

EuropeAid

Sustainable and Responsible Trade Promoted to Wood Processing SMEs through Forest and Trade Networks in China, India and Vietnam

This project focuses on SME wood processors to build their capacity for responsible sourcing and production of forest products. It will link these SMEs with buyers and forest managers that are parts of the Global Forest and Trade Network across 34 countries.



Lead Partner

World Wide Fund for Nature
UK

Partners

World Wide Fund for Nature Beijing Office
China

World Wide Fund for Nature
India

World Wide Fund for Nature Greater Mekong
Vietnam

Vietnam Timber and Forest Product Association (VIFORES)
Vietnam

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Project Background

SME's often buy wood that has been produced unsustainably, possibly illegally, and thus stimulating the demand for it. The existing (insufficient) incentives fail to encourage SMEs to invest in sustainable production and consumption (SCP) of wood products. Enabling conditions (often taken for granted in developed countries), such as environmental awareness and environmental management, are mainly lacking in the target countries. This leads to a general unfamiliarity of sustainable consumption and production solutions that can be applied throughout the supply chain.

Internationally there is high demand for sustainable wood products, but there are currently insufficient products to meet this demand, and inadequate mechanisms to link suppliers and buyers. WWF's Global Forest & Trade Network (GFTN) is an established mechanism which has successfully demonstrated a simple, yet comprehensive, methodology to assist companies throughout the supply chain to utilise products sourced from responsibly managed forests, maximise their access to the market and trade on their responsible business credentials.

Project Objectives

- By 2020, sustainable consumption and production in forest product markets worldwide predominates as best practice, leading to conservation of forests and supporting sustainable development.
- By 2012, at least 600 SMEs in the wood processing sectors of China, India and Vietnam are applying sustainable production techniques and are providing certified sustainable forest products to national and international markets.

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Project Activities

- Identification of SMEs; awareness raising; development of baseline appraisal reports and action plans; monitoring and evaluation; communication of best practice implementation; support for policy development.
- Development and provision of country specific advice services on sources, materials, product labelling and marketing and trade links; training workshops and seminars; set up coordination websites; exposure visits to successful projects; business exposure visits connecting SME producers and buyers.
- Targeted media campaign on sustainable production and consumption; publications; liaising with SWITCH Asia Network Facility.

FACTS AND FIGURES

Total budget: € 2,497,372 (EU contribution: 80%)

Duration of the project: 36 Months (starting January 2009)