability by engaging their customers, we don't want to create negative publicity that may harm their business. In this report, we've anonymised the score results for smaller companies. However, we've sent each company an individual letter and scorecard detailing its performance.



COMPANY RESULTS

Company	Category	Final tree scores
B&Q UK	Retailer	3
BSW Timber Group	Timber	3
Carillion	Construction	3
Hallmark Cards	Paper, Printing and publishing	3
Kimberly-Clark Europe	Paper hygiene products	3
Kingfisher	Retailer	3
Mace Group	Construction	3
Macmillan Publishers	Paper, Printing and publishing	3
Marks & Spencer	Retailer	3
Mondi	Paper, Printing and publishing	3
Morrisons	Retailer	3
Office Depot UK	Retailer	3
Sainsbury's	Retailer	3
Saint-Gobain Building Distribution UK	Builders merchant, Timber	3
SCA Hygiene	Paper hygiene	3
Sofidel UK	Paper hygiene	3
Tetra Pak	Packaging	3
The Co-operative	Retailer	3
The Solid Wood Flooring Company	Flooring manufacturer	3
Travis Perkins	Construction	3
UPM	Timber, Paper	3
Waitrose	Retailer	3

These top-performing companies can be characterised by the clarity and simplicity with which they report their timber and timber product purchasing and performance. In general they declare simply and clearly the volumes of certified timber purchased, and how this performance has changed in recent years.

3. How did the companies score?



Company	Category	Final tree scores
HarperCollins	Paper, Printing and Publishing	2+
Immediate Media	Paper, Printing and Publishing	2+
Lathams	Timber	2+
Steinbeis Papier	Paper, Printing and Publishing	2+
Willmott Dixon	Construction	2+
Woodscape	Retailer (street furniture)	2+

The above companies would have scored a 3, but the additional information provided on their timber purchasing was not publicly available. It was supplied to WWF on a confidential basis, after they had received their draft scores.



Company	Category	Final tree scores
Asda	Retailer	2
Balfour Beatty	Construction	2
Boots UK Ltd	Retailer	2
Crest Nicholson	Construction	2
Guardian	Paper, Printing and Publishing	2
Haymarket Media Group	Paper, Printing and Publishing	2
Home Retail Group	Retailer	2
IKEA	Retailer	2
Lend Lease	Construction	2
McDonald's	Restaurants	2
Nobia UK	Manufacturer, Retailer (Kitchens)	2
Pearson	Paper, Printing and Publishing	2
Penguin Random House	Paper, Printing and Publishing	2
Polestar UK Print	Paper, Printing and Publishing	2
Pureprint Group	Paper, Printing and Publishing	2
Redrow	Construction	2
Skanska	Construction	2
Sky	Media	2
Timber Link International	Timber	2
Warren Evans	Retailer	2
WH Smith	Retailer	2
Williams Lea	Paper, Printing and Publishing	2

The above companies have all made a start on the journey to sustainable timber and timber products – and in some cases they have made good progress. These companies have made commitments to sourcing FSC, PEFC or recycled products and have established control mechanisms over their use of timber and timber products. They are likely to be sourcing between 20% and 60% material from a mix of certified and recycled sources, and will have begun to report on quantities and the source of their timber products.

3. How did the companies score?



Company	Category	Final tree scores
Antalis	Paper, Printing and publishing	1+
Brooks Timber	Timber	1+
International Greetings	Paper, Printing and publishing	1+
Tesco	Retailer	1+

The above companies would have scored a 2, but the additional information provided on their timber purchasing was not publicly available. It was supplied to WWF on a confidential basis, after they had received their draft scores.



Company	Category	Final tree scores
Bauer Media	Paper, Print, Publishing and Media	1
Bloomsbury Publishing	Paper, Printing and Publishing	1
Danzer	Timber	1
Debenhams	Retailer	1
Early Learning Centre (Mothercare)	Retailer	1
Forest Enterprise, Forestry Commission	Timber	1
Heals	Retailer	1
House of Fraser	Retailer	1
John Lewis	Retailer	1
Laura Ashley	Retailer	1
Little Brown Book Group	Paper, Printing and Publishing	1
Matalan	Retailer	1
MBNA Bank Europe	Banking	1
Network Rail	Rail infrastructure	1
Next	Retailer	1
Octopus Publishing Group	Paper, Printing and Publishing	1
Orion Publishing Group	Paper, Printing and Publishing	1
Steinhoff (Cargo, Harveys)	Retailer	1
The White Company	Retailer	1
Toys R Us	Retailer	1
UK Greetings	Paper, Printing and Publishing	1
Yamaha	Musical instruments	1

+4
THIS SCORE LEVEL CONTAINS FOUR SMALLER COMPANIES THAT WE HAVE LEFT ANONYMOUS

Additionally, this score level contains four smaller companies that we have left anonymous: one paper/printing and publishing company, one musical instrument retailer and two furniture retailers.

The above companies are only just starting to address timber sustainability. Though some have the bare bones of policies and systems in place, none is yet using an appropriate level of certified or recycled timber. They will have limited publicly available information on their actual purchasing.

3. How did the companies score?



Company	Category	Final tree scores
A. Share & Sons Ltd (SCS)	Retailer	0
Brissi London	Retailer	0
Cambridge University Press	Paper, Printing and Publishing	0
Cath Kidston	Retailer	0
Clinton Cards	Paper, Printing and Publishing	0
Dreams	Retailer	0
Dunelm	Retailer	0
Feather & Black	Retailer	0
Fender Musical Instruments GBI	Musical instruments	0
Finnish Fibreboard	Timber	0
Foyles	Retailer	0
Furniture Village	Retailer	0
Hamleys	Retailer	0
Harrods	Retailer	0
Hearst	Paper, Printing and Publishing	0
Jansen International	Retailer	0
Liberty's	Retailer	0
Muji	Retailer	0
Oak Furniture Land	Retailer	0
Oxford University Press	Paper, Printing and Publishing	0
Paperchase	Retailer	0
Roset	Retailer	0
Simon & Schuster	Paper, Printing and Publishing	0
Sportsworld Ltd (inc. Card Factory)	Paper, Printing and Publishing	0
Tanglewood Guitars	Musical instruments	0
The Entertainer	Retailer	0
The Sofa Workshop	Retailer	0
Waterstones	Retailer	0

20+
THERE WOULD
BE ANOTHER 20+
COMPANIES ON
THIS LIST IF WE
NAMED THEM

Additionally, this score level contains 20 smaller companies that we have left anonymous: eight musical instrument retailers, eight furniture retailers, one furniture and homeware retailer, one furniture manufacturer, and two greetings cards companies.

All of the companies on the previous page have shown no progress on sustainable timber and timber products, yet. These companies will have communicated very little if any information as to their purchasing policies, quantities purchased or the source of their timber products.

Note: Companies are listed alphabetically in each table presented. We didn't have specific data for all companies to enable a ranking within each group.



CHAPTER 4
ANALYSIS

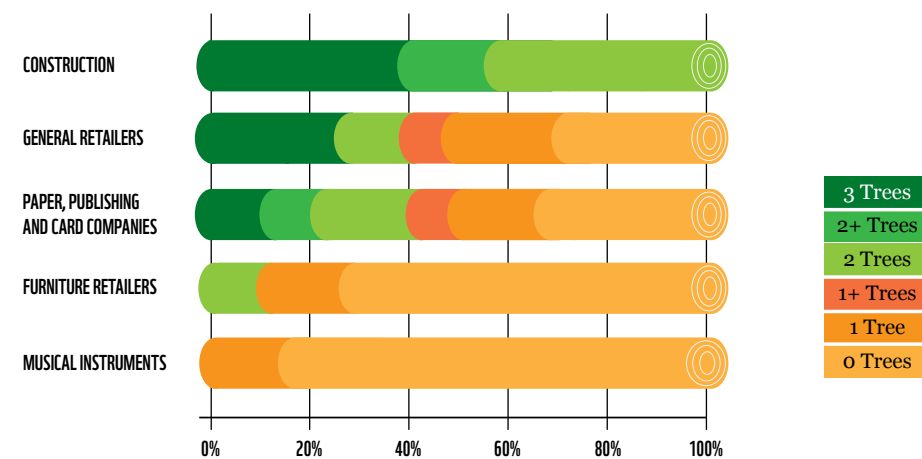
ANALYSIS The reviews undertaken provide a snapshot of company action across size and sector.



The results from 128 companies are included in our scorecard

While some companies are fully committed to sourcing sustainable timber and timber products, many others appear to be unaware of the issue – or at least, they are failing to mention it on their websites. This is particularly surprising for those companies that are completely dependent on forest products as their main raw material, given the high profile of sustainability campaigns and the regulatory requirements of the EUTR and the UK government's Timber Procurement Policy.

The chart below groups the majority of the companies listed in the table above into five categories. Some companies were not included as their operations were too broad or specialised to fit into a particular category. The bar charts do, however, include the smaller companies that have been anonymised in the related tables.



Construction

Among the companies scoring 3 trees were well-known construction firms and construction suppliers such as Carillion, Mace, Travis Perkins and Saint-Gobain Building Distribution. Sawmillers and timber harvesting companies that supply into these markets, for example BSW and UPM, also scored 3 trees. While these companies are all largely business-to-business organisations, they are also conscious of their public profile, and part of sectors keen to improve their public image. For example, the UK Contractors Group has worked to improve procurement practices by providing simple guidance and support to its membership base of major construction companies, which have made commitments to better business practices across a spectrum of issues.

The construction sector has been targeted in previous NGO campaigns, particularly around the use of tropical hardwoods, to drive awareness of the need for sustainable timber trade. This has perhaps heightened responsiveness. Subsequently there have been more positive developments – a clear example being the use of sustainable timber in construction for the London 2012 Olympics. The positive reinforcement of good practice appears to have been particularly successful, with no construction company scoring below 2 trees.



General retailers

Well-known retailers figure in the top scorers, including Marks & Spencer, B&Q, Morrisons, Waitrose, Sainsbury's and the Co-operative.

Some of these companies are champions on wider sustainability issues. When global forest issues became prominent in the media due to illegal and unsustainably logged timber making it onto the UK market, B&Q, among others, worked closely with WWF and other environmental organisations to help develop what would become the FSC, and has transformed its timber supply chain since. Marks & Spencer's Plan A is a sector-leading commitment and demonstration of sustainable business practice. Sainsbury's 20x20 commits the business to a wide range of social and environmental targets in the next five years. Many of the retailers are also members of the Consumer Goods Forum, so are committed to achieving zero net deforestation in their supply chains by 2020.

All of these companies had detailed information on their corporate websites regarding their timber purchasing performance and commitments. However, almost none make this information explicit next to products on their consumer websites, preventing shoppers from supporting the company's sustainability agenda through their spending choices.

It appears that, while the retailers we assessed see high sustainability performance as a key issue for their organisation and possibly as a market differentiator, they see limited value in labelling individual products for customers to choose. Similarly, assuming that most retailers use sophisticated search engine optimisation software, it would appear that certification and sustainability are not a priority when consumers are searching for products.

Furniture retailers

To enable better analysis, we separated furniture retailers from the more general retailers mentioned above. This sector includes well-known companies such as Oak Furniture Land, IKEA, Afobi and Furniture Village. Only two companies in this grouping scored a 2 or higher – these were IKEA and Warren Evans. The majority of these companies scored zero; most had no information on their website about the sustainability of the timber or timber products they sold. While some furniture (such as chairs) is currently exempt from EUTR requirements, other items (such as tables) are not. It is surprising that such well-known customer-facing companies completely fail to communicate the sustainability or source of their key raw material.





Paper, publishing and card companies

This large and diverse grouping includes paper manufacturers and suppliers, publishers of books and other media, greetings card companies and bookshops. It includes some of the best performers, such as Hallmark Cards, Macmillan Publishing and Mondi, but also some of the worst, for example Cambridge University Press and Clinton Cards. Evidently, performance is not a factor of industry sector or market segment, but rather of individual company attitude and commitment to sustainability. As a result, this group offers big opportunities for improvements in performance – all the poor-performing companies can easily identify similar organisations that are among the very best performers.



Musical instruments

We selected this group of companies partly because musical instruments are exempt from the EUTR. They are the overall worst-performing group, with no company being graded above a 1. Of the 12 companies reviewed, only two responded to our invitation to provide further information. Customers may be loyal to particular musical instrument makers and retailers, which might present an opportunity to strengthen brand proposition with sustainability credentials.

Although this sector uses relatively small volumes of timber, it is often some of the highest value and most endangered. The fingerboards of some guitars are traditionally made from Brazilian or Madagascan rosewood and the guitar body from mahogany, species under extreme pressure and subject to trade restrictions. Harvesting tropical forests for these high-value products can lead to the opening up of forests for logging other species and often subsequent degradation. Proving that timber used in musical instruments is legally and sustainably sourced should be as important to the company making and selling the instruments as the customers buying them.

The companies surveyed in this sector are primarily smaller ones. The retailers are selling specific products from specific manufacturers, some of which we also assessed in this review. Smaller companies face significant challenges in influencing their suppliers and customers. There is a key role for trade organisations to help support and change behaviour. These higher-level organisations can help to influence the whole sector, lead coordinated engagement with supply chains and customers, and give individual companies information and support to make more sustainable choices.

Poor performers and EUTR

Musical instrument companies, publishers, greetings card retailers and furniture companies dominate the lower end of the scoring table. As previously mentioned, many of the products these sectors trade in are not currently covered by the EUTR.

The EUTR focuses on the legality of timber rather than its sustainability, and only requires evidence of due diligence to demonstrate legal purchasing. However, the requirement for compliance and due diligence has an impact throughout the supply chain and sends a clear message regarding legality. If the EUTR were improved, and loopholes tightened, we could see an increase in the use and understanding of legal timber, and more companies taking steps toward sourcing sustainable timber.

There is further information on the EUTR in the appendix of this report.

51%
OF TIMBER
PRODUCTS REACHING
OUR MARKET ARE
OUTSIDE THE SCOPE
OF THE EUTR

Poor performers and the risk of greenwashing

The companies in the lower-performing categories can be roughly split into two. A significant number of companies made no mention of timber purchasing on their website and failed to reply to WWF correspondence regarding draft scores. Others appear to be aware that they should be doing something about timber sustainability but don't address this in meaningful ways. At best this can be seen as the result of lacking capacity and/or being poorly informed, but at worst it is misleading "greenwash" that creates an impression that environmental (and social) issues are being addressed. Examples include:

- Companies claiming to be concerned about sustainability but using caveats such as "we will endeavour to..." or "where possible..." – which leaves the customer uncertain whether the product they wish to purchase is a sustainable or ethical choice.
- Companies offering to plant trees in Europe while harvesting tropical timber in Africa or Southeast Asia. This has little relevance to the issue of illegal or unsustainable logging in tropical forests, and does not address the possible social and environmental impacts of the companies' sourcing.
- Companies using phrases like "ethically sourced" or "environmentally friendly" with no explanation as to what these actually mean.

Defra's Green Claims Code provides guidance on how to communicate sustainability in a precise and verifiable manner, which is related to the context of the issue. WWF's GFTN programme recommends that companies follow this guidance when communicating to customers about their timber sourcing policies, reporting performance, and making any statements or claims about their actions or products.

Company reporting and information accessibility

In addition to reviewing the main webpages, we looked at many CSR reports. These are more common for the larger companies and can detail a wide range of sustainability information, for example on sustainable procurement, greenhouse-gas calculations and local community engagement.

Interestingly, the better performers across all sectors focus their attention on a wide portfolio, including other sustainability issues such as child labour, carbon, water and energy use. While it is difficult to generalise too much in the confines of this survey, the best-performing companies appear to perceive sustainable timber as "yesterday's problem": they have secured stable supplies of certified and/or recycled material, they have chain of custody systems in place, and they are annually reporting on their performance.

Timber and other forest products failed to feature in many CSR reports. We thought this could be for two reasons:

- Companies feel the issue has already been addressed, either through certification and/or the EUTR – these companies scored well on policy controls in timber purchasing and may have moved their attention elsewhere.
- Companies feel that timber sustainability issues are not a high priority for consumers.

Throughout the survey, it was difficult to identify clear information on company websites relating to timber purchasing policies and sustainability performance. Companies have a lot to communicate on their websites, and most apparently believe their customers are not particularly interested in timber sustainability issues. Even companies that sell high proportions of certified timber do not use the certification logos prominently on individual products. It would seem that some companies view certification as a risk mitigation tool – they may have limited understanding of its wider potential value, and fail to see it offering much differentiation in the marketplace.

A great deal of the data and information required for this research was difficult to find on websites, or was buried deep within online CSR reports. In simple terms, the further this information is away from the front page of the website, the lower its likely priority for that company. If companies perceived that this information drove customer choice then it would likely be much more easily accessible. This low accessibility may also reflect how rarely consumers search for or ask to see this information.

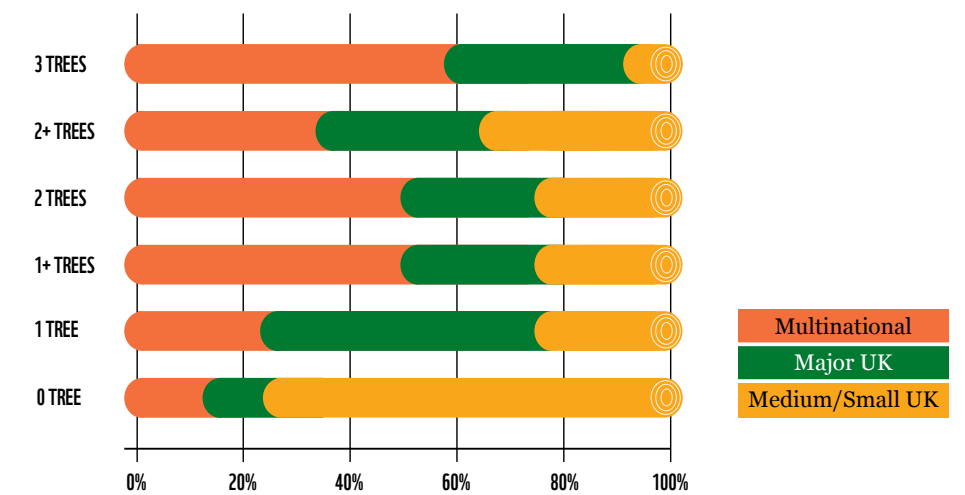
Challenges of publishing performance

Some companies may perceive publishing their procurement performance to be a risk, in that it could attract negative publicity. Both large and small companies that are aware of the issues in sourcing sustainable timber products worry that inclusion of even a small percentage of rare or endangered timber can have a significant and disproportionate impact on their reputation. Companies sourcing a high proportion of FSC-certified timber may still risk criticism for the percentages of timber products as yet unaddressed, which might still contain unsustainably harvested tropical species.

Others recognise the value of transparent reporting despite this possible risk. For example, IKEA has a wide range of policies, commitments and targets for sourcing sustainable timber, but is transparent that currently only 41% of its timber is FSC certified. The remaining 59% undergoes audit and assessment to demonstrate compliance with the company's stated minimum forestry requirements. IKEA is evidently confident in publishing and sharing this information, and has a clear roadmap to improve its performance, including working with producers to build sustainable supply in key sourcing areas, particularly in Eastern Europe.

There is need for balance between supporting and encouraging companies that, while they still have improvements to make, are progressing on their sustainability journey, and criticising the poorest performers who continue to source uncertified and unsustainable material. Differentiating between the two, however, is near impossible in the absence of information on commitments and performance.

Influence of company size on performance



One pattern that emerged is that there is a clear differential in performance when considering company size. Nearly all the top-performing companies are multinational, while the 0 trees category is dominated by small and medium-sized companies. As we've mentioned earlier, there could be a number of reasons for this. Nevertheless, our results did include smaller companies scoring 3 trees, showing they can make responsible timber sourcing part of their business proposition.

Large companies have the financial and human resources to update policies and to monitor their own performance – and, equally important, to effectively communicate this information. These companies appear more conscious of their brand value, and wary of criticism from the public and NGOs which might damage that brand value. They are also conscious that they need to improve their performance to maintain their market share. UK government procurement requirements may also have had an impact in some sectors. Trade organisations such as the Professional Publishers Association, UK Contractors Group and Timber Trade Federation have also developed and promoted sustainability initiatives, with some of the larger companies being early adopters.

Smaller companies are less likely to have a commercial need for publicly available timber purchasing policies. It is also possible that, while they may hire specialists to assist with compliance and chain of custody, they are unlikely to have the human resources to communicate the actions they are taking, and their resulting performance, on their websites. If they are selling specialist products to a largely consumer-facing market, there is likely to be less direct demand and pressure for them to improve their performance, and they are less likely to be targeted by campaigning NGOs.

Despite the challenges they may face, there is nothing to prevent smaller companies from taking responsibility and showing they are sustainable to their customers – or at the other end of the spectrum, to prevent large companies from doing nothing. Not even the threat of enforcement of a law to tackle the flow of illegal timber onto the market will be enough if a business hopes simply to evade taking responsibility and avoiding detection.



CHAPTER 5
CONCLUSION

CONCLUSION

There is a growing expectation that companies should operate in a way that is sustainable and in the long-term interests of wider society. Unsustainable sourcing of forest products presents significant regulatory and reputational risks, as well as an operational risk to companies that depend on forest resources.

The companies leading on sustainability have moved a long way from seeing sustainability as being part of their CSR commitments or even part of their brand management. They see it as core to their business, and a key element in reducing waste and improving efficiency.

The better-performing companies in this review view sustainable timber in the same way. They want:

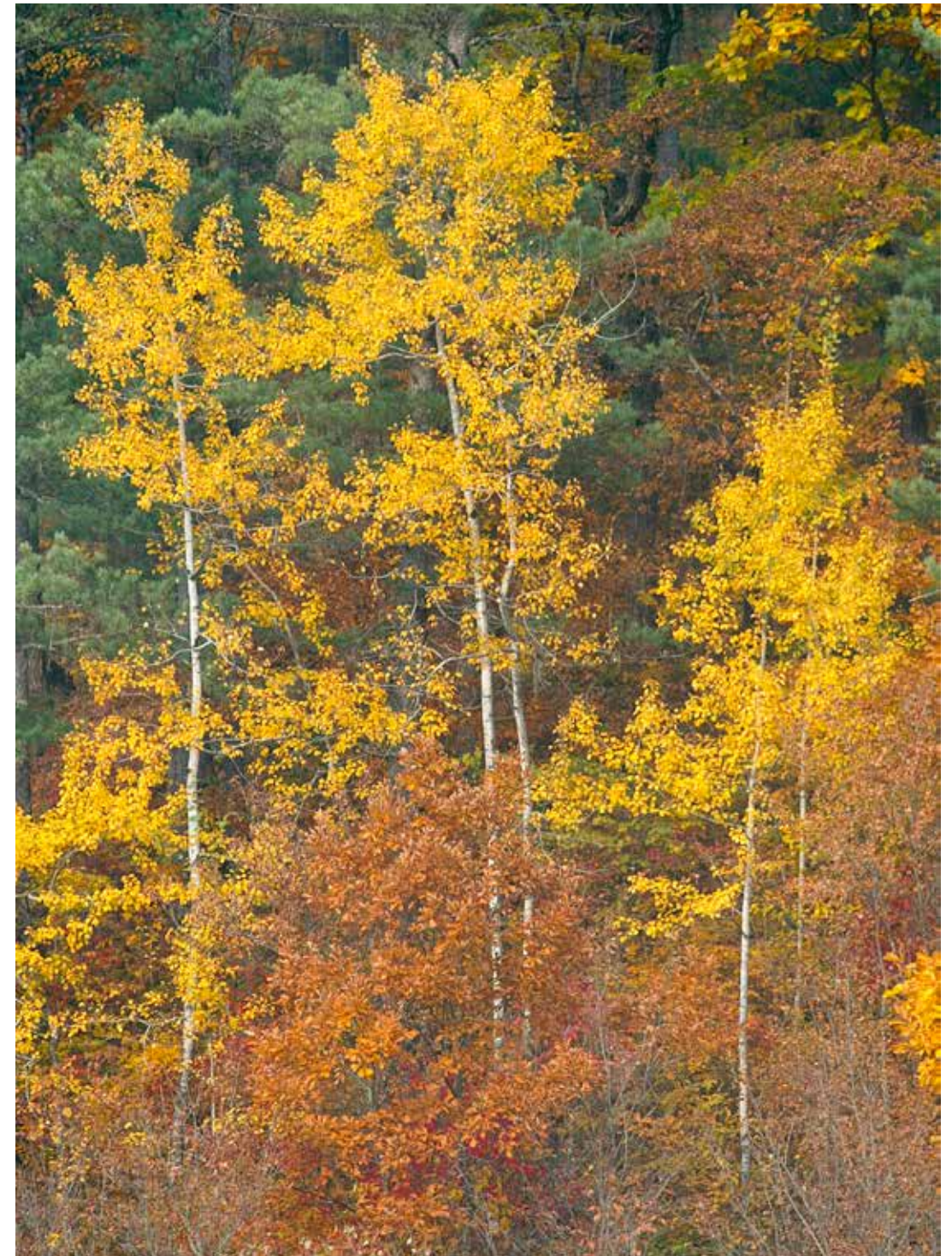
- resilient and robust supply chains
- long-term dependability
- stability in the availability of their key raw materials
- control over brand risk
- recognition from customers and other stakeholders for investing in doing the right thing.

The better-performing companies have often also formed alliances with NGOs, including WWF. They are working together to improve purchasing decisions and delivery of results.

This scorecard is the first of three between now and 2020, which will measure and record the progress of companies towards a more sustainable future, without illegal and unsustainable timber in their supply chains. WWF is offering to work with these companies to help them improve their procurement and their reporting.

It would be surprising and shocking to find a breakfast cereal manufacturer that did not know or care where its grain came from, or a chocolate company with no interest in the source of its cocoa. However, many companies we approached in this exercise appear unconcerned with the primary source of their raw material and its sustainability. They should be concerned – not just because of the impact of unsustainable timber harvesting on the wider environment, or even the increasing legislative requirements, but primarily because this key input into their business is not being managed.

The companies that scored highest in this review do not perceive certified timber as a “nice to have”, but rather as evidence that they are managing their supply chain and understand its long-term security for their own business benefit. It is time for the public, for shareholders and for investors to question the long-term stability of a company that doesn’t source sustainable timber or timber products.





CHAPTER 6
RECOMMENDATIONS

RECOMMENDATIONS TO IMPROVE ACTION

It is in everyone's interest to understand and secure the long-term availability and sustainability of key raw materials.



Recommendations for companies

Failure to secure a sustainable timber supply could risk placing businesses in an unsound long-term position as resource availability changes in a dynamic global market. Companies need to ask and to understand where their timber and timber products come from – not simply where the product is manufactured, but where the timber was originally harvested.

The EUTR may have increased awareness of timber legality and in some instances also of timber sustainability, but this is by no means comprehensive. Some companies may rely solely on EUTR to demonstrate legality, and perhaps incorrectly assume this also ensures sustainability. More work needs to be done to understand the issues and how business in the UK can support sustainability for forests worldwide.

To ensure that companies are not contributing to deforestation through their purchasing of timber and timber products, we recommend that they:

- Publish on their website a clear purchasing policy that prevents illegal timber from entering their supply chain and requires sustainable timber and timber-product purchasing.
- Systematically verify that their products are at a minimum legal, but progressively come from sustainably managed forest sources – prioritise products that are already certified as coming from well-managed forests. Insist that their suppliers do the same.
- Commit to sourcing targets – for example, that over 70% of timber or timber products purchased are from credibly certified or recycled sources by a set deadline.
- Report on targets in their policy in a clear, simple and transparent manner, for example in annual reports, being honest about the challenges ahead, progress against these targets, and their willingness to progressively tackle them.
- Work with organisations like WWF, and other businesses that have made commitments to responsible procurement, to understand the issues and overcome obstacles to responsible forest trade.
- Fully embed a new business culture based on promoting sustainability and its importance – but avoid greenwash or misleading statements.
- Raise awareness of timber sustainability issues with customers to enable them to positively reinforce company investments in sustainability with their own purchasing actions.
- Acknowledge and investigate how their business may depend on the change to a more sustainable future for forests.



WWF is asking the UK government to establish incentives and mechanisms to enable the transition to a market in sustainable timber and timber products by 2020.



WWF is encouraging companies to sign up to its Forest Campaign to pledge to buy from legal and sustainable sources and play an active part in supporting its work to help protect the world's forests. All the companies assessed in this report are welcome to get involved, where they haven't already done so.

wwf.org.uk/forestcampaign

Recommendations for government and regulators

The current scope of the EUTR isn't comprehensive enough to stop illegal timber from being placed on the UK market. This means that if companies are unable or unwilling to provide information about their supply chains and products, their customers are still at risk of unwittingly buying products that have come from illegally logged sources.

This year, the EUTR is being reviewed. The European Commission should recommend that the scope of the regulation be expanded so that all wood-based products are covered. Alongside measures to ensure the regulation is being properly implemented and enforced in all 28 member states, this will ensure the EUTR fulfils its objective of preventing products made of illegally sourced timber being sold on the EU market.

WWF is also asking the UK government to establish incentives and mechanisms to enable the transition to a market in sustainable timber and timber products by 2020. A wide range of national governments and international organisations have made commitments to zero net deforestation by 2020. This requires concerted and urgent action to develop market-based tools and incentives that reach a wider business community than those voluntarily taking action at present, and lead to quicker progress to sustainable sourcing across the board.

Recommendations for consumers

Everyone can play a role in protecting the world's forests by only purchasing products that are from responsible sources. Individual consumers can:

- Support companies that are publicly committed to improving the sustainability of their timber purchasing and reporting their progress.
- Look for certification logos and trademarks, like FSC or recycled, on products.
- Ask companies where the timber in their products has come from.

If it's not clear where a product is from, or whether it's from a legal and sustainable source, ask the company for details, either in store or via customer services.

APPENDIX: FURTHER INFORMATION

What is the European Union Timber Regulation (EUTR)?

Up until the introduction of Regulation (EU) No 995/2010 – better known as EUTR – in 2010, there was no specific legislation in the EU to prohibit the trade in illegal timber or to make organisations ensure that the timber they traded originated from legal sources.

The EUTR, which came into full effect in March 2013, grew out of the EU Action Plan on Forest Law Enforcement, Governance and Trade (FLEGT), first adopted in 2003. The Action Plan recognised the important role of the EU as a large consumer of timber products. It set out actions to prevent the import of illegal timber products into the EU, and to encourage demand for timber from responsible sources.

By developing the EUTR, the EU has created a regulatory approach that aims to stop the trade of illegally harvested timber or wood products on the EU market, to help reduce the impact of the EU on deforestation and forest degradation, and to support legal forest practices.

The legislation aims to prohibit the import and use of illegally harvested timber and timber products in EU countries. It makes it a crime to place illegal timber on EU markets. All organisations affected by the EUTR have to adopt practices to ensure that they trade and supply legal timber, as a minimum.

The EUTR requires the first person to place timber or timber products on the EU market (known as the operator) to exercise due diligence (using a risk-based approach) to ensure that the risk of such products being illegal is minimised. In addition, those trading in timber and timber products are required to keep specific information to enable such products to be traced for up to five years.

The focus of EUTR is on the legality of timber rather than its sustainability. The EUTR, in simple terms, only requires evidence of due diligence to demonstrate legal purchasing, not sustainability. However, this requirement for compliance has an impact throughout the supply chain and sends a clear message regarding legality. If the EUTR were improved, and loopholes tightened, there could be an increase in the use and understanding of legal timber, which would be likely to result in more sustainable timber.

The EUTR covers a wide range of timber and wood products, as listed in its annex using EU customs code labelling. It applies to timber products whether they were harvested in the EU or outside, as long as they are covered in the annex listing. A 2014 report by NewLeaf for WWF-UK, *In or Out? Can the European Union's Timber Regulation keep out illegal timber?* demonstrates that the EUTR's current scope is not comprehensive enough to be effective in prohibiting illegal timber from being placed on the EU market. The research identified 934 CN headings and sub-headings that contained wood and wood-based products. Of these, only 47% are “in scope”, and 2% are exempt from the EUTR. As the EUTR currently stands, 51% of the wood-based CN codes identified in this report are currently out of the scope of the regulation.

The most materially significant “out of scope” codes include an assortment of products such as seating, printed materials, charcoal and musical instruments, as well as less obvious items such as fireworks and cellulose and its chemical derivatives.

EU member states are responsible for overseeing and applying the law – which means that all 28 EU countries must take active steps, and designate appropriate resources, to do so. For the EUTR to work in practice it needs the active participation of industry, government and civil society stakeholders, as well as even implementation across the EU.

This year (2015) the EUTR is being reviewed. WWF is advocating that the European Commission should recommend that the scope of the regulation be expanded so that all wood-based products are covered. Alongside measures to ensure that the regulation is being properly implemented and enforced in all 28 member states, this will ensure that it fulfils its objective to prevent products made of illegally sourced timber being sold on the EU market.

What is forest certification?

Forest certification is widely seen as the most important initiative of the last two decades to promote better forest management. Responsible forest management is a key component of WWF's vision for a future in which people live in harmony with nature. Well-managed forests can provide renewable raw materials that are vital for our society and economy, while continuing to provide forest-dependent people with shelter, fuel, medicine and other services, conserving essential habitats for plants and animals, and offering a safeguard against climate change.

Forest certification schemes were launched in the early 1990s to help protect forests from destructive logging practices by promoting sustainable forest management.

The process involves an independent party issuing a certificate which verifies that an area of forest is managed to defined environmental and social standards and in compliance with relevant laws.

Certification schemes with chain of custody requirements oblige certificate holders who want to sell timber products as certified to track all of their logs from certified forests. All entities that handle timber along the supply chain are required to ensure that certified timber and timber products are segregated from non-certified sources.

Forest certification is an important mechanism for improving and monitoring forest management, and for tracing and labelling timber, timber products and non-timber forest products. The quality of forest management is assessed against a series of agreed standards by independent, experienced auditors – a process which is also subject to governance and criteria to ensure reliable and robust outcomes. Credible forest certification covers much more than just logging practices: it also accounts for the social and economic well-being of workers and local communities, transparency and inclusiveness in decision-making, and impacts on the forest and its biodiversity – especially where this is recognised as having high conservation value.

WWF understands the threats facing forests today. But trying to prohibit the use of forest resources isn't a viable solution. Responsible forest management is an important solution and a credible system of certification can ensure the sustainable management of these vital resources. However, certification is not a universal remedy against the world's forest crises – it cannot replace scientifically sound regulations and legislation.

Today there is a plethora of forest certification systems. Certification will only ensure responsible forest management if the system has comprehensive management standards, rigorous control mechanisms and broad involvement of economic, environmental and social stakeholders. WWF considers the Forest Stewardship Council (FSC) to be the best certification system to ensure environmentally responsible, socially beneficial and economically viable management of forests at present and therefore recommends the FSC system to consumers, forest managers, policymakers and businesses.

For more information on WWF's policy position on forest certification schemes, which was used in the assessment of company performance in this scorecard, please go to: wwf.panda.org/what_we_do/how_we_work/businesses/transforming_markets/news/?246871/WWF-Forest-Certification-Assessment-Tool-CAT

What is FSC?

In 1990, a group of timber users, traders and representatives of environmental and human rights organisations met to respond to concerns over deforestation, environmental degradation and social exclusion. It was from this multi-stakeholder beginning that FSC was born.

FSC is a global, not-for-profit organisation dedicated to the promotion of responsible forest management worldwide. Its vision is that the world's forests meet the social, ecological and economic rights and needs of the present generation without compromising those of future generations.

FSC's mission is to promote environmentally appropriate, socially beneficial and economically viable management of the world's forests. This mission is implemented through a global strategy with five goals:

1. Advancing globally responsible forest management.
2. Ensuring equitable access to the benefits of FSC systems.
3. Ensuring integrity, credibility and transparency in the FSC system.
4. Creating business value for products from FSC certified forests.
5. Strengthening global networks deliver on goals 1 to 4.

FSC delivers these goals through activities which are managed and developed through six programme areas: forests, chain of custody, social policy, monitoring and evaluation, quality assurance, and ecosystem services.

What is PEFC?

PEFC is the world's largest forest certification system. It is an international non-profit non-governmental organisation dedicated to promoting sustainable forest management through independent third-party certification. Its standards seek to transform the way forests are managed globally – and locally – to ensure that everyone can enjoy the environmental, social and economic benefits that forests offer. PEFC is primarily industry led.

PEFC works throughout the entire forest supply chain to promote good practice in the forest and to ensure that timber and non-timber forest products are produced with respect for the highest ecological, social and ethical standards.

PEFC was founded in 1999 in response to the specific requirements of small family forest owners. It works by endorsing national forest certification systems developed collaboratively by all interested stakeholders and has recognised certification systems in 36 countries.

How can companies get further guidance on timber sourcing and EUTR compliance?

WWF, GFTN and the British Standards Institute worked together to produce *PAS 2021 – Exercising due diligence in establishing the legal origin of timber and timber products – Guide to Regulation (EU) No 995/2010*. This was developed to help the timber industry meet the EUTR.

Developed by consensus and through a steering group of industry experts, PAS 2021 aims to:

- help organisations identify if they are affected by the EUTR and their obligations
- help organisations develop and implement a due diligence system to minimise the risk of illegal timber in supply chains
- describe good practices for responsible trade in timber and timber products that go beyond the minimum requirements of the EUTR.

PAS 2021 is relevant to any organisation that places timber or timber products (including materials made from pulp and paper) on the EU market, or any organisation that sells and buys such products already available on the EU market. It also contains links to additional resources. It is free to download from the BSI website: shop.bsigroup.com/pas2021

Why are timber recycling and recovered fibre important?

Recycling wood and paper reduces the amount of timber that needs to be sourced from forests. Nearly all types of solid timber can be reused if recovered and separated from waste. Timber can be recycled from buildings and used again in products such as furniture and flooring. Smaller less valuable wood scraps can be collected and used to make particleboard and other composite products. In the UK more than half the wood previously sent to landfill is now recycled.

Paper can be recycled and reused several times, thus reducing the volume of virgin wood fibre needed to produce paper products. The proportion of virgin wood fibre that needs to be added with each recycling stage depends on the product quality requirements: for example, virgin wood fibres tend to be stronger than those that have been recycled several times. Using recycled fibre can reduce the energy requirements and overall environmental footprint of producing a particular product; it also reduces the volume of material sent to landfill.

APPENDIX: FURTHER INFORMATION

What is WWF doing on forest product issues?

In 2011, as part of the International Year of Forests, WWF launched its *Living Forests Report*. A series of chapters examine the drivers of deforestation and the opportunities to shift to a new model of sustainable forestry, farming and consumption.

- Chapter 1 – *Forests for a Living Planet* examines the status of forests, future trends, and scenarios that will enable or prevent zero net deforestation and degradation between now and 2050.
- Chapter 2 – *Forests and Energy* examines the safeguards needed to ensure expanding use of bioenergy helps to provide energy security, rural development and greenhouse gas reductions without destroying valuable ecosystems or undermining food and water security.
- Chapter 3 – *Forests and Climate – REDD+ at a Crossroads* highlights REDD+ as a unique opportunity to cut emissions from forests in time to prevent runaway climate change, but only if investments are made now.
- Chapter 4 – *Forests and Wood Products* explores how we can meet future demand for wood products within the finite resources of one planet.
- Chapter 5 – *Saving forests at risk* identifies where most deforestation is likely between 2010 and 2030: these are the *deforestation fronts* where efforts to halt deforestation must be concentrated. The chapter also provides compelling examples of solutions for reversing the projected trends in these deforestation fronts.

These documents can be downloaded at:

wwf.org.uk/what_we_do/forests/forest_publications

Working with companies

WWF has three key platforms for engaging the forest products industry in the uptake of responsible practices:

WWF Global Forest and Trade Network (GFTN)

GFTN is the world's longest-running and largest forest and trade programme, involving 186 companies ranging from small operations supplying local markets to large, fully integrated multinational companies in over 30 timber-producing and consuming countries. Companies participating in GFTN commit to responsible purchasing of forest products or to achieve credible certification in the forests they manage. Participation is based upon annual performance towards long-term targets. Participants have been a key force in generating market demand for legal and certified products and achieving certification in some of the world's most valuable and threatened forests. gftn.panda.org

New Generation Plantations (NGP) platform

The NGP platform brings companies and governments together with WWF to develop and promote better plantation management. The NGP concept describes an ideal form of plantation that:

- maintains ecosystem integrity – including biological, carbon, nutrient and water cycles
- protects and enhances high conservation values – biodiversity, ecosystem services and social and cultural values
- is developed through effective stakeholder involvement – local communities, governments and NGOs
- contributes to inclusive economic development – creating jobs and helping businesses and economies

www.newgenerationplantations.org

Paper sector transparency tools

WWF has created a range of tools to reduce the ecological footprint of paper:

- Best measures for a **paper-efficient office**.
- A guide explaining the potential **environmental costs of paper** and how to minimise these, including practical tips for buyers and producers.
- **Check Your Paper** – a tool to raise awareness and easily evaluate the forest, climate and water footprint of pulp and paper products. It helps users assess how environmentally friendly their pulp and paper is. It also provides a choice of pulp and paper products with high environmental standards for an environmentally aware market segment.
- An **environmental paper company index** – this looks at the environmental aspects of a company's policies and targets, as well as the environmental performance of the overall production of newspaper, graphic paper, packaging, tissue or pulp.

wwf.panda.org/how_you_can_help/live_green/fsc/save_paper/paper_toolbox

What does zero net deforestation and degradation (ZNDD) mean?

WWF advocates *ZNDD by 2020* as a target that reflects the scale and urgency with which threats to the world's forests and climate need to be tackled. Achieving ZNDD will stem the depletion of forest-based biodiversity and ecosystem services, and associated greenhouse-gas emissions. It addresses many targets of the Millennium Development Goals, Convention on Biological Diversity and UN Framework Convention on Climate Change.

ZNDD provides some flexibility – it is not quite the same as “zero deforestation”, which means no forest clearing anywhere. Rather, it leaves room for change in the configuration of the land-use mosaic provided the net quantity, quality and carbon density of forests is maintained or improved: for example, it could allow local communities to clear some forest for agriculture, which could be offset by restoring forest in an important wildlife corridor.

In advocating ZNDD, WWF stresses that most natural forest should be retained – the annual rate of loss of natural or semi-natural forests should be reduced to zero; and any gross loss or degradation of pristine natural forests would need to be offset by an equivalent area of socially and environmentally sound forest restoration.

Timber in numbers

2015

in 2015 the EU Timber Regulation is being reviewed – WWF is working across Europe to bring about positive changes to exclude illegal timber from the EU market

40

so far 40 businesses and one industry association have made a pledge through WWF's Forest Campaign to buy their timber from legal and sustainable sources



US \$10 BILLION

the amount that developing countries are estimated to lose per year from illegal logging on public lands alone

170 MILLION

Up to 170 Million Hectares of forest could be destroyed by 2030, according to our Living Forests report analysis of global deforestation



Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

wwf.org.uk

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