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on the future of poplar culture  
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## Sustainable forest management and poplar plantations: standards and certification schemes

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## Paper organisation

1. SFM indicators and certification: which driving forces?
2. Standard and certification schemes
3. A case study: Italy
4. Final considerations: a SWOT analysis

### 1. SFM indicators and certification: which driving forces?

4 main driving forces:

1. the growing importance of plantations in wood supply

	% total world supply of wood	
	2000	2050
Primary forests	22	5
Secondary forests under irregular management regime	14	10
Secondary forests under regular management regime	30	10
Plantations with indigenous species	24	25
Plantations with exotic species	10	50

Source: FAO, Unasylva

### Social Marketing: Ethics and Environment as a new horizon in marketing

2. Technological development and intensification in plantation management techniques (chemicals, monocultures, harvesting techniques, GMOs,...)  
→growing concern of consumers, ENGOs on sustainability criteria

3. Demand from civil society of products and services from responsible management of natural resources

4. Respect of SFM standards and certification as competitive advantage by some (large) companies working in the industrial and distribution sectors

Forests managed by StoraEnso are certified under ISO 14001, EMAS, FSC and PEFC schemes

November 11, 2003

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Environment > Policies

Quality Policy  
Forest Certification Principles  
GMO Principle  
Principles for Corporate Social Responsibility  
Principles for implementing EMAS  
Transport Environmental Principle  
Wood Procurement Principles  
Divisional Principles

**Environmental and Social Responsibility Policy**

**Responsible Business**  
Stora Enso is committed to developing its business towards ecological, social and economic sustainability. These tasks are recognized as shared responsibilities within Stora Enso enabling a continuous improvement of our operations.

**Eco-per perspective**  
Stora Enso's objective is to supply customers with products and services that satisfy various needs related to printed communication, packaging and construction purposes. These products are mainly produced from renewable raw materials, are recyclable and safe to use. The concept of product life cycle is considered guiding our environmental activities and provides the framework for our efforts. We expect the same commitment from our suppliers and partners to that at every stage, from raw material to the end product, the impact on the environment will be minimized.

**Social Respect**  
As an international company, Stora Enso acknowledges its role as a model company in the global, national and local society. Our attitude shall be characterized by respect for the cultures, customs and values of individuals and groups in countries where we operate. When developing our business to earn credibility, we will comply to and when necessary go beyond the requirements of national standards and legislation.

**Transparent stakeholder**  
In order to continuously strengthen our operations and develop environmental and social issues in a sustainable way, Stora Enso considers an open discussion and interaction with all stakeholders, both governmental and non-governmental, as fundamental.

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No clear impacts of CSR (Corporate Social Responsibility) on the demand for poplar products

There are some positive examples...

Abbiamo un sogno nel pacchetto.

I nostri fazzoletti sono riconosciuti e certificati dal marchio ecologico FSC.

Noi di Coop abbiamo le carte in regola. Le dimostra il marchio FSC che trovi sulla confezione dei nostri fazzoletti. Si garantisce che abbiamo il 100% di cellulosa proveniente da foreste controllate e certificate FSC, nel rispetto di rigorosi standard ambientali, sociali ed economici. Il restante 10% non proviene da pratiche distruttive di foreste antiche e ad alto valore di conservazione.

...like Coop (the largest Italian Company in food distribution)

A large increase in sales of paper certified products since April 2002

2.3 M since April 2002

5.5 M since November 2002

3.8 M since November 2002

1.5 M since May 2003

... but also very negative!

pe PANNELLO ECOLOGICO

**SALVIAMO**

Ricicla 2002

Info Point nella tua città

Home Pannello Ecologico Il Consorzio Salvaguardia

Julia Hill Licia Colò

Il marchio Pannello Ecologico arriva in Cina.

Numero Verde 800-903050

DOVE TROVARE I MODELLI IN PANNELLO ECOLOGICO

Provincia

Trova

ONE MAKES THE DIFFERENCE

insieme abbiamo salvato

Alberici

## 2. Standard and certification schemes

2 groups of standards and certification schemes employed by poplars growers:

- standards and certification schemes specifically designed for the forest sector
- standards and certification schemes applicable by all organisations

2 approaches in standard definition and in certification schemes setting:

- a performance approach
  - Focus on prescriptions, thresholds, limits to some management activities
- a system approach
  - Focus on the organisation of the planning systems, on monitoring the effects of the management activities


International certification schemes related to socio-economic aspects of SFM (national schemes are not taken into consideration)


	Forestry sector	All economic sectors
Performance approach		
System approach		
	Environmental and social aspects	Environmental aspects

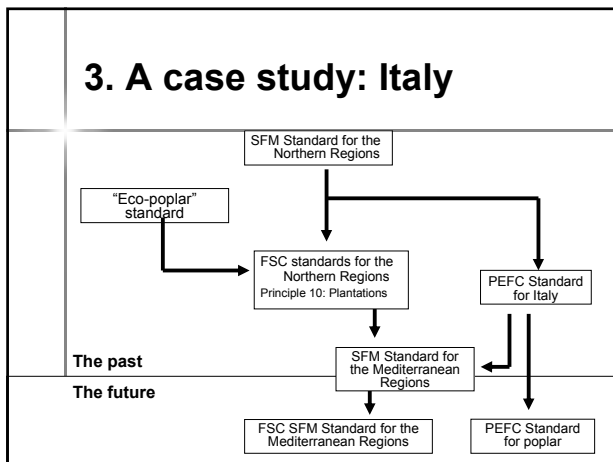
## FSC and PEFC = a different approach

**FSC:** plantations are specifically considered in the last of the 10 SFM Principle

**PEFC:** Fast-growing plantations are non the primary objective of PEFC certification (plantations are not specifically mentioned in the Pan-European Guidelines for SFM at the level of Forest Management Unit)

<h1>FSC</h1> <h2>Forest Stewardship Council</h2> 
<p>2,524,500 hectares 28 Forest Management Units (FMUs)</p> <div style="border: 1px solid black; padding: 5px;"> <p>26 natural or semi-natural mixed forests with poplar</p> <ul style="list-style-type: none"> <li>• 2,250,000 ha in Canada (4 FMUs)</li> <li>• 87,000 in USA (9 FMU)</li> <li>• 31,600 ha in Romania (1 FMU)</li> <li>• 53,000 ha the Netherlands (5 FMUs)</li> <li>• 80,400 ha in Hungary (1 FMU)</li> <li>• 10,400 in Czech Republic (1 FMU)</li> <li>• 7,000 ha in Germany (3 FMU)</li> <li>• 1,400 ha in UK (2 FMUs)</li> </ul> </div> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>Only 2 plantations 3,500 ha in Chile (1 FMU) 257 ha in Italy (1 FMU)</p> </div>

<h1>PEFC</h1> <h2>Programme for Endorsement of Forest Certification</h2> 
<div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p>Mixed forests certified under PEFC in:</p> <ul style="list-style-type: none"> <li>• France</li> <li>• Belgium</li> <li>• Germany</li> <li>• Austria (only for fuelwood production)</li> </ul> </div> <div style="border: 1px solid black; padding: 5px;"> <p>Specific standards under development in France and Italy</p> </div>



<h2>SFM indicators for poplar: more critical issues in Italy</h2>
<p>(not considering the general FSC indicators of other principles):</p> <ul style="list-style-type: none"> <li>■ No plantations in land abandoned for more than 10 years</li> <li>■ Restricted use of chemicals (no WHO classes 1a &amp; 1b; no chlorinated hydrocarbons; more specifically: no ditiocarbammatt allowed, e.g.: Mancozeb);</li> <li>■ Maximum size of new plantations with the same clone and of the same age: 10 ha</li> <li>■ No more than 80% planted with the same clone (in farm &gt; 30 ha)</li> <li>■ Maintenance of 2-5% of the farm land for indigenous species</li> <li>■ Mechanical weed control</li> <li>■ Gradual increase of fertilizers used in organic</li> <li>■ Green belts around plantations</li> <li>■ New plantations made only clones of certified</li> </ul> <div style="border: 1px solid black; padding: 5px; margin-top: 10px; font-size: small;"> <p>= a result of a long negotiation, not strictly related to scientific criteria but on consensus-building needs</p> </div>

<h2>4. Final consideration</h2> <h3>SWOT Analysis</h3>	
<b>Strength</b>	<ul style="list-style-type: none"> <li>• (Large) poplar growers: industrial organisations open to the adoption of modern systems of farm organisation</li> <li>• Local associations of poplar grower: → group certification</li> <li>• Enhanced management of the investment (→ cost reduction)</li> </ul>
<b>Weakness</b>	<ul style="list-style-type: none"> <li>• Certification: → increased costs → lower profits</li> <li>• Presence of various schemes: risks of wrong (un-productive) investments in certification</li> </ul>
<b>Opportunities</b>	<ul style="list-style-type: none"> <li>• Certification: competitive advantage → premium price → stable market share</li> <li>• Certification: control of socio-environmental negative impacts → increased public consensus and support</li> </ul>
<b>Threats</b>	<ul style="list-style-type: none"> <li>• Certification: → increased costs → loss of markets for poplar wood products</li> </ul>

<p>A risk of focusing on secondary targets:</p> <ul style="list-style-type: none"> <li>■ certification and labelling are instruments: they need sound indicators of SFM,</li> <li>■ but also SFM indicators are instruments:</li> <li>■ the focus should producing poplar wood in a responsible way</li> <li>■ not on producing paper for printing the Manual of procedures for organising the management system</li> <li>■ Other instruments are even more useful and effective</li> </ul>
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Copy of the slides can be downloaded from the web site of the University of Padova ([www.unipd.it](http://www.unipd.it))

producing poplars

or

preparing complex procedures for certification?

