



**GLOBAL  
FOREST  
& TRADE  
NETWORK**

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The Global Forest & Trade Network (GFTN) mission is to transform the global marketplace into a force for saving the world's valuable and threatened forests, while providing economic and social benefits for the businesses and people that depend on them.

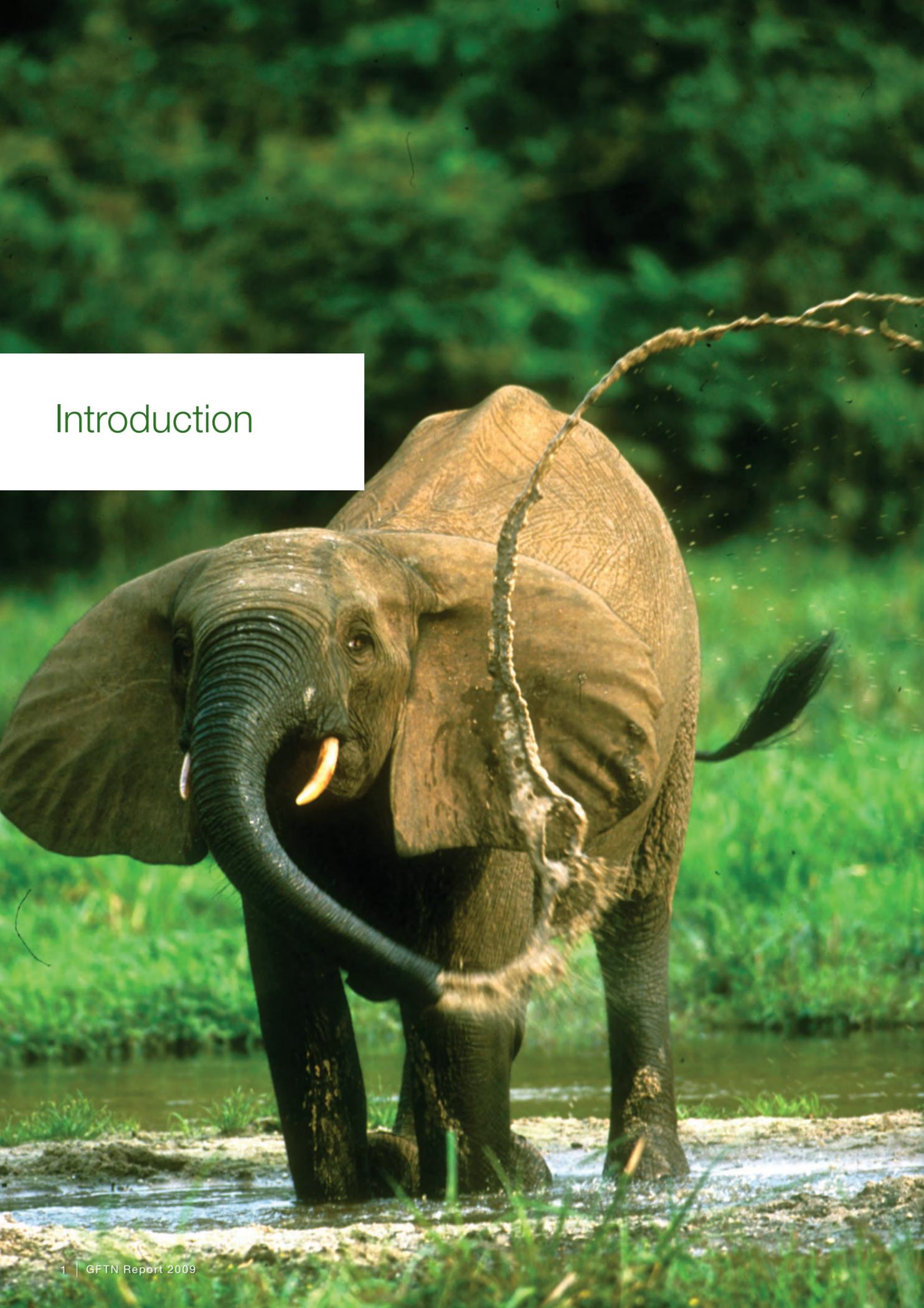
This GFTN Report 2009 has been produced to reflect upon the considerable achievements in responsible forestry and trade that were attained during this business year (July 2008 – June 2009).

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# Introduction



As we reflect upon 2009, the Global Forest & Trade Network (GFTN) looks back on both the significant challenges and remarkable achievements that have marked this year and the considerable opportunities that lie ahead in 2010. As the programme reaches the mid-point of our current, four year business plan, it is essential evaluate the progress achieved this year and the work still to be done reach our targets set for 2011.

The Network has realized significant progress this year, strengthening our ability to protect the planet's valuable and threatened forests. The past twelve months have seen the GFTN expands its reach and influence—with new programmes launched in Iberia and India and re-launched in France, adding to our capacity to serve GFTN Participants.

It is through the profound commitment of these participating companies—from those who have been in the programme for a few years to those who have joined recently, such as leading retailers like Walmart and Williams Sonoma, Inc. in the US and Power Dekor in China, that the GFTN is able to drive substantive and positive change in the global forest products industry. Trading by GFTN Participants now represents over 16 per cent of forest products bought or sold internationally each year, with combined annual sales of US\$64 billion.

## Mid-Point Review

**Absolute volume of credibly certified products trade doubles to 200 million cubic metres**



*Almost Half Way to Target*

**Share of value of global forest products traded by GFTN Participants doubles to 25 per cent**



*Almost Two-Thirds to Target*

**Area of forests managed by GFTN Participants increases by 100 per cent to 50 million hectares**



*More Than Half Way to Target*

**Area of credibly certified forests managed by GFTN Participants increases to 30 million hectares**



*More Than Two-Thirds to Target*

We have also experienced substantial momentum in advancing responsible forest management as significant increases in credible certification were realized over the last year—with considerable milestones achieved on the ground in the Congo Basin with Participants certifying over two million hectares and also in China, where participants now manage over one million certified hectares. GFTN Participants now manage over 28.4 million ha of productive forests through our pioneering stepwise approach to responsible forest management, achieving credible certification for 20.9 ha of forests—representing over half of the total FSC-certified forests in countries where GFTN operates.

As the GFTN engaged with companies across the globe in 2009, we also worked with them to ensure that high conservation values within these forests are properly addressed. In Central Africa, the GFTN has been instrumental in helping to preserve vital forest elephant habitats by conducting environmental impact and biodiversity assessments and developing robust forest management plans that ensure the future of this threatened species. In the same way, the GFTN has been working in Malaysia to ensure that similar considerations are addressed in participant's concessions that are home to critical orang-utan habitats.

Through our innovative stepwise approach, the GFTN is enabling trade relationship between these responsible producers on the ground and other

GFTN Participants to grow, resulting in market links that have yielded approximately US\$89 million in trade relationships. By linking companies committed to achieving and supporting responsible forestry, GFTN is working to promote responsible trade, which is sustaining local economies even in a tough economic climate. Currently, GFTN's 332 participating companies, manufacturers and retailers employ 2.9 million people, supporting the economic development of their surrounding communities.

Just as the Network has worked to drive improvements in responsible forest and trade, our team has also been involved in measures to combat illegal logging by working to improve governance in producer countries and promoting regulations to prohibit illegal trade in consumer countries. The GFTN has been instrumental this year in providing critical input to international legislation aimed at curbing illegal logging, including the development of a bilateral trade agreement between the European Union and Ghana for legally licensed timber.

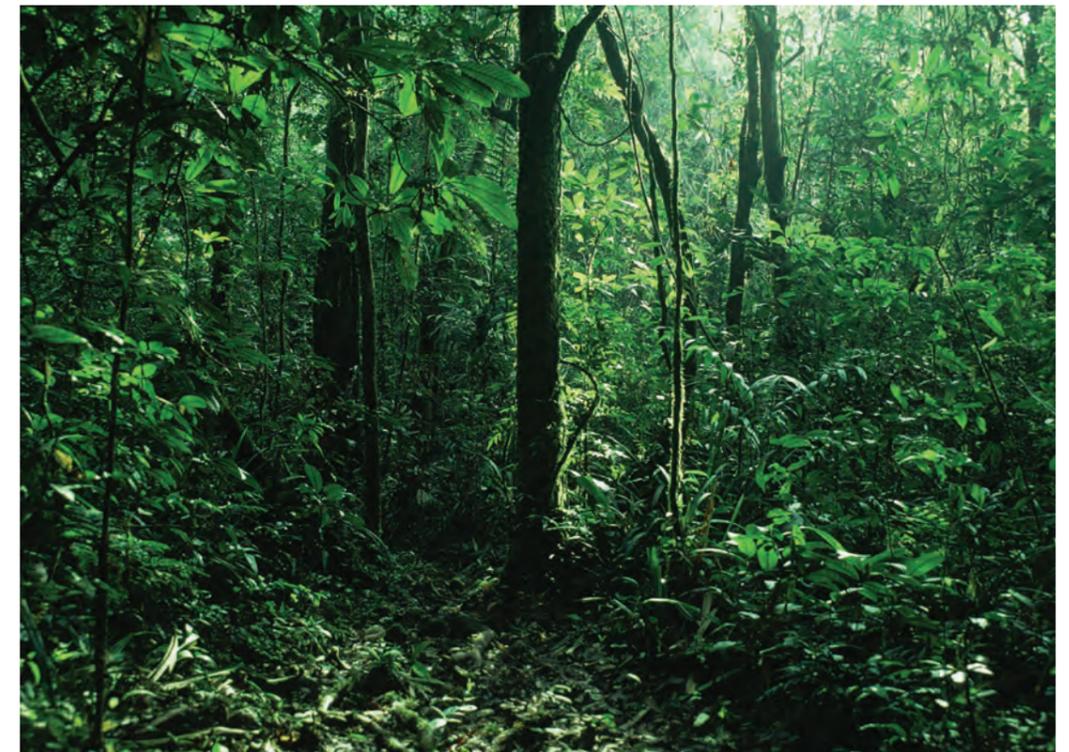
In addition to the successes realized this year, the GFTN also had to overcome challenges in order to deliver on the programme's vision and goals. To operate as a truly global programme, we had to ensure that Participants across the Network are realigned to GFTN's new Participation Rules, so that a global standard can be achieved and recognized across the world. As a result, the

GFTN worked with Participants to enhance data tracking throughout their supply chains, striving to increase transparency through improved reporting and refining our engagement process with these committed companies.

Similarly, we recognized that in order to reach our targets set for 2011, we needed to continue to strengthen our internal collaboration across the Network to identify and recruit strategic companies who can play an integral role in shifting industry practice towards responsible forestry and trade. And last of all, we realized that for responsibility and trade to truly thrive, capacity building is needed to raise up local communities of technical experts and

auditors to carry responsible forest management forward. With better alignment and a focus on creating enabling conditions to build local capacity, the programme is well positioned to deliver results as we build upon the momentum realized this year.

This annual report highlights our development this past year, providing a look into the critical work areas that continue to drive the programme towards reaching our goals. As we embark on the next year, we wish to thank all the GFTN Participants, stakeholders and staff who have been instrumental in helping us achieve the progress realized to date and keeping us on track toward reaching our goals.





## 1. United States

As the world's largest consumer of forest products, North America has a leading opportunity to play a key role in influencing forest management practices around the world through increasing the demand for responsibly sourced forest products.

## 2. Amazon

A mosaic of landscapes and ecosystems, the Amazon is the largest tropical rainforest in the world, and the source of all freshwater on Earth. Spanning eight countries and one overseas territory, the Amazon covers a total forest area of 6.7 million km<sup>2</sup>. WWF is working with governments, local and indigenous communities and other key stakeholders to ensure conservation and sustainable development in the world's largest rainforest, while maintaining its environmental and cultural contribution to local people, the countries of the region and the world.

## 3. Europe

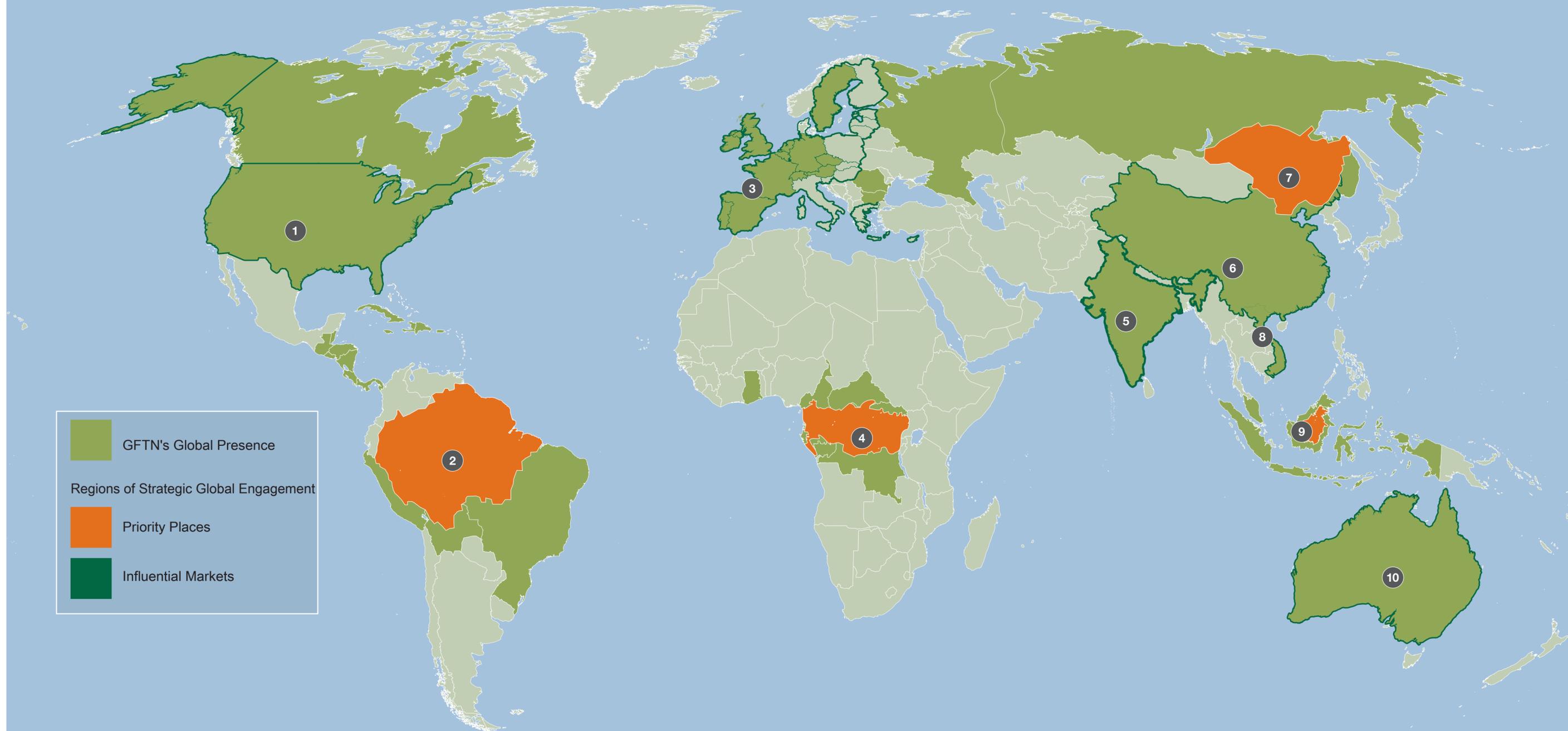
The EU, as a significant timber consumer, can therefore play an important role in tackling illegal logging and the associated trade in illegally harvested timber. The region accounted for almost one-third of global production in 2006 and roughly half of global wood products exports.

## 4. Congo Basin

In the deep heart of the African continent, the Congo River Basin forests are a haven for indigenous peoples, elephants, gorillas and a bewildering array of other amazing wildlife. A common thread intertwines the fates of these actors—the continued existence of the Congo River Basin, the world's second largest tropical rainforest expanse. Today, unregulated and often illegal logging is pushing ever further into the Congo Basin. WWF and its partners are reaching out at all levels—from villages to presidential offices—to introduce practical ways to conserve these forests while satisfying the region's pressing development needs.

## 5. India

India holds a pivotal position in the global forest products trade with growing potential to influence forest management in a very wide range of globally significant forest countries. Presently, India imports US\$2.5 billion in wood and fibre annually and these imports are anticipated to continue growing at a rate of 12 per cent per annum.



## 6. China

As the world's second largest importer of industrial timber, pulp, and paper, outranked only by the US market, China has a substantial ecological footprint across the world's forests both as a producer and a consumer. Considered the world's factory, China plays an important role in the global forest products industry as both an importer and exporter of timber.

## 7. Amur-Heilong

The Amur-Heilong's temperate forests are one of the last places harbouring the world's largest cat, the Amur tiger, and the world's rarest cat, the Amur leopard. One of the world's longest free-flowing rivers, it winds through a remarkable fabric of forest, steppe grassland and taiga landscapes of northeast Asia toward the Sea of Okhotsk to create a natural border between China and the Russian Far East. While distant and isolated, its natural splendour is not beyond the reach of globalization. Today, rapid population growth, international demands for natural resources, agricultural conversions, wildlife poaching, logging and development projects strain the ecological integrity of one of nature's greatest masterpieces.

## 8. Vietnam

Vietnam has become an important player in garden furniture exports with export values in 2007 reaching US\$2.4 billion with expectations that exports will reach US\$3.0 billion in 2008. Because Vietnam is in shortage of timber its wood processing must rely on timber imports, valued at US\$1 billion in 2007.

## 9. Heart of Borneo

There is only one place remaining in Southeast Asia where tropical rainforests can still be conserved on a grand scale. This is the dense forest that straddles the borders of Brunei, Indonesia and Malaysia on the island of Borneo. Here one finds such endangered species as the pygmy elephant, orang-utan, clouded leopard and Sumatran rhino. WWF is working to conserve the most biologically diverse habitats on Earth by creating a network of protected areas, working to ensure that the island's natural treasures are protected well into the future.

## 10. Australia

Australia is major consumer of forest products, with estimates that in 2006-2007, Australians used over 6.6 million cubic metres of solid timber and 4 million tonnes of paper. With a forest 'footprint' that reaches over 31 countries, Australia is well placed to be a pivotal driver for improved forest management within the Southeast Asia region, which contains some of the world's most threatened and valuable forests.

## Transforming Markets

### Growing Markets. Limited Resources.

As market demand for food, fibre and fuel increases in the coming decades, so will the impact on our planet's natural resources. Unfortunately, humanity's demands are already exceeding the planet's capacity to sustain us, significantly impacting the world's forests.

With each passing minute, the equivalent of 36 football fields of forests is stripped to meet the growing demand for wood and agricultural products. And an insatiable appetite for cheap timber and paper products is fuelling irresponsible and often illegal logging in vast areas of forest throughout the world.

Recognizing the threats this poses to both the environment and humanity's well-being, the GFTN is working to harness the power of the global marketplace into a force for saving the world's most valuable and threatened forests.

#### Enabling Markets to Work for Forests

WWF believes that if companies practice sound forest management and responsible wood sourcing, it is possible to supply the world's need for timber while also conserving the biodiversity of the world's last, great forest areas, such as Borneo, the Congo Basin and the Amazon. The GFTN is enabling markets to work for forests, linking together companies committed to achieving and supporting responsible forestry and trade.

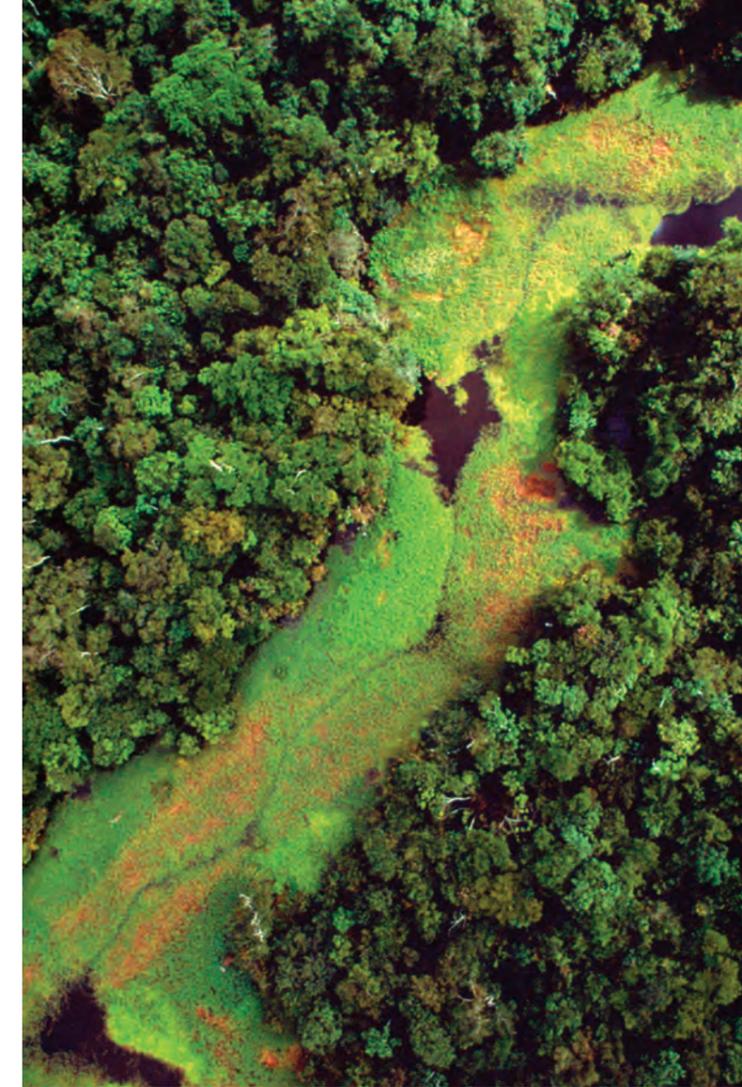
This year, the GFTN strategically expanded its network to include new programmes in Portugal, Spain, France and India. The GFTN's presence in these countries is essential to driving credible certification in the world's most important forests—including critical "hotspots" such as the Congo Basin, Amazon, Amur Heilong and Mekong.

This is especially true for the forests of the Congo Basin, from which, WWF estimated, 1.65 million cubic metres of illegal or suspicious forest products were exported to the European Union in 2006. Approximately 40 per cent of this trade was imported into France, Spain and Portugal. GFTN's ability to engage with companies in these three countries will be critical to directly influencing trade and forestry practices in the Congo Basin.

In the same way, the launch of GFTN-India in December was a crucial expansion of the programme, as India is one of the fastest growing economies in the world. By encouraging trade links between companies committed to achieving credible certification and responsible forest trade, GFTN-India will expand the reach of responsibly forestry far beyond this South-Asian peninsula.

"GFTN is important in the context of Indian Forestry. GFTN can serve as a programme in which we can do forestry in a commercial and sustainable way."

— Dr. Kirit S Parikh  
Member Planning Commission



Strong interest was also seen in GFTN-Peru's Negocia Madera 2008—an international business roundtable that resulted in deals negotiated between international buyers and GFTN Participants for US\$2 million of Forest Stewardship Council (FSC)-certified wood. By linking international buyers with companies that are committed to responsible forest management, the GFTN continues to harness the power of the marketplace in ensuring that the Amazon's valuable forests are well-managed.

**Influencing Supply Chains**

Through expanding the reach of responsible forestry, the GFTN is now better able to serve the growing number of companies that have committed to responsible forestry and trade. By engaging with the leading retailers to implement responsible sourcing, the GFTN is transforming supply chains from the forest floor to the retail store.

As the largest retailer in the world, Walmart's commitment to sourcing wood products from credibly certified sources will have a direct impact on many of the world's valuable and threatened forests. In addition to its North American sourcing, the company sources products from forests in China,

Indonesia and Malaysia—some of the most biologically diverse regions in the world and places that WWF is working to protect.

“One of our goals at Walmart is to sell products that sustain people and the environment. We can work toward this goal with the assistance of the GFTN by providing our customers with a reliable supply of wood products that come from responsibly managed forests.”

— Matt Kistler, Senior Vice President of Sustainability, Walmart

sustainable forest industry. The GFTN is helping to create this new industry by working with committed companies to overcome forest management and responsible purchasing challenges while progressing towards credible certification. Over the past year, our staff has worked closely with companies to assess risks in their supply chains, develop responsible procurement policies and communicate that commitment to their suppliers.

And the Network is experiencing substantial momentum as significant increases in credible forest certification and responsible forest practices were realized over the past 12 months. With 263 million cubic metres of round wood equivalent traded through participating companies, representing 16 per cent of the world's timber, the GFTN is well positioned to build off this momentum and lead the forest industry into a new era of responsible management coupled with environmental and social stewardship.

**Towards a Sustainable Future**

Through the GFTN, influential markets are gaining access to responsible producers on the ground, creating a way forward for a certified, legal and

**Linking Certified Supply to Responsible Demand**

Since the inception of the GFTN in 1991, we have witnessed firsthand the power of the marketplace in advancing sustainability initiatives. As businesses respond to the burgeoning consumer demand for products sourced from environmentally responsible, socially beneficial and economically viable managed forests, they have become increasingly concerned with securing a long-term, sustainable supply of raw materials that address these criteria as well as meet their business objectives.

As a result, a growing market for sustainably produced forest products has dramatically increased. Over the past twelve months the GFTN has seen strong interest from international buyers as they seek to connect with certified sources of tropical timber by attending business roundtables hosted by the GFTN in Bolivia and Peru.

This year's business roundtable in Bolivia proved to be the most successful to date, resulting in business intentions between visiting buyers and GFTN Participants valued at US\$12 million. Ecolegno, a provider of garden products and GFTN-Bolivia Participant, is one such example of this success as the company has already closed a deal with a visiting GFTN-Germany Participant.

“We are proud to be a part of GFTN-Bolivia, since it distinguishes buyers and producers that are concerned about the environment and committed to conservation.”

— Lydia Vrsalovic, Ecolegno Manager

**Learn more about Walmart's commitment in action.**



## Positively Impacting Supply Chains

As one of the largest consumers of timber worldwide, the EU plays a major role in the global forest products industry. In 2006, approximately 20 per cent of wood imported into the EU was harvested from illegal sources according to a WWF report, with the United Kingdom (UK) ranking as the second largest importer.

As a result, it is more important than ever for the GFTN to have an active and transformative role in driving improvements in forest management and responsible procurement in this influential market. And this year, the GFTN has seen remarkable progress throughout Europe, particularly in the UK where GFTN Participants have made outstanding commitments and changes to implement policy and eliminate unwanted goods from purchasing profiles.

Companies participating in GFTN-UK purchased 36 per cent more wood from Forest Stewardship Council (FSC) certified sources over last year. For instance, DIY retailers Focus and Homebase respectively purchased 75 per cent and 65 per cent of their wood from FSC-certified sources in 2008,

while Kimberly-Clark sourced all virgin fibres for its EU manufacturing facilities from certified suppliers.

In the same way, Bovis Lend Lease, a construction and property firm, purchased over 75 per cent of their timber from FSC-certified or recycled sources, up from 64 per cent in 2007. Likewise, GFTN-UK Participants substantially reduced the volume of wood from unknown and potentially unsustainable sources by approximately 68 per cent.

By establishing leadership through business practice and openly communicating on it, GFTN-UK Participants are transforming the nature of their supply chains, and consequently their impacts on forest resources around the world.

"I feel more confident we can legitimately say to producers that the UK market is demanding forest products from well-managed forests. We have a huge responsibility to other people and places to continue our work," said Julia Young, GFTN-UK Manager. "We aim to raise funds to extend GFTN's work on sustainable consumption and production of forest goods, and businesses in the UK are playing a critical role in supporting this global change."



## Combatting Illegal Logging



## Change Taking Root

The world's appetite for cheap timber and paper products continues to drive irresponsible and illegal logging in vast areas of forest throughout the world. Illegal logging poses some of the most severe and fundamental threats to the world's valuable and threatened forests and thrives in regions of the world where poor governance, high profits and a pervasive philosophy of "no questions asked" prevails.

Throughout the world there are regions where the majority of trees harvested are illegally cut, resulting in significant losses in biodiversity, and revenues for companies and countries, not to mention devastating damages to the forests on which hundreds of millions of the world's poorest people depend.

These practices generate corporate risk for buyers and suppliers and threaten the economic viability of responsible producers. For the GFTN to achieve its vision of a forest industry in which responsible forest management and trade is the norm, it is essential to address the root of the problem by combating illegal logging.

### Planting Seeds of Progress

Through collaboration between committed stakeholders, changes are taking root in the global forest products industry to combat illegal logging. Wood and construction companies in São Paulo—one of the largest consumers of Amazonian timber in Brazil—signed an agreement in March committing to the use of legal and certified timber. Brokered with

the help of GFTN-Brazil and São Paulo's authorities, this commitment will play an integral role in curbing illegal logging practices and preserving the Amazon's valuable and threatened forests.

Significant measures, like the agreement reached in São Paulo, are important steps in addressing the problem. By working to remove a market for cheap, criminally procured materials São Paulo is addressing one of the roots of the illegal logging crisis in the Brazilian Amazon.

In the same way, the GFTN is working to address the profound problem of illegal logging, by engaging with committed forestry companies in hi-risk regions throughout the world to increase the amount of certified forests and provide access to international markets for responsibly harvested timber. For instance, the GFTN is helping driving certification in the Russian Far East by connecting responsible suppliers in the region to Chinese participants through guided sourcing tours—helping these companies identify reliable sources for certified timber, which thwarts the efforts of illegal timber traders in the region.

### Concerted Efforts

However for progress to truly take root, it is essential for the private sector and government alike to respond to this challenge by asserting the industry-wide pressure that is needed to really transform the

marketplace. The GFTN is aiming to reach a tipping point in the industry where it is no longer profitable or acceptable for the forest industry to trade in environmentally and socially irresponsible products.

The GFTN is working to combat illegal logging by building capacity to help companies manage forests responsibly and assess risks in their supply chains. Our staff works with companies to achieve credible certification and eliminate unwanted sources of wood while progressively increasing the amount of timber that is certified or in progress towards certification. Through these efforts, the GFTN offers a new model to the industry, one based on responsible stewardship rather than opportunistic extraction.

However, market mechanisms alone cannot combat the rapid pace of illegal logging and deforestation. That is why the GFTN is also involved in activities to improve governance, policy and government control of logging activities within producer countries and promoting regulations to prohibit the trade of illegal timber in consumer countries. The programme has been instrumental in providing critical policy inputs to legislation that addresses illegal logging, including the European Union's (EU) Forest Law Enforcement Governance and Trade (FLEGT) initiative as well as the 2008 Amendment to the U.S. Government's Lacey Act. Through these concerted efforts, the GFTN is catalyzing positive change in addressing this critical issue.

## Ghana Becomes First Country to Conclude EU FLEGT-VPA Negotiations

In a world-leading endeavour, Ghana recently became the first country to conclude the EU-initiated Voluntary Partnership Agreement (VPA) negotiations when it signed its VPA in September—signalling an important milestone in the fight against illegal logging. GFTN's staff in Ghana were instrumental in the development of this 2008 agreement, which works under the 2003 EU FLEGT Action Plan to comprehensively address illegal logging and trade by establishing a licensing system to identify legal products.

VPAs require negotiations between the EU and individual countries to define “legal” timber, and establish licensing and wood tracking systems to

import products from VPA producer countries that are licensed.

WWF and the GFTN were key players in the development of Ghana's FLEGT-VPA, which entered formal negotiations in 2006. Abraham Baffoe, former manager of GFTN-West Africa, made critical inputs to the elements under negotiation—particularly in developing a wood tracking system and a definition for “Legal Timber”.

GFTN-Ghana's efforts to assist local timber companies to develop rigorous chain of custody systems has been recognized by the Ghana Forestry Commission, and highlighted in the official Wood Tracking System document. Following this recognition, Baffoe was nominated as a member of the Verification and Licensing Working Group of the VPA processes in Ghana. As Chairman of the Working Group, he oversaw a series of meetings to offer technical advice and other invaluable input into the Ghana Wood Tracking System and the Legality Assurance System of the VPA.

**Learn how the GFTN is helping companies address the complexities of adapting to increasing international regulations to eliminate illegal logging.**



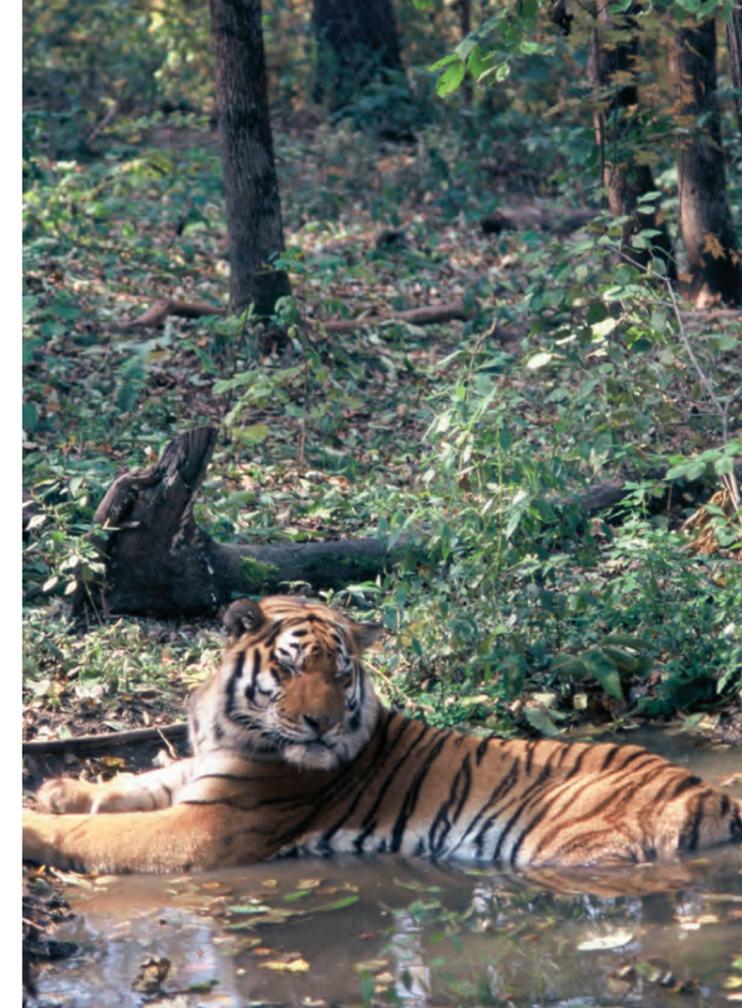
## Combating Illegal Logging to Protect Vital Habitats

Flowing across northeast Asia for nearly 4,500 kilometres, forming the border between the Russian Far East and China, the Amur-Heilong River is one of the world's largest free-flowing rivers and its basin is home to the critically endangered Siberian tiger and Amur leopard. Despite these forests crucial role as habitats for a variety of plants and animals, illegal and unsustainable logging continues threaten this once pristine habitat.

Widespread throughout the Russian Far East, WWF estimates that illegal logging taints as much as 10 to 30 per cent of all Russian forest exports and believes that up to 70 per cent of exports from some regions of the Russian Far East are harvested illegally. With a growing concern to protect Russia's valuable and threatened forests, GFTN-Russia and GFTN-China have joined together to transform their respective forest industries into forces for conserving these ecologically significant habitats.

To address the profound problem of illegal logging, GFTN-Russia has worked tirelessly to engage with Russia's forestry sector to implement responsible forestry practices, with the strategy of growing the amount of Russia's certified forests and creating links to international markets for responsibly harvested timber.

In order to increase the drive for certification, GFTN-Russia and GFTN-China have partnered together to promote regional trade links between



their respective participants. To foster these links, GFTN-China brings participating companies to the Russian Far East to identify sources of certified timber and encourage suppliers to increase their certified output. By building these trade links, buyers are able to find a reliable source for timber from well-managed forests, circumventing the illegal timber traders that dominate the Russian Far East.

In July, GFTN-China conducted its fourth study tour in Russia, connecting GFTN-China Participants Yingbin-Nature, Fuxiang and Dongning Jixin to GFTN-Russia Participants in Siberia. The tour provided the Chinese companies with a clear overview of FSC certification and legal suppliers in the region, enabling them to visit a number of potential suppliers in Siberia and identify new sources of responsibly harvested timber in the region.

## Promoting Credible Certification

### Providing a Benchmark for Responsible Forestry

Considered the most significant initiative of the last decade to promote better forest management, certification is a sure investment in improved forest stewardship. By contributing to the greater recognition of the importance of environmentally and socially responsible forestry practices, certification is helping to clean up the timber industry by engaging producers, retailers and consumers in this positive effort.

Certification provides a system to effectively track timber and paper through a “chain of custody”, which follows raw material from the forest of origin to the finished product, ensuring that products are sourced from well-managed forests. By promoting credible certification, the GFTN is creating a market for forest products that promote environmentally responsible, socially beneficial and economically viable management of the world’s forests.

#### Driving Improvements

Working with forestry companies and communities on the ground across Africa, Latin America, Asia and Europe, GFTN is building a network of companies that is expanding the number of hectares of certified forests, driving improvements in forest management worldwide. Currently, GFTN Participants manage over 28.4 million hectares of forests, of which 20.9 million are now credibly certified.

The GFTN works with these companies to implement responsible forest management practices, which

include recognition of title and rights of indigenous communities, careful management of forests with significant concentrations of biodiversity and endemic species, maintaining forests and deciding allowable harvest limits that maintain ecosystem integrity.

This year, the GFTN realized significant milestones in promoting credible certification in both China and Central Africa. FSC-certified forests managed by GFTN-China Participants surpassed the one million ha mark in December, with the most recent certification occurring in WWF’s priority Amur-Heilong ecoregion.

GFTN Participants made similar strides in advancing responsible forestry in the Congo Basin this March, certifying more than two million ha of forests that are vital to global climate regulation, biodiversity and the rights and welfare of indigenous peoples. The substantial momentum being generated by responsible producers in these regions signals that the forest industry is responding to growing market demand for environmentally-responsible forest products.

#### Realizing Tangible Benefits

Credible forest certification is the most effective solution for companies to prove that they are acting responsibly. And working with WWF’s GFTN can help companies that have committed to certification to realize benefits as soon as possible.

Through our innovative stepwise approach, the GFTN is enabling trade relationships between these

responsible producers and other GFTN Participants to grow, providing access to certified products or products in progress to certification. To date, these market links have yielded approximately US\$89 million in trade relationships.

But the benefits of credible certification are not limited to the environmental impact or trade dollars, as responsibly managed forests also create transparent supply chains, building the foundation for a sustainable forest products industry.

Moreover, certification also ensures that people's livelihoods are maintained in harmony with a robust natural environment, providing sustainable employment and contributing to the social and economic development of surrounding communities. And these benefits can be clearly seen in the Network, as GFTN's 332 participating forestry companies, manufacturers and retailers generate jobs for 2.9 million people globally.

## Responsible Forestry Prevails in the Congo Basin

Forest conservation in the Congo Basin passed a significant milestone in sustainable forestry management through the achievement of over two million ha of forests managed by GFTN-Central Africa Participants receiving FSC certification.

The achievement of this significant milestone was driven by the addition of nearly 1.16 million certified ha managed by IFO, a GFTN-Central Africa Participant and subsidiary of the Danzer Group. Presently, IFO's certified forest concession is recognized as the largest area awarded FSC certification in the continent.

The GFTN continues to work in Cameroon, Gabon, Central African Republic, Democratic Republic of Congo and the Republic of Congo, with committed participants, to increase the area of certified forest under responsible management as well as the availability of products from these forests. Of the total FSC-certified forest area found in the Congo Basin, GFTN participants account for approximately 43.7 per cent. And in Cameroon alone, GFTN participants hold approximately 100 per cent of the total FSC-certified area.

“USAID is proud to support GFTN's efforts to protect these forests that are vital to the world's climate, biodiversity and people's well-being. The success realized on the ground in the Congo Basin not only safeguards these forests but creates sustainable livelihoods, in the region.”

— Alicia Grimes, Forestry and Natural Resources Management, USAID



This remarkable growth in responsible forest management within the region would not be possible without support from organizations like the European Commission (EC) and the Sustainable Forest Products Global Alliance (SFPGA), our public/private partnership with the United States Agency for International Development's (USAID) Global Development Alliance.

“By supporting the development of GFTN-Central Africa, the EC and SFGPA have helped to transform the global forest products market by increasing

the demand for legally produced products from well-managed forests by global businesses and other organizations. And this increasing market pressure is driving certification on the ground in the Congo Basin, safeguarding these valuable and threatened forests.

**Learn how the GFTN is protecting vital forest habitats in China through advancing credible certification.**



## Creating Transparent and Responsibly Sourced Supply Chains

From the forest floor to the world's factory to the global marketplace, responsibly sourced forest products are crucial in mitigating risks for buyers

and suppliers. An essential component in ensuring this process is chain-of-custody certification.

This year, B&Q, the UK's largest home improvement retailer and a GFTN-UK Participant, was awarded the largest UK chain-of-custody certification. The certification was granted following a strict audit of B&Q's procurement and handling of certified wood products by the SmartWood programme of the Rainforest Alliance. With this certification, B&Q can now ensure that all its certified wood and paper products sourced from its supply chain come from proven virgin or recycled sources according to the certification requirements.

B&Q is proud to assure its customers that every purchase that bears FSC chain-of-custody certification has been produced in such a way as to avoid wood from areas where the management practices damage ancient forests, harm wildlife, or jeopardize the future of people whose lives depend on these forests.

**“Sustainability has always been hugely important to us and we are delighted to see that our efforts to gain the certification have paid off. We are passionate about using responsibly sourced materials wherever possible and I am pleased we can now make the promise that the wood our customers purchase at B&Q has been sourced from well-managed forests.”**

— Diarmuid Walsh, Director of Building and Decorative for B&Q.

One of the links in B&Q's certified chain of custody includes Cikel, a GFTN-Brazil Participant and one of the world's largest, vertically-integrated FSC-certified forest products manufacturers. Believing strongly in sourcing timber from responsibly managed forests, B&Q has partnered with Cikel to provide FSC-certified timber for use in flooring to its customers.

It is hoped that the GFTN's continuing work in advancing responsible forestry will shift more companies to

environmentally and socially responsible business practices being demonstrated by industry leaders like Cikel and B&Q.

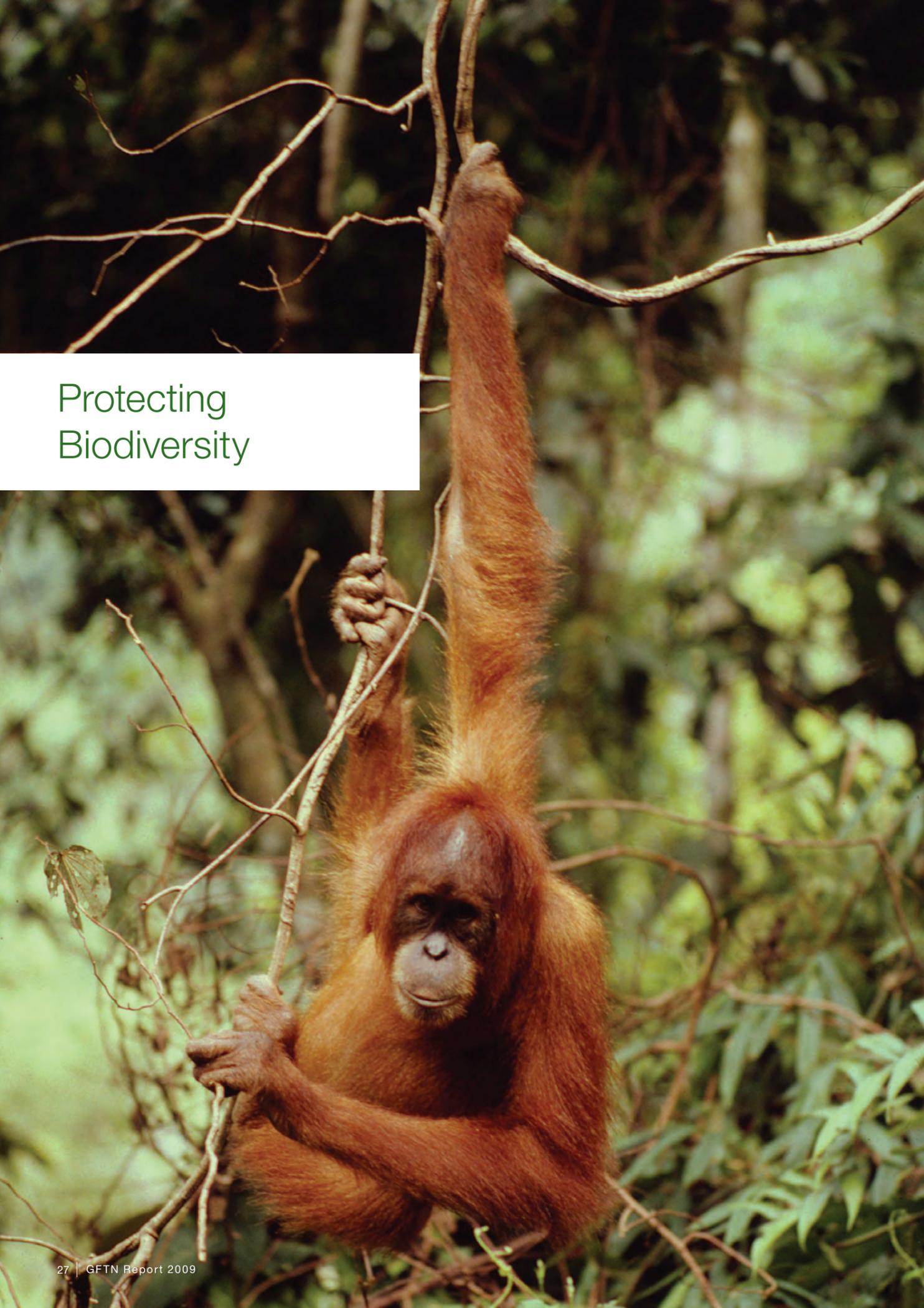
## Tetra Pak Delivers on Responsible Sourcing Commitments

Tetra Pak, a participant in the GFTN programmes in Sweden and the UK, was recognized in January by the FSC for selling 100 million FSC-certified packages only a year after the company launched the world's first FSC labeled food and liquid carton. This important milestone reflects Tetra Pak's commitment to sourcing packaging material from responsibly managed forests and controlled sources.

Tetra Pak has committed to sourcing paperboard only from credibly chain-of-custody certified board mills by 2015 and to certifying the chain-of-custody of all its converting and printing plants worldwide by 2018. Currently, several Tetra Pak paperboard suppliers have achieved FSC chain-of-custody certification. The global certification of Tetra Pak's converting plants is currently in progress, with some markets completing certification for the entire supply chain from the forest to the supermarket shelf.

“We believe that the sustainable use of renewable resources—like wood fibres—is of utmost importance.” said Mario Abreu, Tetra Pak's Forestry and Recycling Director. “Today, FSC is the best proof of sustainable forestry. That's why our ultimate goal is to have all the paper in our packaging certified to the highest standards—currently set by FSC.”





## Protecting Biodiversity

### Habitats for biodiversity. Livelihood for humans.

Forests are essential for our livelihoods and well-being, giving home to two-thirds of all terrestrial animal and plant species. They also serve as a source of protection for vital watersheds that support thousands of unique fresh water species. From these incredibly varied ecosystems, all life on Earth is sustained through atmospheric, soil, water and climate regulation. However, the world's forests and the rich biodiversity that reside there are under threat.

#### Threats to Our Future

The struggle to preserve the world's rich biodiversity will be won or lost in the world's remaining forests. By far, the largest threat to forest biodiversity is habitat destruction. Nearly half of the world's forest cover has already been lost, and if current rates of deforestation continue, the entirety of the world's rainforests and the vast majority of forest species will disappear within the next 100 years.

However WWF believes that this trajectory can be reversed if forests are managed responsibly. And GFTN plays a critical role in this strategy, helping to meet the world's demand for timber responsibly while safeguarding the world's forests, which protects the world's endangered species and preserves its rich biodiversity for future generations.

Responsibly managed forests are necessary for the maintenance of biodiversity and ecosystems services, both on individual sites and within the wider landscape. By engaging the forestry sector in responsible forest management, the GFTN is working to minimize the negative impacts of the logging industry on the world's biodiversity.

#### Protecting Valuable and Threatened Forests

One of the GFTN's greatest strengths is its ability to protect threatened and valuable forests in areas of weak governance where traditional approaches—such as the institutional strength of state forest departments and legal protections—are often ineffective. This year, the GFTN has engaged with companies across the globe to create forest management plans not only address the responsible harvesting of timber but also ensure that high conservation values within these forests are properly cared for.

In Central Africa, the GFTN has been instrumental in helping to preserve vital forest elephant habitats by conducting environmental impact and biodiversity assessments with participants, helping them identify and develop robust forest management plans that ensure the future of this threatened species. Similarly, the GFTN has been working Malaysia to ensure that similar considerations are addressed in participant's concessions that are home to critical orang-utan habitats, establishing protected areas.

In the same way, the GFTN is working in South America to protect valuable timber species in the Amazon. Providing support and guidance to participants, the GFTN is training companies on measures to reduce their environmental impact such

**Learn how the GFTN is safeguarding the Amazon's rich biodiversity through reduced impact logging.**

as the practice of reduced impact logging. GFTN staff are also helping participants identify lesser known timber species to help

reduce the impact on threatened or endangered species, like mahogany.

By engaging forest managers in the vital biodiversity areas of the Amazon, Congo Basin, Southeast Asia and Eastern Russia, the GFTN is able find workable solutions that transform the logging sector from a threat to biodiversity to a champion to sustain it for future generations.



*In dire need of protection, the population of these African forest elephants has drastically decreased by 75 per cent in the last 40 years.*

## Thriving Together in Harmony

While elephants continue to roam beneath the forest canopies of West and Central Africa, their future remains uncertain if conservation measures are not taken, as poaching and habitat loss threaten their survival. Despite their critical role in maintaining forest ecosystems, the forest elephant population has fallen 75 per cent in Cameroon during the last 40 years, with only 13,000 to 15,000 elephants remaining. It is believed that without substantial change, the forest elephant could be extinct within the near future. However, the GFTN is working in the Congo Basin to stem this tide by advancing responsible forestry, creating a future in which elephants, communities and the local economy can thrive together.

By engaging seven companies operating in the Congo Basin—who collectively manage more than 3 million ha of forest out of which about 2 million ha are FSC-certified—to implement environmentally and socially responsible forest management practices, the GFTN is helping to conserve these ecologically significant elephant habitats and preserve this biodiversity for future generations.

GFTN and WWF are working with other GFTN Participants in the Congo Basin to promote reduced impact logging (RIL) and management of HCVs within their logging concessions. As a result of these efforts, wildlife inventories have been conducted and monitoring of wildlife populations are regularly

organized. These plans will ensure that the best forest practices are used to minimize the impact of logging on forest biodiversity while protecting HCVs, including threatened wildlife.

For instance, concessions of two GFTN-Central Africa Participants, Transformation REEF Cameroun (TRC) and WIJMA Douala (Wijma), were identified as elephant habitats. Working together with WWF's Green Heart of Africa team, the GFTN completed comprehensive biodiversity surveys in four concessions of these companies. Through this process, the GFTN was able to identify biodiversity hotspots as well as seasonal patterns of wildlife, yielding a precise forest management plan that protects not only elephants but also great apes.

WWF and the GFTN are deeply committed to the preservation of these magnificent creatures. By engaging forest managers in working to conserve the rich biodiversity found in these forests in the Congo Basin and throughout the world in places like the Amazon, Heart of Borneo and Russian Far East, the GFTN is able to implement workable solutions that transform the forest products industry into a champion for sustaining biodiversity for future generations.

*New seedlings take root in the forests of Central Africa, dispersed and fertilized by African forest elephants.*



## Sabah Forestry Department Protects Critical Orang-utan Habitat

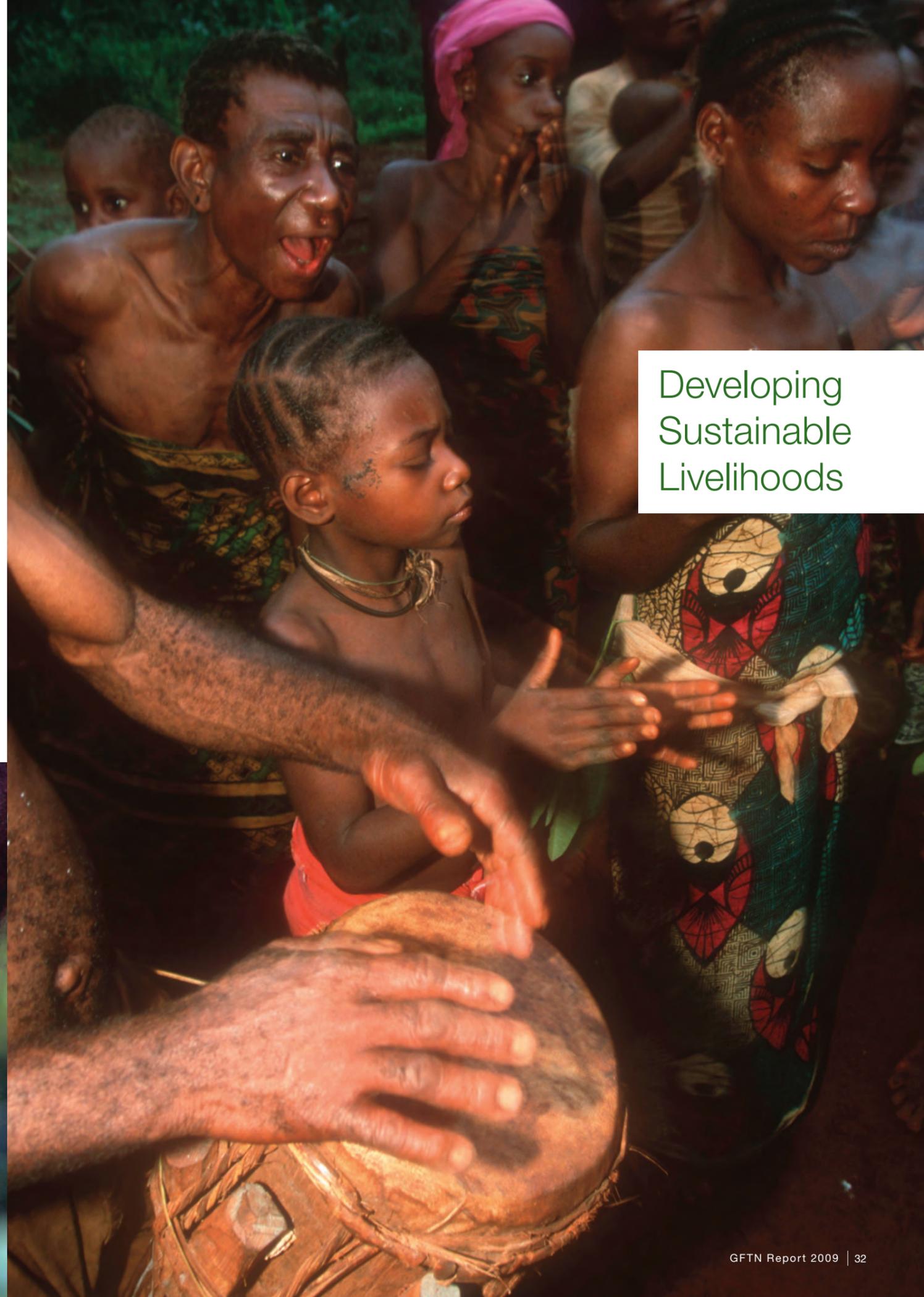
With a significant gesture that is likely to have long-term conservation implications for the area, the Sabah Forestry Department (SFD) scaled-up its commitment to eliminate illegal logging in the Ulu Segama and Malua forest reserves by pledging 241,098 ha to credible certification, setting aside the 34,000 ha Malua Forest Reserve for primate conservation. Located in the globally-significant 'Heart of Borneo', these reserves are part of one of the most threatened forest ecosystems in the world.

Learn more about how the GFTN is working to protect endangered species in the Amazon.

Importantly, it provides critical habitat to 25 per cent of the total orang-utan population

of Sabah. Being the largest orang-utan habitat in North-Eastern Borneo, it is essential that responsible management practices in the area provide for the survival of these endangered apes. Working collaboratively with GFTN-Malaysia, the Sabah Forestry Department has agreed to achieve forest certification and to demarcate strict conservation areas of orang-utan habitat.

The SFD has had a long and productive relationship with WWF—including an existing partnership with GFTN-Malaysia to gain credible certification for the SFD's Forest Management Unit 17A. By working together to manage these forests responsibly the GFTN and SFD are ensuring that the biologically rich forests of the Heart of the Borneo are conserved for a long-term and sustainable future.



Developing Sustainable Livelihoods

## Empower Communities. Sustaining Economies.

The future of the world's forests depends largely upon the well-being of the millions of people that call them home and depend on them for their livelihoods. More than 400 million people live in or near forests, of which 60 million are indigenous, depending on them for subsistence and income. As stewards of these globally significant and biologically rich forests, these communities play a vital role in sustaining the capacity of these resources. And if the richness of forests is to survive, poverty-alleviation and socio-economic development must be integrated into the forest equation.

### Empowering Local Communities

Believing that people are a vital part of the solution for forest conservation, WWF promotes responsible forest management and trade as one of the best ways to conserve forests over the long-term, while providing the communities that depend on them with a tangible means of generating economic benefits through careful resource management. Through the

GFTN, WWF promotes economic development in forested countries by engaging forest managers and primary processors to create alternative livelihoods in a revitalised, legal forestry sector that is both economically viable and socially equitable.

In the ancient forests of Malaysia, GFTN-Malaysia Participant Sabah Forestry Department is working to train the indigenous Orang Sungai people, one of Malaysia's most impoverished communities, in forest management and certification as well as rubber tree cultivation. By building capacity on the ground, GFTN is not only advancing the conservation of Malaysia's valuable and threatened forests, but also the livelihoods of this local community that depends on these forests for their survival.

Likewise, in the Congo Basin, Industrie Forestière d'Ouessou (IFO), a GFTN-Central Africa Participant, is giving priority to the local pygmy population for employment, creating new and better jobs for the region. Even the use of sawmill residues from IFO is generating local commercial activity with 20 to 30 per cent of the sawmill residues being recycled by the local population for charcoal production and

**“We believe effective and meaningful involvement of local communities is the most effective long-term approach to address the long-standing problems of deforestation and land degradation.”**

— Datuk Sam Mannan, Director of the Sabah Forestry Department



5 per cent for timber construction. The improvements in employment for both the Orang Sungai and the Pygmies are substantially alleviating the burdens of extreme poverty.

### Sustaining Local Economies

In the same way, GFTN Participants were able to sustain their local economies in the face of the global economic crisis due to their commitment to environmentally and socially responsible business practices.

Stories from participants across the globe shared how their commitment to responsible forest management helped them maintain their operations

even as the recession forced many of their competitors to close their doors and downsize their workforce. And in many instances this commitment to responsible forestry resulted not only in their survival, but afforded participating companies with access to new markets and price premiums for certified woods.

By empowering forest operators to implement environmentally and socially responsible business practices, the GFTN is creating an opportunity for both businesses and people to secure sustainable livelihoods and economic security, while protecting the world's valuable forests.



## Going Against the Grain

While the impact of the financial crisis has certainly been felt throughout the GFTN, growth and opportunity have also been realized in the face of such adversity. Several companies that have joined as GFTN Participants, formalizing their commitment to responsible forest management and procurement policies by achieving credible certification, have reaped the benefits of this time-intensive and fiscally demanding investment.

One such example is GFTN-Peru Participant, Aserradero Espinoza, who manages forest concessions located in the remote jungle region of Madre de Dios in the Peruvian Amazon. And this investment paid off for Victor Espinoza, president of Aserradero Espinoza, as the company experienced a growth during the recession that other businesses

in the region were not, namely an increase in FSC-certified timber exports.

In the same way, Laminados Triunfo, a GFTN-Brazil Participant and one of the largest producers of plywood in the Amazon, recognizes certification as a key factor in helping to sustain their timber sales and increase their market access. Despite plywood sales falling over 50 per cent in the region, the company was able to sell more than 75 per cent of their certified plywood production to a single buyer in the United Kingdom. In addition, they also experienced a 20 per cent price differential compared to the average price of non-certified tropical timber.

The benefits of responsible forestry also extend into southeast Asia as two GFTN-Indonesia Participants, PT Sari Bruno Jusuma (SBK) and Sumalindo, were also able to weather the crisis due to their

commitment to responsible forest management. SBK and Sumalindo's experiences paint a stark contrast against the rest of the Indonesian wood manufacturing industry as every type of business has been affected by the crisis, particularly those companies that are oriented towards export.

In the case of SBK, by supplying FSC-certified timber, the company experienced a competitive edge and maintained their market volumes despite the economic crisis. Similarly, SBK was able to receive a market premium for their timber, selling their certified plywood at US\$30 to \$40 higher than market average. In the same way, Sumalindo received a 15 to 30 per cent increase in price due to the strong demand for certified materials.

By assisting committed companies like Aserradero Espinoza, Laminados Triunfo, SBK and Sumalindo

“Despite the economic crisis, we are the only company in the region that is doing well, and we attribute that success to FSC certification. We have found that certification has not only opened access to new markets but also has afforded us a price premium for several of our FSC-certified products.”

— Victor Espinoza, Jr., Manager of Aserradero Espinoza

in achieving and supporting responsible forestry and facilitating trade links, the GFTN continues to transform the global marketplace into a force for saving the world's valuable and threatened forests, while providing economic and social benefits to the livelihoods that depend on them.

Through their commitment to responsible forest management, these companies have sustained their businesses and the livelihoods that depend on them by gaining access to new markets through their certified products. At the same time, they have also ensured that the world's valuable forests are managed for a long-term, sustainable future, while maintaining people's livelihoods in harmony with nature.



## Certification Grows, Communities Benefit

With the help of WWF and the GFTN, the Cururú were the first Bolivian community to achieve group FSC certification. This achievement marks a significant change as credible certification evolves to address the complexities of achieving certification under challenging circumstances.

Initially, the FSC promoted individual certification, but with an increase in demand from buyers for responsible products and the relatively high costs of certification, it became necessary to allow practical variations on approaching this achievement. Group certification in Bolivia enables local communities to form associations and build a cost sharing structure to attain certification.

As pioneers and part of the Guarayos Indigenous Communal Lands association, the community operation was examined as a case study for a guidance publication initiated by WWF and the International Finance Corporation in building Forest Resource Manager Models (FRMM). The FRMM is the national adaptation of the FSC's group certification model which is now being promoted through this manual produced by the Bolivian Council for Voluntary Forest Certification.

“The GFTN aims to promote the use of the FRMM and other group certification models in Bolivia. This model greatly benefits many communities by giving them an opportunity to become credibly certified and part of both local and international markets.”

— María del Carmen Carreras,  
GFTN-Bolivia Manager

By strengthening the capacity of communities like the Cururú to implement responsible forest management and achieve credible certification, WWF and the GFTN ensure their integration in the market by helping them access preferential demand for legal wood coming from forests that are well managed. Certification provides communities with increased opportunities to access local and international markets and receive a higher price for their timber, which in turn provides improved livelihoods, sustainable employment and strengthened social organizations.

A Year in  
Review

# FY09: A Year in Review



**JULY 2008**  
Walmart joins GFTN-North America, committing to the responsible sourcing of wood products.



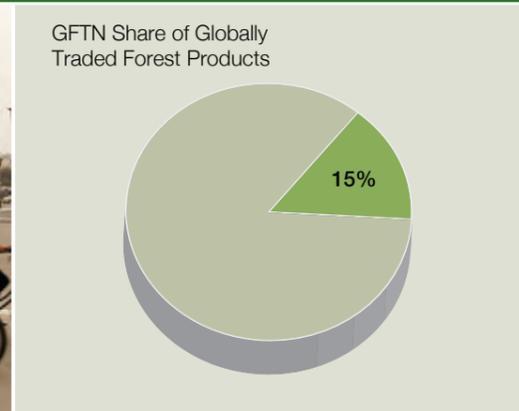
WWF report finds that the UK imports more illegal timber than almost any other country.



**AUGUST 2008**  
Congo Basin passes 1 million certified hectare milestone in swing to sustainable forestry.



Building for Beijing Olympics uses timber for flooring and doors from participating GFTN-China.



**SEPTEMBER 2008**  
Trading by GFTN participants represents 15% of globally traded forests products, with combined annual sales of \$61 billion.



**OCTOBER 2008**  
GFTN-Malaysia Participant Sabah Forestry Department protects critical orang-utan habitat by committing to responsible forest management.



17 Spanish and Portuguese companies commit to responsible sourcing by joining GFTN's newly launched Iberia programme.



Williams-Sonoma, Inc. joins GFTN in safeguarding the world's forests.



GFTN-Peru hosts successful business roundtable, resulting in US\$2 million negotiated in business deals for FSC-certified wood with international buyers.



**NOVEMBER 2008**  
Conducting an assessment of forest certification schemes, WWF finds FSC as the only credible system to ensure environmentally responsible, socially beneficial and economically viable management of forests.



**DECEMBER 2008**  
GFTN launches industry partnership in India to protect the world's forests.



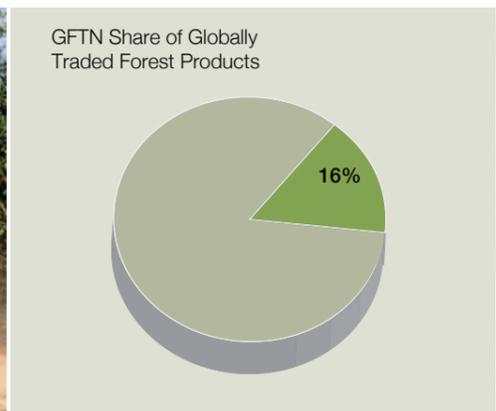
GFTN Participants in China surpass 1 million certified hectare milestone.



**MARCH 2009**  
Responsible forestry prevails in the Congo Basin with GFTN Participants certifying 2 million hectares.



GFTN-Brazil helps broker agreement with Sao Paulo's wood industry to commit to legal and certified wood use to protect Amazon.



Trading by GFTN participants increases with annual sales of US\$62 billion, representing 16% of globally traded forest products.



**APRIL 2009**  
GFTN-Bolivia concludes most successful business roundtable to date, resulting in potential market links valued at US\$12 million.



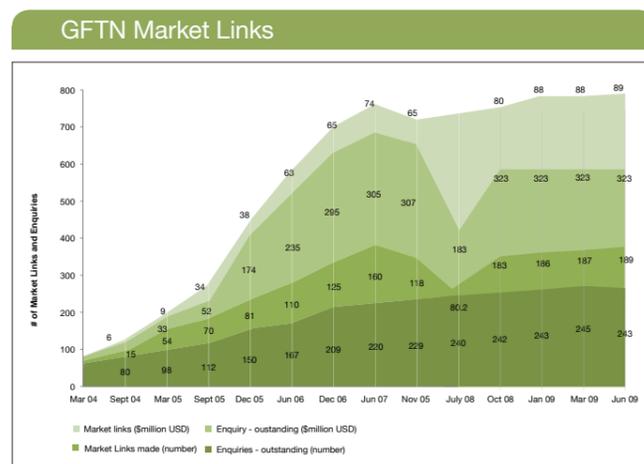
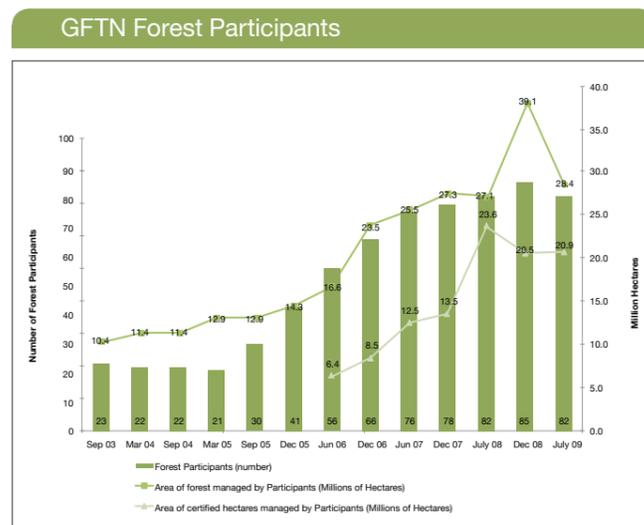
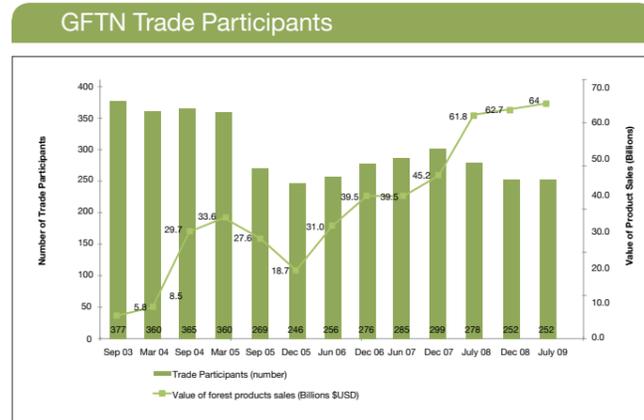
**MAY 2009**  
GFTN-Iberia holds its first Cork Business Trade Mission, connecting international buyers to credibly certified sources of cork.



**JUNE 2009**  
Three timber companies join GFTN-Vietnam committing to responsible forestry and trade.

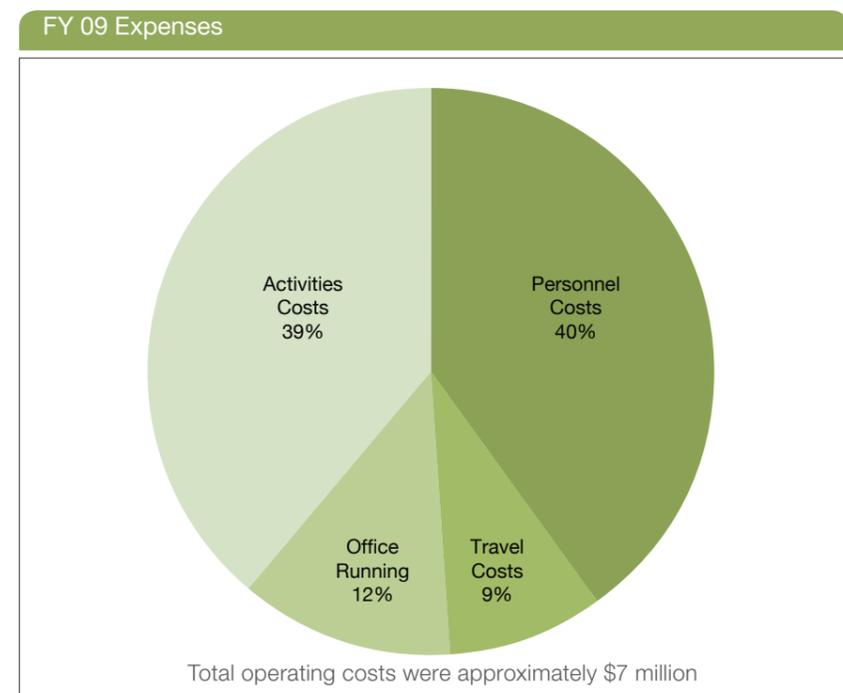
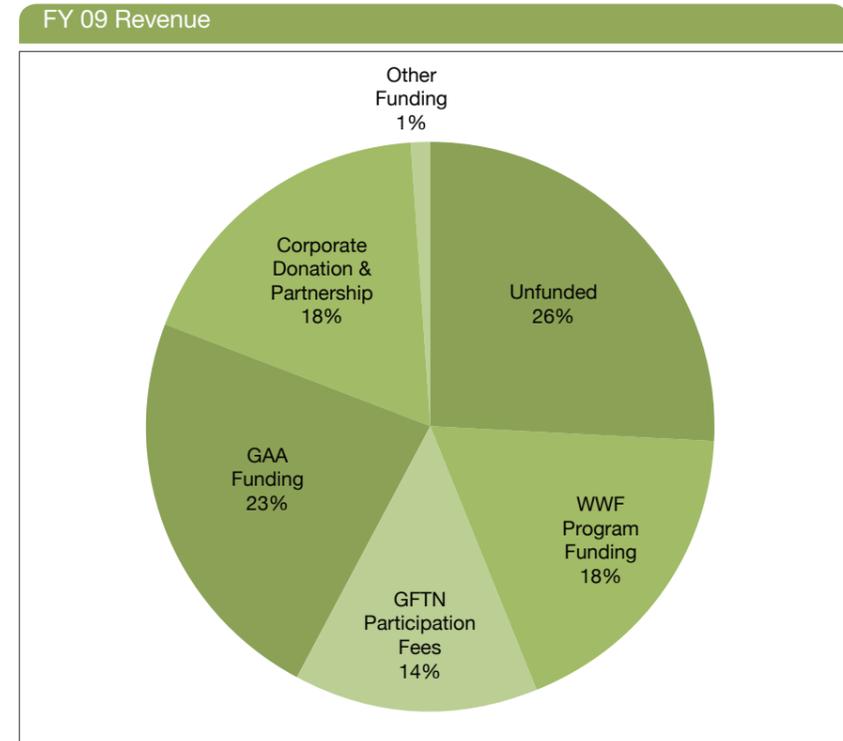
# GFTN's Global Achievements of FY09

- GFTN has provided structured support to over 250 trade participants in phasing out products from unwanted timber sources via GFTN's innovative stepwise approach.
- GFTN participants trade 263 million cubic metres of round wood equivalent (RWE) per year (up by 14 million cubic metres in July 2008). This represents approximately 16 per cent of the global harvest of industrial round wood (based on FAO estimates in 2007), and accounts for nearly US\$64 billion in forest product sales per year.
- GFTN works with 82 forest participants who manage over 28 million hectares of forests, of which 20.9 million hectares are now credibly certified.
- 62 applicants are at various stages of the application process. These applicants manage additional 4 million hectares of forests, and trade approximately 7 million cubic metres in forest products per year.
- GFTN has generated 424 market enquiries from trade participants or applicants who wish to purchase more responsibly from forest participants in the network. To date, 189 of these enquiries have become market links where the two organizations are now trading. These market links have an estimated value of US\$89.2 million.
- GFTN estimates approximately 2.9 million employees and 12,380 local families are supported by GFTN Participants' commitments to responsible forestry and trade.



# Financial Overview

The graphs below represent GFTN Expenses and Revenue for the 2009 Fiscal Year (July 1, 2008- June 30, 2009).



# The Global Forest & Trade Network Wishes to Thank:

Since 2005, continuous support from the **Citi Foundation** has enabled the building of responsible forestry and procurement practices through the further development of the Global Forest & Trade Network operating in over 36 countries.

**DFID** contributions have strengthened the capacity and membership of GFTN-China through the development of action plans for stepwise certification and stepwise progress in responsible procurement of verified legal and sustainable forest products.

**European Commission** funding, now in its third project year, has supported the conservation and sustainable management of tropical forests, by assisting 10 developing countries in Asia and

- ADD
- Banco Real/ Santander Group, Brazil
- Blue Moon Fund
- Development Commissioner (Handicrafts), Ministry of Textiles, Government of India
- Direction de l'environnement
- Export Promotion Council for Handicrafts (EPCH), India
- French Cooperation
- Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ)
- Gobierno de España, Spain
- Homebase Ltd (part of the Home Retail Group) UK

Africa with improving the governance of their forest resources.

**United States Agency for International Development** support of the Sustainable Forest Products Global Alliance has funded the GFTN's global efforts in encouraging responsible forest management by bringing about forest certification on the ground, creating market demand for certified forest products and connecting producers who adopt responsible management practices to the marketplace. Likewise, USAID's support of the Responsible Asia Forestry and Trade project has contributed to the GFTN's efforts to improve both the quality and extent of sustainable management of forest resources and biodiversity in the region.

- International Finance Corporation (IFC)
- IKEA, Sweden
- ITC (Integrated Tree Cropping), Australia
- Ministerio de Asuntos Exteriores, Spain
- Ministerio de Medio Ambiente, Spain
- Ministero Dell'Ambiente e della Tutela del Territorio e del Mare
- Netherlands Directorate-General for International Cooperation (DGIS)
- Planning Commission, Government of India
- Secretaría de Estado de Cooperación Internacional, Spain
- TetraPak



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The Global Forest & Trade Network 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. First established in 1991, it is the world's longest-running and largest forest and trade programme of its kind, providing assistance to hundreds of companies in many countries.



[gftn.panda.org](http://gftn.panda.org)