



25
Years of
making
a difference
1994 - 2019

Stakeholder engagement – the route to credibility

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Situation in Sweden 2010-15



FALSK SKOGS CERTIFIERING

- Critical ENGOS were given space in the newspapers
- Critical ENGOS: running campaigns against FSC
- Forest companies reluctant to give positive clear statements about FSC
- The NO worked in a negative atmosphere



Why the FSC criticism?

- The conflict between forestry and environmental groups is pre-dating FSC
- Large proportion of forest owned by large companies or state
- Shortage of timber due to historic felling: harvesting in areas of old forests
- Freedom with responsibility: authorities do not control the legislation. Environmental NGOs critic on FSC is a call more state control
- 50 % of forest area certified

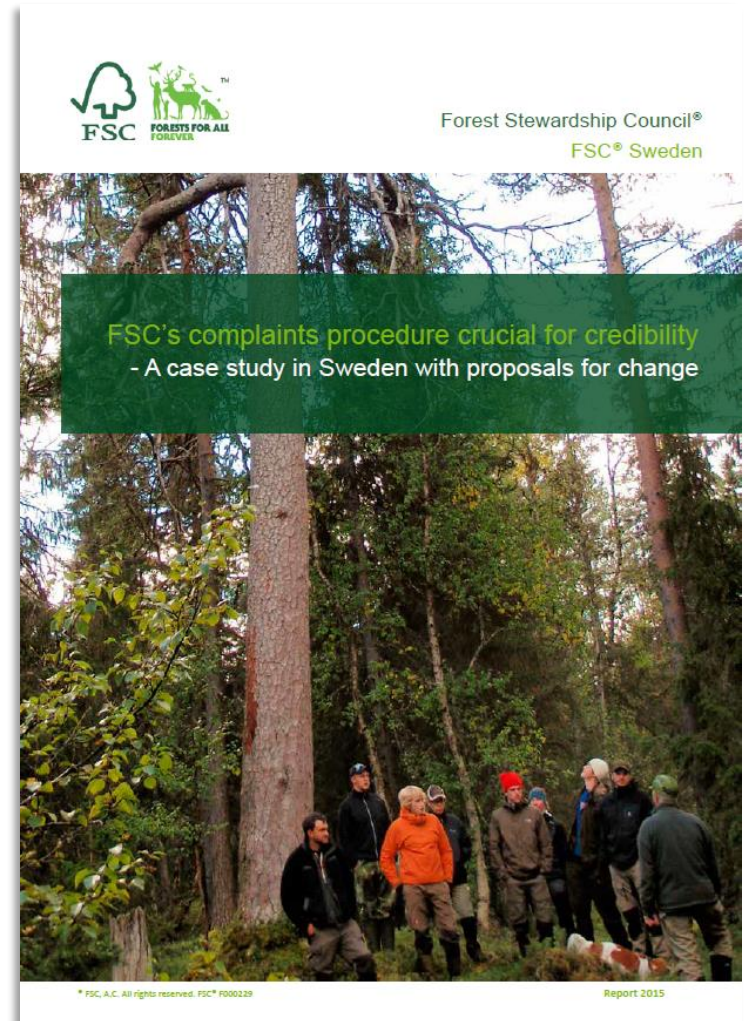
Actions

- Case study on the complaints procedure
- Program for a stronger FSC



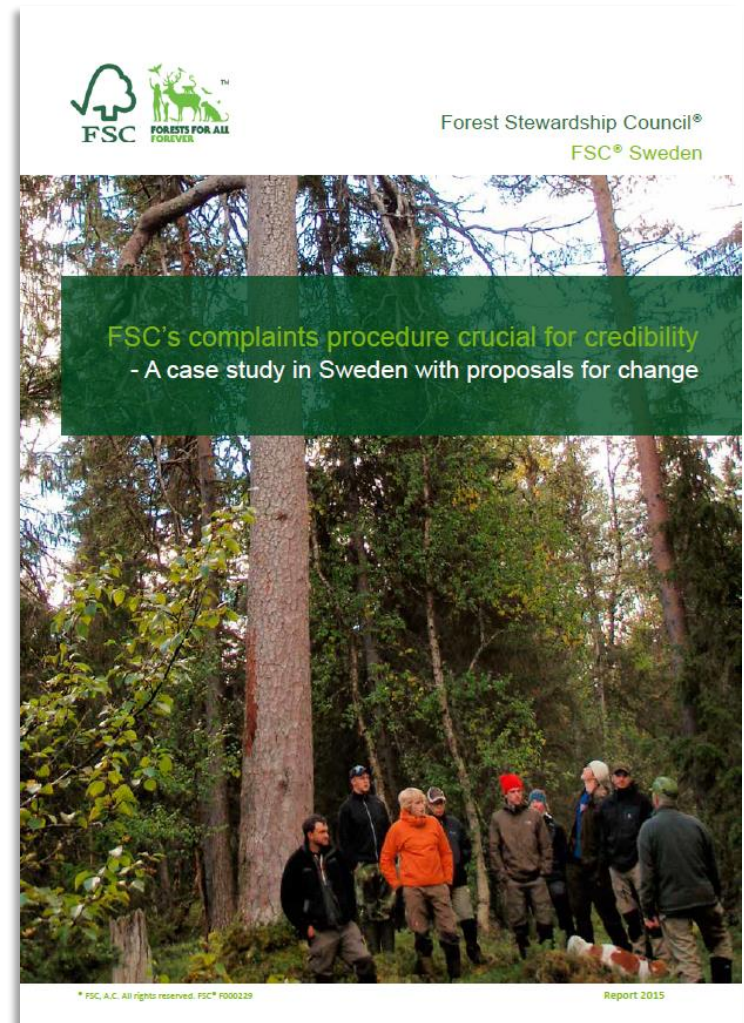
Case study on complaints procedure

- Interview with heavy complainer
- Following up with interviews of forest managers & CBs



Case study on complaints procedure

- + Experience
 - + Professionalism
 - + Attitude
 - + Communication
-
- Means for policy influence
 - Time consuming
 - Credibility risk



National program for a stronger FSC

1. Clearer forest management rules:

- standard revision
- develop stakeholder engagement

2. Increased openness and improved function of complaints

- One person supporting complainers
- Meeting and listening to our critics



National program for a stronger FSC

3. Increased knowledge and engagement for FSC

- Cooperate with members
- Responding to criticism

4. FSC has impact

- FSC impact on biodiversity

5. Rules shall be followed

- CB calibration
- Cooperation ASI and FSC international



The tide is turning

- Criticism more precise – less general negative criticism
- NO and/or members respond – debate articles
- The support to stakeholder for complaints is permanent
- Not letting the critics define FSC





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