



***WTO TBT Committee
Conformity Assessment Workshop
Canada's experience in forest certification***

Geneva, March 16, 2006

Guillaume Gignac

QMI

- ✓ Leading certification body in North America
- ✓ Private organization
- ✓ Established in 1984
- ✓ Division of CSA Group
- ✓ Accredited by SCC, ANAB, EMA and INN
- ✓ Certification of Management Systems (ISO 9001, ISO 14001, SFI, CSA Z809, etc.)
- ✓ Over 12 000 Clients
- ✓ Certified over 54 million hectares (Canada) under **CSA Z809 - SFM** or **SFIS**

Context

- Canada is a forest nation (10% of world's forests - 402 million hectares)
- 93% of the forest land is publicly owned
- High level of private forest land in eastern Canada
- Diversity of forest types from coast to coast
- 10 Provinces and 3 Territories – Forestry under provincial and territorial jurisdiction
- Canada exports 80% of its forest products

Forest Certification Schemes

- Three (3) forest certification schemes available in Canada:
 - ✓ **CSA Z809 -SFM** Sustainable Forest Management (SFM) standard – Accredited by Standards Council of Canada [SCC]
 - ✓ Sustainable Forestry Initiative standard (**SFIS**) – Accredited by ANSI-ASQ National Accreditation Board (U.S.) [ANAB]
 - ✓ Forest Stewardship Council (**FSC**) – Accredited by the FSC
- Each has its own Chain of Custody

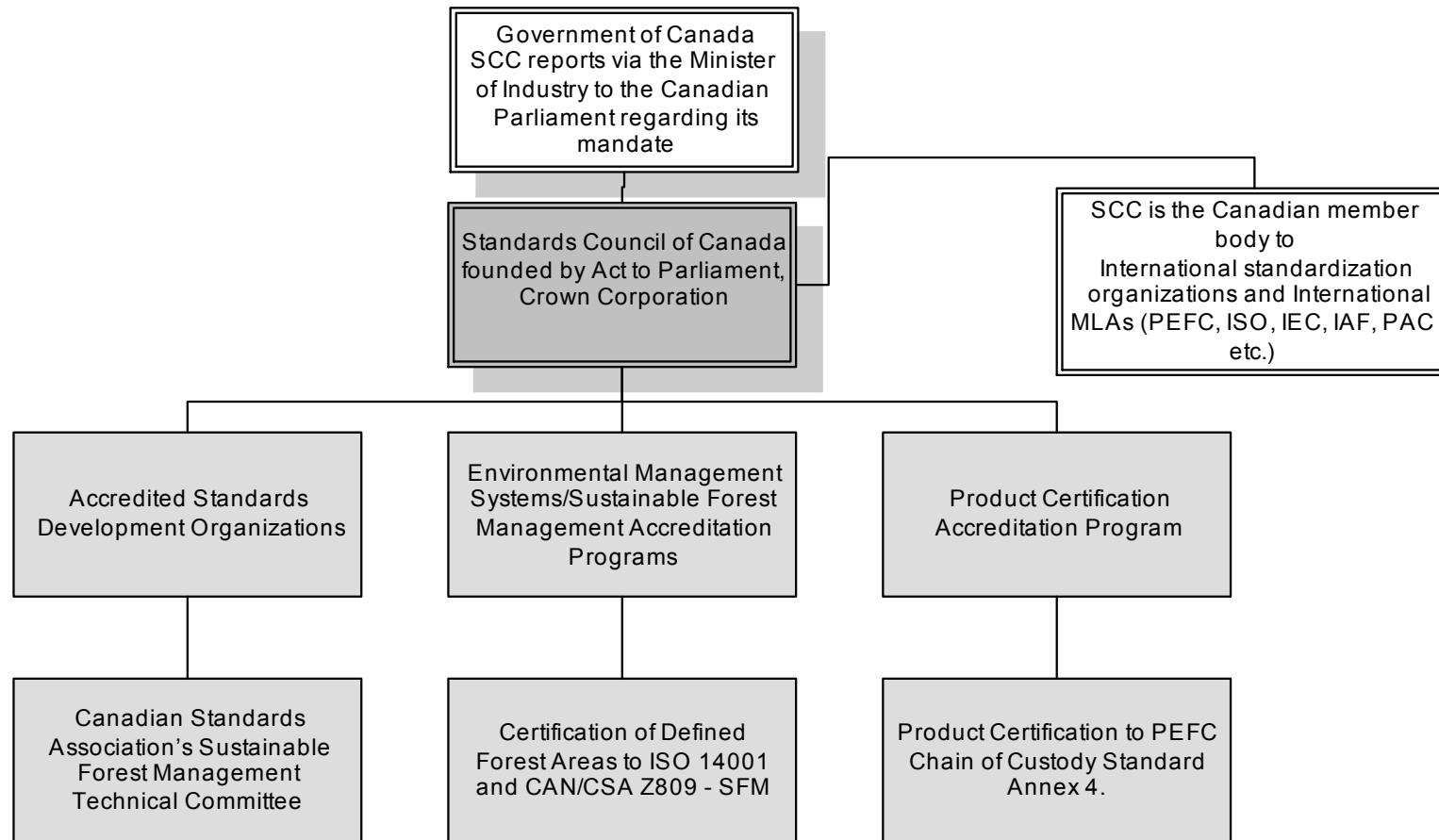
CSA Z809 - SFM



- Canada's national standard for sustainable forest management
- Approved by the Standards Council of Canada as a national standard of Canada (1996, 2002, to be reissued 2007)
- Covers operations in Canada
- 3 sections:
 1. *Public participation*
 2. *System requirements*
 3. *Performance requirements*



Canada's Sustainable Forest Management Program (SFMP)



FSC

- International system covering forest management practices and the tracking and labelling of certified products and paper products with recycled content
- Developed a set of global Principles and Criteria for forest management
- 10 Principles and 57 Criteria that address legal aspects, indigenous rights, labour rights, multiple benefits and environmental impacts surrounding forest management



SFIS



- Sustainable forest management standard applicable both in Canada and the United States
- Based on nine principles that address economic, environmental, cultural and legal issues, in addition to a commitment to continuously improve sustainable forest management
- Contains 13 objectives covering sustainable forest management, procurement of wood and fibre, public reporting, continuous improvement and mitigating illegal logging

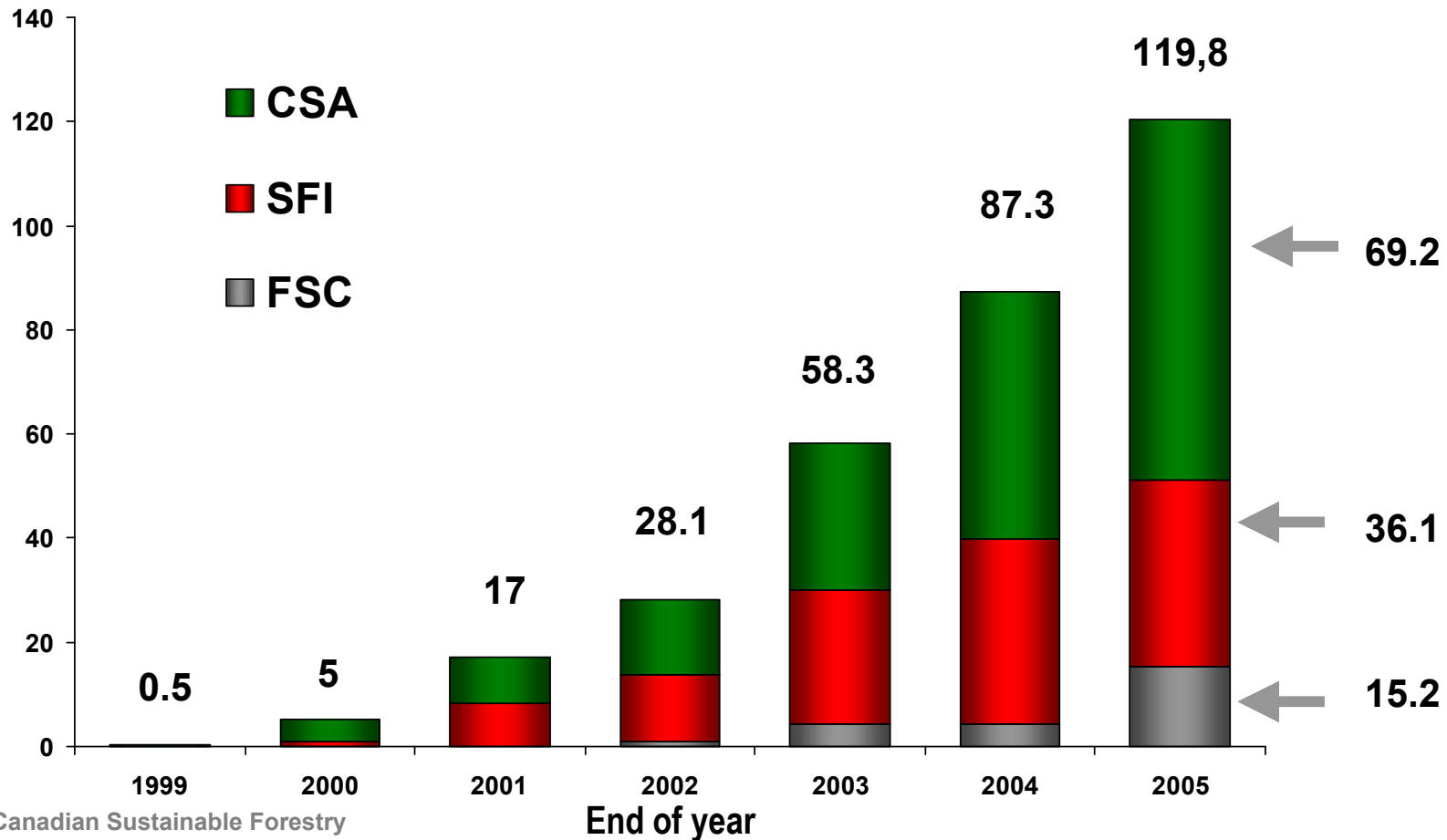
PEFC



- Programme for the Endorsement of Forest Certification (PEFC)
- A membership-based global umbrella organization that provides a mutual recognition framework for national forest certification systems developed in a multi-stakeholder process
- Canada's Sustainable Forest Management Program (CSFMP), including the [CSA Z809 – SFM](#) and [SFIS](#), has been endorsed by PEFC

SFM Certification in Canada: 1999-2005

millions of hectares certified as of Dec 2005

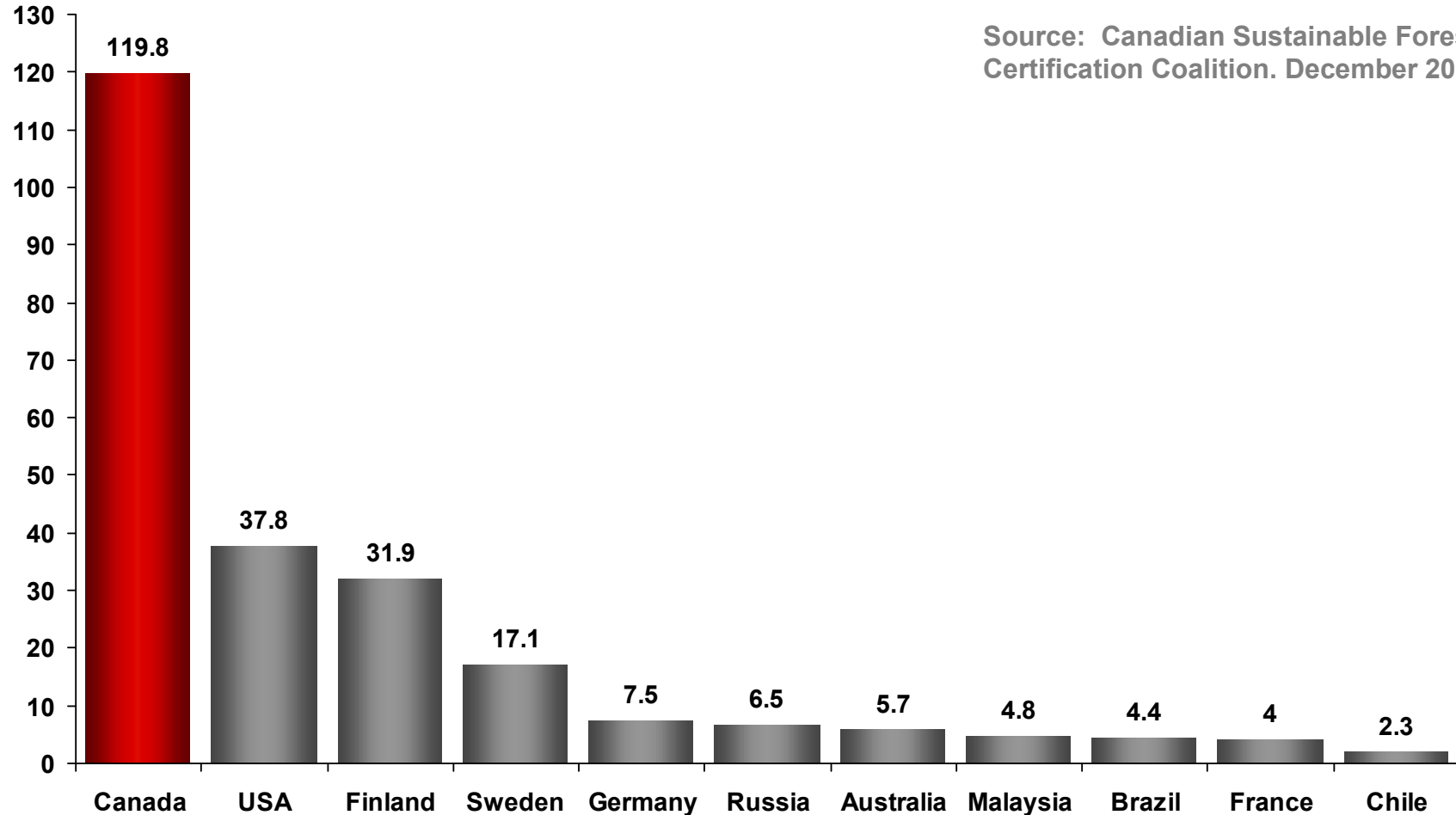


Source: Canadian Sustainable Forestry Certification Coalition. December 2005

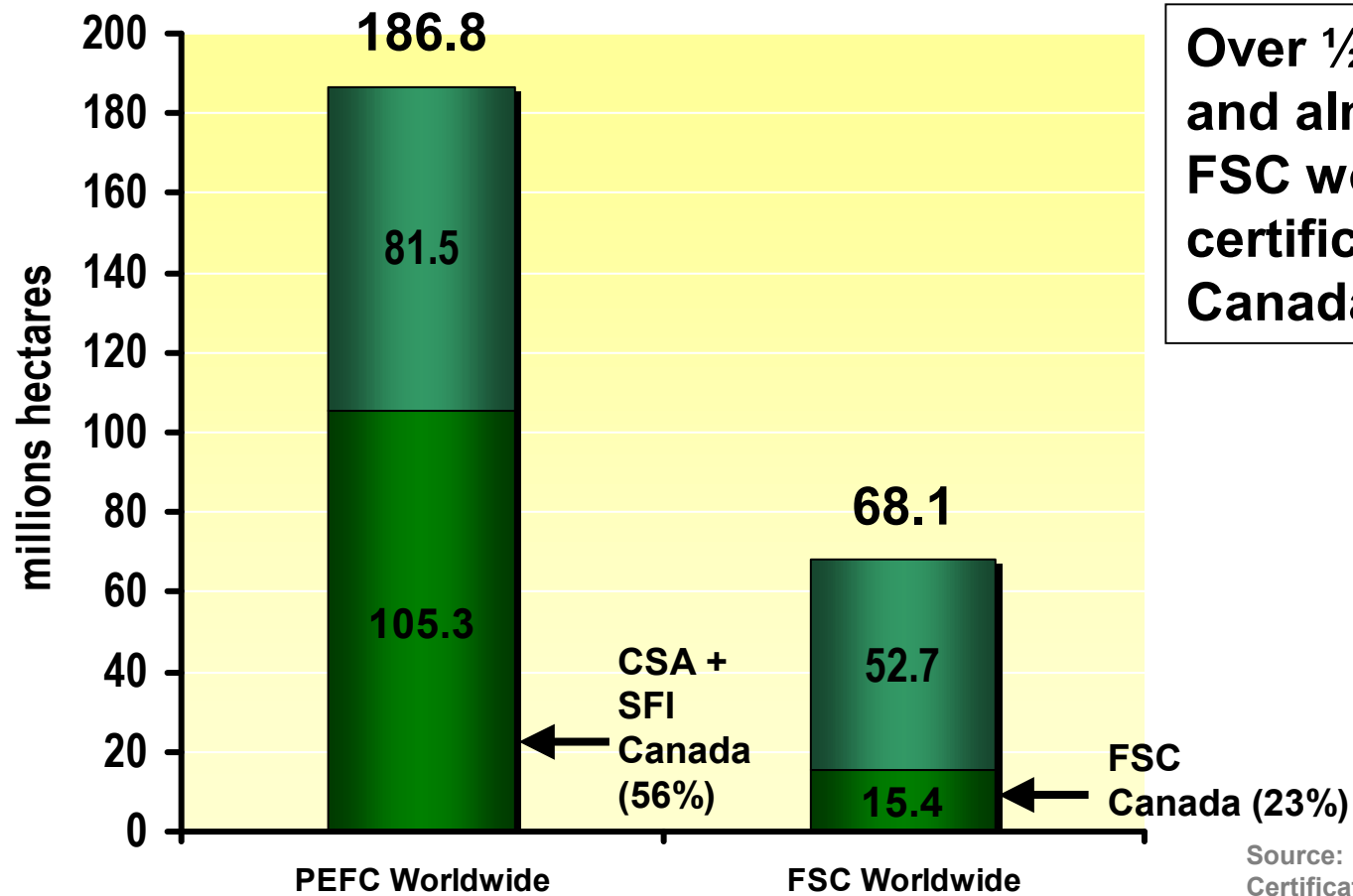
Global Forest Area Certified

millions of hectares certified as at Dec 2005

Source: Canadian Sustainable Forestry
Certification Coalition. December 2005



Canada's Contribution to PEFC & FSC - Global Stats



Over 1/2 of PEFC and almost 1/4 of FSC worldwide certifications are in Canada.

Source: Canadian Sustainable Forestry Certification Coalition, January 2005

Driving Forces

- ✓ Marketplace
- ✓ Forest industry
- ✓ Governments

Driving Forces

✓ Marketplace

- Business and government buyers in Europe and North America have been significant drivers of demand for certified wood and paper
- Companies such as The Home Depot, IKEA, Kingfisher and others have committed to certified forest products when buying wood for their product lines.
- Companies such as Time Warner, Office Depot, Nike and Starbucks explicitly purchase certified forest products according to their own established policies.

Driving Forces

✓ **Forest industry**

- Forest Products Association of Canada (FPAC)
- Members operate on and are responsible for 75% of the working forest in Canada
- Members must be accredited third-party certified by the end of 2006
- Only trade association in the world with this type of commitment
- Forest certification increased 7 fold in 4 years when FPAC made the commitment in 2002

Driving Forces

✓ Governments

- Some Provincial Governments in Canada have enacted into law (or are considering) forest certification on public land
 - Province of New Brunswick – 2004
 - Province of Ontario – 2007
 - Province of Quebec – Recommendation
 - Other Provinces considering

Challenges

- When forest certification first emerged as a tool, some businesses thought that demand for certified products would be driven by the willingness of the consumer to pay a price premium for forest products labelled as certified
- Companies tried to implement forestry standards without a management system in place
- Realised that instituting a strong environmental management system standard, like ISO 14001, would provide the proper foundation to move on to some of the forestry-specific certification standards (over 169 million hectares certified)

Challenges (2)

- Some groups (e.g., ENGOs) lobbying for one forestry standard only
- Some purchasers favouring one forestry standard over others
- Inform and educate decision-makers on the differences and benefits of the different schemes and seek their acceptance

Differences

- Key differences among standards:
 - **CSA:** Takes public land ownership into consideration and thus requires a rigorous public participation process;
 - **FSC:** Addresses social issues that are necessary for a standard that will have international reach into countries where there are no legal and institutional frameworks in place for key social rights and values; and,
 - **SFI:** Takes private land ownership into consideration and addresses associated issues of training, outreach and procurement for private land suppliers.

Successes

- Strong commitments by the forest industry and governments in Canada
- Canada has the largest area of accredited third party independently certified forests in the world
- All three forest certification schemes (**CSA Z809 - SFM**, **FSC** and **SFI**) are accepted in the Canadian marketplace - fosters healthy competition among them and helps improve their respective standards
- Government procurement policies in other countries are beginning to provide for acceptance of a number of forest certification standards (**CSA**, **SFI** & **FSC**)

Lessons Learned

- The importance of being accredited third party certified by an accredited certification body – Provides credibility and market acceptance
- The importance of having forest certification schemes which take into account national and regional differences
- The importance of informed decision-makers in acquiring forest certification in the marketplace
- The importance of ensuring that only one forest certification scheme not be imposed by interested stakeholders

The Road Ahead

- Accredited Forest Certification in Canada is a fact of life
- Part of doing business – Economical, environmental and social responsibilities
- Greater acceptance of the different forest certification schemes in the marketplace
- The next phase will be implementing chain of custody and supply chain management

Links of interest

- Canadian Sustainable Forestry Certification Coalition
 - www.certificationcanada.org
- Forest Products Association of Canada (FPAC)
 - www.fpac.ca
- Canadian Standard Association (CSA)
 - www.csa.ca
- Standards Council of Canada (SCC)
 - www.scc.ca
- Forest Stewardship Council – Canada (FSC)
 - www.fsccanada.org
- Sustainable Forestry Initiative (SFI)
 - www.aboutsfi.org



Thank You

Guillaume Gignac, RPF
Senior Manager, Product Management
QMI

Tel: 514-428-2438

Fax: 514-694-9697

E-mail: ggignac@qmi.com