

VERIFIED IMPACT

//WEBINAR

Prove sustainability progress:
How to avoid greenwashing concerns
with forest impact data

//DATE & TIME

Thursday, 19 September 2024
10:00 CEST and 17:00 CEST



//Moderator

Felix von Eynern
Global Sales Manager
Ecosystem Services
FSC



//Expert

Ondrej Tarabus
Climate & Ecosystem Services
Programme, Senior Adviser
FSC



//Expert

Guillermo Federico Olmedo
Climate Action and Landscape
Manager
Arauco



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// TOPIC OF THE WEBINAR

Prove sustainability progress: How to avoid greenwashing concerns with forest impact data



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Outline

- Understand the importance of high-integrity data in your sustainability strategies
- Explore how it integrates with your business activities
- Build your vision with **FSC[®] VERIFIED IMPACT**

What is the Forest Stewardship Council®?



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AT A GLANCE



**FORESTS
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Today we lead the world's most rigorous and trusted forest certification system, trusted by NGOs, consumers, and businesses alike.

30

years of operation

150+

million certified
hectares of forest

1,200+

individuals and organizations
make up our governing body
across 92 countries

80+

active projects verifying
ecosystem services

46%

of consumers globally
recognize the FSC logo

1,700+

companies licenced
to promote
FSC-labelled products

60K+

certifications that
verify sustainable sourcing

#1

most recognized, trusted,
and rigorous forest
certification system

TRUSTED AND RECOGNIZED



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BY NGOs

Active FSC International Members:



FSC is uniquely supported by the world's most trusted environmental organizations.

BY CONSUMERS

46%

of global consumers recognize the FSC logo. When compared to other organizations, consumers have the highest confidence in FSC, which is significantly higher than their trust in businesses or governments.

Source: 2022–23 Ipsos Consumer Research

BY BUSINESSES



L'ORÉAL®

Tetra Pak®



LEVICO
THE CLIMATE POSITIVE WATER



chosen by 1,000s of global brands

FSC is the preferred certification system for many companies worldwide, issuing more Chain of Custody certificates worldwide than any other forest certification system.

NEED AND BENEFITS OF HIGH-INTEGRITY DATA



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THE NEED OF HIGH-INTEGRITY DATA: THREAT OF GREENWASHING



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Incorrect claims and
unfeasible projections
lead to **false
advertising and
misleading the
public.**

FINANCIAL TIMES

DWS closes in on settlement over greenwashing scandal

Germany's largest asset manager puts aside €21mn as it hopes to
draw a line under saga 'in the near future'

**Undermining
the trust of
stakeholders
and consumers.**



**World Bio
Market Insights**

News & Inspiration for the bioeconomy

**60% of Fashion Companies are
Greenwashing and Changing Markets
Wants to Do Something About It**

53.3% of 150 environmental
claims were found to have
“**vague, misleading or
unfounded information**”
across the EU.

Source: European Commission study, 2020

**The
Guardian**

**World's top banks
'greenwashing their
role in destruction of
the Amazon'**

Institutions alleged to have given
billions of dollars to oil and gas
companies involved in projects that
are harming the rainforests

RISKS OF GREENWASHING



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Without stringently managed data solutions, business' often end up with –

- **vague details,**
- **without strong proof, or**
- **not aligned with int'l trends**

Regulatory Risks

- **Value chain efficiency**
- **Compliance with sustainability standards**

Reputational Risks

- **Trust of stakeholders**
- **Brand image**

Litigation Risks

- **Legal disputes**
- **Public/media scandals**

... risking your competitive edge amidst the global climate and biodiversity urgency.

THE SOLUTION – HIGH INTEGRITY DATA WHICH CONNECTS ALL STAKEHOLDERS



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Forest managers



Sponsors



Stakeholders

Independent audits by 3rd
party certified professionals.

Multiple layers of **data verification**
providing a robust data set to
substantiate the claims.

Transparency in
information – public, easily
accessible, updated.

BENEFIT OF INCORPORATING HIGH-INTEGRITY DATA

This leads to several co-benefits such as -

Report in sustainability disclosures

Including CSRD, GRI, CDP, TNFD

Track progress towards science- based nature targets

Data-driven storytelling

Including social media, in-store promotions, ad campaigns, and stakeholder events

Optimise your value chain

by first avoiding, reducing, and restoring your business' negative impacts

Beyond value contribution

Collaborating on more projects after optimising your value chain.

Building your brand's trust

Leveraging transparent dashboards, clear data and effective communications.



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Case Study with ARAUCO



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ARAUCO FORESTS

arauco®

DISTRIBUTION OF FOREST HERITAGE BY USE (in thousands of hectares as of December 2023)

Country	Pine	Eucalyptus	Other species	For planting	Native	Other uses	Total
Chile	404 (998 ac)	189 (467 ac)	2 (4.9 ac)	85 (210 ac)	285 (704 ac)	57 (140.8 ac)	1,021 (2,523 ac)
Argentina	90 (222 ac)	20 (49 ac)	19 (47 ac)	11 (27.2 ac)	120 (297 ac)	5 (12 ac)	264 (652.4 ac)
Brazil	49 (121 ac)	109 (269 ac)	0.2 (0.5 ac)	40 (99 ac)	99 (247 ac)	12 (29.7 ac)	308 (761.1 ac)
Uruguay	0.2 (0.5 ac)	87 (215 ac)	0.4 (1 ac)	5 (12.4 ac)	5 (12.4 ac)	40 (98.8 ac)	138 (341 ac)
Total	543 (1,341.8 ac)	405 (1,000.8 ac)	21 (51.9 ac)	140 (345.9 ac)	509 (1,257.8 ac)	114 (281.7 ac)	1,732 (4,279.9 ac)

It includes 100% of ARAUCO plantations in Chile and Argentina, 50% of Uruguay plantations, through joint operation of Montes del Plata, 100% of ARAUCO plantations in Brazil through Arauco Forest Brazil, Arauco Florestal Arapoti, Mahal Empreendimentos e Participacoes S.A., Novo Oeste Gestao de Ativo Florestais S.A. and 49% of ARAUCO plantations in Brazil through Florestal Vale do Corisco. It also includes 151,581 hectares (374,565 acres) for which we have the right to harvest but we do not own the land, of which 10,737 hectares (26,532 acres) are in Chile, 174 hectares (430 acres) are in Argentina, 97,724 hectares (241,481 acres) are in Brazil and 42,945 hectares (106,119 acres) are in Uruguay.

It includes all the company's forest area.

[1] License code: FSC®C108276.

[2] License code: FSC®C128100.

[3] License Code: FSC®C010303, FSC®C010673 and FSC®C131921

[4] License Code: FSC®C016979

<https://arauco.com/mo/wp-content/uploads/sites/25/2024/05/ARAUCO-INTEGRATED-REPORT-2023.pdf>



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The mark of responsible forestry

Certificate of Registration

This is to certify that
Forestal Arauco S.A.

has been certified in accordance with the requirements of the Forest Stewardship Council® A.C.
Using the ESTÁNDAR PARA LA CERTIFICACIÓN FSC DE PLANTACIONES FORESTALES DE OPERACIONES A GRAN ESCALA STDPL- 201205 / 311209
and that Forestal Arauco S.A. of

Av. San Andres 43, of. 501 piso 5, Concepción, CHILE

is hereby licensed to describe the management of the certified forest area as 'FSC® Certified' and is hereby licensed to use the FSC Logo on and sell as FSC certified all products which are listed on the attached product schedule which were sourced from the certified forest area.

Certificate Registration
Code:

SA-FM/COC-004173

Licence Code:

Issue Number: 3.0

FSC-C108276

Issued By:

Soil Association Certification Limited
Spear House, 51 Victoria Street,
Bristol, BS1 6AD
United Kingdom

Issue Date:

10 September 2023

Valid until the Renewal
Date:

09 September 2028

Signed on behalf of Soil
Association Certification

Subject to successful annual surveillance

Meriel Robson

Meriel Robson, Director of Forestry

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In ARAUCO we recognize the importance of our forest area and adhere to **responsible forest management**, with the highest international standards in environmental, social and economic matters.

This is how we **have 93% of certified productive land, own and leased.**

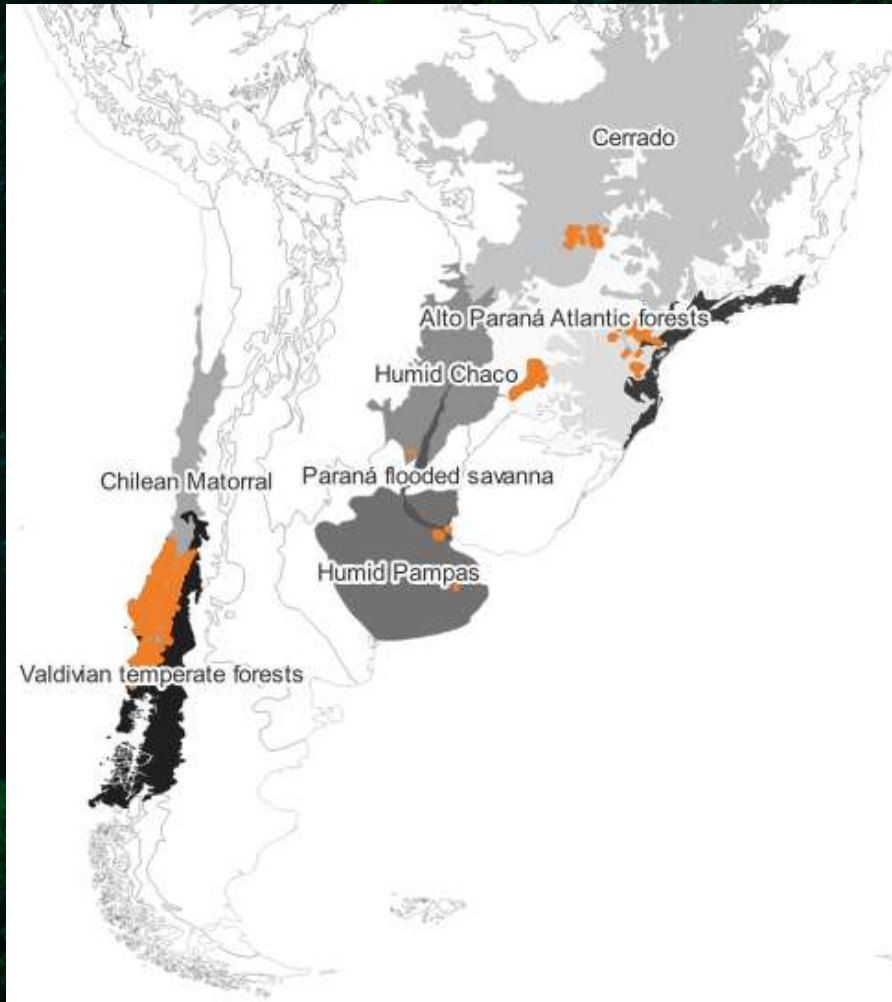


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OUR FORESTS AND THE GLOBAL 200 ECOREGIONS

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Global 200 Ecoregions (WWF)

- Set of the Earth's terrestrial, freshwater, and marine ecoregions that harbor **exceptional biodiversity** and are representative of its ecosystems.
- Selection criteria includes **species richness, endemic species, unusual higher taxa, unusual ecological or evolutionary phenomena, and the global rarity of habitats.**

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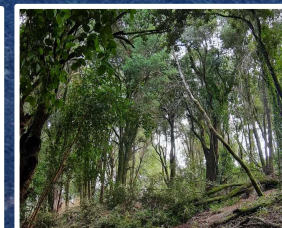
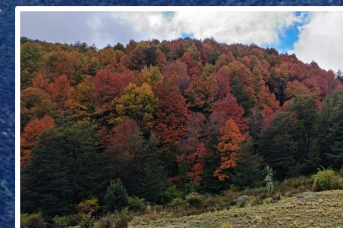
Non-Timber Forest Products



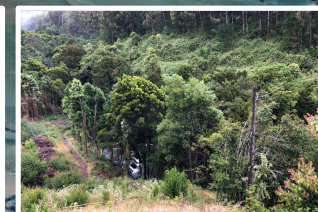
Timber Production



Conservation Forests



Carbon Capture



Recreational Use



Water Supply



ECOSYSTEM SERVICES CLAIMS

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Legend



Recreational Services



Biodiversity
Conservation



Watershed Services



Chile



- South Andean deer (*Hippocamelus bisulcus*) (BC)
- Parque Oncol (RS)
- Cuenca Forel (WS)



Argentina



- Monte Blanco y Bosque Ribereño (BC)
- Jaguar (*Panthera onca*) (BC)
- Marsh Deer (*Blastocerus dichotomus*) (BC)
- Juçara (*Euterpe edulis*) (BC)



Brasil



- Vale do Corisco (BC)



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Ecosystem Services claims: What have we learned?

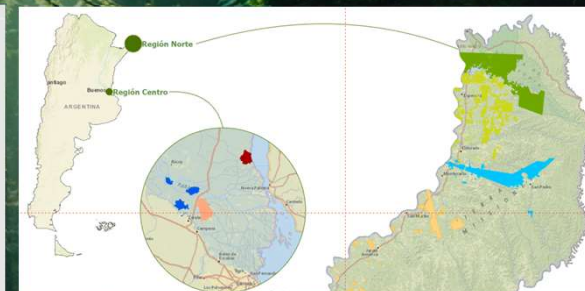
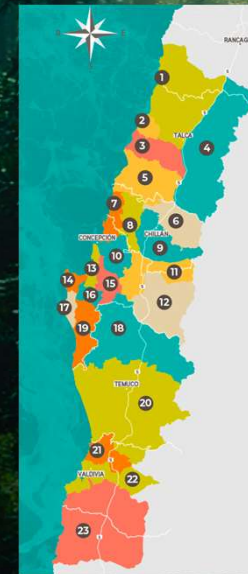
How to
measure and
quantify

Threats and
risks detection

Management
plans to protect
and improve

Expand this methodology to all the ecosystem services we have in the forests we manage:

- Biodiversity Conservation: More than 1.6 million hectares of forests, including more than 500 thousand hectares of conservation areas.
- Watershed services: More than 1400 intake points supplying more than 600 thousand users.
- Recreational services: 7 Parks, trails, MTB tracks.



CASE 1: MARSH DEER CONSERVATION



Verified Impact:	SE1.6 : Biodiversity Conservation
Company	Arauco Argentina S.A.
Landscape	Plantaciones Forestales Humedales, Bosques ribereños
Area	10,629 ha
Focus species	Marsh Deer (Threatened Species), Natural Monument in Buenos Aires, Argentina



SITE QUALITY INDEX



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Instituto Nacional de
Tecnología Agropecuaria
Argentina



PROYECTO
PANTANO

CONVENIO DE COLABORACIÓN Y COOPERACIÓN
INTA - ARAUCO ARGENTINA

Línea de trabajo. Biodiversidad
Título

Línea de base para la certificación del ciervo de los pantanos (*Blastocercus dichotomus*)
dentro de los servicios ecosistémicos de la biodiversidad en plantaciones forestales de
Arauco Argentina 2024.

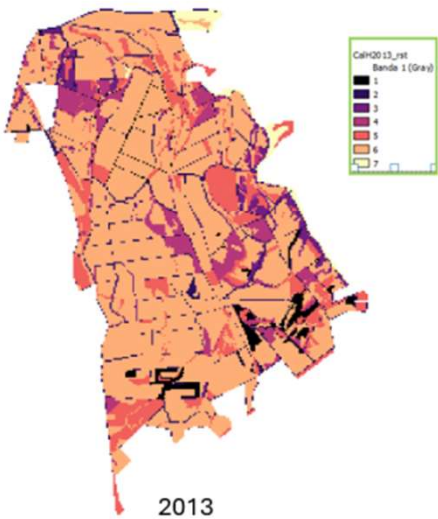
Item Calidad de hábitat para el ciervo de los pantanos en el Predio Osis-Arauco Argentina.
Autor: Fracassi Natalia (INTA)

Introducción.

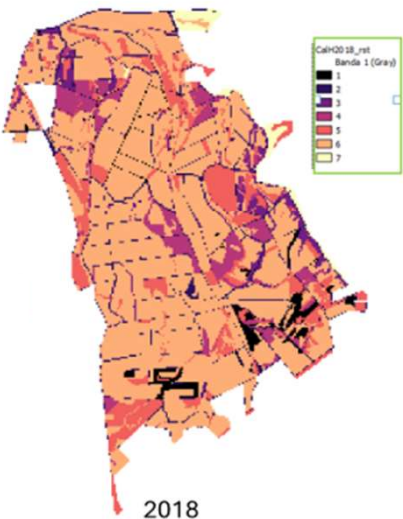
El ciervo de los pantanos (*Blastocercus dichotomus*), el cérvido más grande nativo en América del Sur se produce desde el centro de Brasil al centro de Argentina (Pinder & Grosse, 1991). Esta especie se encuentra en disminución en toda su área de distribución, principalmente como resultado de la conversión de humedales y de la caza excesiva, por ello fue categorizado como Vulnerable en la Lista Roja de la UICN (Dante et al., 2016).

La población más meridional de ciervos de los pantanos habita en el Delta inferior del río Paraná, Argentina (Varela, 2003; D'Alessio et al., 2006). Esta población, está a 500km de la población más cercana de la especie (Pereira et al., 2019), y es genéticamente distinta de otras poblaciones de ciervos de los pantanos (Máquez et al., 2006), sugiriendo que debería ser considerada una unidad de gestión independiente.

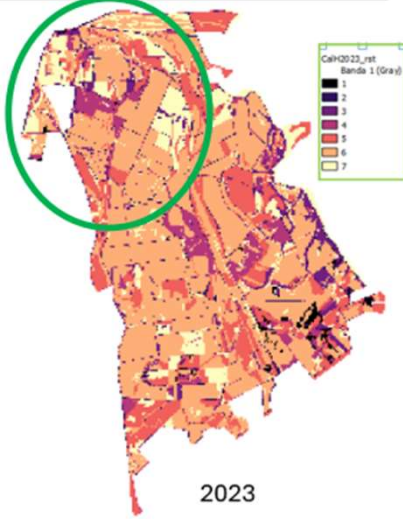
El delta donde habita la especie ha sido sometido a la transformación a gran escala desde mediados del siglo 19 (Galafassi, 2005; Baigún et al., 2008; Sica et al., 2016). El bosque de galería que originalmente ocupaba los alrededores de las islas ha sido reemplazado casi en su totalidad por plantaciones de álamos (*Populus sp.*) y sauces (*Salix sp.*), y las lagunas y pajonales han sido drenados para implementar plantaciones y pastizales para el ganado. La conversión del hábitat ha se ha visto facilitado por alcos y diques para proteger las forestaciones y el ganado de las inundaciones recurrentes, convirtiendo las áreas en tierras libres de inundaciones (Galafassi, 2005; Baigún et al., 2008; Quintana et al., 2014; Minotti, 2019). Estas externas perturbaciones del hábitat, junto con la caza furtiva y la depredación por parte de perros, llevó a la categorización de la población de ciervos de los pantanos del Delta del Paraná como en peligro de extinción (Pereira et al., 2019). Sin embargo, la mayor parte de esta población (distribuida en c. 2.700 km² del Bajo Delta) está asociada a paisajes bajo producción forestal (Varela, 2003; Fracassi y Romma, 2010; Izzi et al., 2015), y hay una



2013



2018



2023

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MONITORING MARSH DEER DENSITY USING UAVS

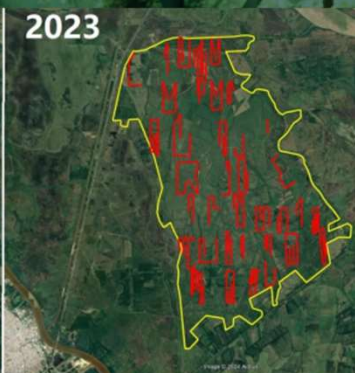
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Instituto Nacional de
Tecnología Agropecuaria
Argentina



PROYECTO
PANTANO



- During 2019 survey we found a density of Marsh Deer of 6,88 ind per km².
- During 2023 survey we found a density of 9,66 ind per km².
- The population of Marsh Deer increased between the two evaluations.

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CASE 2: PARQUE ONCOL

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Parque Oncol has a public recreational area of 754 hectares and is part of the HCV area Bosque Valdiviano Oncol, which has a total area of 2,509 hectares.



CASE 2: PARQUE ONCOL

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FUENTE: ARAUCO, 2024

How do all these visitors impact the biodiversity and ecosystem services we want to conserve?

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TOURIST LOAD CAPACITY

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Senderos	Sendero Bonifacio	Sendero Calfucó	Sendero Oncol	Sendero Punucapa	Sendero Quitaqui	Sendero Renovales de Canelos y Tepuales
NV (Visitas/Visitante/día)	9,5	4,75	2,38	6,3	6,3	2,7
PrD (Promedio decada)	39,7	44,0	50,0	45,0	40,0	50,0
CCF (Visitas/día)	3505	2384	4859	2696	2538	3780
Factores de correccion						
Erodabilidad	0,16	0,72	1,15	0,8	0,4	0,3
Accesibilidad	0,08	0,09	0,24	0,07	0,4	0,14
Precipitación	0,66	0,66	0,66	0,66	0,66	0,66
Brillo solar	1,00	1,00	1,00	1,00	1,00	1,00
Cierres Temporales	1	1	1	1	1	1
Anegamiento	0,84	0,8	0,51	0,86	0,8	0,71
CCR (Visitas / día)	25	81,9	453	86	215,2	74,7
CM %	45	45	45	45	45	45
CCE (Visitas / día)	1125	3685,5	20385	3870	9684	3361,5

← Avg daily visitors

← Physical load capacity

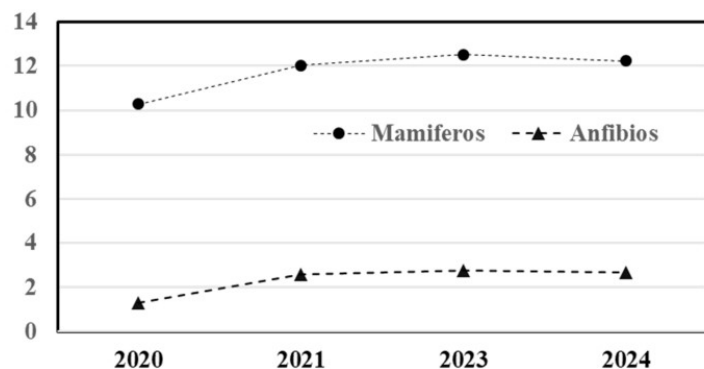
← Real load capacity

← Specific load capacity

“CAPACIDAD DE CARGA TURÍSTICA EN ÁREA DE ALTO VALOR DE CONSERVACION ONCOL”



Elaborado por: Dr. Raúl Briones



Detection rate (#registers/100 tramp-day)/8) using camera trapping for mammals and amphibians with active search (7 H/H).

The results show a tendency towards stability in the records of Mammals and Amphibians.

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NATURAL CAPITAL ACCOUNTING

araucos[®]

eftec
economics for
the environment



Table 3.3: Materiality matrix (at December 2022)

ES Category	Private & Public Benefits	Productive forests	High priority habitats			Other land uses	Community catchments
			Conservation forests	Riparian buffer zones	Other high priority habitats		
Provisioning	Food*	•	•				
	Fishing (commercial)						
	Timber	•					
	Fibre and materials*	•	•				
	Water supply						•
	Renewable energy						
Regulating	Minerals					○	
	Climate regulation**	•	•	•	•		
	Air quality regulation	○	○	○	○		
	Soil quality regulation	○	○	○	○		
	Flood risk management	○	○	○			○
Cultural	Pollination		○				
	Recreation***	•	•		•		
	Education	○	○	○	○		
Bundled	Volunteering						
	Water quality	○	○	○	○		○
	Property value						
	Biodiversity	○	•	•	•		

Table notes:

* Includes other (i.e., non-timber) products.

** Carbon sequestration and storage in productive forests and carbon sequestration in conservation forests are assessed separately as they use different methodologies.

*** Organised recreation. Activity types include hiking and trekking, mountain biking, and recreational education.

Legend

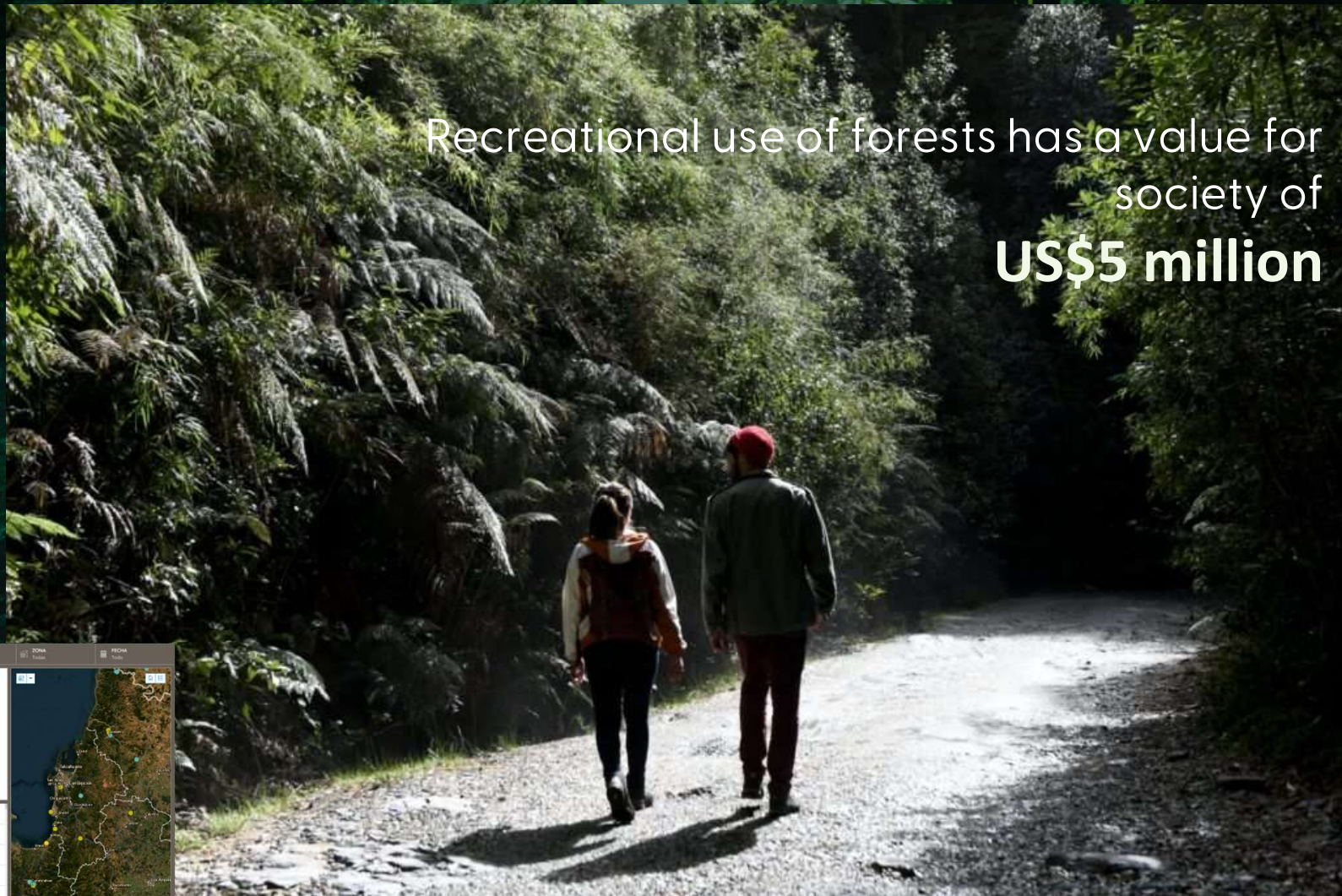
Material benefit

No material service provision

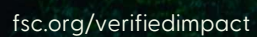
Benefit estimated in quantitative and monetary terms

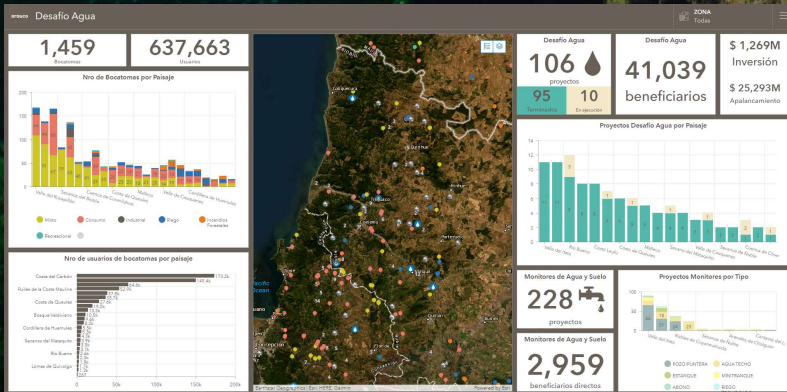
Benefit estimated in non-monetary terms

Not assessed

A photograph of a man and a woman walking away from the camera on a gravel path through a lush forest. The man is wearing a red beanie and a grey jacket, and the woman is wearing a brown and white jacket. The path is surrounded by dense green foliage and large ferns. In the bottom left corner, there is a small inset map showing a geographical area with various points of interest marked.

Recreational use of forests has a value for society of **US\$5 million**





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FINAL REMARKS

Thanks to an **ecosystem of procedures, certifications, and protocols**, the industry can maintain **high standards for responsible forest management** and is prepared for new regulations.

Forest industry is actively working at a landscape level to **ensure ecosystem services that are key for humans.**

The positive impact in Nature **will be a must in the future** and there are no better prepared industries than the forest one to demonstrate it **through high-quality data and cutting-edge technology.**

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Los 10 principios FSC®

Cumplimiento de las Leyes 01

La Organización deberá cumplir todas las leyes, reglamentos y tratados internacionales ratificados en el ámbito nacional, así como los convenios y los acuerdos, que sean aplicables.

Derechos de los Trabajadores y Condiciones de Empleo 02

La Organización deberá mantener o mejorar el bienestar social y económico de los trabajadores.

Derechos de los Pueblos Indígenas 03

La Organización deberá identificar y respaldar los derechos legales y consuetudinarios de los Pueblos Indígenas, en relación con la propiedad, uso y manejo de la tierra, territorios y recursos, que resulten afectados por las actividades de manejo.

Relaciones con las Comunidades 04

La Organización deberá contribuir al mejoramiento o mejora del bienestar social y económico de las comunidades locales.

Beneficios del Bosque 05

La Organización deberá manejar de forma eficiente el rango de múltiples productos y servicios de la Unidad de Manejo para mantener o mejorar su viabilidad económica a largo plazo y toda la gama de beneficios ambientales y sociales.

Valores e Impactos Ambientales 06

La Organización deberá monitorizar, conservar y/o restaurar los servicios del ecosistema y los valores ambientales de la Unidad de Manejo y deberá evitar, reducir o mitigar los impactos ambientales negativos.

Planificación del Manejo 07

La Organización deberá contar con un plan de manejo acorde con sus políticas y objetivos y proporcional a la escala, intensidad y riesgo de sus actividades de manejo. Este plan de manejo deberá implementarse y mantenerse actualizado basándose en la información del monitoreo, con el objetivo de promover un manejo adaptativo. La planificación asociada y la documentación sobre los procedimientos deberán ser suficientes para orientar al personal, informar a los actores afectados e interrelacionar y justificar las decisiones de manejo.

Monitoreo y Evaluación 08

La Organización deberá demostrar que el progreso hacia el cumplimiento de los objetivos de manejo, los impactos de las actividades de manejo y las condiciones de la Unidad de Manejo se monitorizarán y evaluarán, de manera proporcional a la escala, intensidad y riesgo de las actividades de manejo, con el fin de implementar un manejo adaptativo.

Altos Valores de Conservación 09

La Organización deberá mantener y/o mejorar los Altos Valores de Conservación en la Unidad de Manejo, a través de la aplicación de un enfoque precautorio.

Implementación de las Actividades de Manejo 10

Las actividades de manejo realizadas por o para la Organización en la Unidad de Manejo se deberán seleccionar e implementar en concordancia con las políticas y objetivos económicos, ambientales y sociales de la Organización y conforme a los Principios y Criterios en su conjunto.

ESTÁNDAR FSC-STD-01-001 V5-2 ES

Re-Certificación Manejo Forestal

actualizar, aprender y renovar

Forestal Arauco FSC® License Code: FSC®- C106276

renovables para una vida mejor

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GREENWASHING – A THREAT



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Greenwashing can be a severe threat for corporates

It can undermine the

- **Company's ESG + CSR goals**
- **Reporting transparency**
- **Access to PES schemes or nature related funds**
- **Value chain sustainability**

And lead to REPUTATIONAL RISKS as well as BRAND IMAGE RISKS

FSC IS A TRUSTED BRAND AND IS OFFERING A BIG IMPACT



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Multiple Ecosystem Services together

Simultaneous efforts towards 6 categories of ecosystem services: carbon, biodiversity, water, soil, recreation and culture - contribute towards a holistic value of the forests



Data linked to your forest footprint

Connect to forest managers within ones' value chain to access comparable data and the stories that bring it to life.



Maximised value of forest data

Provides FSC-certified forest managers with improved access to emerging ecosystem services markets.



Flexible for local needs

Tailored global standards meet local needs across the world and directly support climate or biodiversity strategies with specifically mapped projects.



Socially Responsible

Methodology incorporates health and safety, ILO labour requirements, and Free Prior Informed Consent, ensuring social needs are also met.



Secure data, assured by 3rd party certification

In FM certification and/or Ecosystem Services verification, there is numerous data collected by 3rd party certification bodies, that can be used for the CSR strategy

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OUR 6 SCOPES OF ECOSYSTEM SERVICES



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Carbon



Biodiversity



Soil



Water



Recreation



Cultural services

The work on Cultural services is under development.

THE SOLUTION – HIGH INTEGRITY DATA WHICH CONNECTS ALL STAKEHOLDERS



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HOW FSC ENABLES HIGH INTEGRITY DATA



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Triple Verification

FSC ensures:

1. Activities are connected to outcomes and data.
2. Data comes from FSC-verified forests.
3. Claims that sponsors can make, including how these are communicated.



Quantifiable data

That is verified through 3rd party certification bodies; and is easily understood by all stakeholders.



Transparency

a dashboard with independently audited data on the forests and their sponsors is publicly available.

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BENEFIT OF INCORPORATING HIGH-INTEGRITY DATA

Evidence-based communication is the
biggest benefit of having strong data.



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FSC® C000000

Verified *Carbon* Impact

We have contributed to the sequestration
of 500,000 tonnes of CO₂ in ABC forests
from 2015 to 2020 by supporting MNO
forest manager in XYZ region.

To learn more about this project, visit
<https://search.fsc.org/en/certificate>

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BENEFITS OF DATA DRIVEN BY FSC VERIFIED IMPACTS



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Takes **RESPONSIBILITY** for the negative impact created.



Easily **COMMUNICATES** nature ambitions of varying categories.



Preserves **LONG-TERM VISION** of an organisation, ensuring a **COMPETITIVE ADVANTAGE** amidst the current global climate and biodiversity urgency.



Improves **TRANSPARENCY**, ensures an effective price signal and allows stakeholders to scrutinise the effectiveness of the investments.

COMPLIANCES SUPPORTED BY

FSC[®] VERIFIED IMPACT



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Taskforce on Nature-related
Financial Disclosures



Global Reporting
Initiative



Convention on
Biological Diversity

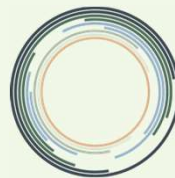


SCIENCE
BASED
TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION



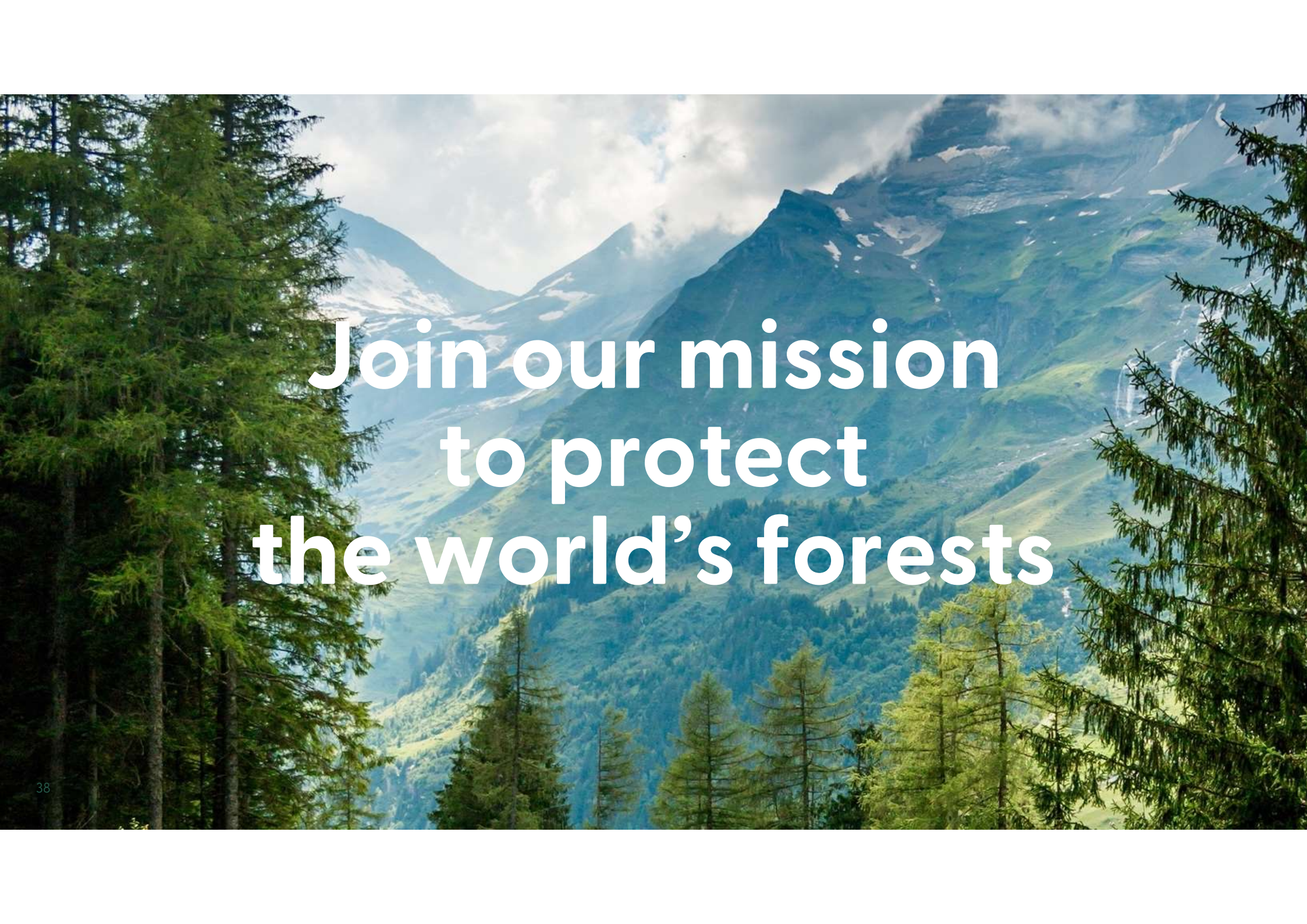
DRIVING SUSTAINABLE ECONOMIES



SCIENCE BASED TARGETS NETWORK
GLOBAL COMMONS ALLIANCE

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A scenic view of a mountain range with snow-capped peaks and dense evergreen forests in the foreground. The text "Join our mission to protect the world's forests" is overlaid in white.

**Join our mission
to protect
the world's forests**

YOUR COMPANY CAN MAKE A DIFFERENCE



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LEVICO
THE CLIMATE POSITIVE WATER



L'ORÉAL®



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FSC OFFERS THE RIGHT FOREST PROJECT FOR YOU



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FSC® VERIFIED IMPACT

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3,635,829.15 ha Verified from 85 Certificate Holders



NEXT STEPS



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Explore how Verified Impact can help you achieve your sustainability strategy



Understand which forest project is the right one for your CSR strategy



Tell your story with FSC Verified Impact

fsc.org/verifiedimpact



THANK YOU



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You want to sponsor FSC Verified Impacts?
Contact us at: ecosystems@fsc.org

We will find the right
Forest project for you!

Let us be in touch!

fsc.org/verifiedimpact



**FORESTS
FOR ALL
FOREVER**

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