



**Driving Sustainability in Global Fiber Supply**

**Matthew Reddy, Director FSG**  
SFI Conference, Florida  
September 27, 2016

# About the WBCSD

The World Business Council for Sustainable Development (WBCSD) is a **CEO-led organization of forward-thinking companies** that galvanizes the global business community to create a sustainable future for business, society and the environment. Through its members, the Council applies its respected thought leadership and effective advocacy to generate constructive solutions and take shared action.



**200** Global member companies



**\$8tn** Aggregate revenue of members



**16m** Employees in WBCSD member companies



**67** Countries Global Network partners



# WBCSD Strategy: Scaling up Business Solutions

Solutions  
Through  
Innovation

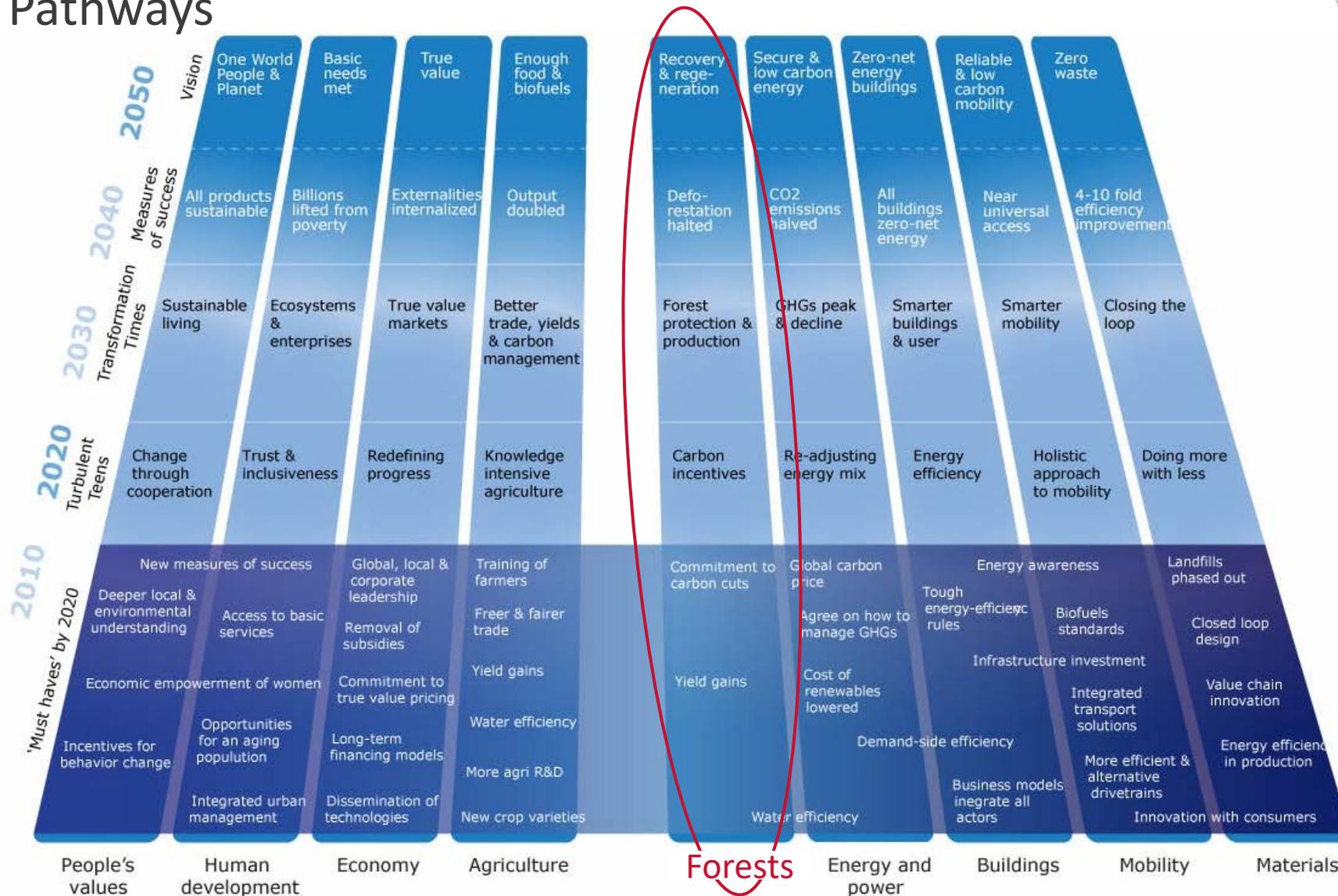


SCALE UP

Redefining  
Value

# WBCSD Vision 2050

## Impact Pathways



# WHAT is the Forest Solutions Group?

A third of global forest, pulp and paper sales, providing leadership in expanding sustainable forest-based solutions to meet societal needs

The Forest Solutions Group is a global platform for strategic collaboration across the forest products value chain to:

- ❖ Bring more of the world's **forests under sustainable management**
- ❖ **Expand markets** for responsible forest products
- ❖ Ensure **growth and vitality of forest resources** today and for future generations



# WHO is the Forest Solutions Group?

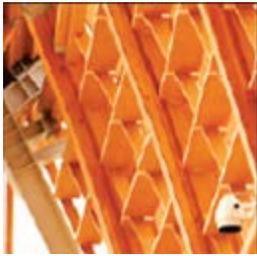
A global value chain group hosted by the WBCSD



# Work streams



Forests		Forest Products	
Sustainable Forest Management	The Forest Dialogue	Sustainable Value Chains & Procurement	Value & Benefits of Forest Products
Expand sustainable forest management through forest certification & other innovative means	Contribute to multi-stakeholder dialogue to build relations & drive collaborative action	Promote and help implement responsible sourcing practices and policies	Provide low-carbon and bio-based solutions in products and operations
Low Carbon Technology Partnership Initiative (LCTPi)			
Key Performance Indicators (KPIs)			
Communications			



# FSG's Commitment to Certification

Published in 2013

- Work with stakeholders to spread sustainable forest management
- Support and promote the expansion of forest certification
- Set 2020 targets to increase the use of certification when sourcing forest products and fiber
- Grow markets for certified forest products

Also calls on all stakeholders to actively promote, utilize and support forest certification



# 10 Things you Should Know About Sourcing Wood & Paper



## Sourcing and legality aspects

-  **Origin**  
Where do the products come from?
-  **Information accuracy**  
Is information about the products credible?
-  **Legality**  
Have the products been legally produced?

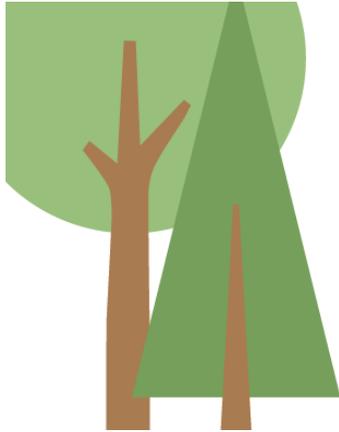
## Environmental aspects

-  **Sustainability**  
Have forests been sustainably managed?
-  **Special forests**  
Have special forests been protected?
-  **Climate change**  
Have climate issues been addressed?
-  **Environmental protection**  
Have appropriate environmental controls been applied?
-  **Recycled fiber**  
Has recycled fiber been used appropriately?
-  **Other resources**  
Have other resources been used appropriately?

## Social aspects

-  **Local communities and indigenous peoples**  
Have the needs of local communities or indigenous peoples been addressed?

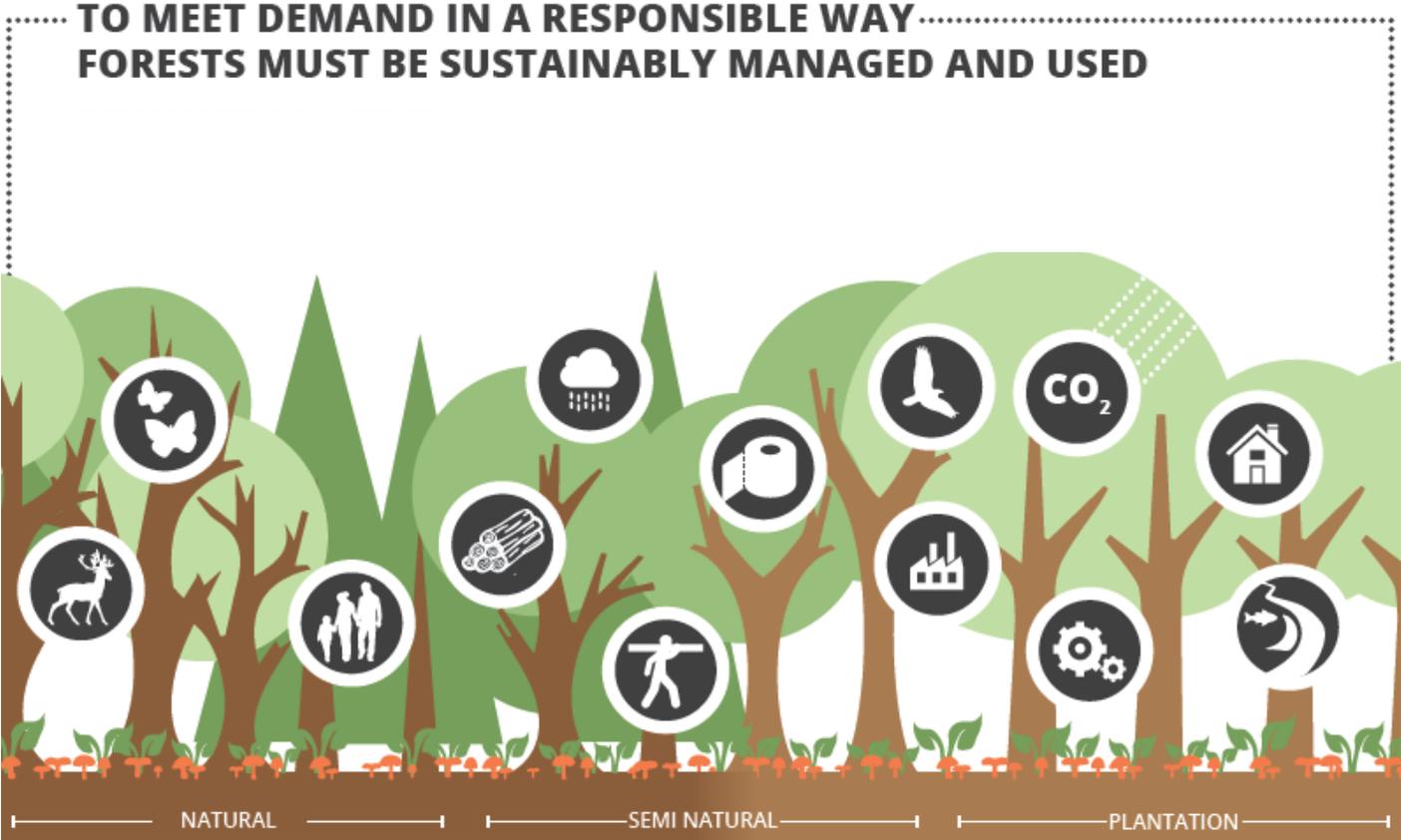
# Forests are Key to Global Sustainability



INCREASING DEMANDS  
ON THE WORLD'S FORESTS



**3X  
BY 2050**



# Benefits of Sustainable Forest Management for People & Planet

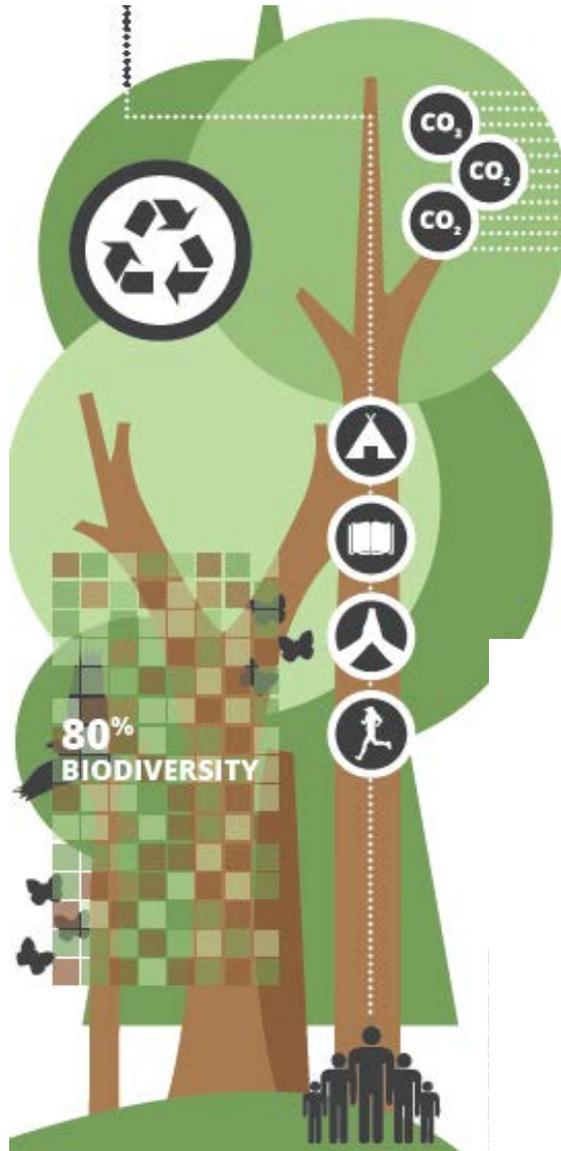
**PRODUCTS & ENERGY**

**CARBON STORAGE**

**BIODIVERSITY**

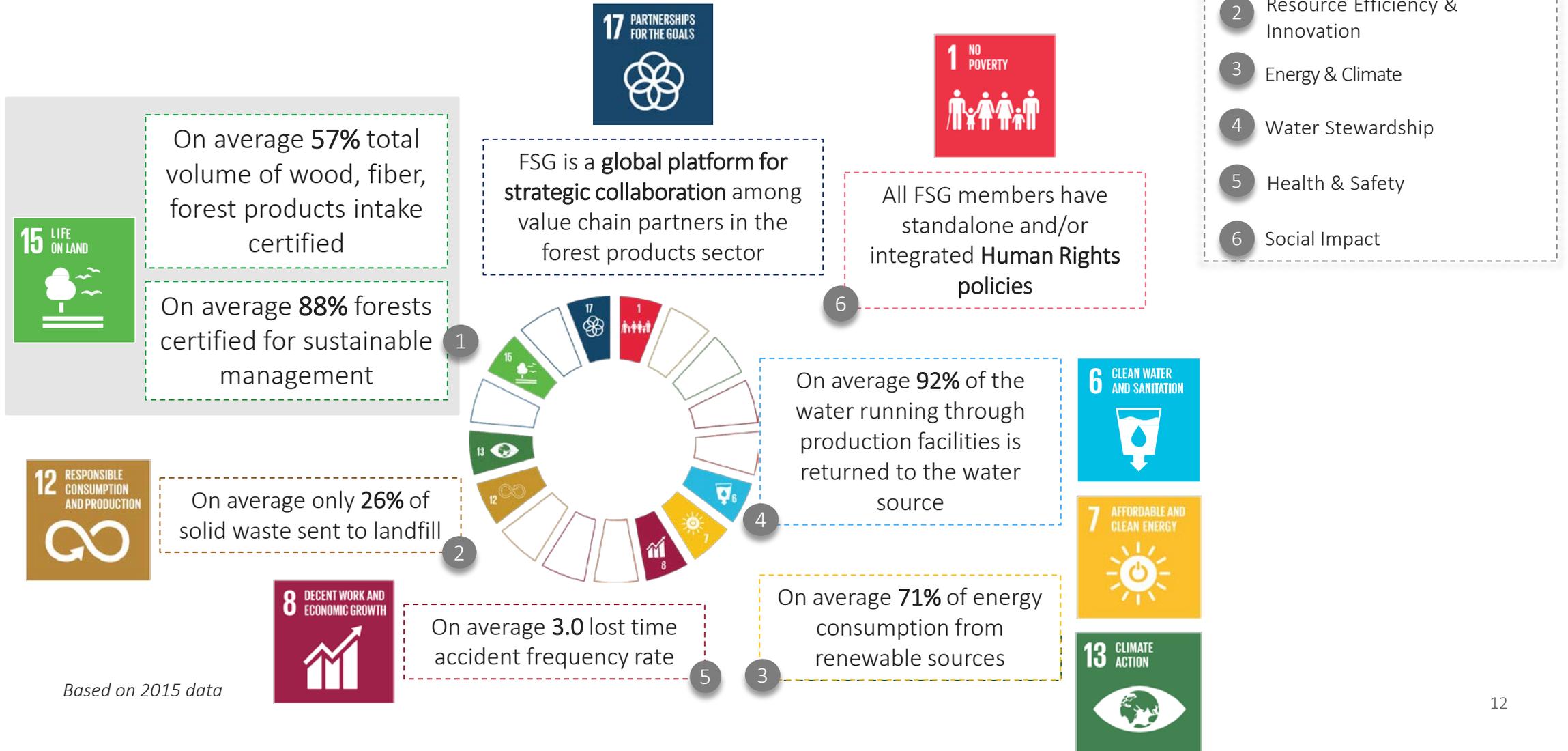
**WATER**

**SOCIAL**



# FSG's 2016 Key Performance Indicators

## Contribution to 8 Sustainable Development Goals (SDGs)



Based on 2015 data

# The SDG Compass

## Objective

---

Guide companies on how they can align their strategies as well as measure and manage their contribution to the Sustainable Development Goals (SDGs)

## Partnership

---



United Nations  
Global Compact



wbcasd

## Development

---

- Multi-stakeholder feedback through three consultation periods
- Launched 26 Sep 2015 at the UN Private Sector Forum

Visit: [www.sdgcompass.org](http://www.sdgcompass.org)



## Coming up next

- ✓ **FSG Video** – to raise awareness among consumers of their key role in promoting the bio-economy through the consumption of certified forest products.
- ✓ **Forest Sector Guides** to WBCSD's **Social** and **Natural Capital Protocols** – to encourage and support companies from the sector to measure and value their social/environmental impacts & dependencies.
- ✓ **TFD on Sustainable Woody Biomass** – to ensure the recognition of woody biomass as a sustainable, carbon neutral, renewable component in the global energy mix.



For more information:  
[www.wbcasd.org](http://www.wbcasd.org) | [info@wbcasd.org](mailto:info@wbcasd.org)