

Sustainable Forest Products Global Alliance

Making Markets Work For Forests and People

GLOBAL FOREST & TRADE NETWORK metaFore USAID

Sustainable Forest Products Global Alliance

A Global Development Alliance
Sustainable Forest Products
Global Alliance

Presented to
USAID Extended Forest Team Meeting
October 5, 2005

WWF Bruce Cabarle Metafore David Ford

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Who is the Sustainable Forest Products Global Alliance?

Founding partners: USAID, Metafore, WWF (2002)
Participating partners: USFS International Programs, NGOs, corporations, development agencies, more

“Encourage the responsible management of forest resources, reduce illegal logging, and improve the well-being of local communities.”

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Expected achievements:

- Enhanced demand for legally produced products from well-managed forests
- Increased supply of products legally produced from well-managed forests
- More efficient trade of legal forest products from well-managed forests

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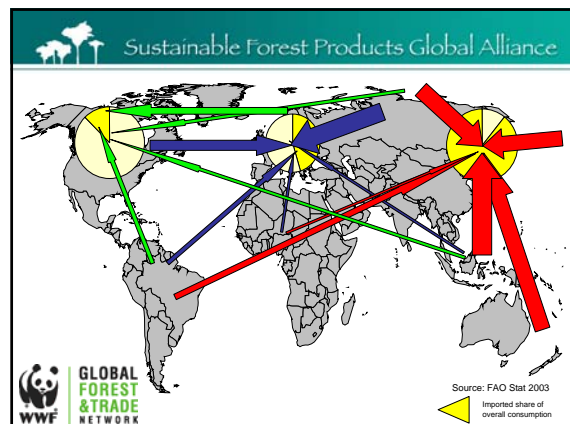
Highlights:

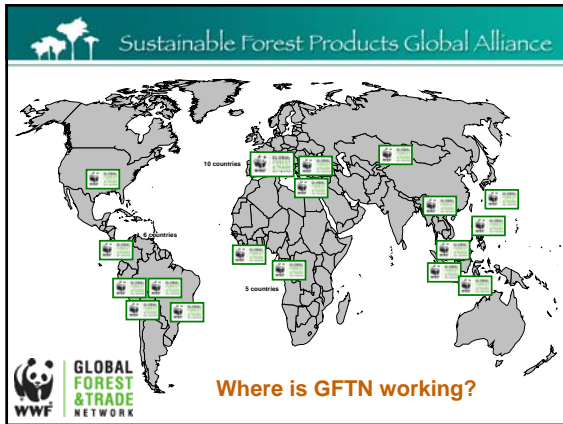
WWF. GFTN participation at 404 companies managing 13 million ha. committed to credible certification. New WWF/World Bank Alliance target includes stepwise approach. EC grant of \$3.5 million.

Metafore. Reached key audiences with *In Focus, Responsible Wood and Paper Purchasing: Fortune 100, Global Wood Advisor, seminars.* Added EPAT early adopters. Enhanced Forest Certification Resource Center. Case studies.

In addition to USAID's investment of \$7.5 million, WWF and Metafore have leveraged direct and indirect contributions of \$27.8 million, representing more than a 3:1 leverage ratio.

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Where is GFTN working?

	# of Companies	Hectares Managed	Volume Traded (m3)
Western Europe	275		
<i>10 countries</i>			
Brazil (FOE trade)	48		
(forest)	8	889,443	30,600
Carpathians	6	4,000	140,000
<i>Romania, Bulgaria</i>			
Central Africa	6	872,000	305,000
<i>Cameroon, DRC, Gabon</i>			
China (forest)	5	425,358	80,000
(trade)	10		
Ghana (FOE)	6	268,981	180,000

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Where is GFTN working?

	# of Companies	Hectares Managed	Volume Traded (m3)
Indonesia	2	7,250	
Japan	30		
MesoAmerica/Carib. (forest)	9	52,045	
(trade)	2		
<i>Belize, Costa Rica, Guatemala, Guyana, Honduras, Nicaragua</i>			
Malaysia	5	118,665	2,500
North America	2		
Peru			
Russia	20	12,654,668	24,826,705



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Advice to the financial sector

JPMorgan Chase

WACHOVIA

WELLS FARGO

CITIGROUP

Bank of America Higher Standards

Goldman Sachs

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GLOBAL FOREST & TRADE NETWORK **Recent Recognition**

WWF
DOW JONES
Environmental Investors Network
FT FINANCIAL TIMES .com
The Standard
Timber Trades Journal

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metaFore The Paper Working Group

Bank of America Higher Standards
McDonald's I'm lovin' it
STAPLES
Cenvor Vision Delivered
metaFore
Starbucks
FedEx Kinko's Office and Print Services
Nike
Time Inc.
Norm Thompson escape from the ordinary
TOYOTA

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metaFore Environmental Paper Assessment Tool: Early Adopters

FedEx
QuadGraphics
The Hearst Corporation
Office DEPOT Taking Care of Business
JCPenney
L.L.Bean
RR DONNELLEY

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JAGWOOD
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El mercado de EE.UU. para productos secundarios de madera tropical

**Releasing information in LAC:
The US market for secondary tropical wood products**

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Tools

- Seminars
- Interviewing with suppliers
- Meetings with in-country staff (MI)
- Visits to mills
- Interaction with the media
- Articles based on research 2004

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Mexico, Belize, Honduras, Venezuela, Guyana, Suriname, French Guiana, Colombia, Ecuador, Peru, Brazil, Paraguay, Uruguay, Chile, Argentina

18 seminars
9 countries

metaFore © 1800-Countries.com

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Some achievements

- 800 companies reached directly
- 10,000 members of supply chain reached
- 5,000 pictures
- New contacts in the region
- Overview on suppliers capabilities
- Policy work accomplished (sustainability)
- Strategies developed to build networks in LAC
- Market perspective on certification established

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FOREST LEADERSHIP FORUM 2006

Moving from Dialogue to Action
 May 3-6, 2006
 Portland, Oregon
www.forestleadershipforum.org

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Lessons learned, challenges overcome

- companies are seeking long-term solutions, takes time for comprehensive SFPGA approach to gestate
- financial sector has been an area of progress
- SFPGA contributes to healthy trade climate, level playing field
- private sector is gaining better understanding of international business climate

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 **USAID**
FROM THE AMERICAN PEOPLE