

GLOBAL FOREST AND TRADE NETWORK

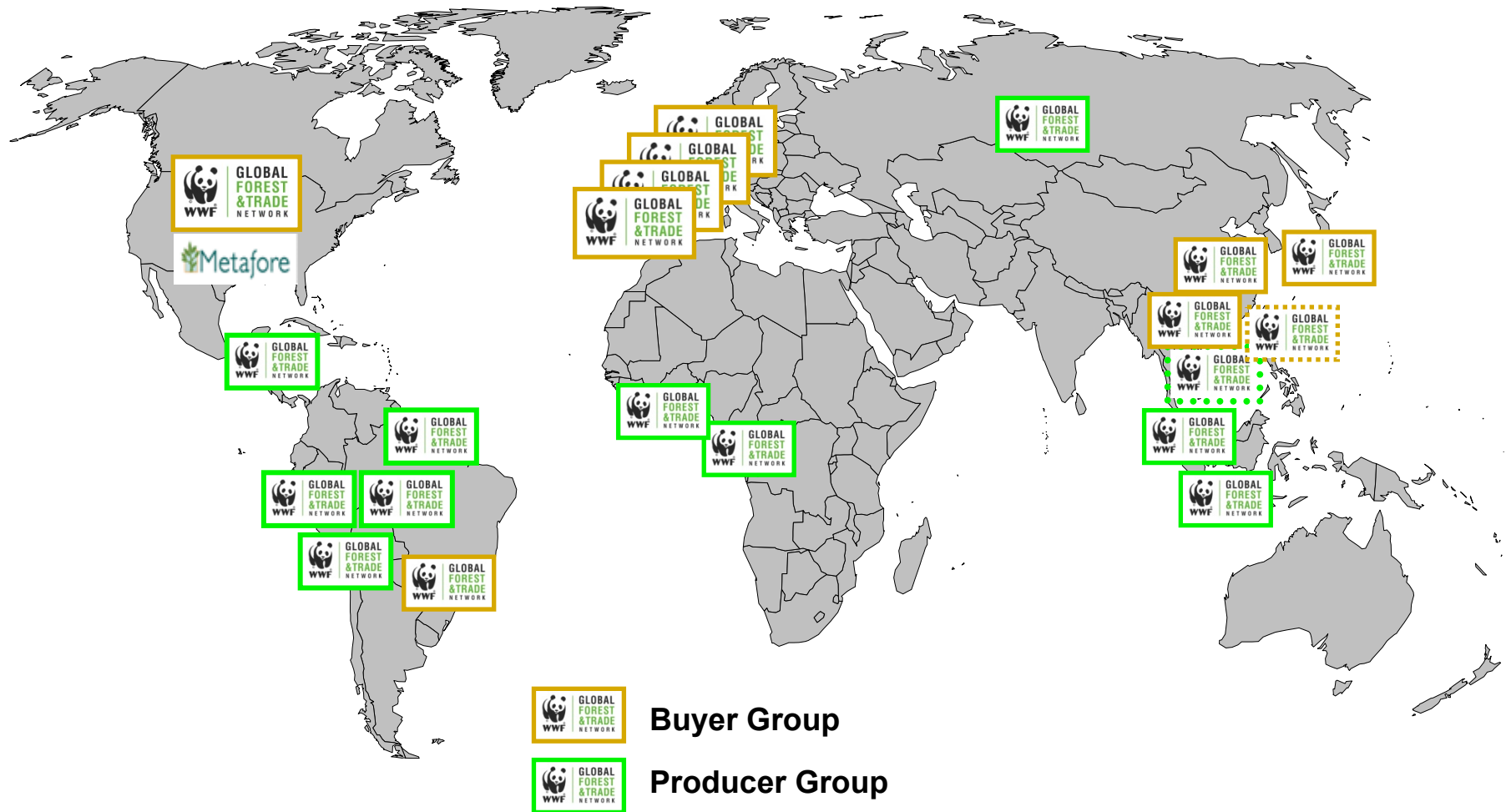
A TOOL TO SUPPORT FOREST SECTOR

*Congo Basin Forest Partnership Conference
(June 2015, Yaoundé)*

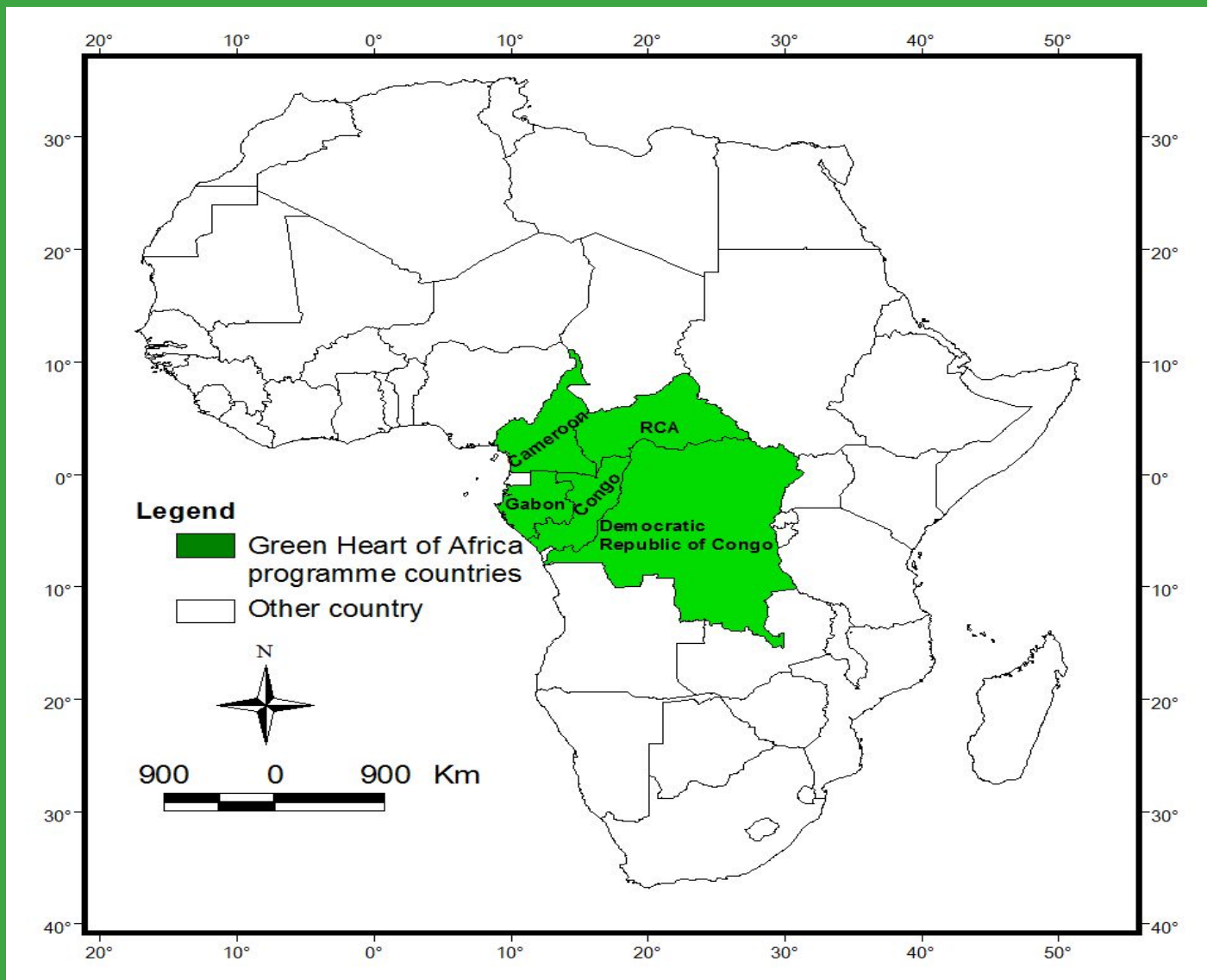
*Norbert SONNE,
WWF Cameroon*



25 Years of global presence



WHERE WE WORK IN CB



Cameroon, CAR, Congo, Gabon, DRC

WHY WE WORK WITH COMPANIES

- For us, the best way to influence company's behaviours is to work with them
- We believe, criticism will not stop logging and related industries in CB
- negative campaigning alone may push companies to withdraw from the region with the risk of being replaced by less responsible ones,
- Well managed concessions provide important and safer habitat for wildlife we care so much for (national parks alone will not be enough to protect wildlife)



HOW TO ENGAGE

- WWF credibility and experience at the front line
- Due diligence to protect the Panda being used for green washing (Panda is one of the most known and respected Logo, thus must be protected)
- Collaboration based on GFTN membership scheme, with clearly established participation rules
- Technical assistance based on workplans with companies



HOW DO WE ASSESS PERFORMANCES OF OUR SUPPORT TO COMPANIES

- External evaluation of our work
- Third party verification by an accredited organization using the best system available for Congo Basin: FSC (**CAT study**)
- Research
 - Study by CIFOR in 2014 confirmed that social impacts are higher with FSC certified concessions than the non certified ones.
 - Cost/benefit analysis (economic impacts)
 - ongoing study on the environmental impacts of FSC certification (wildlife)

RECOMMENDATIONS

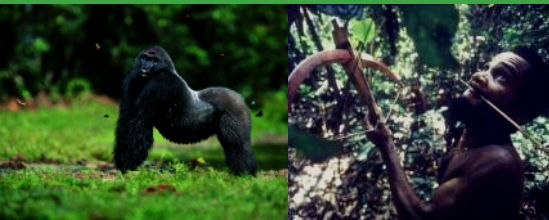


Recognize efforts of good companies; often companies engaged in SFM are more « attacked » than those that are not

Focus campaigning on irresponsible companies

Increase the demand for certified products

Include certification in public procurement strategies and as conditions for concessions/ tenders.



FOR MORE DETAILS

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