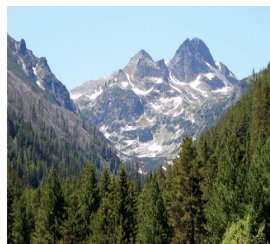
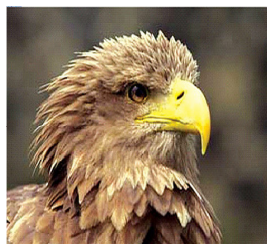




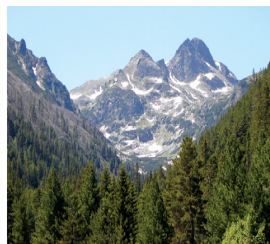
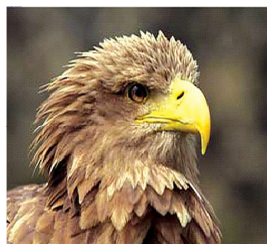
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Utilizarea responsabila a resurselor forestiere

George Dinicu – WWF DCPO Romania, eveniment Mediafax – 28 Mai 2007



- ❑ WWF = Fondul Mondial pentru Natura
- ❑ Infiintat in 1961 , sediul central : Gland, Elvetia
- ❑ Cea mai importanta organizatie non-guvernamentala care deruleaza proiecte pentru conservarea naturii in peste 100 de tari.
- ❑ Misiune:
 - ✓ conservarea diversității biologice la nivel mondial;
 - ✓ utilizarea rațională a resurselor naturale regenerabile;
 - ✓ reducerea poluării și a consumului irațional.

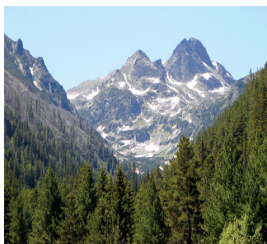
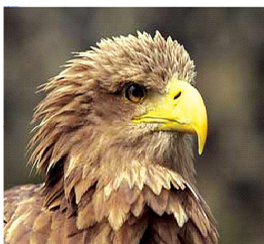
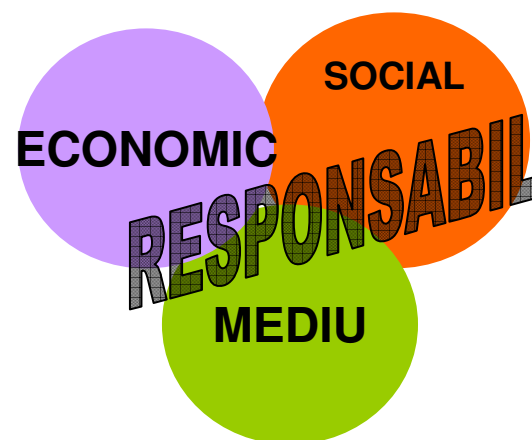




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Management responsabil

- ☐ Organizatii de mediu
- ☐ Proprietari si administratori de paduri
- ☐ Procesatori si producatori
- ☐ Retailers
- ☐ Cumparatori



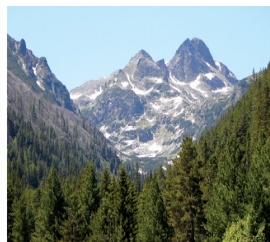
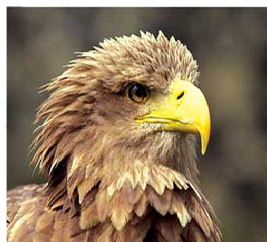


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Companie responsabila

Modalitati de a demonstra faptul ca sunteti o companie “responsabila” in utilizarea resurselor forestiere:

- ☐ utilizarea de lemn si produse din lemn cu provenienta cunoscuta
- ☐ utilizarea lemnului provenit din paduri “certificate”
- ☐ certificarea lantului de custodie (chain of custody) al firmei

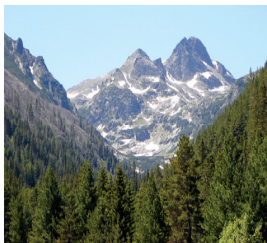
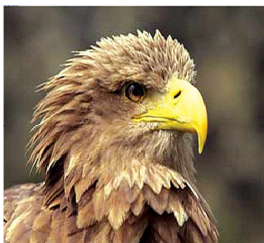
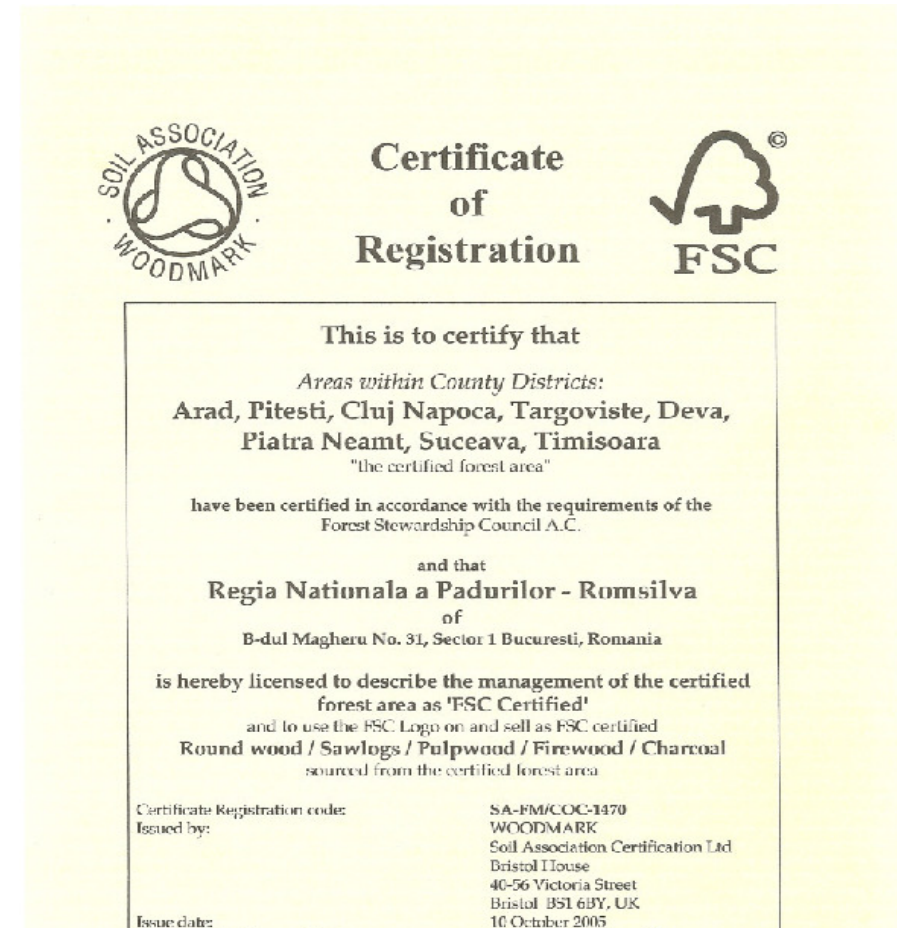




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Certificarea padurilor

- ❑ **Certificarea padurilor – Certificarea managementului forestier** – evaluarea modului de administrare si gospodarie a unei paduri comparativ cu un standard recunoscut international
- ❑ reprezinta un **instrument de marketing** care demonstreaza unui cumparator ca lemnul provine dintr-o padure administrata pe criterii durabile si are provenienta sigura.

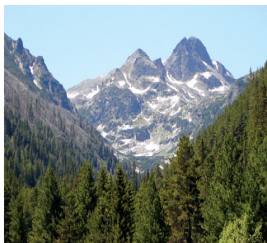
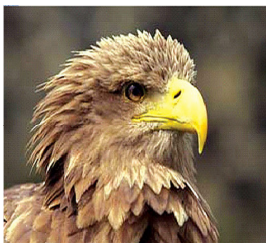




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Certificarea lantului de custodie

- ❑ **Lant de custodie**= calea urmata de materia prima ,materialul prelucrat si produse, din padure pana la consumator ,cuprinzand toate etapele de prelucrare,transformare,productie si distributie.
- ❑ Presupune implementarea unui sistem documentat de urmarire a lemnului pe tot fluxul tehnologic(de la padure pana la produsul finit).
- ❑ Presupune utilizarea in proportie de cel putin 10% de lemn certificat si 90% lemn cu origine controlata in cadrul unui produs finit.
- ❑ Lemn cu origine controlata:
 - provenienta cunoscuta
 - nu provine din arii protejate si paduri cu valoare ridicata de conservare
 - paduri naturale defrisate pentru infiintarea de plantatii



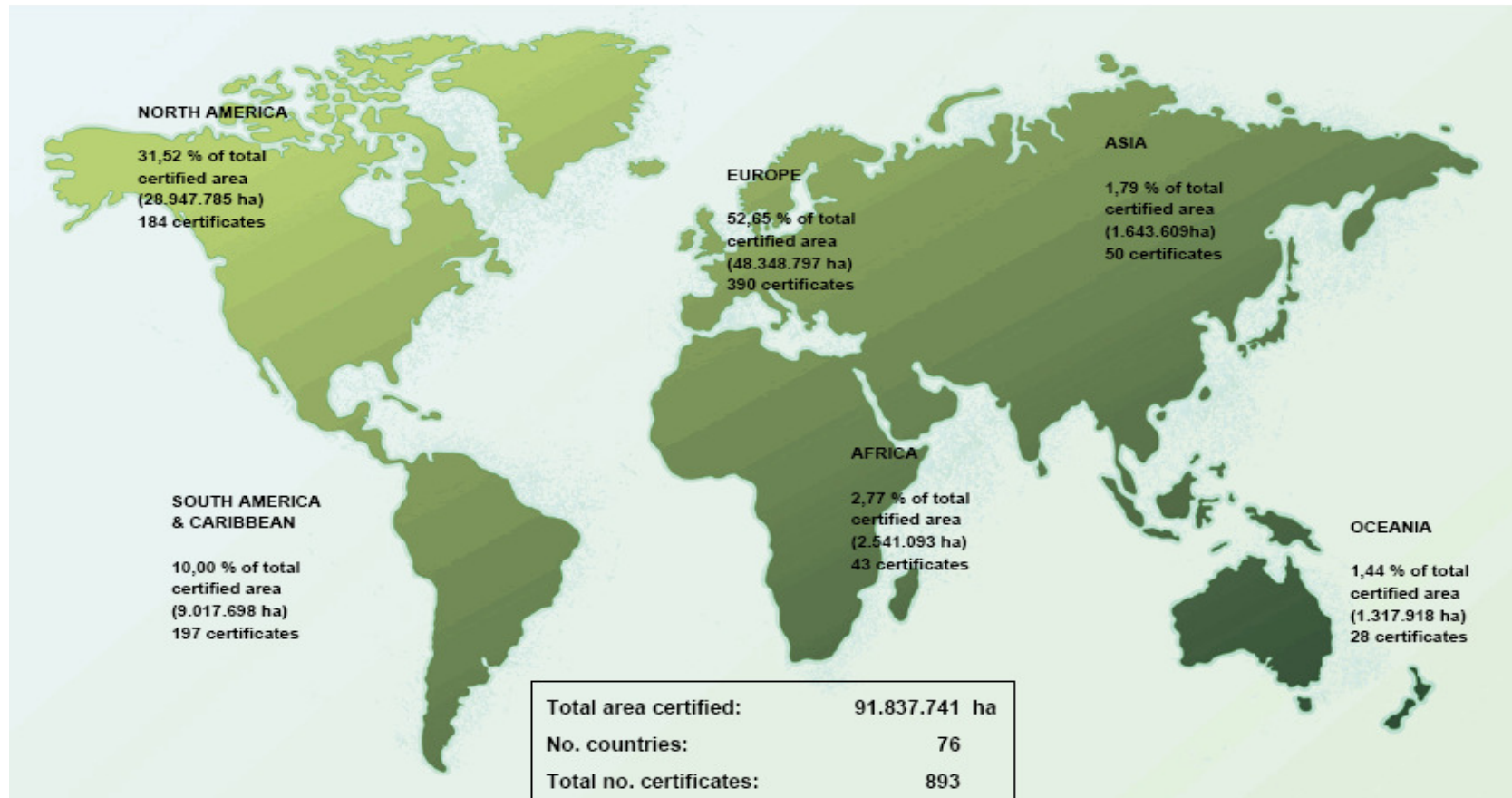
Forest Stewardship Council

scurt istoric

- Toronto 1993 : 130 membri fondatori din 25 de tari au pus bazele FSC
- Organizatie independenta non- profit
- Principiile si Criteriile care compun standardul FSC sunt stabilite
- 1994:Sediul central este stabilit la Oaxaca in Mexic
- Incepand cu Ianuarie 2004 – Bonn,Germania



Paduri certificate FSC



Distributia padurilor certificate pe tari

Europe	Total area (ha)	No.
AUSTRIA	4.966	4
BELARUS	1.611.551	7
BELGIUM	9.336	4
BOSNIA AND HERZEGOWINA	62.235	4
BULGARIA	21.609	3
CROATIA (local name: Hrvatska)	1.988.480	1
CZECH REPUBLIC	14.554	3
DENMARK	1.095	2
ESTONIA	1.063.913	3
FINLAND	13.732	3
FRANCE	18.678	5
GERMANY	579.560	83
GREECE	31.526	1
HUNGARY	193.166	3
IRELAND	438.360	3
ITALY	19.334	11
LATVIA	59.475	3
LITHUANIA	1.108.281	44
MOROCCO	20.270	1
NETHERLANDS	105.032	10
NORWAY	5.100	1
POLAND	6.151.043	19
PORTUGAL	73.612	3
ROMANIA	1.124.412	3
RUSSIAN FEDERATION	17.144.884	41
SLOVAKIA (Slovak Republic)	202.877	6
SPAIN	132.055	9
SWEDEN	10.444.341	20
SWITZERLAND	425.719	24
UKRAINE	1.382.419	10
UNITED KINGDOM	1.693.280	56
Grand total	47.455.165	390

• 90.923.000 ha la nivel mondial

• 895 detinatori

• 76 tari

America	Total area (ha)	No.
ARGENTINA	175.453	11
BELARUS	1.611.551	7
BOLIVIA	1.386.917	10
BRAZIL	4.960.260	71
CANADA	18.889.443	37
CHILE	345.485	16
COLOMBIA	58.749	3
COSTA RICA	76.547	19
DOMINICAN REPUBLIC	1.000	1
ECUADOR	28.380	2
GUATEMALA	512.321	13
HONDURAS	49.151	3
MEXICO	787.995	44
PANAMA	11.689	8
PARAGUAY	2.705	3
PERU	289.443	7
UNITED STATES	9.270.347	103
URUGUAY	275.461	25
VENEZUELA	139.650	1
Grand total	37.965.483	384

Oceania	Total area (ha)	No.
AUSTRALIA	550.391	6
NEW ZEALAND	708.910	20
PAPUA NEW GUINEA	19.215	1
SOLOMON ISLANDS	39.402	1
Grand total	1.317.918	28

Asia	Total area (ha)	No.
CHINA	441.590	4
INDIA	644	1
INDONESIA	739.368	5
JAPAN	269.718	25
KOREA, DEMOCRATIC PEOPLE'S REPUBLIC OF	36.710	2
LAO PEOPLE'S DEMOCRATIC REPUBLIC	44.985	2
MALAYSIA	71.664	3
NEPAL	10.045	1
SRI LANKA	16.251	4
THAILAND	2.730	2
VIETNAM	9.904	1
Grand total	1.643.609	50

Africa	Total area (ha)	No.
CAMEROON	41.965	1
CONGO	296.000	1
KENYA	1.825	1
MOZAMBIQUE	71.061	2
NAMIBIA	198.193	2
NICARAGUA	20.766	4
SOUTH AFRICA	1.665.418	24
SWAZILAND	86.874	2
TANZANIA, UNITED REPUBLIC OF	15.560	1
UGANDA	35.000	2
ZIMBABWE	108.431	3
Grand total	2.541.093	43

FM and FM/COC Total certificates	Total area (ha)
895	90.923.268
Total Counties with FM and FM/COC certificates	
76	

Firme certificate

- Peste 5400 in 71 de tari

• 40.000 de produse din lemn cu sigla FSC

Europe	No.of Certificates
ANDORRA	1
AUSTRIA	46
BELARUS	1
BELGIUM	97
BULGARIA	3
CROATIA (local name: Hrvatska)	54
CZECH REPUBLIC	21
DENMARK	66
ESTONIA	30
FINLAND	16
FRANCE	114
GERMANY	413
HUNGARY	12
IRELAND	22
ITALY	182
LATVIA	91
LIECHTENSTEIN	2
LITHUANIA	29
LUXEMBOURG	5
MOROCCO	2
NETHERLANDS	374
NORWAY	12
POLAND	343
PORTUGAL	16
ROMANIA	27
RUSSIAN FEDERATION	45
SLOVAKIA (Slovak Republic)	23
SPAIN	60
SWEDEN	102
SWITZERLAND	280
UKRAINE	3
UNITED KINGDOM	683
Grand total	3.178

Africa	No.of Certificates
ANGOLA	1
KENYA	2
NAMIBIA	2
NICARAGUA	6
SOUTH AFRICA	87
SWAZILAND	5
ZIMBABWE	4
Grand total	107

Asia	No.of Certificates
CHINA	261
HONG KONG	25
INDIA	5
INDONESIA	37
JAPAN	362
KOREA, DEMOCRATIC PEOPLE'S REPUBLIC OF	1
MALAYSIA	65
NEPAL	1
PHILIPPINES	5
SRI LANKA	7
THAILAND	9
VIETNAM	119
Grand total	897

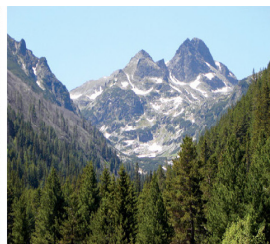
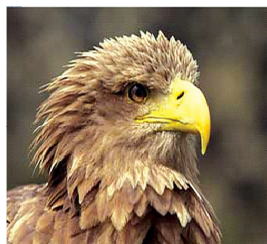
America	No.of Certificates
ARGENTINA	10
BELIZE	1
BOLIVIA	28
BRAZIL	201
CANADA	224
CHILE	18
COLOMBIA	1
COSTA RICA	9
GUATEMALA	11
HONDURAS	5
MEXICO	23
PANAMA	1
PARAGUAY	3
PERU	9
UNITED STATES	650
URUGUAY	17
VENEZUELA	2
Grand total	1.213

Oceania	No.of Certificates
AUSTRALIA	34
NEW ZEALAND	50
PAPUA NEW GUINEA	1
Grand total	85

COC only total certificates	Countries with COC certificates
5.480	71

Piata lemnului certificat

- ❑ 42 de miliarde de dolari
- ❑ 190.000.000 mc de produse din lemn provenite din paduri certificate
- ❑ 40.000 de produse din lemn certificat



Forest Stewardship Council

studiu de caz in Polonia

Motivation for Polish companies to get FSC-CoC certified

Keeping the
market share

56%

Bigger sales
volume

38%

Higher Price

3%

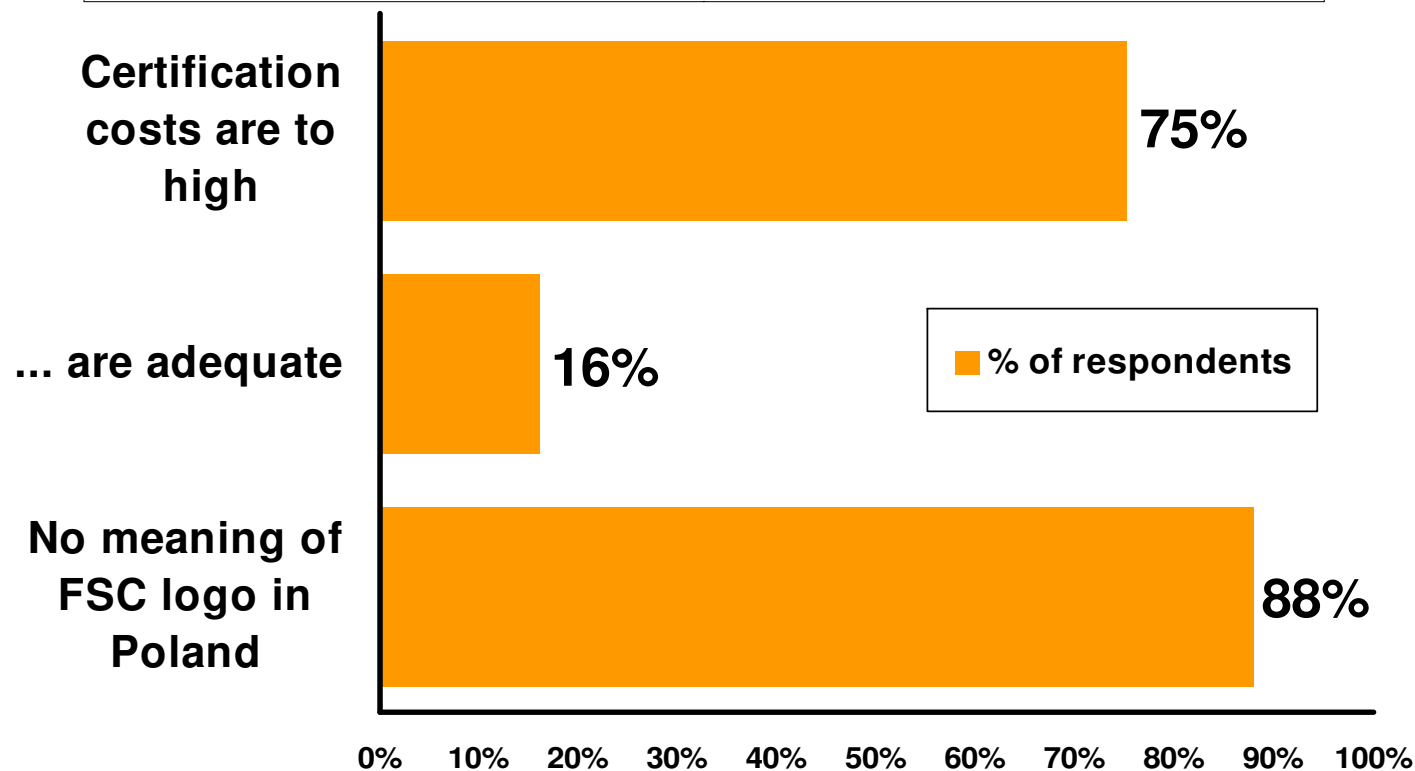
■ % of respondents

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Forest Stewardship Council

studiu de caz in Polonia

Constrains in the FSC development reported by companies



Certificarea Potentiale Beneficii

- ***Accesul unor piete*** - Anglia, Olanda, Danemarca, Suedia, Irlanda, Belgia, SUA, Japonia, etc)
- ***Imagine buna a companiei*** – preocupare privind utilizarea rationala a lemnului, protectia biodiversitatii si eroziunea solului si a apelor.
- ***Cresterea vanzarilor*** – pentru anumite produse cu sigla FSC

Certificarea Potentiale Beneficii

- ***Control in sistemul de management*** – orice firma care are implementat un sistem de urmarire al lemnului pe lantul de distributie.
- ***Pret mai bun*** – pt.unele specii:stejar si salcam si produse
- ***Sociale*** – relatii mai bune cu comunitatile locale,ONG-uri,etc
- ***Adaptarea din timp la cerintele UE*** – taieri ilegale,biodiversitate, FLEGT

Certificarea

Potentiale Dezavantaje

- ***Costul direct al certificarii*** – costul efectiv platit organismului de certificare
- ***Costurile indirecte/cresterea pretului lemnului*** – imbunatatirea managementului forestier sau implementarea sistemului de urmarire al lemnului
- ***Competitia interna dintre diverse scheme de certificare***

Certificarea

Potentiale Dezavantaje

- *Esecul in obtinerea certificatului*
- *Esecul in mentinerea certificatului*

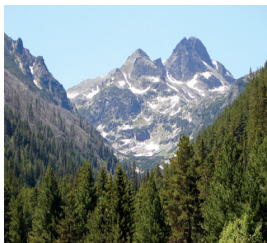
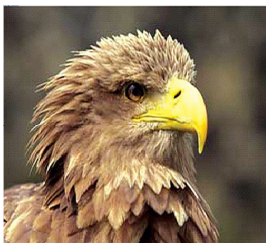




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Concluzii

- ❑ Certificarea este un proces voluntar
- ❑ WWF promoveaza certificarea in sistem FSC pentru ca reprezinta un instrument credibil prin care se poate garanta un management forestier responsabil in padurile de unde provin produse certificate.





WWF *for a living planet*®

Va multumesc pentru atentie !

