Forest Stewardship Council (FSC) is the world’s most trusted sustainable forest management solution, delivering positive impacts for the world’s forests, markets and people – for today and tomorrow.
The Asia Pacific region is covered by a staggering 740 million hectares of forests. Southeast Asia alone contains the third-largest forest area in the world and is home to scores of rich biodiversity sites.

It is also the world’s most populated region and has the fastest growing economies in the world. With an estimated annual trade in primary forest products valued at more than US$90 billion, Asia Pacific plays a crucial role in the global forest product supply chain. However, high rates of deforestation, illegal logging, and labour and human rights issues cast a dark shadow over the promising future of this area.

FSC believes it is critical that forestry in Asia Pacific becomes more sustainable and adopts the circular economy approach. Responsible forestry improves the conditions of forests, thus providing resilience against climate change. With these goals in mind, we have been working with more than 34,000 certified businesses, providing FSC members and NGO partners across the globe.

FSC is the world’s most trusted sustainable forest management solution and has been active in Asia Pacific since the early 2000s. Tasked with driving responsible forest stewardship in the region, the Asia Pacific regional office was established in 2011, and we have been steadily expanding since then. Currently, we have offices in Australia, China, Japan, India, Indonesia, Malaysia, New Zealand, Thailand and Vietnam. We also receive significant support for our standard development process in Nepal, Papua New Guinea and Taiwan.

By harnessing local experience and expertise, we hope to create stronger connections and coordinate with local stakeholders to generate an even greater impact.

We hope this booklet will help you learn more about what we do and how we do it. The following sections will introduce our mission and vision, and how we engage with our stakeholders, from governments and businesses to NGOs and individuals. And that, armed with this knowledge, you will be able to join us in responsibly growing our forests while also growing FSC’s footprint in Asia Pacific.

ADAM BEAUMONT
Regional Director
FSC Asia Pacific
ABOUT FOREST STEWARDSHIP COUNCIL

FSC is the world’s most trusted sustainable forest management solution, delivering positive impacts for the world’s forests, markets and people – for today and tomorrow. Officially founded in 1994, leading environmental NGOs recognize the FSC certification scheme as the gold standard in forestry, as it ensures that forests products are responsibly managed and harvested. Products that carry the FSC label present businesses and consumers with a responsible, ethical choice in a crowded marketplace.

MISSION AND VISION

FSC promotes the environmentally appropriate, socially beneficial and economically viable management of the world’s forests while working to meet the rights and needs of the present generation without compromising those of future generations.

GOVERNANCE

FSC has a uniquely diverse, membership-based governance structure which embraces participation, democracy, equity and transparency. Through consensus-based multi-stakeholder processes, members and stakeholders around the world work together to define essential social and environmental criteria for forest management.

Our BEACON
The realization of a new forest paradigm in 2050

The true value of forests is recognized and fully incorporated into societies around the world

Our Aspiration
Turn the Tide

FSC is the leading catalyst and defining force for improved forest management and market transformation, shifting the global forestry trend toward sustainable use, conservation, restoration and respect for all.
FSC’S CONTRIBUTIONS TO UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

FSC was instrumental in the United Nations’ decision to include forest certification in the set of indicators to measure the implementation progress of their Sustainable Development Goals (SDGs). This sent an important signal to governments, businesses and the civil society that forest certification is a relevant tool for the sustainable management of forests.

FSC rules require suitable training, the protection of forest workers, the payment of reasonable, living wages and agreements with local populations that guarantee them a share in the benefits created by forest management.

FSC contributes to sustainable food production systems and resilient agricultural practices since forests are better managed through FSC certification practices and hence protect the ecosystem services, such as water and soil, for crop production.

The FSC system uses responsibly produced wood as an environmentally and socially sound resource which promotes waste minimization and product maximization to enhance efficiency. By applying the ILO’s core conventions, FSC aids SDG targets on employment, decent work and equal pay; the eradication of forced labour and child labour; and the protection of labour rights and safe, secure working environments.

FSC promotes sustainable consumption and production. We contribute to sustainable management and efficient natural resource use targets by reporting on sustainable practices, providing information and raising awareness, sustainable public procurement, and building capacity in developing countries for sustainable consumption and production.

FSC’s certification scheme contributes to tackling climate change by promoting sustainable forest management and recycling used wood materials. FSC launched the world’s first ecosystem services tool that rewards the preservation of valuable ecosystem services, including carbon storage. Through responsible forestry, FSC contributes to promoting resilience against climate change.
FSC defines gender equality as women and men being provided with equal conditions to realize their human rights. FSC also requires adherence to the International Labour Organisation’s (ILO) core convention, which entails equal wage and job opportunities, anti-discrimination and other key concepts.

With its ecosystem services approach, FSC contributes to efficient and sustainable water use, integrated water resource management and the protection of water-related ecosystems.

FSC strictly adheres to requirements regarding legal rights to harvest, customary rights, and environmental and social variables. FSC also respects and focuses on gaining consent from local people and indigenous people.

FSC certification can be used to ensure that wood energy is effective as an alternative to fossil fuels and avoids adverse impacts. Certification is a step towards the sustainable production of bio-energy that will minimise greenhouse gas emissions, which contributes in turn to increasing the percentage of renewable energy by 2030.

FSC supports legal and commercially viable forest management practices which help increase the income of nations through fees and taxes. FSC aids the implementation of legislation targeting the closure of illegally harvested timber markets. FSC also helps to improve the image of tropical timber in markets in the North, addressing concerns about the negative environmental and social impacts of producing such wood. Lastly, FSC works to promote civil society partnerships through group certification.
As the world’s most populated region and home to the planet’s fastest-growing economies, it is crucial that Asia Pacific moves its development in a sustainable direction.

FSC has been working on increasing market demand and encouraging a matching supply within and outside Asia Pacific. We work with numerous stakeholders of all sizes: from multi-billion-dollar businesses, gaining their commitment to sourcing only socially and environmentally responsible FSC materials and products; to institutional investors, providing assurance to their global fund managers and buyers that their forestry assets and sources are managed to a world-class standard through FSC; and with local community forests wishing to gain access to global multinationals and supply chains through FSC group certification.

Our numerous successes continue to reinforce FSC’s commitment to providing high-level assurance to businesses, community organisations, investors, boards and governments, and our commitment to helping unleash the market potential of certification.
McDonald’s Taiwan now uses FSC-certified products for more than 50 packaging items including paper bags, paper cups, paper boxes and napkins. McDonald’s Japan has also pledged to switch to 100% FSC-certified for their paper products.

**HIGHLIGHTS OF FSC’S ASIA PACIFIC MARKET SUCCESSES**

- **82%** Increasing demand for responsibly-sourced Asia Pacific forestry products – 10,000+ Chain of Custody certificates now awarded, an increase of 82% from 2012 to 2017

- **100%** Kirin Group, one of Japan’s largest beverage groups, commits to 100% FSC-certified paper for their paper packaging by 2020

- **AUD 4.5 BILLION** New Forests, a sustainable real asset investment manager which has more than AUD4.5 billion in assets under management globally, requires the plantation forests in their portfolio to achieve FSC certification.

- **95%** More than 95% of the wood used to produce pencils for the Faber-Castell Group comes from FSC-certified plantations and sustainable sources

- **50** McDonald’s Taiwan now uses FSC-certified products for more than 50 packaging items including paper bags, paper cups, paper boxes and napkins. McDonald’s Japan has also pledged to switch to 100% FSC-certified for their paper products.

**KEY AND UP-AND-COMING FOCUS MARKET AREAS FOR FSC IN THE ASIA PACIFIC**

- Paper, pulp and packaging
- Printing and publishing
- Timber and furniture
- Non-Timber Forest Products (e.g. Natural rubber, Latex, Bamboo, Rattan)
- Viscose for fabrics and clothing
- Ecosystem services for carbon, water, biodiversity and recreational assets
- Supporting potential smallholders as they try to gain better market access

**SETTING BEST PRACTICE OF FOREST STEWARDSHIP IN ASIA PACIFIC**

Any international standard for forest management needs to be adopted at the regional or national level in order to reflect the diverse legal, social and geographical conditions of forests in different parts of the world. We have been integrating local expertise with the FSC system. Please see FSC’s development on the National Forest Stewardship Standards on p11.
**FSC ASIA PACIFIC STRATEGIC PLAN 2018-2022**

**ENHANCING GOVERNMENT RELATIONSHIPS**

Making sure that governments across the region understand and see the value of FSC’s vision

FSC has a long history of partnering with governments around the globe. We use our expertise to enhance national responsible forest management practices, both in scale and quality, and thus improving the livelihoods of people and the health of the environment. FSC upholds the world’s most credible and respected forest certification scheme and we actively take part in international agreements and partnerships, such as the United Nations Environment Programme (UNEP).

In Asia Pacific, we work to identify government development priorities and demonstrate the benefits of responsible forestry to local and national economies and industries by complementing a government’s existing regulations with FSC standards. We also work to make FSC a requirement for public procurement policies. Our successes include:

- Thailand, where the Thai government has pledged to support smallholder rubber planters as they work to comply with FSC standards
- Vietnam, where the Vietnamese government supports forest certification and has put it in the new Forestry Law. It also has notably pledged to grow over 42,000 hectares of forests in Quang Tri province and have them attain FSC certification by 2020
- The government of Taiwan and its indigenous communities support FSC, as we have embedded Free, Prior and Informed Consent – a specific right that pertains to indigenous peoples and is recognised by the United Nations Declaration on Human Rights – into our Principles and Criteria.

FSC has enormous potential to improve national forest management, particularly in:

- Australia – there is great opportunity to expand the area certified to FSC with the new Australia National Standard which will be launched in 2018.
- India – its Draft National Forest Policy (DNFP) puts a focus on certification. FSC India also actively participates in the India Private Sustainability Standards Platform, the first platform under the aegis of the United Nations Forum on Sustainability Standards (UNFSS).
- Japan – there is a joint commitment by 20 municipalities to FSC as their preferred forest certification scheme.

**Did you know that…**

FSC is an excellent due diligence tool. New timber legality regulations imposed by European countries, like the European Union Timber Regulations (EUTR), require that all timber products exported to the European market come from verifiable legal sources. According to the Centre for the Promotion of Imports from Developing Countries, which is funded by the Netherlands Ministry of Foreign Affairs, having FSC certification is one of the easiest ways to prove compliance. This verifies both legality and sustainability. Similarly, in Australia, the Illegal Logging Act prohibits the import of timber or timber products from illegally logged sources. Countries such as Japan and Korea also have similar requirements and FSC certification helps assure buyers that the products they import are not from illegally logged sources.

**FSC ENVISIONS TO BECOME**

A TRUSTED PARTNER — Governments across Asia Pacific value FSC as the most credible forest organisation, working with FSC as a knowledge partner to develop their national forest standards.

A COMPETENT ENABLER — Governments use FSC as an enabler of legal compliance and good forest management, as well as a key partner in global climate and development solutions and achieving their Sustainable Development Goals. Government procurement policies also include FSC as a purchase option.
Since FSC’s official inauguration 24 years ago, FSC has gained respect through our chamber-balanced approach. This approach balances social, environmental and economic interests while setting international principles, criteria and indicators for responsible forestry standards. FSC’s forest certification, which scheme has the longest history and the most holistic approach incorporates labour and indigenous rights considerations, like Free, Prior and Informed Consent (FPIC) from Indigenous Peoples and International Labour Organisation (ILO) conventions.

FSC is continuously selected as the preferred certification scheme by leading environmental NGOs, such as WWF, and has formed sustainability and procurement partnerships with some of the world’s biggest brands and Fortune 500 companies including Apple, Ikea, McDonald’s and Walmart.

FSC was also instrumental in the United Nations’ decision to include forest certification in the set of indicators to measure progress in implementing its Sustainable Development Goals and was recently re-elected to the Multi-Stakeholder Advisory Committee to the UN’s Sustainable Public Procurement Programme.

These successes send an important signal to governments, businesses and the civil society that forest certification is a relevant tool for sustainable management of forests, and that FSC is a leader in the field.

In Asia Pacific, we are investing in the local adaptation of FSC standards and in developing guidelines which promote grassroots involvement to improve livelihoods and the environment through better forest management, before and after certification. We are continuing our work with existing partners as we build new partnerships to promote the benefits of FSC certification and reinforce the fact that the “checkmark and tree” label is the trusted mark of good forestry.

Besides working with groups of smallholders to allow them to access and benefit from FSC certification, FSC also supports development agencies with our Principles and Criteria to improve the forest management of smaller communities.
In 2017, the Thai government made a significant pledge to support smallholder rubber planters as they work to comply with FSC standards. The decision was made after a collective call from various rubber associations, saying that their members have received increasing requests from European buyers to purchase certified latex, and certified rubber wood.

Thai Prime Minister Chan-o-cha stated that he believes complying with FSC standards “will make Thai products more viable for export to other markets in addition to China and will help raise their value in international markets.”

This decision signals highly positive progress towards developing responsibly-managed sustainable forests in the country, considering that Thailand is the world’s largest producer of plantation rubberwood. In addition, local plantation-based rubberwood is used almost exclusively in the Thai furniture manufacturing.
sector and Thailand is a noteworthy producer and exporter of wood-based panels, an industry which is reliant on a stable supply of domestic rubberwood. Finally, in Japan and Korea, the demand for certified biomass for bio-energy has also increased exponentially.

Market drivers and increasing demand for the FSC-certified materials are the primary drivers of government support. Key industry players in the rubberwood market, including biomass, wood chip and pellet buyers from Japan and brands like IKEA, all recognise FSC as the most credible certification system for social and environmental safeguard, giving extra impetus for producers to comply with the standards.

Since demand for FSC products in Vietnam is growing rapidly, especially for acacia, latex and rubberwood, the Vietnamese government has pledged to grow over 42,000 hectares of forest in Quang Tri province and attain FSC certification by 2020. The country also has two ForCES pilot sites, an initiative to test the payment for ecosystem services, in Vinh Tu and Huong Son.

In addition, other projects are being run by leading ENGOs and companies to promote FSC certification across the Greater Mekong, one being the regional Sustainable Bamboo Acacia and Rattan Project, which currently covers Laos, Cambodia and Vietnam. It is a collaboration between WWF and IKEA which promotes FSC certification to drive sustainable production and forest management and at the same time draw smallholders into the international market.

FSC Greater Mekong is developing National Forest Stewardship Standards (NFSS) for Thailand and Vietnam, a national adaptation of FSC’s international standards. We are optimistic that the government’s support towards FSC standards will encourage the industry and other stakeholders to contribute and become actively involved in the standards development process.
Globally, FSC has over 34,000 Chain of Custody (CoC) certificates. More than one-third of these come from the Asia Pacific region, the second-largest number of certificates after Europe.

As of July 2018, there were over 11 million hectares of FSC-certified forest area in Asia Pacific under nearly 300 Forest Management (FM) certificates, covering some of the most biodiverse countries in the world, including Indonesia, Malaysia and the Greater Mekong area.

Currently there are more than 11,000 FSC CoC certificates in Asia Pacific.

In terms of certified forest products, FSC is the dominant player in several industries in Asia Pacific: paper, pulp, packaging, printing and publishing, and timber and furniture. These industries make up more than 70 per cent of the CoC certificates in the region.

FSC aims to continue growing our core market in FM certificates, forest area and CoC certificates through engaging key stakeholders, including influential brands, retailers and media across the region. We will also continue to leverage our business connections and reward our certificate holders by bridging suppliers and buyers, identifying their mutual benefits and linking smallholders and group schemes with key buyers and traders.

With increasing FSC brand awareness, we anticipate that more products exported abroad will be FSC-labelled, especially for European and US markets; and that more products will be created for domestic supply.

Did you know that...

- 99% of FSC certificate holders plan to renew their FSC certification;
- more than 90% of survey* respondents planned to source a comparable or larger share of their products as FSC-certified over the next two years;
- about half of survey respondents believe that FSC is becoming increasingly relevant in their sector;
- meeting client demand continues to be the top reason for becoming and staying FSC-certified.

*Data from 2017 Global Market Survey by GlobeScan
Attracting key brands and retailers with the largest market share to sell FSC-labelled products

Increasing the availability and visibility of certified wood sources from smallholders, upon which many manufacturers rely almost exclusively for their supply

FSC dominates the forest certification market in Asia Pacific because we are the most trusted certification scheme. FSC-certified material is the most sought-after material, and this high demand has allowed us to build an extensive business network across the globe.

To reward our certificate holders, leverage our business connections and connect buyers and suppliers within the Asia Pacific region and overseas, FSC holds regular business forums. The inaugural forum was held in 2017 in Hanoi, Vietnam, successfully attracting over 100 FSC certificate holders.

Events of a similar nature are also held at the national level, with local offices organising events focusing on professional networking opportunities and experience-sharing.

FSC also works with brands that source FSC-certified material and Trademark Service Licensees to raise public awareness of the meaning of the FSC label.

The UN FAO’s State of the World’s Forests 2018 publication recognises the major role of forest certification in sustainable forest management – 23% of global industrial roundwood production now comes from FSC-certified forests.

FSC ENVISIONS

Maintaining our growth in natural forest areas and increasing the total certified natural forest area in Asia Pacific by five per cent per year

Finding a way to make more plantation areas eligible for FSC certification

Growing our brand and working to help more people understand that FSC is a driving force for social and environmental development

Attracting key brands and retailers with the largest market share to sell FSC-labelled products

5%
FSC ASIA PACIFIC STRATEGIC PLAN 2018-2022

ENTERING NEW MARKETS

As society and technology evolve, new markets emerge that FSC is poised to tap into.

Forests provide scores of tangible and intangible resources like non-timber forest products (NTFPs) which include natural rubber, bamboo, botanicals and rattan; and also ecosystem services, like carbon, water, biodiversity and recreational assets. NTFPs play a key role in providing additional revenue for forest managers and helping to communicate the message that forests produce more than just paper and wood.

NEW TREND, NEW PRODUCTS

There is an increasing global demand for more sustainable alternatives to environmentally-unfriendly materials like plastic. Advancing technology and changing mind-sets are driving rapid developments in sustainable products such as using latex to make natural rubber for use in sports gear and footwear. Bamboo is also an excellent alternative to plastic because of its biodegradable nature, especially in single-use products, such as cutlery and packaging.

In Asia Pacific, we see bamboo, rattan, viscose and natural rubber as promising growth sectors. These products may be produced at the industrial scale or at a smaller community level.

In Asia Pacific, we see bamboo, rattan, viscose and natural rubber as promising growth sectors.
Did you know that…

FSC is the preferred choice for the fashion industry. FSC’s collaboration with the CanopyStyle Initiative for over five years has resulted in over 161 brand partners including H&M, GAP, Zara and Stella McCartney committing to eliminating the use of wood from ancient and endangered forests in their supply chains. This commitment includes exploring innovative fibres and advancing conservation solutions. This initiative has also secured wood sourcing policies from rayon and viscose fibre producers, covering more than 70 per cent of global production.

Some products can also be harvested in addition to traditional timber products. FSC certification provides assurance that these products are sourced from responsibly managed forests.

Ecosystem services are also gaining traction thanks to government and business commitments to sustainable development goals and the necessity of following new regulations. FSC’s ecosystem services methodology provides a measuring tool where impact investment models are employed, or where donors drive specific campaign targets like carbon storage or purchasing water entitlements.

FSC has a long history of certifying NTFPs and is the only forest certification scheme that has ecosystem services procedures to allow the impacts to be qualified and verified, making FSC the best organisation to ensure these new products are credible and forest-friendly.

FSC ENVISIONS

Working with major global brands to source and promote FSC-certified products with a focus on rubber, rattan, textiles and bamboo

Demonstrating the value that FSC certification can bring to ecosystem services

Becoming a trusted thought leader in new markets, being an advocate for good forest management in new fields and promoting new solutions like ecosystem services

Find out how natural rubber is being made from small communities
FSC is the only forest certification system that embeds ecosystem services procedures that allow impacts to be quantified and verified. To ensure these procedures are scientifically sound, we partnered with organisations including United Nations Environmental Programme (UNEP), the Center for International Forestry Research (CIFOR), WWF, RECOFTC, SNV and Asia Network for Sustainable Agriculture and Bioresources (ANSAB) for a six-year FSC certification for Ecosystem Services project (ForCES). PT Ratah Timber is one successful example. Located in East Kalimantan, Indonesia, the forest concession covers 90,000 hectares of tropical forest that provide a range of ecosystem services including biodiversity conservation and carbon sequestration and storage. Using a methodology developed through a partnership with the Kyoto University, Japan, the forest manager had the maintenance of forest carbon and biodiversity on the site verified in accordance with FSC’s new Ecosystem Services Procedure. The forest company, WWF and Kyoto University are now working to deliver market rewards for these verified positive impacts.

Another example is found in Fujian, China. The Fujian Longtai Bamboo Co. Ltd. is the first bamboo product manufacturer listed on the Chinese stock market. The company’s founder, Wu Gui-Ying, grew up in a family in the bamboo-ware trade. Frustrated by the low quality of most suppliers’ items, she and her husband started their own manufacturing business, working with nearby villagers. After careful consideration they decided to get their bamboo forests and production facilities certified by FSC.

FSC certification has improved their forest management and ensures a fair and safe working environment for their workers, as well as being of tremendous benefit to Longtai’s export business. Their forest yield improved, their sales grew, and more villagers now stay in their hometown and earn fair wages.

“We get income through the rent Longtai gave us for our parcel of land,” says local villager Master Yeung. “The annual income is almost the same as going to the big city to find a job. But this way is better because we can stay home and take care of our family.”
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