

Sustainable Forest Products Global Alliance

Annual Workplan (10/1/05 – 9/30/06)

Submitted to USAID by Metafore and World Wildlife Fund

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Sustainable Forest Products Global Alliance
Year 4 Annual Workplan (DRAFT)
October 1, 2005 through September 30, 2006

I. Introduction

The Sustainable Forest Products Global Alliance is a public/private partnership that seeks to make markets work for forests and people. Together, the partners in the Global Alliance work to advance a new model for forest conservation and community development in USAID-presence countries. In this model, sustainable forest management is rewarded in the global marketplace through trade in responsible wood and paper products. Transforming market behaviors on a global scale will reduce the trade of illegally or unsustainably harvested wood and paper products from developing regions. This transformation unveils opportunities for resource-dependent communities and low-income producers to thrive.

Entering its fourth year, the Global Alliance is anchored by USAID's Economic Growth, Agriculture, and Trade (EGAT) bureau, and NGO partners Metafore and World Wildlife Fund (WWF). The Global Alliance includes corporate and governmental partners such as The Home Depot and the USDA Forest Service. Several other companies such as Nike, Inc., Starbucks Coffee Company and Staples, Inc. contribute to this effort through the Paper Working Group, a project of Metafore. IKEA and an additional 287 companies support the efforts of the Global Alliance through WWF's Global Forest & Trade Network (GFTN), with BlueLinx and TBM Hardwoods participating in the United States. By promoting environmentally responsible harvesting and consumption of forest products, the Alliance reduces illegal logging and helps restore forest and community health on a global scale.

During the fourth year of the Global Alliance (October 1, 2005 through September 30, 2006), WWF and Metafore--as the non-governmental founders of the Global Alliance along with USAID--will continue to promote environmentally responsible harvesting and consumption of forest products. These efforts focus on reaching the expected multi-year achievements of the Global Alliance of:

- Enhanced demand for legal products from well-managed forests through implementation of responsible purchasing practices by businesses, government agencies, and other organizations
- Increased supply of legal products from well-managed forests that generate social, economic, and ecological benefits through improved forest management
- More efficient trade of legal forest products from well-managed forests through the development and dissemination of information that enhances decision making of willing buyers and sellers

II. Expected Achievements and Year 4 Benchmarks

Since its beginning in October 2002, Global Alliance has:

- trained over 1652 individuals representing private industry and local communities in sustainable forest management practices;
- trained over 2554 decision makers in developed and developing countries to purchase, specify and finance forest products responsibly;

- built the capacity of over 2021 individuals representing private industry and local communities worldwide to access global markets for responsible forest products;
- formed a Paper Working Group of leading U.S.-based companies representing approximately 1% of global paper consumption; and
- operated forest products producer groups in seven USAID presence countries/regions (Indonesia, Malaysia, Russia, Ghana, Central Africa, Mesoamerica and the Caribbean, and Brazil), resulting in 15 million hectares of forest under effective or improved management.

In November 2002, Global Alliance members and their partners adopted a Results Framework which outlined expected multi-year achievements and related first year benchmarks. The Global Alliance members have updated benchmarks on an annual basis. During a planning meeting in February 2006, Global Alliance members updated benchmarks for year four.

Expected Achievement A: Enhanced demand for legally produced products from well-managed forests through implementation of responsible purchasing practices by businesses, government agencies, and other organizations.

Benchmarks:

- Increase number of government agencies and businesses that agree to source forest products from legal, well-managed forests.
- Increase number of businesses and governments implementing purchasing policies that prefer forest products from legal, well-managed forests.

Expected Achievement B: Increased supply of products legally produced from well-managed forests that generate social, economic, and ecological benefits through improved forest management.

Benchmarks:

- Increase the organizational and technical capacity of producers to manage legally and responsibly (as evidenced (or measured) by number of producer FTN applications).
- Increase the area of forest under improved forest management (as evidenced/measured by participation in (or acceptance/qualification to) producer FTNs).
- Increase the area of forest under effective management as verified by credible certification.

Expected Achievement C: More efficient trade of legal forest products from well-managed forests through the development and dissemination of information that enhances decision making of willing buyers and sellers.

Benchmarks:

- Expand technical, policy, and market information availability via Web-based resources and other venues.
- Increase economic value and the number of market links (or trade relationships) between willing buyers and producers.

III. Workplan

The following describes the activities that WWF and Metafore will undertake in year four (October 1, 2005 through September 30, 2006) in support of the new benchmarks and expected achievements.

A. Enhanced demand for legally produced products from well-managed forests through implementation of responsible purchasing practices by businesses, government agencies, and other organizations.

North America

WWF conducted analyses to identify those U.S. companies with the greatest potential to impact forest management in priority countries by eliminating wood from illegal and unsustainable sources from their supply chains. As a result, WWF signed the first two member companies of the North America Forest & Trade Network, TBM Hardwoods and BlueLinx. TBM Hardwoods imports a variety of tropical hardwoods from Latin America (including Peru and Brazil) and Africa, and is one of the largest U.S. importers of big-leafed mahogany (*Swietenia macrophylla*). BlueLinx is the largest U.S. building products distributor and has historically sourced significant volumes of plywood from Indonesia. In addition, NA-FTN staff has engaged extensively with additional purchasing and investment companies on their policies and practices relevant to WWF and USAID priorities. One of these companies, Wood Flooring International, which has trade relationships with China, Indonesia and throughout Latin America, has formally applied to the FTN and developed a responsible purchasing policy with the assistance of WWF.

- North America Forest & Trade Network (NA-FTN). Through the NA-FTN, WWF will secure commitments from some of the largest or most influential U.S. buyers of wood products from China, Indonesia, Malaysia, Russia, Brazil and Peru to purchase responsibly, and to develop and implement policies and action plans designed to increase the portion of their wood and paper that comes from well-managed forests over time.
 - Conduct outreach to large and influential U.S. companies with significant impact on forest products trade in WWF and/or USAID priority countries, specifically, China, Indonesia, Malaysia, Russia, Brazil, Peru, Bolivia, Panama, Nicaragua, and Costa Rica
 - Secure the participation of at least an additional 5 key companies in the NA-FTN, and foster their consistent application of purchasing policies designed to eliminate wood from illegal and unsustainable sources and increase the portion of their wood and paper products that come from responsibly managed forests over time, strategically integrating Metafore's experience on issues of procurement
 - Provide technical assistance to these companies to either shift their supply to new and emerging sources that have committed to achieving credible certification or link with suppliers who are already certified
 - Launch NA-FTN website as an informational tool for promoting participant commitments, and tools such as the NA-FTN Responsible Purchasing Guide, regional trade fact sheets, and success stories
 - Design, distribute, and implement a tool for tracking and reporting annual progress on action plan commitments

- Participation of NA-FTN and its associate companies in the Forest Leadership Forum in 2006

Europe

Last year, with the support of the Global Alliance, WWF has refocused the membership of its European Forest & Trade Networks to include those companies with the most potential to impact forest management in WWF and USAID priority regions, such as Russia, Indonesia and the Congo Basin, based on their existing trade relationships and demonstrated leadership. GFTN now has 268 buyers in Europe including some of Europe's largest manufacturers, traders, wholesalers, importers (e.g. Timbmet in the U.K., one of Europe's largest importers of tropical sawntimber and RET in the Netherlands, one of Europe's largest importers of tropical plywood), retailers (including IKEA, , Kingfisher B&Q, and Travis Perkins), paper and publishing companies (including BBC Worldwide Ltd, Office Depot and Arvato), construction companies (including Skanska and Bovis Lend Lease), local governments, and trade associations. These buyers, which have a wood-based product turnover over \$30 billion USD per year, have committed to responsible purchasing of forest products from legal, well-managed forests.

- European Forest & Trade Networks. Through matching funds from corporate and governmental donors, WWF will continue to work closely through its European FTNs to maximize the forest management in WWF and USAID priority regions, such as Russia, Brazil, Indonesia and the Congo Basin. A number of joint European activities will be undertaken, for example:
 - High level conference in Spain designed to stimulate the supply of certified forest products from Central Africa
 - Study trip for FTN co-ordinators to Cameroon in order to create opportunities for market links
 - Development of fact sheets of Forest Producing Countries for GFTN members
 - Joint activities focusing on paper issues to drive development in pulp producing countries such as Indonesia, China, Russia, Brazil and Chile.

GFTN Asia

Last year, WWF launched the new China Forest & Trade Network (CFTN) along with six companies that have applied to join, at a press event in Hong Kong on March 7. The China FTN will include representatives from China's rapidly growing pulp and paper sector, furniture and flooring companies, the plywood sector, and internationally-recognized retailers.

In addition, four Japanese companies - Canon Sales Co., Inc., Ricoh Co. Ltd., ASKUL, and Oji Paper – joined Japan Forest & Trade Network. Also, Japan FTN members Fuji Xerox Co., Ltd., in collaboration with its affiliate Fuji Xerox Office Supply Co., Ltd., ITOCHU Corporation, and Oji Paper Co., Ltd., shipped the first cargo of Forest Stewardship Council (FSC)-certified woodchips to be used for copy and printer paper.

- Japan and China Forest & Trade Networks. Through matching funds from corporate and governmental donors, WWF will continue to work closely through Japan and China FTNs to ensure influential Japanese and Chinese companies to purchase responsibly, and to develop and

implement policies and action plans designed to increase the portion of their wood and paper that comes from well-managed forests over time.

- Ensure 20 strategically chosen Japanese companies using the GFTN Responsible Purchasing Guide by Sept 06
- Create 5 Market Links involving Japan FTN members by Sept 06
- Recruit 20 strategically chosen companies to China FTN membership by Sept 06.

Latin America & Caribbean (LAC)

WWF will continue to establish Responsible Purchasing Policies (RPP) with furniture manufacturers, architects, construction companies, hotels, and government institutions in Bolivia. WWF will also initiate development of RPPs with wood processing firms in Peru and Bolivia, and provide technical assistance to these companies to improve current suppliers or link with new suppliers who are already certified.

- Influencing regional demand. Through the Mesoamerican & Caribbean FTN, know as Jagwood+, WWF will continue to establish responsible purchasing policies with furniture manufacturers, architects, construction companies, hotels, and government institutions in Guatemala, Honduras, Nicaragua, and Costa Rica.
 - Formalize responsible purchasing policies with major Latin American buyers of wood products from Nicaragua, Panama, Bolivia, Brazil, Costa Rica, and Peru
 - Provide technical assistance to these companies to either shift their supply to new and emerging sources that have committed to achieving credible certification or link with suppliers who are already certified
- Domestic Consumption in Brazil. In Brazil, WWF will work with long-time Brazilian partners (including Friends of the Earth-FOE and IMAZON), companies, and other government donors (including U.K. and Netherlands) to leverage complementary resources and technical skills to develop complete and functioning value chains based on the following activities.
 - Establish 10 responsible purchasing policies in the building sector, and ensure that high-profile construction, design, and architectural firms obtain needed hardwood products from appropriate sources
 - Pinpoint high-profile construction projects that would benefit from a “green” focus, locate needed wood products from well-managed sources, and actively promote successes
 - Coordinate among the buyer FTN in São Paulo, producer FTN in Belem, and community producer group in Acre, to ensure the flow of products from forest to manufacturer.

Global business tools and information

Last year, WWF has finalized and distributed the key documents that will define the future of how producer-oriented FTNs work. These documents replaced the now retired Producer Group and MIV Toolkits. The GFTN Participation Requirements provide global minimum requirements for all participants of Forest & Trade Networks. The Producer FTN Participation Procedures provide guidelines for operating producer country FTNs.

- GFTN Participation Requirements/GFTN Responsible Purchasing Guide. Serving as the core GFTN information tools, GFTN Participation Requirements and Responsible Purchasing Guide

(Responsible Purchasing of Forest Products) will be updated and communicated through a series of capacity-building and one-to-one discussion opportunities which will facilitate the development of the market links and purchasing policy work of demand-oriented FTNs.

- Design and publish a second edition of the Responsible Purchasing Guide incorporating lessons learned from companies that have utilized the guide to establish effective policies
- Disseminate the Responsible Purchasing Guide, Participation Requirements, and other core GFTN tools and documents through a series of capacity-building and one-to-one discussion opportunities
- Provide training with tools to Regional Coordinators and individual FTN managers where appropriate
- Assist FTN managers to develop local adaptations of tools and documents
- With matching funds from the European Union and in partnership with TRAFFIC and ProForest, develop legality criteria and practical guidance for Asia and Africa that will assist companies and communities to implement chain-of-custody and log tracking, and determine legality of sources
- With matching funds from the European Union and in partnership with ProForest, prepare a set of training materials in national or sub-national HCVF assessment for use worldwide

Corporate Outreach: Influencing key markets

Metafore engages with leaders in business, government and the non-profit community that drive change in their organizations to support well-managed forests throughout the world. Metafore continues to identify and reach out to leaders in companies throughout the forest products value chain who influence their organizations to act in ways that will enhance the demand for legal products from well-managed forests.

- Actively pursue opportunities to present in front of corporate audiences about aligning business and environmental values related to responsible forest products purchases and use.
- Continue to help leaders in businesses to implement responsible purchasing practices.
- Provide operational advice to businesses, agencies, and non-profit organizations that support responsible forest products while maintaining business prosperity.

Environmental Paper Assessment Tool Promotion

The Environmental Paper Assessment Tool (EPAT) is a decision-making tool for corporate buyers of paper and paperboard products that evaluates the environmental attributes of paper products from a broad life-cycle perspective. Metafore created the EPAT through the Paper Working Group project to stimulate the demand for and availability of environmentally preferable paper.

Metafore will focus on ensuring the EPAT is employed by a wide array of business buyers to successfully stimulate demand and production of environmentally preferable paper.

- Maintain access to the EPAT via the Internet.
- Engage in a global campaign to market and promote the EPAT among buyers of paper and paperboard products.
- Conduct training workshops to understand how to use the EPAT.

- Explore ways to integrate the EPAT into WWF’s paper efforts in both Europe and Asia.

B. Increased supply of products legally produced from well-managed forests that generate social, economic, and ecological benefits through improved forest management.

WWF will continue to support the globally coordinated development of GFTN Producer –oriented Forest and Trade Networks in Indonesia, Malaysia, Vietnam, Ghana, Central Africa, Russian Far East/Siberia, Mesoamerica/Caribbean, Brazil, Peru, and Bolivia.

Asia & Near East

Activities in the Asia and Near East region are supported by USAID through the *Alliance to build market links to conserve Indonesia’s forests* with technical assistance from the GFTN Secretariat (funded through the SFPGA).

Last year, The Malaysia FTN has signed an MOU with World Zone, a trading company based in Malaysia, making it the latest participant in the MFTN. World Zone has links to Focus Wicks, a Do-it-Yourself company and member of the U.K FTN, and is Malaysia’s leading exporter of garden furniture with customers predominantly from Europe, North America, Japan, and Australia. As a result of World Zone’s decision to join, five companies that supply World Zone have applied to join the Malaysian FTN. In addition, PT Erna Djuliawati, a forest concession with total area of 184,206 hectares in Central Kalimantan, obtained FSC certification—a significant achievement in Indonesia and one that will help jumpstart responsible market links to the region. WWF is facilitating visits to the company from FTN members seeking to source certified plywood in Indonesia. Also, Asia Pulp and Paper Co. Ltd. (APP) has agreed to protect the High Conservation Value Forests (HCVFs) identified in three of its Riau forest management units.

- Indonesia and Malaysia Forest & Trade Networks. Through the USAID-supported *Alliance to build market links to conserve Indonesia’s forests* with The Nature Conservancy, WWF will support the recruitment of companies to the Forest & Trade Networks in Indonesia and Malaysia, and their improved forest management. The Global Alliance provides complementary support to this regional alliance by facilitating market links and providing technical and policy guidance.
 - Conduct company visits and outreach seminars and develop communications materials, such as a brochure and Website
 - Conduct baseline appraisals and action plans for FTN applicants
 - Build capacity of participants to implement action plans through workshops, study tours, and technical advisory visits
 - Implement action plans; monitor and evaluate action plan implementation
 - Facilitate market links with FTN members in Europe, North America and Asia
 - Provide training to a pool of technical experts, certification auditors, and managers in sustainable forest management and certification
- Vietnam Forest & Trade Network. With the support of USAID-matching funds from the European Union, DGIS, and others, WWF will launch a new producer FTN in Vietnam. The

Global Alliance will provide technical assistance and support for making market links through the GFTN secretariat.

Africa

Last year, the Ghana FTN announced Samartex Timber and Plywood Co. Ltd. as its first member. Samartex is one of the leading producers in Ghana with annual sales of over 17 million EUR and concession areas of over 159,000 hectares in the western region of Ghana. Samartex produces sliced and rotary veneer, sawn timber, boules, mouldings and plywood. The company will implement a moratorium on logging in primary forests; develop plans for providing benefits to the communities that own Samartex-managed concessions; and plans to achieve certification in 2007. Samartex has established direct trading links with two members of the WWF-UK FTN, and has received additional market inquiries from European GFTN members – a total of 16 specific enquiries valued in excess of 6 million USD.

- Ghana and Central Africa Forest & Trade Networks. WWF will directly support the recruitment of companies to the Forest & Trade Networks in Ghana and Central Africa (includes Cameroon, Gabon, Central Africa Republic, Democratic Republic of Congo, and Republic of Congo) and their improved forest management. The Global Alliance investment in Africa will leverage complementary support from the European Union, U.K., Netherlands, and Belgium.
 - Conduct company visits and outreach seminars and develop communications materials, such as a brochure and Website
 - Conduct baseline appraisals and action plans for applicants
 - Build capacity of participants to implement action plans through workshops, study tours, and technical advisory visits
 - Implement action plans; monitor and evaluate action plan implementation
 - Facilitate market links with FTN members in Europe, North America, and Asia
 - Provide training to a pool of technical experts, certification auditors, and managers in sustainable forest management and certification
 - Develop locally-adapted practical guidance on timber tracking and monitoring chain-of-custody, and sourcing of verified legal and sustainable forest products (This activity is supported by matching funds from the European Union)
 - Participate in high level conference in Spain designed to stimulate supply of certified forest products from Central Africa
 - Convene national level ministerial-industrial workshop to discuss obstacles to certification in Ghana
 - Complete an HCVF assessment for Ghana, and a model HCVF assessment in partnership with a leading logging concessionaire (This activity is supported by matching funds from the European Union)
- Reduced Impact Logging (RIL). As a result of an MOU signed between WWF and the Tropical Forest Foundation (TFF), prospective and current participants in the Central Africa FTN will receive training in RIL.

Russia

Last year, The Russia Forest & Trade Network admitted four new members—Siberian Silver Pine - Management, Zalazninsky Forest Company, VM-Invest and JSC Cherepovezles. JSC Cherepovezles is the largest timber industry company in Northwest Russia. JSC Cherepovezles has logging operations in seven areas of the Vologda region. Two logging companies of the Cherepovetsles, in particular, JSC Bely Ruchey and JSC Belosersk hold FSC certificates for 518,000 hectares of its lease area. The wood is sold to a few of the largest companies in Finland, Norway, Sweden, and Germany. Additionally, the Russia Forest & Trade Network admitted three new members – Siberian Silver Pine Management, Zlazninsky Forest Company, and VM-Invest – and received one new applicant – Shchelkovsky Training Leskhoz. While negotiations about FTN participation are still under way with StoraEnso, they have committed to having their Russian logging subsidiaries join the FTN and to certifying all of their forest areas in 2006.

- Russia Forest & Trade Network. WWF will directly support the recruitment of companies to the Forest & Trade Network in Russia and their improved forest management. The Global Alliance's investment will leverage support from IKEA.
 - Conduct company visits and outreach seminars and develop communications materials, such as a brochure and Website
 - Conduct baseline appraisals and action plans for applicants
 - Build capacity of participants to implement action plans through workshops, study tours, and technical advisory visits
 - Monitor and report on progress of participating companies in implementing best management practices, wood tracking systems, high conservation value forest (HCVF) methodology, and other aspects of action plans
 - Facilitate market links with FTN members in Europe, North America, and Asia
 - Implement a three-year business plan and fundraising strategy to guide FTN transition to self-financing
 - Develop and publish practical criteria and guidelines for the implementation of robust *forest to mill* and *within mill* chain of custody systems to enable producers to eliminate wood/fiber from unwanted or illegal sources from their wood supply. The document will form the basis of recommendations to the Federal Forest Agency on the development of regulations controlling the transportation and export of wood and fiber.
- Respond to Market Signals in Siberia and the Far East. With the launch of a China Forest & Trade Network with non-USAID funding, WWF Russia will elaborate a joint strategy with WWF China to target companies that can drive responsible trade from Russia to China.
 - Recruit 5 strategically selected companies in Siberia and Russian Far East, including small, medium, and large logging companies and manufacturers of forest products exporting to China, to join the Russian FTN
 - Produce forest certification and mill action plans for FTN participants, and provide relevant training and advice on implementation, including targeted technical assistance in the most critical and challenging situations (e.g., intact forest landscapes, Amur tiger habitat, and areas with significant indigenous people's communities)

Latin America & Caribbean

During the last year, Panamanian government authorities gave WWF a vote of confidence for the “Sustainable Responsible Forest Management and Trade Project”. GFTN has established a community forestry enterprise as a 5-community indigenous producer group in the Rio Tupiza watershed of Panama’s Darien ecoregions in conjunction with the USAID-funded DECO-DARIEN project managed by the U.S. based NGO ACDI/VOCA. This small company has changed paradigms by becoming the first entity to ever manage an area greater than 5,000 ha in Panama. The Rio Tupiza communities have completed a forest management plan and environmental impact assessment for a 27,000 ha forest which will provide a sustainable flow of raw materials to Panamanian manufacturers, including Plywood Orozco and Selloro S.A. In Peru, the Association for the Investigation and the Integral Development (AIDER), with the financial support of government of Netherlands, has assisted association of 5 native communities of the ethnic group Shipibo-Konibo in Ucayali to achieve forest certification. WWF-Peru, in partnership with USAID through the CEDEFOR project, has provided technical assistance to the AIDER. The certification of 35,000 ha represents the first-ever certification in Peru.

- GFTN Regional Network development. WWF will continue strengthening GFTN initiatives primarily in Peru and Bolivia. WWF will work intensively on helping wood products from responsible sources (primarily indigenous communities) reach the appropriate buyers by building functional value chains.
- Jagwood+ (Mesoamerica and Caribbean region FTN)
 - Provide a small grant to Jagwood+ to strengthen that independent organization so that it can apply lessons learned from experiences around Latin America to building an effective FTN.
 - Develop and apply country-specific versions of the stepwise approach in Panama to increase membership of committed operations that respond to specific U.S. market demands
- Peru and Bolivia
 - Help suppliers respond to market signals from U.S. importers for legal, responsibly produced mahogany by engaging them in the stepwise approach to certification
 - Prepare baseline appraisals and action plans to establish new sources of wood from responsibly managed forests.
 - Provide technical assistance to the aforementioned producers (and companies and communities already involved in MIV) to facilitate compliance with action plan requirements and overcome obstacles to certification
- Access to credit and responsible forest investment. WWF will continue developing a mechanism to provide access to finance for responsible forest producers in Latin American.
 - Design mechanism and communicate findings to private and multilateral investors in Peru and Bolivia
 - Design appropriate financial mechanism for responsible producers Nicaragua.

- Lesser-known-species supply chain development. WWF will continue to work on enhancing the full utilization of the wide variety of species and grades that are inherent to natural forests and critical to maintaining biodiversity values by increasing economic viability for more lesser-known species in the marketplace.
 - Increase the knowledge and capacity of producers to solve issues associated with promoting lesser known species by finalizing and distributing a video and technical guide on LKS
- Prepare and distribute wood samples of LKS to carefully targeted potential buyers.
- Brazil
 - Develop and expand the stepwise certification program started in Acre state providing targeted technical assistance to uncertified operations to achieve forest management and chain of custody certification,
 - Facilitate trade links between producer FTN members and buyer FTNs in São Paulo, Europe, and U.S.

C. More efficient trade of legal forest products from well-managed forests through the development and dissemination of information that enhances decision making of willing buyers and sellers.

Business Case Studies

Metafore uses business case studies to inspire business action by telling stories of successful business actions that positively impact the world's forests and communities that depend on them. These case studies demonstrate the strength of business markets, leadership and collaboration with NGO's, public agencies, and businesses. Case study profiles recognize the need for businesses to be successful in achieving their financial goals as well as their environmental and social objectives.

- Disseminate case studies via the Internet and through presentations and one-on-one interactions with business leaders.
- Complete four new case studies in various sectors that demonstrate responsible business actions that align with purchasing and using products from well-managed forests.

InFocus Business News

Metafore continued to reach key audiences in 2005 with the *InFocus* newsletter. Last year, Metafore exceeded its goal of 2500 subscriptions with an estimate 300 new subscribers.

Metafore's weekly newsletter, InFocus, is a vehicle for telling stories of success that inspire business actions to conserve, protect and restore the world's forests and the communities that depend on them. Newsletter content focuses on the challenges, successes, and market innovations related to responsible procurement and use of wood and paper products that stimulate the demand for well-managed forests throughout the world.

- Continue to produce weekly editions of InFocus via direct subscriber e-mail.
- Market InFocus among the business community to add subscribers to reach a total of 3,500 by the end of 2006.

Business Action Toolkit

Metafore's Business Action Toolkit is designed to stimulate corporate-level demand for wood and paper products that come from well-managed forests. The Business Action Toolkit educates businesses and guides their purchasing behavior through a comprehensive set of information and decision-making tools that meet their needs. The Toolkit addresses illegal logging, sensitive forests, well-managed forests and a broad array of issues businesses must consider when purchasing and using forest products. The Business Action Toolkit provides businesses with tools that ensure their purchasing practices enhance global forest conditions.

- Update existing elements with current information and enhance accessibility through improved design and expand Internet distribution channels.
- Reorient the toolkit taking a more comprehensive life-cycle perspective to presenting issues and actions that are more relevant to business operations.
- Expand the number of information briefs to ensure that the Toolkit provides a comprehensive perspective that matches the needs of businesses.
- Develop curricula that address responsible business practices and tropical forest issues for North American-based business programs.
- Develop business tools that model the flow of wood and other fiber for pulp and paper at a global level and that help businesses evaluate the potential risk of illegal logging related activities to their supply chain.

Illegal Logging Awareness

Metafore convened a series of workshops with businesses, government and NGO's in September 2003 and November 2004 to identify opportunities for collaboratively reducing illegal logging. Metafore also participated in a global conference on illegal logging hosted by the Forest Dialogue in March 2005.

Metafore will continue to convene discussions with businesses, government and NGO's to encourage collaborative activities aimed at reducing illegal logging.

- Develop a series of issue briefs directed towards business buyers of wood and paper that translates complex, academic information about illegal logging into language that businesses can understand.
- Raise awareness about illegal logging through public speaking opportunities and direct interaction with business leaders.

GFTN market data

Through detailed wood product market research, WWF continues to identify the key buyers, producers, and product lines that have the greatest potential to drive credible certification in producing countries, and also educate buyers on the growing complexity of timber trade flows and the consequent need to demand verification that finished products originate from well-managed forests, no matter the source.

- WWF's NA-FTN will commission market research identifying the largest U.S. buyers of major direct and indirect trade flows from focal GFTN countries in Latin America (Bolivia, Brazil, and Peru). The results of these studies will be published as fact sheets on regional major trade flows

of wood products into the United States from valuable and threatened forests and disseminated to companies, government agencies, and other interested stakeholders.

- The GFTN LAC will finalize research on the internal Bolivian market and distribute results in a quality publication.

GFTN international coordination.

Through the coordinated efforts of its 23 Forest & Trade Networks (i.e. buyer and producer groups) and the GFTN secretariat, WWF will continue to develop and deliver tools and information to support the coordinated development of the network and maximize market links.

- Organize regular regional and global coordination meetings to share lessons learned, disseminate policy guidance, and promote inter-regional trade links
- Develop and maintain internal data management systems to track participation data, supply and demand, trade links, and overall effectiveness of FTN
- Build the capacity of FTN managers on the ground through training and coaching; participation in meetings with buyers and producers; development of stepwise approaches to certification and purchasing; setting targets and preparing workplans; and devising implementation strategies
- Liaise with external stakeholders and negotiate partnerships
- Provide regular updates to the network on FTN membership and activities
- Raise funds to support GFTN's work in all regions
- Produce communications tools including a newsletter and web site to educate and inform FTN participants.
- Take policy leadership and coordination on legal and responsible forestry and stepwise certification issues to ensure broad international recognition and support for the GFTN approach

GFTN market links facilitation.

Through the coordination of GFTN, regional FTN managers and member companies, WWF will:

- Generate a cumulative total of 250 new buyer enquiries
- Convert these and current enquiries into a cumulative total of 100 new market links (trading relationships) between Forest & Trade Network participants
- Recruit / re-assess 100 strategically chosen Forest & Trade Network participants supporting Responsible Purchasing

By country / region these targets break down as:

- **Japan** – Create 5 Market Links (Japan FTN to Producer FTN) by Sept 06
- **Europe** - Generate 50 extra market link enquiries by September 2006 (target of 200 enquiries in total by this time)
- **Europe** - Create 40 market links (trading relationships) involving European FTN members by Sept 2006
- **North America** - Generate 25 market link enquiries by September 2006
- **North America** - Create 15 market links (trading relationships) involving North American FTN members by Sept 2006

Vertical Integration of Responsible Indigenous Community Enterprises

WWF will promote the vertical integration and specialization of responsible community and corporate players in Nicaragua, Panama, Colombia, Peru and Bolivia via wood products value chains.

NA-FTN Exchanges.

WWF will sponsor two regional trade meetings of NA-FTN participants and producer FTN members in relation to key USAID regions for the U.S. wood products market, such as Brazil, Peru, Indonesia, and Russia and sponsor an exchange visit between NA-FTN staff and Producer FTN Coordinators to build knowledge of respective markets and relevant technical expertise.

International Professional Development

Metafore's international professional development program continued with the arrival of its year 3 intern, Richard Chavez, from Nicaragua. Richard developed a program of work to understand the market opportunities for lesser-known species and began to compile data from interviews with companies involved in introducing and marketing lesser-known species in the North American market.

Metafore's international professional development intern program is intended to build long-term capacity in developing regions while bringing multi-lingual staff and cultural awareness to Metafore in the short-term. Qualified individuals from developing countries work with Metafore on specific market research and development activities designed to increase his or her knowledge of the North American marketplace.

- Identify, recruit and sponsor an individual from a USAID-presence country as a professional development intern.
- Develop and implement a program of work that enhances the intern's understanding of the North American and global marketplace for wood and paper products from well-managed forests.

International Producer Seminars

In coordination with WWF's Mesoamerican and Caribbean FTN and Jagwood and other partner organizations, Metafore successfully conducted 17 seminars in Central and South American countries. Metafore's 2nd year intern presented her findings on the market for second manufactured wood products to responsible producers and reached over 500 audience members. Participants of the seminars included NGO's, local government, producers and academia.

The international producer seminars are designed to provide business-level information about the North American market for responsible wood products through a series of interactive forums. Content for the seminars in 2006 will focus on pathways for lesser-known species and appropriate business strategies for responsible producers.

- Confirm a region of focus for two producer seminars in consultation with USAID, GFTN and other organizations.
- Develop curricula and materials for the seminar series and conduct two in-country seminars.
- Survey participants to evaluate seminar effectiveness.

Global Wood Advisor

The Global Wood Advisor is a bi-monthly publication designed to convey knowledge about the North American marketplace for tropical wood to producers in developing regions. Information conveyed through the Global Wood Advisor is intended to help producers to balance the opportunities and realities posed by domestic and export markets and make informed decisions about their product lines. The Global Wood Advisor is distributed through channels that include WWF's Global Forest & Trade Network, Rainforest Alliance, and the Nature Conservancy as well as the broader USAID network.

- Develop and distribute six editions of the Global Wood Advisor in Spanish, Portuguese, French and English.
- Expand distribution network.
- Develop and conduct survey to evaluate its effectiveness at the producer level and estimate total number of producers reached with the Global Wood Advisor.

Forest Certification Resource Center

The Forest Certification Resource Center (FCRC) provides public access to the latest information and news on forest certification and certification systems, and data on individual certified forests and businesses. The FCRC is intended to reach a broad audience of stakeholders interested in forest certification.

- Maintain accurate and current forest and business data on major forest certification systems.
- Synthesize accurate and current information on global and national certification systems.
- Search for and link recent news stories and announcements related to forest certification and certified forest products.
- Maintain public access to forest certification data and information through the www.certifiedwood.org Website.

International Promotion of the Forest Leadership Forum 2006

Metafore is hosting the second Forest Leadership Forum in May 2006. This event will focus on presenting and exchanging tools that businesses can use to act in ways that support well-managed forests and the people communities that depend on them.

- Translate conference materials into three languages.
- Identify potential participants globally and appropriate distribution channels and distribute materials via Web, e-mail and direct mail.

IV. Monitoring and Reporting

Using a version of the table in the annex, the status of activities will be monitored and reported on quarterly as completed, on-track, delayed, mixed performance, or cancelled. In addition, progress against relevant indicators will be tallied.

Annex 1

Activity	Responsible	Status	Metric																		
			Policy Successes				Tools	Tech. Asst. Person-days	Persons trained/stable employment				Partners	Number & Hectares for Sustainable Timber Forest						Market links	
			Policy Analyses	Policy Reform / Development	Policy adoption	Policy implementation			Total	Male	Female	Youth		Application		Participation		Certified		Numbers	Value (US\$)
														Numbers	Hectares	Numbers	Hectares	Numbers	Hectares		
A. Enhanced demand for legal products from well-managed forests																					
<i>A-1 Increase number of government agencies and businesses that agree to source forest products from legal, well-managed forests</i>																					
Corporate outreach	Metafore																				
Corporate outreach (RPG and KIL)	WWF																				
NA-FTN	WWF																				
Europe: linking to producers	WWF																				
GFTN Asia	WWF																				
LAC: enhancing regional demand	WWF																				
EPAT	Metafore																				
<i>A-2 Increase number of businesses and governments implementing purchasing policies that prefer forest products from legal, well-managed forests.</i>																					
NA-FTN	WWF																				
Europe: linking to producers	WWF																				
GFTN Asia	WWF																				
LAC: enhancing regional demand	WWF																				
EPAT	Metafore																				

Activity	Responsible	Status	Metric																		
			Policy Successes				Tools	Tech. Asst. Person-days	Persons trained/stable employment				Partners	Number & Hectares for Sustainable Timber Forest						Market links	
			Policy Analyses	Policy Reform / Development	Policy adoption	Policy implementation			Total	Male	Female	Youth		Application		Participation		Certified		Numbers	Value (US\$)
							Numbers	Hectares					Numbers	Hectares	Numbers	Hectares					
B. Increased supply of legal products from well-managed forests																					
<i>B-1 Increase the organizational capacity of producers in application process.</i>																					
LKS supply chain development	WWF																				
Policy advocacy with local governments	WWF																				
Responsible forest investment	WWF																				
Indonesia	WWF																				
Malaysia	WWF																				
Vietnam	WWF																				
Russia	WWF																				
Ghana	WWF																				
Central Africa	WWF																				
Mesoamerica and Caribbean	WWF																				
Brazil	WWF																				
Bolivia	WWF																				
Peru	WWF																				

Activity	Responsible	Status	Metric																		
			Policy Successes				Tools	Tech. Asst. Person-days	Persons trained/stable employemnt				Partners	Number & Hectares for Sustainable Timber Forest						Market links	
			Policy Analyses	Policy Reform / Development	Policy adoption	Policy implementation			Total	Male	Female	Youth		Application		Participation		Certified		Numbers	Value (US\$)
							Numbers	Hectares					Numbers	Hectares	Numbers	Hectares					
<i>B-2 Increase the organizational capacity of producers to improve responsible forest management.</i>																					
Certification/stepwise approaches to improving forest management	WWF																				
Indonesia	WWF																				
Malaysia	WWF																				
Vietnam	WWF																				
Russia	WWF																				
Ghana	WWF																				
Central Africa	WWF																				
Mesoamerica and Caribbean	WWF																				
Brazil	WWF																				
Bolivia	WWF																				
Peru	WWF																				
<i>B-3 Increase the area of forest under written commitment to achieve responsible forest management.</i>																					
Indonesia	WWF																				
Malaysia	WWF																				
Vietnam	WWF																				
Russia	WWF																				
Ghana	WWF																				

Activity	Responsible	Status	Metric																		
			Policy Successes				Tools	Tech. Asst. Person-days	Persons trained/stable employment				Partners	Number & Hectares for Sustainable Timber Forest						Market links	
			Policy Analyses	Policy Reform / Development	Policy adoption	Policy implementation			Total	Male	Female	Youth		Application		Participation		Certified		Numbers	Value (US\$)
							Numbers	Hectares					Numbers	Hectares	Numbers	Hectares					
Central Africa	WWF																				
Mesoamerica and Caribbean	WWF																				
Brazil	WWF																				
Bolivia	WWF																				
Peru	WWF																				
C. More efficient trade of legal products from well-managed forests																					
<i>C-1 Increase market intelligence to improve access to markets by expanding technical, policy, and market information availability via Web-based resources and other venues.</i>																					
GFTN market data	WWF																				
GFTN international coordination	WWF																				
Global Wood Advisor	Metafore																				
Business Action Toolkit	Metafore																				
Business Case Studies	Metafore																				
Book on the business rationale	Metafore																				
InFocus business news	Metafore																				

Activity	Responsible	Status	Metric																		
			Policy Successes				Tools	Tech. Asst. Person-days	Persons trained/stable employemnt				Partners	Number & Hectares for Sustainable Timber Forest						Market links	
			Policy Analyses	Policy Reform / Development	Policy adoption	Policy implementation			Total	Male	Female	Youth		Application		Participation		Certified		Numbers	Value (US\$)
							Numbers	Hectares					Numbers	Hectars	Numbers	Hectars					
Certification Resource Center	Metafore																				
International professional development	Metafore																				
<i>C-2 Increase value and the number of market links (or trade relationships) between willing buyers and producers.</i>																					
Market links	WWF																				
International producer seminars	Metafore																				
Forest Leadership Forum 2006	Metafore																				