



*Pellervon taloudellisen tutkimuslaitoksen  
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**N:o 11 (July 1998)**

**FOREST CERTIFICATION  
AND ENVIRONMENTAL LABELLING  
IN EUROPE**

**Comparison of Viewpoints of Forest Owner  
and Forest Authority Organisations in a few Nordic and  
Middle-European Countries**

**Ritva Toivonen & Päivi Mäki**



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**ABSTRACT:** The study describes opinions of 74 forest owner and forest authority organisations toward forest certification and environmental labelling of forests in Finland, Sweden, Norway, Austria, Germany, Great Britain and France. The description is based on a mail survey carried out in late 1997. The study also presents a comparison of the forestry and an overview of present activities related with environmental labelling of forests in the countries analysed. Environmental questions are considered important in the respondent organisations, but there seems to be too little information available about forest certification. Few organisations had so far formed any formal standpoint towards forest certification, but forest authorities generally saw that it is not the task of authorities to decide about this kind of market based tool. If an environmental labelling system for forests will be seen necessary, a national certification/labelling system applied on large regions was seen as the most suitable alternative. An international framework was considered important, but the only readily applicable system (FSC) was not seen suitable as such. ISO environmental management system or an European frame were regarded more suitable. Costs were emphasised as a major problem. Respondents also generally agreed that forest certification would not benefit forest owners economically, but especially forest authorities believed that forest certification might enhance the competitiveness of wood. The differences between authorities and forest owner organisations, or between countries were not very clear. However, in the Nordic "exporting" countries the respondents emphasised more strongly the possibilities of forest certification as a marketing tool, especially in information delivery towards ENGOs and industrial customers.

**Key words:** *environmental labelling, forest certification, NIPF ownership, forest authorities*

**TOIVONEN, Ritva - MÄKI, Päivi. 1998. Metsien sertifiointi ja ympäristömerkintä Euroopassa. Yksityismetsänomistajien yhteenliittymien ja metsähallinnon näkemysten vertailu Pohjoismaissa ja muutamissa Keski-Euroopan maissa.** Pellervon Taloudellinen Tutkimuslaitos PTT. Työpapereita no 11, 37 s. (Pellervon taloudellinen tutkimuslaitos, Eerikinkatu 28 A, 00180 Helsinki) ISBN 951-8950-86-5, ISSN 1455-4623.

**TIIVISTELMÄ:** Selvitys kuvaa postikyselyaineiston perusteella 74 metsänomistajien ja metsähallinnon organisaation näkemyksiä metsien ympäristömerkinnästä syksyllä 1997 (kohdemaat: Suomi, Ruotsi, Norja, Itävalta, Saksa, Iso-Britannia ja Ranska). Selvitykseen liittyy myös kuvaus kohdemaiden metsäsektoreista ja kussakin maassa meneillään olevasta metsien ympäristömerkintään liittyvästä toiminnasta. Ympäristökysymyksiä pidettiin vastaajaorganisaatioissa yleisesti tärkeinä, joskin metsien sertifiointista katsottiin olevan saatavilla liian vähän tietoa. Useimmat organisaatiot eivät olleet muodostaneet virallista kantaa metsien sertifiointiin. Hallinnossa katsottiin yleisesti, ettei ole hallinnon asia päättää markkinapohjaisen metsien ekomerkin­nän käyttöönotosta tai järjestelmän valinnasta. Jos metsien ympäristömerkintä katsottaisiin tarpeelliseksi, olisi kaikkien organisaatioiden mielestä jokin alueelliseen merkintään perustuva kansallinen järjestelmä sopivin, mutta kansainväliseen kehykseen sidottuna. Kuitenkaan FSC järjestelmää ei pidetty sellaisenaan sopivana. Kansainvälisiä järjestelmiä onkin kehitettävä paremmin Euroopan olosuhteisiin sopiviksi. Kustannuksia pidettiin suurena ongelmana eikä metsänomistajien katsottu hyötyvän sertifiointista taloudellisesti. Kaikkiaan erot niin metsänomistajajärjestöjen ja hallinnon kuin maidenkin välillä olivat melko vähäisiä. Kuitenkin erityisesti Pohjoismaissa uskottiin selvemmin sertifiointin toimivan markkinoinnin välineenä varsinkin ympäristöliikkeitä ja teollisia asiakkaita kohtaan kuin mitä Keski-Euroopassa uskottiin.

**Avainsanat:** *metsien sertifiointi, ympäristömerkintä, yksityismetsätalous, metsähallinto*

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## **Preface**

Forest certification has been one of the most actual topics in forest sector during the last couple of years. Finland is a country with large forest resources. Forest sector has a stronger role in Finland's national economy than in any other European country. Therefore forest certification has gained strong interest in Finland.

The main interest in this study is in those European countries which are either important producers or the main market areas for forest products. At the time of starting this project in May 1997, forest certification related attitudes and requirements of consumers and forest industry were already under investigation at least in the framework of a large multinational EU-study. However, private forest owners and also forest authorities are important organisations regarding the development of voluntary forest certification in Europe. This study was initiated in order to describe their opinions and actions regarding environmental labelling systems of forests.

Finnish Forest Foundation, Kyösti Haataja Foundation, Metsämiesten säätiö (Foundation of Finnish Forest Workers) and Pellervo Economic Research Institute have financed this study. The expert group supporting this study is gratefully acknowledged. The members of this group were: Dr. Heikki Juslin (University of Helsinki), Ms. Anna-Leena Simula and Ms. Lea Jylhä (Central Union of Agricultural Producers and Forest Owners), Mr. Asko Niemi (Finnish Forest Foundation), Mr. Harri Karjalainen (WWF Finland), Mr. Hannu Valtanen (Finnish Forest Industries Federation), Ms. Kirsi-Marja Korhonen (Forest and Park Service) and Ms. Sari Sahlberg and Ms. Tiina Vähänen (Ministry of Agriculture and Forestry). The helpful comments by several other persons outside this group are also gratefully acknowledged as well as all those professionals who provided their time for the interviews and questionnaires which this study is based on.

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## 1. INTRODUCTION

### 1.1 Background

#### *Environmental Labelling of Forests*

Originally the idea of showing the sustainability of forest management (SFM) by a certificate (forest certification) was developed in the connection of trade of tropical wood. The idea was quickly broadened to cover also the boreal forests. An environmental label or certificate attached to wood or wood-based products should show industry or consumers that the product includes certain environmental characteristics, for example that the wood used is produced in forests managed in a sustainable way. However, a forest certification related eco-label or certificate can be attached to products only if the chain of custody, i.e., the route of wood from certified forest to the production plant and products can be traced.

Forest certification is a voluntary and market based action by nature. The main idea on the background is that the environmentally conscious consumers can have environmental information about the product via the label. It is also mostly assumed that consumers would be ready to pay a green premium for certified (eco-labelled) products. This would make it economically profitable for the producers to manage their forests in a sustainable way and show this for the consumers by acquiring a certificate for forest management. Also the possibility that certification may be needed to guarantee the market shares of forest products has been expressed in the discussion regarding certification.

In other words, forest certification would enhance the sustainability of forestry by making SFM economically attractive for land owners. However, if sustainability of forest management can be guaranteed by other means, such as legislation, then forest certification may not be necessary from the point of view of enhancing the ecological state of forests. But the marketing effects of certification may still be relevant if the product label efficiently delivers environmental information for consumers who emphasise it in buying decisions. (Baharuddin & Simula 1996, 1997; Crossley 1996; Dubois et al. 1995; Simula 1996)

The public opinion, especially the opinion of ENGOs and industrial customers in Europe, has turned to increasingly emphasise ecological aspects and impacts related with forest products. Forest certification may be one possible tool to deliver environment related information to industrial customers, end-users and other interest groups. Therefore forest certification is of interests for forest sector not only from the ecological and overall sustainability point of view but also from the marketing point of view.

Certification of forests and timber requires organisations, systems and follow-up procedures to monitor and verify the process of forest management and use, timber transportation and production processes. Therefore forest certification causes many kinds of extra costs for forest owners: costs from certification procedures, information gathering and possibly commissions from the right to use a certain label. In addition, there may be losses of income due to changes in the forest management systems. In order to cover these costs, the price of certified roundwood should be higher than the price of non-certified wood.

To achieve a label for a wood-based product, also forest industry may confront extra costs in addition to the possibly more expensive wood material also in the form of need for larger storage, process control and documentation. Hence, certification creates costs which may be reflected as respective price premiums not only in roundwood prices but also in product prices.

Hence, price premiums are an incentive for both forest owners and forest industry to start forest certification. If price premiums are not likely to be obtained, possibly increased market shares may be the incentive for forest owners and forest industry to certify forests and products. And the third reason to start forest certification may be that it seems necessary from the competition point of view. So far, there is little research based information about the economic or ecological impacts of forest certification. (e.g. Sedjo 1997)

To support the decisions whether to implement forest certification, research based information is needed not only about ecological aspects related to forests but about factors affecting markets of certified forest products. This means that attitudes, opinions and activities of all interest groups operating in the markets of forest products need to be analysed.

So far the research related to forest certification has been focused mainly on consumers and industrial customers of forest industry, who create the demand for certified timber and wood products. (e.g. Valtonen et al. 1996; Ozanne & Smith 1996; Cooper et al. 1996; Rametsteiner et al. 1998). However, forest owners are the suppliers of wood and thus the actual decision makers regarding implementation of forest certification. In many European countries the NIPF (Non Industrial Private Forest) owners own most of the forest land. Therefore they are an important group regarding the development of forest certification in Europe.

Public forest administration may also have influence on timber certification, even though certification is a market-based and voluntary system. Administration is a service and information provider for NIPF owners and thus may influence their opinions and actions. Administration also at least partly creates those structures which may serve as the basis for building environmental labelling systems for forests and forest products. Therefore both NIPF owners' and forest administration's actions and attitudes are important.



### *Concepts*

Certification of sustainable forestry (forest certification) comprises criteria, standards and actions related to forest management and use. In certification procedure, a third, independent party evaluates whether forests are managed and used in accordance with the pre-established criteria and requirements. Usually forest certification has also understood as including a product label or certificate telling consumers that the wood used originates from certified forests. Hence, marking of products is important and it is possible only if the chain of custody, i.e., the route of wood from forest to process and product can be traced.

Environmental labelling of forest products is understood as a system where wood or a wood based product is given an eco-label delivering environment related information about the wood material. An eco-label creates an incentive for production which loads environment as little as possible presuming that this label is helpful in marketing. The label can be granted, for example, if the forest management has been certified and the passage of timber can be verified. But other possibly more specific environment/ecological characteristics can be shown by an eco-label, too. In other words, different labels and systems have various requirements. A case of environmental labelling is a mark-of-origin which delivers information mainly about the area where the wood originates from. However, a mark-of-origin can be understood as an environmental label only when it is based also on certain environmental/ecological criteria.

In general, it should be noted that the concepts related to forest certification and environmental labelling are new and thus vaguely defined. Several different definitions for the concepts used can be found. Hence, probably the contents of the concepts will be clarified only after the various systems are realised in practice. The systems introduced so far as alternatives to realise forest certification or environmental labelling are at least the following:

- *FSC- forest certification system.* An international forest certification system, which includes certifying forest management, chain of custody and a product label. The system includes performance standards for forest management and use. The system is administered and developed by an international organisation Forest Stewardship Council, which also has defined the basic rules for the criteria to evaluate the SFM. (Opas hyvän...1997)
- *ISO 14001 system.* A system created by International Organisation for Standardisation (international association) for certifying environmental management systems in general. Applicable also in forestry and examples exist already for example in Finland (state forests, industrial forest owners) and a few other countries. The system includes procedural standards for different processes, like for forest management. However, the system does not include a chain of custody or a product label, but the certificate is possible to be used in the company image communication. (ISO/TC207; EMAS/ISO actual...)

- *EU - EMAS (European environmental management and auditing system)*. The main principles resemble the ISO system, but more public reporting is required. The system is developed and applicable by industrial organisations at the moment and thus is not yet operational in forest management. However, there is interest to develop the EMAS and eco-label regulation within the European Union to serve also forestry. (Suomen Standardisoimisliitto 1996)

- *Mark-of-origin for wood*. Various marking systems with the preliminary aim to deliver information about where the wood comes from (mainly a country or region). Some marking systems may require that some standards and criteria in forest management are met, and the passage of wood from forest to industry need to be known.

For more detailed descriptions of these systems and their use in forest certification and labelling see for example: Development of Forest Certification in Finland (1997), Baharuddin and Simula (1996, 1997), both published in English or Mäki and Toivonen (1998) for Finnish explanations.

## 1.2 Objectives of the Study

The general aim of this study is to describe the opinions of public forest administration organisations (forest authorities) and private non-industrial forest (NIPF) owners towards forest certification in Europe. The target countries are: Finland, Sweden, Norway, Germany, Austria, Great Britain and France.

*Specific goals of the study are:*

1. To describe forestry in the target countries (as for background).
2. To describe the forest certification related opinions of forest owner organisations and forest administration organisations in the target countries.
3. a) To compare the opinions expressed by NIPF owner organisations and forest authority organisations and b) the general situation between the countries.

In this paper, emphasis is on forest authority organisations and private forest owner organisations due to their significance in forest ownership in Europe. Other forest owner groups are described based on a few case examples in Mäki and Toivonen (1998; summary in Appendix 2). Due to the large number of small private forest estates in Europe, viewpoints, opinions and activities of non-industrial *private forest (NIPF) owner organisations* are described instead of the individual forest owners.

In the description, the main interest is in the organisations' opinions about the possibilities of applying a forest certification or other environmental labelling system in their countries. Special interest is on what kind of a potential system is seen as a suitable al-

ternative and what kind of impacts a potential forest certification is believed to have in each country.

This paper provides information to support planning and development of prospective forest certification systems in Europe. The study also completes information which is produced in other research projects (especially the EC-FAIR -project where Universities of Helsinki, Freiburg, North Wales and BOKU in Vienna co-operate, Rametsteiner et al. 1998).

### 1.3 Research Design, Population and Data

The data of the study consists of secondary material, a mail survey using a structured questionnaire and thematic personal interviews. In each country, forestry, forest administration and initiatives and processes related to environmental labelling of forests were described based on secondary material. The expert interviews accomplished this data. The conduct of the study is presented in Figure 1.

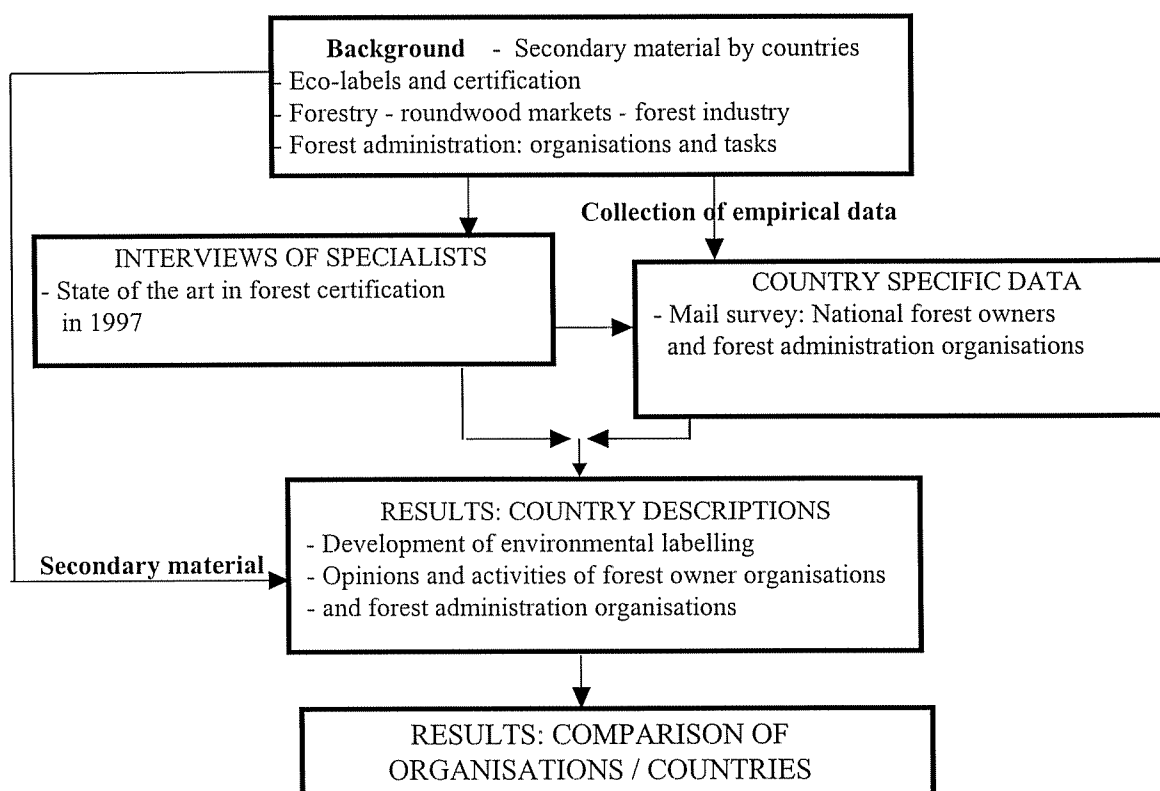


Figure 1. Conduct of the study.

The mail survey regarding the NIPF-owner organisations was targeted to the national organisations of NIPF-owners (mainly associations and co-operatives). The target in data collection was to reach all organisations operating on national level in each country and local (provincial/state-level) organisations as well. Thus, very locally operating various forest owner organisations were not even tried to be reached due to the large number of these organisations. The identification of organisations was based on previous studies, catalogues of forestry organisations and for example, information from Internet. It is assumed that the nation-wide operating organisations were identified fairly well but probably part of the existing region or state-level organisations remained non-identified.

Similarly, the target in data collection regarding the national forest authority organisations was to reach all the nation-wide operating organisations representing forest authority and operating with forest management in the country. In addition, regional or state-level organisations were tried to be reached, too. The organisations responsible for possible state forest resources were separated from the actual administration.

Structured mail survey questionnaires were sent to the identified organisations in the fall 1997. The total number of questionnaires sent to various forest owner organisations was 85 and to forest administration another 85. The first mailing was followed by a reminding letter for those organisations which did not reply approximately within a month. The final data gathered by the end of January 1998 based on the mail survey consisted of 74 fulfilled questionnaires from various groups of interest as follows (see Table 1): Private forest owner organisations 34 (nation-level and local organisations, in Norway only local organisations) and 40 forest authority organisations (nation-level and local organisations). When reading the results, it needs to be noted that the number of respondent organisations was low especially in Great Britain and France.

*Table 1. Number of respondent organisations by countries.*

	FIN	SWE	NOR	GER	AUT	GB	FRA	Total
<i>Total</i>	27	9	10	13	8	4	3	74

The analysis was qualitative, i.e. based on analysing the answers without statistical methods. However, this analysis was supported by producing tables of frequencies and calculating mean values of variables when possible.

Basically, the results describe only the respondent organisations views and any generalisations are difficult and need to be done with caution. However, in all but one country at least one nation-level operating forest owner organisations responded. And in all countries at least one nation-level operating forest authority organisation responded. In most countries, these views are accomplished by the views of local organisations. Therefore it can be said that the results may provide an indication of general views of forest owners and forest authority organisations in the countries analysed.

But due to a number of reasons, the results need to be treated only as indicative. For example, the number of responses and the coverage of the data regarding especially the local organisations varies a lot from country to country. From some countries, the number of responses of local organisations was very low. The responses from the local organisations, when available, help to create a more thorough understanding of situation in the country. Local organisations' responses also help to describe in more detail what kind of activities there exists in local level regarding environmental labelling of forests. It is also possible that those organisations responded which were especially interested about the matter.

It need also to be noted that the questionnaires were answered by one person from each organisation. The letter following the questionnaire emphasised that the most professional person in environmental matters should fill the questionnaire. As well, it was emphasised which questions required the *organisation's* formal or unformal standpoint or situation to be clarified and where the *respondent's own* personal views were of interest.

## 2. FORESTRY IN THE TARGET COUNTRIES<sup>1</sup>

### *Forest resources*

In Finland and Sweden forest land covers more than two thirds of the total land area. In Austria forest covers almost half of the land area. In Norway, Germany and France less than one third of the land area is covered by forests. In the Great Britain the share of forest is only 10 percent. Finland and Sweden represent 40 percent of the forest area within the EU. Despite the smaller forest area, the growing stock is high in Germany and France.

Table 2. Forest resources in the target countries in 1990. (Finnish Statistical Yearbook of Forestry 1997).

	<i>FIN</i>	<i>SWE</i>	<i>NOR</i>	<i>GER</i>	<i>AUT</i>	<i>GB</i>	<i>FRA</i>
<i>Forest land, mill. ha</i>	23.4	28.0	9.6	10.7	3.9	2.4	14.2
<i>% of land area</i>	77	69	31	31	47	10	26
<i>Exploitable forest / capita, ha</i>	3.9	2.6	1.6	0.1	0.4	0.04	0.2
<i>Growing stock, mill. m<sup>3</sup></i>	1 679	2 471	571	2 674	953	203	1 742

### *Ownership of forests*

Forests in the target countries are owned mainly by non-industrial private forest (NIPF) owners. Private forests are the major source of roundwood in the Nordic countries and Austria. In France NIPF owners own 74 percent of the forest area, but however they represent only half of the roundwood supply. In Great Britain NIPF owners supply around 40 percent and in Germany 30 percent of the roundwood annually.

In the Nordic countries forest companies are a considerable forest owner group, especially in Sweden, where forest industry presently owns 38 % of the total forest area. In Germany the federal government, states and municipalities own 54 percent of the forest area. In Great Britain the Forestry Commission (state) is a notable forest owner and wood supplier.

<sup>1</sup> This chapter is mainly based on the following sources: Grayson 1993; Mäki & Toivonen 1998; Finnish Statistical Yearbook of Forestry 1997:4; Skogstatistisk årsbok 1997; Solberg & Moiseyev 1997; Toivonen 1997; Österreichischer Walbericht 1995; www-pages named in the References.

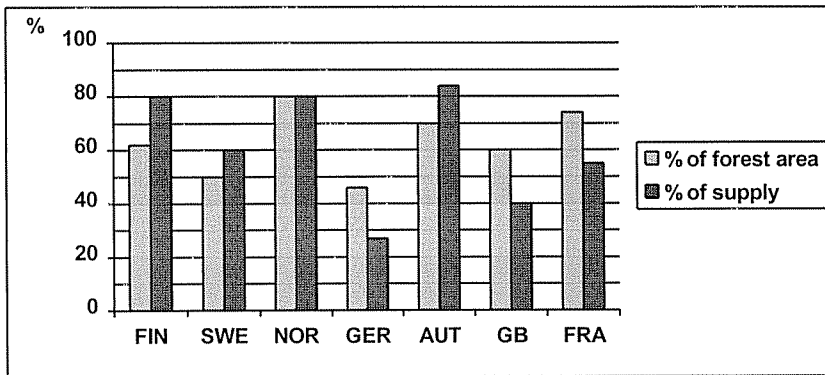


Figure 2. Non-industrial private forest owners in the target countries.

The total number of NIPF estates in the target countries is estimated to be 2,7 million (Table 3). The average size of a privately owned forest estate varies by country. In the Nordic countries the average size of NIPF holdings is clearly larger than in other target countries.

Table 3. Approximate number of NIPF owner estates in the target countries.

	<i>FIN</i>	<i>SWE</i>	<i>NOR</i>	<i>GER</i>	<i>AUT</i>	<i>GB</i>	<i>FRA</i>
Private owners (estates > 1 ha)	440,000	239,000 (>0.1 ha)	125,000 (>2.5 ha)	346,00	214,00	45,000	1,300,00 0
Average size of a private estate, ha	26	45	40-50	8	15	-	7

### Roundwood markets

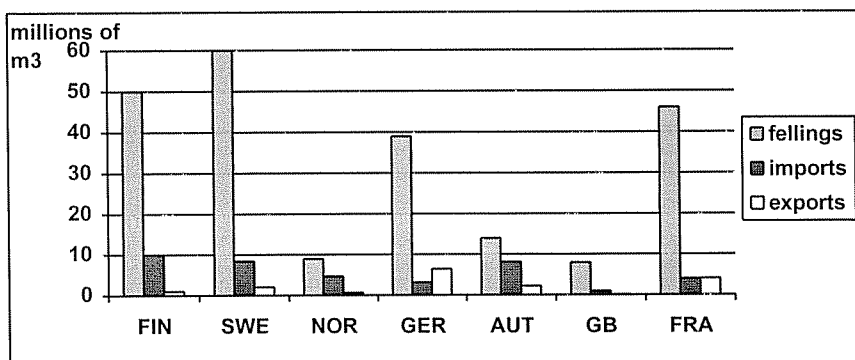


Figure 3. Production, imports and exports of commercial roundwood in the target countries during 1995. (Finnish Statistical Yearbook of Forestry 1997).

Sweden, Finland, France and Germany together produce three fourths of the total commercial roundwood production in the area of EU. In addition, Finland, Sweden and also Austria each imported over 8 million m<sup>3</sup> of roundwood in 1995. On the contrary, Germany is net exporter of roundwood.

Due to the dominance of NIPF-ownership, in every target country there exists a fairly large number of suppliers of roundwood in relation to the number of buyers. Especially in the Nordic countries demand for pulpwood is concentrated into a few companies. However, a fairly large number of sawmills exist in every country, and thus the number of buyers in sawlog markets is clearly higher than in pulpwood markets in everyone of the target countries.

Stumpage sales is the prevailing roundwood sales type in Finland and in France. In other countries most of the roundwood is sold at roadside (delivery sales). In Middle-Europe it is common that roundwood traders operate in roundwood markets in addition to wood producers and industrial buyers. In every target country the associations of forest owners are participating in roundwood trade somehow. The associations may, for example, trade or deliver wood or assist and inform forest owners regarding wood sales. In Sweden part of the forest owners associations are co-operative by nature, and they may deliver wood from their member forest owners. Also in Finland, in addition to the associations advocating NIPF owners benefits and providing services, there exists one large co-operative of forest owners which buys wood to be used in its own industry. In Germany, Austria and France forest owner organisations and/or regional forest administration units organise, among other services, collective sales (auctions). These sales may include wood from both private and public forests.

### *Production of forest industry, wood consumption and trade*

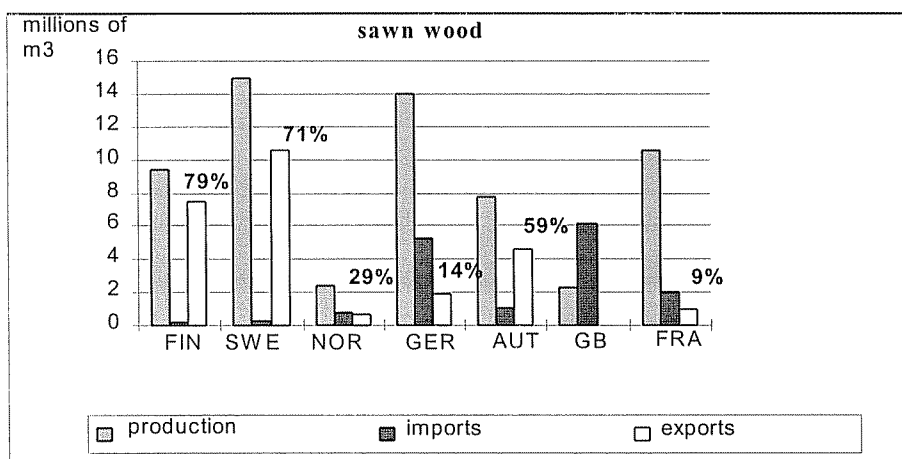


Figure 4. Production, imports and exports (exports/production %) of sawnwood in 1995 (Finnish Statistical Yearbook of Forestry 1997).



In Europe the main producers of sawnwood are Sweden, Germany, France, Finland and Austria. Sweden and Finland export more than 70 percent of their sawnwood production, mainly to the Western Europe. Also Austria exports 60 percent of its sawnwood. On the contrary, Great Britain and Germany are major importers of sawnwood in Europe.

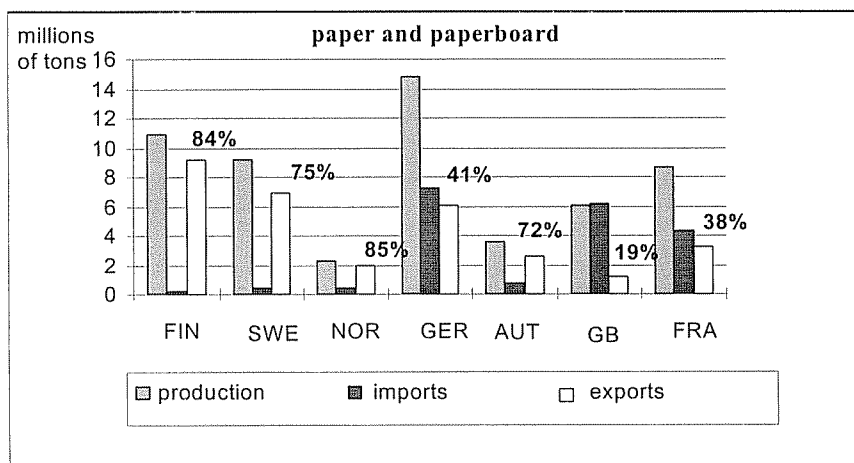


Figure 5. Production, imports and exports (exports/production %) of paper and paperboard in 1995 (Finnish Statistical Yearbook of Forestry 1997.)

The main producers of paper and paperboard in the EU-area are (in 1995) Germany (20 %), Finland (16 %), Sweden and France (both 13 %). Finland, Sweden, Norway and Austria export the main part of their production. In contrast Germany, Great Britain and France are net importers of paper. Additionally these countries import considerable amounts of pulp as for raw material for their domestic paper industry.

Most clearly of all the countries analysed, forest industry is export-oriented in the Nordic countries analysed. In Austria forest industry also exports a significant share of the production. In 1995 a contribution of forest industry to the country's total exports was 34 % in Finland, 17 % in Sweden and 10 % in Austria. In other target countries the share was relatively small.

*Forest sector characteristics and a respective typology of the countries*

Table 4. Comparison of forestry and forest sector in relation to each other in the countries of interest in this study.

FORESTRY	FIN	SWE	NOR	AUT	GER	FRA	GB
<i>role of forestry</i>	very large forest coverage wood production significant	moderate forest coverage wood production less significant	large forest coverage wood production significant	large forest coverage wood production significant	large forest coverage wood production significant	large forest coverage wood production significant	small forest coverage wood production less significant
<i>role of NIPF owners in wood supply structure of NIPF ownership</i>	family forest estates very important estates fairly small	family forest estates very important estates fairly small	family forest estates very important	family forest estates very important estates very small (in Austria and GB some large estates have important role though)	family forest estates important	family forest estates important	some large estates
<b>FOREST INDUSTRY</b>							
<i>share of GNP, %<sup>1</sup></i>	6,0	4,1	2,9	3,6	2,3	2,4	2,0
<i>importance of exports</i>	export markets dominate						
<i>dominating sector</i>	pulp and paper			wood products and sawmilling	no clear emphasis (but mechanical sector important from usage point of view)		pulp and paper
<i>Dominating characteristics</i>	Export markets (especially western Europe) important. Opinions of especially customers of pulp and paper industry important in export markets, but also customers of sawmilling industry.						

OECD. National accounts. .

The following *typology of countries* was formed on the basis of the comparison in order to help to analyse the differences and similarities of countries regarding the starting situation for forest certification/other environmental labelling system development:

1. Countries with large forest sector characterised by strong importance of NIPF owners' wood supply, overall importance of forest sector and dominance of exports

\* Exporting countries (Nordic: Finland, Sweden, Norway) and Austria

2. Countries with large forest sector characterised by domestically consumed forest products and fairly important (but less as above) NIPF owners' wood supply

\* France, Germany, GB

Additionally, the attitudes of forest administration towards forest certification are especially important in countries where NIPF owners are represented (for example, in the administrative bodies of these organisations). For information about the public forest administration systems and organisations as well as of forest owner organisations in the countries analysed, see Mäki and Toivonen (1998).

### 3. ENVIRONMENTAL LABELLING OF FORESTS - PRESENT ACTIVITIES<sup>2</sup>

#### **Development and application of environmental labelling and certification systems of forests (the situation in late 1997 - early 1998):**

##### *Finland*

Finnish forest owners and forest industry organisations have attended the joint *Nordic forest certification* -project since the year 1995. The aim of the project was to chart the possibilities for implementing a common forest certification system in the Nordic countries (Nordic forest certification 1996, 1997).

The Ministry of Agriculture and Forestry in Finland set up in 1996 a working group and later a forest certification committee (1997) to analyse possibilities, consequences and structural and organisational alternatives for forest certification in Finland. In 1997, also a working group was created to develop potential standards for sustainable forest management and use. The presented suggestion was created primarily for area based certification and in such a way that certification can be carried out in the framework of FSC system or ISO/EMAS environmental management system or a combination of these systems. The suggested system was also tested in practice in three regions in Finland.

A *Plus Forest* project was initiated in 1991 by the Finnish Ministry of Agriculture and Forestry to enhance information delivery about Finnish forestry. The project was, however, merely an information campaign without a product labelling system. An association of Nordic sawmills has launched a product label *Nordic* for sawnwood produced in the Nordic countries. Early 1998, about a hundred sawmills had the right to assign the Nordic sign with their products.

The organisation responsible for the Finnish state forests, *The Finnish Forest and Park Service*, has got an ISO 14001 system for its operations. Also forest industry organisations and many of the about 260 forest management associations (NIPF owner associations) work towards this aim.

Finland has also initiated a discussion about development of a common European frame system for various forest certification schemes.

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<sup>2</sup> Chapter three is mainly based on the following sources: ISO/TC207 1997; CEPI 1997; FCAG Paper 1 & 2; Nachhaltige Walbeirtschaftung...1997; Development of Forest Certification...1997; Swedish FSC...1997; www-pages named in References, Mäki & Toivonen 1998, interviews of experts.

## *Sweden*

Swedish forest owner and forest industry organisations have attended the joint *Nordic forest certification* -project since the year 1995.

In the fall 1993, WWF initiated a project in order to determine national FSC-standards based criteria for forest certification in Sweden. This work was continued in 1996 by a working group where various interest groups were widely represented. This working group, however, terminated their work in 1997 due to discrepancies in the opinions of the participating groups. Forest industry, church and environmental NGOs continued the work of the group and they finished a proposal for the national FSC-standard in the summer 1997. The standard was accepted by the international FSC organisation early 1998.

*Swedish Forestry Society (Skogssällskapet)* operates as an umbrella organisation for small private forest estates in FSC forest certification. By November 1997, about 10 private forest estates were FSC-certified in this way. Forest industry companies have implemented FSC-certification in their forests already (3,2 million hectares certified by spring 1998). In addition, forest industry companies are planning to develop certification for their forests also according to ISO and EMAS systems.

NIPF owners organisations develop forest certification for private forests in Sweden based on ISO system. For example, private forest owners co-operatively owned Södra-company acts as an umbrella organisation in forest certification for the private forests from where wood is delivered for the company.

## *Norway*

Norwegian forest owner and forest industry organisations have attended the joint *Nordic forest certification* -project since the year 1995.

In 1995, a so called *Living Forests* -project was initiated in Norway. The primary aim of this three-year project was to strengthen the international position of the Norwegian forest sector. As a result of this project, a standard was developed for sustainable forestry. The standard is based on the criteria defined in Helsinki-process.

The original purpose of the *Living Forests* project was not to develop environmental labelling systems for forests, but forest certification gained clear attention during the process. Therefore a certification committee was set up to find a solution for forest certification in Norway which would combine the national standards, FSC principles or ISO system or a combination of these. The certification system should also be as suitable as possible for Norway's forestry characterised by NIPF ownership.

## *Germany*

Labelling systems for sustainable forest management and wood were introduced in Germany already in 1992, when increasing attention was paid to the environmental impacts of production and use of tropical wood. At this time, organisations of forest industry, wood producers and other interest groups started a project called *Initiative Tropenwald (ITW) -system*, later further developed and renamed (*IFW*). The idea of the system was to develop a labelling system for imported tropical wood which would deliver information about forest management through a product label. The system was finalised in 1997, and now "Pro silva" product label is granted for the products accepted in this system.

In addition, a number of various environmental labelling or forest certification systems were under discussion or development in Germany late 1997:

1. *HOLZ - aus nachhaltiger Forstwirtschaft. Gewachsen in Deutschlands Wäldern* - mark of origin is provided by the association enhancing the trade of forest products, *Forstabsatzfond*. The label was initiated by the German Forestry Association, (*Der Deutsche Forstwirtschaftsrat e.V.*) and private forest owner organisations. The use of label was started early 1997. The label has its base on the national forest legislation and good silvicultural practices in Germany and the criteria and indicators of Helsinki process. Specific national indicators are not developed in connection with this labelling system. *Forstabsatzfond* licences forest owner organisations to provide the right to use the label for their member forest owners. More than one thousand licences were provided by the year 1997.

2. *FSC certification*. In the end of 1997 the German WWF and other ENGOs founded a working group to develop FSC-certification in Germany. WWF has initiated also a buyers group *Gruppe 1998* which includes more than 30 industrial buyers of wood. The members of the group concentrate on using FSC certified wood and forest products.

3. *Naturland* label is developed by *Greenpeace, BUND organisation and Robin Wood group* for wood which originates from ecologically managed forests. An example of the use of this label is created by the forests of the city Lübeck. *Naturland-Verbund* markets the label.

4. *Eco-Timber* label is provided for wood originating from environmentally friendly managed forests. The criteria and principles follow closely the forest management recommendations of the German Association for Natural Forest Management (*ANV Arbeitsgemeinschaft Naturnaher Waldbau*). The label is marketed by *Eco-Timber GmbH*.

### ***Austria***

Legislation in Austria has involved certification of tropical wood and products since 1992. Later the target was widened to create a voluntary labelling system for all wood in Austria. But due to practical problems, these targets have realised only slowly.

At least the following environmental labelling systems or certification systems for forests were under development or discussion in Austria late 1997:

1. "*Holz aus Österreich - natürlich - kontrolliert*"- label of origin was published in the fall 1996. The label can be provided for wood of Austrian origin and products primarily (minimum of 50 %) made of Austrian wood. Also the possibly used non-Austrian wood need to originate from forests under similar management systems and environmental requirements as presumed by the Holz aus Österreich -label. The background organisations in the development work of the label were the forest authority organisations and the organisation of the Austrian forest industry (FPP).
2. *ISO-system based forest certification* is under discussion in a working group initiated by the Austrian Ministry of Environment. The model aims to cost reductions by creating co-operation between NIPF owners in forest certification.
3. *FSC-certification*: Austrian WWF has initiated a buyers group *Gruppe '98*.

### ***Great Britain***

At least the following environmental labelling/certification systems for forests were in use or under development in Great Britain late 1997/early 1998:

1. *The UK Forestry Standard (1998)*: As a government initiative in 1995, a national standard for forest management was developed and published in 1998. There has been discussion about the compatibility of the FSC criteria and the national forestry standard. Creating a suggestion for the model of a common, third-party auditing system for forest certification by the summer 1998 was later set as a target.
2. *FSC-certification*: In 1995, a FSC working group was founded to develop standards for sustainable forest management and use in Great Britain. The main forest owner organisations, however, are not involved in the working group.

Early 1998, two companies (*Soil Association providing its Woodmark-certificate and SGS Forestry*) were already accredited by the international FSC and thus these companies carried out FSC-system based forest certification. In 1997, a few thousands of hec-

tares forests were certified according to FSC-system. These included the forest estates of about a hundred private owners.

WWF initiated buyers group *Target 1995+* included 78 companies in 1997. These companies are committed to use and market only FSC-certified wood and wood products by the end of this millennium.

3. *FICGB-Woodmark-system: Forestry Industry Committee of Great Britain*, has been the initiator of the "Woodmark"- *label of origin system*. Forest owner organisations support this label. The purpose of the system is to show the origin of the wood and also guarantee that forest management has been according to the legislation and forest authorities' recommendations. Using the label presumes that 90 % of the wood raw material is of British origin including the recycled materials. About 4 000 private forest estates and state forests (Forestry Commission) had the right to use the label in 1997.

4. *The Paper Federation* has founded a *Forest Certification Working Group* in Britain which joins forest owners, importers and paper industry and traders. The working group has presented a suggestion according to which one label should be created which would cover all the existing forest labelling systems and make these mutually correspondent in the eyes of consumers. In practice, this regards developing a system for harmonisation of various environmental labelling and certification systems of forest management and wood products.

### *France*

In October 1996, a national working group was founded in France aiming to outline a voluntary forest certification system for France but possibly such that it would be applicable also internationally. The discussed system is suggested to be based on environmental management systems especially suitable for private forestry. The system would be created for forest regions, where it would be managed through region based forest management policies and plans for both forestry regions and individual forest estates. The private forest owners' forest management plans are developed by forest owner centres and the realisation of plans and sustainable forest management would be controlled by the owners centres and other forest administration organisations. National forest legislation and the criterias of Helsinki process form the background for the suggested certification system. In addition, the system should be compatible with ISO environmental management system.



## 4. RESULTS OF THE MAIL SURVEY

### 4.1 NIPF Owner Organisations and Forest Certification

#### *Data*

The data included responses from 34 organisations (85 received the questionnaire) from both nation level (not from Norway) and local (region/state) level operating forest owner organisations.

#### *General attitudes towards environmental matters*

In general, forest owner organisations characterised NIPF owners as being very interested in environmental matters, but not especially in forest certification.

As to the elements of sustainable forest management, sustainability of wood production and forest based social and economic welfare of the forestry dependent people as well as biodiversity of forest nature were emphasised as very important elements in general. Wood production was emphasised as very important in all countries and especially strongly in Finland, Sweden and Austria. Biodiversity in forest nature was also generally found important in all countries, and especially emphasised in the Nordic countries, Austria and Germany.

#### *Formal standpoint towards forest certification and available information*

The general characteristic within the respondent organisations was that forest certification activities and projects as well as discussion are followed and participated. Especially the nation-level operating forest owner organisations assessed themselves as having potential influence regarding the development of forest certification in their own country.

Most of the respondent organisations had not yet formed any official standpoint or view toward certification. With some exceptions, it was generally felt by respondents that there is not enough information available about forest certification. This was the general view especially in the Nordic countries. Level of knowledge about forest certification was seen as satisfactory within the organisations, however. Instead, level of knowledge about forest certification of private forest owners was regarded fairly low. The general views about these matters were fairly similar among the respondents in all countries (Table 5).

Forest owner organisations had produced information about forest certification by themselves. Second most used sources of information were forest industry and forest admini-

stration. ENGOs served respondent organisations as sources of information mainly in Middle-European countries. Many of the respondent organisations had provided, according to their own assessment, fairly much information for their members, mostly via magazine or newsletter of the organisation.

Table 5. Knowledge about forest certification, availability of information.

	<i>low (-)/fairly good (+)/good (++)</i>						
	Nordic			Middle-Europe			
	FIN	NOR	SWE	GER	AUT	GB	FRA
<i>Availability of information</i>	-	-	-	+	+/-	-	-
<i>Level of knowledge in organisations</i>	+	+	+	++	++	++	+
<i>Level of knowledge of NIPF owners</i>	-	-	-	-	-	-	+/-

### *Assumed impacts of forest certification*

Table 6. General opinions of respondent organisations about impacts of forest certification and attitudes of end- consumers.

Statement	Nordic			Middle-European			
	FIN	NOR	SWE	AUT	FRA	GB	GER
<i>SFM is guaranteed by national legislation</i>	+	+	+	+	+	+	+
<i>Consumers are indifferent about wood origin</i>	+	+	+	+	+	+	(AUT -)
<i>Positive impact on the state of forest nature</i>	-	-	(SWE +)	-	-	-	(FRA +/-)
<i>Information delivery tool</i>	+/-	+/-	+/-	-	-	-	(FRA +/-)
<i>Benefits forest owners</i>	-	-	-	-	-	-	-
<i>Improves competitiveness of wood</i>	+	+	(SWE +/-)	-	-	-	-
<i>Overall costs exceed economic benefits</i>	+	+	+	+	+	+	+

+ = respondents' general opinion according to the statement, - = against to the statement, +/- = not clearly for or against. Parentheses = general opinion of respondents in the country differs from that of other countries in the group.

In the Nordic countries respondents fairly generally found it likely that some kind of forest certification system will be applied in their country by the year 2000. But it was not specified how widely any system would be applied.

National legislation and guidelines for forest management were seen as a sufficient guarantee for sustainable forest management in each country. Importance of origin of wood used in products was also assumed to be fairly low for the majority of end-consumers (except in Austria). Possibilities to use forest certification as an information delivery tool for consumers were not assessed as very significant. Respondents in Nordic countries had most positive opinions about this possibility and also that certification might be an answer

for the criticism presented by ENGOS. Also in Great Britain and France the respondents' general assumption was that certification might function as an information delivery towards ENGOS.

The respondents saw some possibilities to improve the competitiveness of wood material by certification in the Nordic countries. In contrast, general view of respondents in the Middle-Europe was that no improvements can be expected and actually reduction of competitiveness of wood material was seen possible as a result of forest certification in some countries.

In all countries, respondents shared the view that the overall costs of forest certification exceed the potential benefits. Hence, forest owners are not expected to benefit economically as a result of forest certification.

### ***Characteristics of a suitable potential labelling system for forest management***

It seems that the general opinion within the respondent forest owner organisations is that a nationally developed certification system or a mark-of-origin system are suitable environmental labelling systems for forests, if these systems are seen necessary to be developed for the country. In addition, the general opinion of respondents of each country seems to follow the ideas or systems already under discussion or development within these countries.

A mark-of-origin system was seen as suitable system in all countries except Sweden (see Table 7). Developing a national forest certification system was seen as suitable by respondents in most countries but not in Sweden and opinions were suspicious also in Germany and Great Britain. ISO system was generally found suitable by respondents in Sweden and Austria and somewhat suitable in the other Nordic countries and France, too. An European level system as well as ISO system were found possible most clearly in Austria and France, but by a part of the respondents in other countries, too. Opinions were more contradicting between the Middle-European countries than between the Nordic countries. It seems that within the Nordic countries, the opinions between Finland and Norway are quite much alike whereas in Sweden the need for international solutions is emphasised more strongly. It also seems that the Middle-European countries could be divided into two groups; respondents in Austria and France have fairly similar opinions and respondents in Germany and Great Britain form the other group.

Table 7. Suitable environmental labelling systems for sustainable forest management within respondents in various countries.

	<i>unsuitable(-)/suitable system (+)</i>							
	Nordic			Middle-European				
	FIN	NOR	SWE	AUT	FRA	GER	GB	
<i>mark-of-origin</i>		+	-		+		+	
<i>nationally developed certification</i>		+	-		+		-/+	
<i>FSC system</i>			-				-	
<i>ISO system</i>		+/-	+		+	+/-	-	
<i>European system (prospective)</i>		+/-	-	+/-	+		+/-	

Legislation was seen as a suitable ground for standards of sustainable forest management by the respondents in every country analysed. International co-operation in developing national criteria was seen somewhat possible. Using any existing international framework of forest certification scheme was not seen possible.

Certification system based on fairly large area or region (i.e., group of forest owners) was seen as the possible alternative. Examples of suitable or potential areas were the area of a local forest owner organisation or their regional association or a state.

Table 8. Suitable standards and realisation level of forest certification.

General views in countries	<i>unsuitable(-)/suitable (+)*</i>							
	Nordic			Middle-European				
	FIN	NOR	SWE	AUT	FRA	GER	GB	
<b>Standards:</b>								
<i>based on national legislation</i>		+	+			+		
<i>developed in national level</i>		+	+/-			-	(GB +)	
<i>Helsinki process as a framework</i>		+	+/-			+		
<i>existing international scheme (FSC)</i>		-	-			-		
<b>Application level:</b>								
<i>single forest estate</i>		-	-			-		
<i>group of forest estates</i>		-	+/-	+		-	(FRA +/-)	
<i>certain area/region</i>		+	+/-			+	(GB +/-)	

\* sign in parentheses = general view in one country is different, +/- opinions varied between respondents, no clear consensus.

Organisation with an authority background but also a private company were fairly generally found as a suitable alternative to audit forest management by the respondent forest owner organisations (authority background was not found suitable in Germany).

Table 9. Potential forest management auditing organisations.

<i>Most often mentioned as the first or second choice *</i>							
organisation type	FIN	SWE	NOR	GER	AUT	GB	FRA
<i>private company</i>		1.	1.	1.			1.
<i>authority background</i>	1.	2.	2.		1.	1.	
<i>research background</i>	2.			2.			
<i>ENGO background</i>							
<i>industry background</i>							

\* dark colour without a number indicates that alternative was mentioned by some respondent(s)

\*\* The question may have been understood in two ways: either indicating the third party auditing organisation or the organisation carrying out the inner information collection and control.

### *Participants in the development process of national environmental labelling systems for forests*

Table 10. Co-operation of various interest groups in development process.

<i>&gt; 50 % of respondents emphasise (+)*</i>							
interest group within the country	FIN	SWE	NOR	GER	AUT	GB	FRA
<i>forest owners</i>				+			
<i>rest of the forest - industry chain</i>				+			
<i>forest authorities</i>			+				
<i>industrial customers + consumers</i>		+				+	
<i>ENGOS</i>			+				+
<i>social and other NGOs</i>			+			+	

\* darker colour without a "+" sign = mentioned by some respondent(s).

Co-operation of the *whole forest - industry - consumer* chain was found very important in most countries. Forest authorities are also regarded an important group in co-operation. However, there were some discrepancies between local and central organisations in this aspect. Especially wide co-operation was emphasised by respondents in Sweden, Norway and GB. Co-operation on European level was emphasised as important in many responses from the Middle-European countries.

## 4.2 Forest Authority Organisations and Forest Certification

### *Data*

The data includes 40 approved responses (85 organisations received the questionnaire) from seven countries. In some of the countries, the data includes only responses from nation-level operating forest authority organisations, but in most countries also local level operating organisations are represented in the data.

### *Formal view towards forest certification and available information*

In general, wood production, living conditions of forestry dependent local people and biodiversity of forest nature were all equally emphasised as very important elements of sustainable forestry. Also landscape values and the role of forests as preventing erosion and pollution of soil and atmosphere were emphasised as fairly important. However, the latter elements were emphasised differently between respondents unlike the firstly named elements.

The general characteristic within the respondent forest authority organisations was that these *do not have any formal standpoint or are not for or against any specific system regarding forest certification*. It was stated in several responses that forest certification is basically a market-based and voluntary phenomenon and thus authorities may not influence on the process. On the other hand, securing the living conditions of local people dependent of forests and equality of different forest owners were mentioned as important aspects in many responses.

*Table 11. Knowledge about forest certification, availability of information.*

	<i>not sufficient (-)/fairly good (+)/good (++)</i>						
	Nordic			Middle-European			
	FIN	NOR	SWE	AUT	FRA	GB	GER
<i>Availability of information</i>	+ (FIN +/-)			-	+/-	--	+/-
<i>Knowledge in organisations</i>	+			+/-	+	+/-	+/-
<i>Knowledge of NIPF owners</i>	-			-	--	+/-	-

The respondent forest authority organisations in all countries saw generally that the level of knowledge about forest certification is fairly low among private forest owners but good or satisfactory within the organisations themselves. Information about forest certification was considered being scarcely available.

The most commonly used information sources were forest industry and forest owner organisations, but ENGOs, public media and the organisations themselves served also as information sources, depending on the country. Other mentioned sources were for example private consultants. The nation-level operating or central organisations work as information sources for local organisations.

### *Assumed impacts of forest certification*

Table 12. Opinions about impacts of forest certification and the attitudes of final consumers.

Statement	Nordic			Middle-European			
	FIN	NOR	SWE	AUT	GER	GB	FRA
<i>SFM is guaranteed by national legislation</i>	+					+	
<i>Consumers are indifferent about wood origin</i>	+					+	
<i>Positive impact on the state of forest nature</i>			+				-
<i>Communication tool</i>			+		+		-
<i>Benefits forest owners</i>			-				-
<i>Improves competitiveness of wood</i>	+			+/-	+	+	-
<i>Overall costs exceed economic benefits</i>	-	+	+/-		+	-	+/-

Regarding + = general opinion according to the statement, - = against to the statement, +/- = both for and against existing opinions, no general view.

The respondent forest authority organisations' general view seems to be that the existing forest legislation is sufficient to guarantee sustainable forest management in each country analysed (Table 12). It seems also to be generally believed in the respondent organisations that the majority of end-consumers are not very interested in the origin of wood. Forest certification is believed to impact on the ecological quality of forest nature fairly little in the Middle-European countries, but forest authorities in the Nordic countries assume some positive impacts on forest nature.

Respondent forest authorities in all countries expect that forest certification would not benefit forest owners. Respondents especially in the German speaking countries and Norway also assess the overall costs of forest certification to exceed the potential benefits whereas in other countries respondents could not say what they expect or assumed certification having somehow positive outcome. Especially the respondent forest authorities' general opinion in most countries was that certification might improve the competitiveness of wood against other materials.

Respondent organisations especially in the Nordic countries seem to believe that certification could work as a communication tool. Respondents from Finland and Sweden emphasise that certification might work as a response especially to ENGOs requirements.

Respondent forest authorities in the Nordic countries assume that certification increases competition in roundwood markets (Table 13). All respondents' general view is that competition in international wood trade might tighten due to certification. These assumptions seem to reflect a belief that at least in the near future there would be more demand than supply competition on the markets of certified wood. As well, it seems that in the Nordic countries it is believed that forest certification has more significant impacts on roundwood markets than what is believed in the Middle-European countries.

Table 13. Assumptions about impacts on competition in roundwood markets.

Statement	Nordic			Middle-European			
	FIN	NOR	SWE	GER	AUT	GB	FRA
<i>Certification increases competition</i>							
<i>among wood suppliers</i>		-	(NOR +)	-			+/-
<i>among national wood buyers</i>		+		-			+/- -
<i>in international wood markets</i>		+		+			+/-

### Characteristics of a potential labelling system for forest management

General opinion within the respondent forest authority organisations was that a nationally developed forest certification system would be the most suitable environmental labelling system. Other systems which were fairly generally considered suitable were ISO-environmental management system. In addition, in the Middle-European countries a mark-of-origin system was fairly generally considered as suitable. A common European system was also fairly generally regarded possible in the Middle-European countries (not Germany). This alternative was also considered possible in Finland.

Table 14. Suitable environmental labelling systems for sustainable forest management

	<i>unsuitable(-)/suitable system (+)*</i>							
	Nordic			Middle-European				
	FIN	NOR	SWE	AUT	FRA	GB	GER	
<i>mark-of-origin</i>		-	(FIN +/-)					+ (FRA -)
<i>nationally developed certification</i>		+						+
<i>FSC system</i>		-						-
<i>ISO system</i>		+	(SWE +/-)		-	-/+	+	+
<i>a new European system</i>		-	(FIN +)					+ (GER -)

\* + or - indicates that all countries in the group has similar view, sign in parentheses indicates that the country had different view from others in the group, +/- indicates that opinions were even between different alternatives.

In all the analysed countries, the respondent forest authority organisations seemed to agree that suitable background for certification standards are the national legislation and forest management recommendations. In addition respondent organisations' general view was in most countries that nationally developed standards and Helsinki-process criteria and indi-



cators would be suitable grounds for standards. A region based certification was found by most respondents as suitable alternative for implementing forest certification in practice.

Table 15. Suitable standards and application level of forest certification.

	<i>unsuitable(-)/suitable (+)*</i>						
	Nordic			Middle-European			
	FIN	NOR	SWE	AUT	FRA	GB	GER
<b>Standards:</b>							
<i>based on national legislation</i>		+				+	
<i>developed at national level</i>		+				+	(GER -)
<i>Helsinki process as a framework</i>		+				+	
<i>international certification scheme (FSC)</i>		-				-	
<b>Application level:</b>							
<i>single forest estate</i>		-				-	(GB +)
<i>group of forest estates</i>		- (SWE +)				+/-	
<i>certain area/region</i>		+				+	(GB -)

\* + or - indicates that all countries in the group has similar view, (-) or (+) indicates that one country had different view from others, +/- indicates that opinions were even between different alternatives.

Organisation with an authority background but also private companies (not in Austria) and research organisations were assessed by the respondent forest authority organisations as the most suitable alternatives for the auditing body in forest certification. In the responses from Germany, also forest owners' and forest industries' organisations were mentioned as suitable.

### *Participants in the development process of national environmental labelling systems for forests*

Table 16. Co-operation of various interest groups in development process.

interest group within the country	<i>At least 50 % of respondents see important (+)*</i>							
	FIN	SWE	NOR	GER	AUT	GB	FRA	
<i>forest owners</i>				+				
<i>rest of the forest - industry chain</i>				+				
<i>forest authorities</i>	+				+			
<i>industrial customers + consumers</i>		+			+			
<i>ENGOS</i>		+				+		
<i>social and other NGOs</i>		+				+		

\* blank cell: not mentioned by any respondent, cell with light grey colour but no sign: some mentioned important.

In general, respondent forest authority organisations were for a very wide co-operation in the development of forest certification. In all countries, involvement of forest owners and also the whole forest - industry - consumer chain is regarded as important. The general view of respondents in other countries but Sweden was that attendance of forest authorities is important. Co-operation of ENGOs was also generally emphasised. In addition to co-operation on a national level, co-operation in the development of forest certification on an European level was considered possible and somewhat important.

### *The role of forest authorities in forest certification*

There was fairly strong variation between the respondent organisations' opinions in the various countries about the role and tasks of forest authority organisations if a prospective forest certification were applied in the country.

In Sweden, the respondent forest authority organisations followed the principle that the task of authorities is not to get involved in a market based system such as certification of SFM. However, in all the other countries respondent forest authorities saw that their role is at least to participate in the development work of the system. Also determining the standards and criteria for forest management and providing related information services were commonly included in the role of forest authorities. The respondent organisations especially in Finland and Austria find that the role of forest authorities is to participate very widely in the various tasks and operations related to environmental labelling of forests. International co-operation was emphasised in the nation-level operating organisations but less in the local organisations.

Table 17. Tasks of forest authorities in a prospective environmental labelling system for forests.

The role of forest authorities in a potential labelling/certification system	<i>not important (-)/fairly important (+)/important(++)</i>						
	FIN	SWE	NOR	GER	AUT	GB	FRA
<i>defining standards &amp; criteria for SFM</i>	++	-	+	++	++	++	++
<i>participation in development work of the system</i>	+	-	+	+	+	++	++
<i>providing services required in the system</i>	++	-/+	+	-/+	+	-	-/+
<i>participation in administration</i>	++	-	+	-	+	-	-
<i>information provision</i>	++	-	+	+	++	+	+
<i>follow-up</i>	++	-	-/+	++	+	*	-
<i>control</i>	++	-/+	+	++	++	++	-/+
<i>extension and education</i>	++	-/+	-	++	+	+	-
<i>international co-operation</i>	-/+	-	-	-/+	-/+	-/+	-/+

\* not commented

## 5. SUMMARY AND COMPARISON OF COUNTRIES

The purpose of the study was to produce information about the attitudes, opinions and actions of forest owner organisations and forest authorities toward forest certification and environmental labelling systems in Finland, Sweden, Norway, Germany, Austria, Great Britain and France.

The data used consisted of a mail survey to forest owner and forest authority organisations, interviews of experts and secondary material. The analysis of data was qualitative but supported with calculating frequencies and averages of variables when possible.

The quality of the empirical data varies between countries. For example, the respondent organisations are somewhat different depending on their tasks and organisation structure. A fairly different number of organisations were reached from the various countries. Also the share of private forest owners in the membership of the respondent forest owner organisations varies between countries. Strictly speaking, the results provide an overview of views and activities only in the 74 respondent organisations. However, the data includes at least one nation-level operating organisation of forest owners in all but one country and a nation-level organisation of forest authorities in each of the countries analysed. Therefore the results can be regarded also as providing an indication of the mainstream opinions of forest owner and forest authority organisations toward environmental labelling of forests in the Nordic countries and the Middle-European countries analysed. But as mentioned earlier, any generalisations of the results need to be done with caution, especially in those countries where the number of responses was the lowest.

In this chapter, an overview of the results and comparison of the countries are provided. These are summarised in Tables 18 and 19, and explained in more detail in the text following the tables.

Table 18. Summary of viewpoints of national forest owner organisations and forest authority organisations related to environmental labelling and certification systems for sustainable forest management and timber.

	FINLAND	NORWAY	FRANCE	SWEDEN	GERMANY	AUSTRIA	GREAT BRITAIN
<i>mark of origin</i>	possible	-/+	-/+	not possible	possible	possible	possible
<i>national certification system</i>	possible	possible	possible	-/+	possible	possible	possible
<i>system in international framework<sup>1</sup></i>	ISO EU	ISO	ISO EU	ISO (EU)	(ISO)	(ISO) EU	(ISO) (EU)
<i>standards in international framework</i>	e.g. Helsinki process criteria and indicators for sustainable forestry on the background for national standards						
<i>most suitable labelling system in own country<sup>2</sup></i>	national system in an international framework	national certification system in an international framework	national certification system in an international framework	international certification system	national system with standards in an international framework, opinions regarding international framework for the whole system are controversial	national system with standards in an international framework, opinions regarding international framework for the whole system are controversial	national system with standards in an international framework, opinions regarding international framework for the whole system are controversial

1. Alternative in parentheses indicates that only either forest owner or forest authority organisations considered it suitable

2. The *national system* may be either a third party certification system or a mark-of origin system.

The *international framework* indicates in this connection that the national system is connected either in an international forest certification system (EU-level or ISO) in addition that internationally accepted criteria (such as Helsinki process criteria & indicators) are applied.

*Table 19. Summary of the opinions of national forest owner organisations and forest authority organisations: Development of environmental labelling /certification systems for sustainable forest management and expected impacts of certification.*

	FINLAND	NORWAY	SWEDEN	FRANCE	AUSTRIA	GERMANY	GREAT BRITAIN
<i>Participation of forest authorities into the development of forest certification system</i>	Participation of forest authorities emphasised as important		Contradicting opinions		Participation of forest authorities emphasised as important		
<i>Participation of stakeholder groups into development of forest certification system</i>	Interest groups widely						
<i>Certification may support marketing of wood/forest products</i>	- Increases the competitiveness of wood material - A possibility to deliver environmental information related to forests/wood		Possibilities are small		Forest owners: possibilities are small Forest authorities: some possibilities to deliver information		
<i>Expected impacts of forest certification to the (ecological) state of forest nature</i>	Especially authorities: positive impacts		Positive impacts		Both authorities and owners: no clear impacts		

***Potential system for environmental labelling of sustainable forestry (Table 18)***

*National system*

- Special national system is seen suitable in all the countries analysed except Sweden where the need for an international framework was emphasised.
- Both mark-of-origin system and national certification system are regarded as possible in Finland, Germany, Austria and GB. National certification system is preferred in France and Norway.

*Possibility of an international framework for the national system*

- ISO-system is considered potentially suitable as an international framework for national systems in all the countries (especially in the Nordic countries and France).
- Common European framework system was found somewhat suitable in Finland, Austria and France. The respondents in other countries had contradicting opinions.
- FSC forest certification system was not considered as a suitable framework as such in any of the countries analysed.
- It was found important that the standards for sustainable forestry in any system were based on international agreements or framework (such as the Helsinki process criteria for sustainable forestry).

*Realisation of the environmental labelling system*

- In all the countries, the common view of respondents was that the possible system should be based on area labelling .
- The organisation carrying out auditing has preferably its background on authority, research or private type of organisation. It should be noticed that this question might have been understood differently by the respondents: others may have been thinking about organising the inner "self" auditing and control and the others about the third-party organisation carrying out the "outside" auditing of the whole system.

***Co-operation in developing an environmental labelling system (Table 19)***

- A wide co-operation, including NGOs, was found important in most countries.
- All respondent groups in the target countries emphasised the importance of attendance of forest owners and the whole forest-market chain.
- Participation of public forest authorities was considered important (with a couple of exceptions in the respondent organisations).
- Participation of ENGOs was emphasised in most countries.
- Opinions about the co-operation in development work at European level varied between countries and organisations within countries.

***The role of various organisations in the development work***

- The organisations of forest owners assessed their possibilities to influence the development fairly good.

- The forest authorities (except Sweden) found that their co-operation is very important in the development work, for example in: determining the criteria and standards for sustainable forest management, education and information delivery and providing services for monitoring and control.

#### ***Expected impacts/consequences of certification***

- The common view in all the countries analysed was that the existing laws and recommendations guarantee sustainability of forest management.
- Impacts of forest certification on forest nature were regarded generally speaking as small. However, respondent forest authorities in the Nordic countries and forest owner organisations especially in Sweden saw that certification might have positive impacts in this aspect.
- The costs of certification were generally speaking believed to exceed the benefits of the system by most respondents (but not by every respondent). All respondents agreed that forest certification was not likely to benefit forest owners economically. The respondents' general personal opinion was that a price premium was not realistic to be expected for certified wood.
- In the Nordic countries (strongly export oriented forest industry) the respondent organisations believed that forest certification may function in delivering information especially for the environmental organisations but to some degree also for consumers. It was also believed especially by the respondents from the Nordic countries that forest certification might improve the competitiveness of wood raw material. In other countries some of the respondent forest authority organisations shared these views in contrast to forest owner organisations.
- It was commonly believed both by respondent forest owner organisations and forest authority organisations that the consumers are not especially interested in the origin of wood.

#### ***Information regarding forest certification***

- Personnel's level of knowledge about forest certification both in forest owner organisations and in forest authority organisations was described as at least satisfactory.
- Private forest owners' level of knowledge about forest certification was assumed to be fairly low by the respondent organisations .
- The general opinion of respondent organisations was that there is not enough information available about forest certification. However, this was not felt by all organisations; it seems that forest authorities find the availability of information somewhat better than forest owner organisations.

## 6. DISCUSSION

The objective of this study was to describe and compare opinions related with environmental labelling of forests in *NIPF owner organisations and of public forest authorities in Nordic countries (Finland, Sweden and Norway) and some Middle-European countries (Germany, Austria, Great Britain and France)*. The description is based on 74 organisations responses for a mail survey carried out in the fall 1997. Despite many limitations, the results are assumed to reflect at least to some degree the overall views of this type of organisations in the European countries in question.

Based on the mail survey, sustainability of wood production, living possibilities of forestry dependent people and biodiversity of forest nature were all ranked very important - and the most important - elements of sustainable forest management by both forest owner and forest authority organisations. Differences between the opinions of forest owner and forest authority organisations were small. Forest authorities generally emphasised ecological factors slightly more and wood production very slightly less than forest owner organisations.

*Private non-industrial forest (NIPF) owners are believed to be both interested in and conscious of environmental questions related to forestry. The same applies to their organisations and forest authorities. The organisations considered forest certification as an important question and found commonly that the level of knowledge about forest certification is at least satisfactory within the organisations. Instead, the level of knowledge of NIPF owners and availability of information about forest certification were regarded as fairly low. Thus further and better available information about forest certification and environmental labelling systems is needed.*

Forest certification is a relatively new matter. Thus few organisations had so far formed an overall formal standpoint towards it. In other words, most organisations were not clearly against the idea but had also not made up their minds whether any system was necessary or beneficial from their standpoint. Fairly generally presented viewpoint by forest authority organisations was that forest authorities should not be involved in the decision of whether a certification system was needed or not. This was regarded as a decision of market parties.

There are two potential reasons for forest certification: enhancing SFM and marketing of forest products. Based on the survey, *national legislation was believed both by forest authorities and forest owner organisations to guarantee sustainability of forest management*. Thus forest certification was not seen necessary from this point of view. Forest certification may have impact on the quality of forest nature through increased application of the recommendations and guidelines accomplishing legislation, however.



It seems that the *marketing use of forest certification may be the primary motivation for environmental labelling systems of forests*. The need for forest certification has been clearly expressed so far mainly by the industrial customers of forest industry, and environmental ENGOs rather than final consumers.

In many Middle-European countries paper industry is largely based on imported pulp and recycled fibres. Recycled fibres have already an image of being environmentally sound. Thus the requirements for forest certification by the customers of paper industry are especially directed to the pulp and paper exporters in the countries where paper is mainly made out of roundwood, such as Nordic countries. Therefore the demand for forest certification regards especially widely forest industry and also forestry in these countries. This may also make especially these countries to emphasise the potential marketing use of certification. It also seems to be so that forest owner and forest authority organisations especially in the "exporting" countries, particularly in the Nordic countries, believe that forest certifications or other environmental labelling systems have possibilities to function as an information delivery tool, but mainly towards other groups but final consumers.

*Several problems* related to forest certification were emphasised in the results. The main problem seems to be that application of forest certification is believed to cause significant costs in forestry characterised by NIPF ownership. It is the price premium which would create clear economic incentives for forest owners and also for forest industry to certify forests and products. The premium should cover at least the costs. But recent studies indicate that the final consumers are not expected to be ready to pay a significant price premium for certified products. Therefore it is probable that forest industry will not pay a significant price premium for certified wood either. This makes the costs a clear problem regarding the realisation of forest certification.

If, however, some environmental labelling system for forests would be considered as necessary, *a national certification system or a mark-of-origin system were found a potential scheme in all countries. Also in all countries, a system based on group or area certification/labelling was preferred*. But purely national systems may lack international credibility no matter good they are. International recognition of the system and product label may also be a necessary in a certification system that is expected to function as a marketing tool on international markets.

The only existing international system with product label, i.e., the FSC-system, was not found suitable as such by the respondent organisations in any country. ISO -system was found suitable more generally. But ISO system does not provide a product label and also induces costs just like any system. Thus the existing international systems need to be further developed to be more suitable for the Europe. Or totally new alternatives for international framework need to be developed for forest certification/environmental labelling in Europe.

A common European framework for national certification systems seemed to be an acceptable solution within many of the respondent forest authorities and forest owner organisations. This could be one direction for development of international systems. An initiative for discussion of a frame system has been presented for European Union members in spring 1998.

The opinions of respondent forest owner organisations and forest authority organisations did not seem to differ very clearly within countries according to the data available in this study. The clearest exception are the Swedish forest authorities, who clearly have the opinion that authorities should not be involved in forest certification. The differences between countries are not generally speaking very wide either. Some systematic differences seemed to be between the Nordic, export oriented countries and import/domestic-market characterised countries especially regarding the potential marketing-function of environmental labelling of forests. The opinions in Austria, which is also an export oriented country, were sometimes but not always close to those in the Nordic countries.

Thus the division between export-countries and other countries was not quite as clear as assumed. This may be connected with different structure of forest industry in Austria as compared with the Nordic countries. Or possibly private forest ownership is so dominating regarding the opinion formation about forest certification that other differences in forestry and forest industry are overruled by this characteristic. However, deeper analysis of possible reasons for the differences and similarities observed would require a more profound study than what this was.

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## FOREST CERTIFICATION IN EUROPE

Attitudes and actions of forest owners' organisations

### Questionnaire

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#### The meaning of the terms "forest certification" and "environmental labelling"

Generally the term certification stands for the procedure in which a third party provides written assurance (certificate) of the compliance of a product, process or service with the specified requirements. Forest certification means the method by which an independent party performs an evaluation to determine whether forest management satisfies pre-established principles and criteria. Forest certification applies to forest management, harvesting and timber haulage in the forest. The use of certification on the markets calls for a label or code indicating the use of a certified raw material in the product. In certification of the wood product, forest management needs to be certified and also the origin of wood through the transportation, processing and distribution chain to the final user needs to be verified.

The general purpose of an eco-label or environmental label is to provide an incentive for production which loads the environment as little as possible. The goal is for the product's environmental friendliness to be assessed in the environmental labelling system during the product's entire life cycle. The compliance with the system's requirements are verified by testing reports or other documents. The marks-of-origin indicates that the wood used for manufacturing originates from a certain country or region.

**A. BACKGROUND INFORMATION**

1. Organisation: \_\_\_\_\_
2. Year of establishment of the organisation: \_\_\_\_\_
3. Members of organisation: \_\_\_\_\_  
 number of members \_\_\_\_\_ ha  
 forest area owned by members \_\_\_\_\_  
 the main professions that members carry on: \_\_\_\_\_
4. Structure of organisation (e.g. co-operative, association, other): \_\_\_\_\_
- If possible, please enclose a brochure of your organisation with your answer.
5. How activities are financed (e.g. state, EU, membership fees): \_\_\_\_\_

**B. ACTIVITIES OF ORGANISATION**

1. What is the most essential task of organisation and how the activity is divided among other tasks? (If some of the tasks are not including to your working area, mark "-")

	importance	% of time
	1 = the most important...	
	6 = the least important	
advice and training	_____	_____
promote members' interests	_____	_____
information delivery	_____	_____
professional advice and services in	_____	_____
roundwood trade	_____	_____
roundwood trading	_____	_____
felling and silvicultural activities	_____	_____
other: _____	_____	100 %

2. Are members supposed to carry on some actions (e.g. forest management plans, timber sales through organisation)? \_\_\_\_\_

3. Please, describe how your organisation \_\_\_\_\_

a) keeps contact with the members? \_\_\_\_\_

b) finds out members' attitudes towards important forestry related issues? \_\_\_\_\_

c) has found out members' attitudes towards forest certification / eco-labelling? \_\_\_\_\_

**C. ENVIRONMENTAL ISSUES**

1. How would you describe the attitudes of your members towards environmental issues? (Please mark the alternative (1...5) that you find as the most fitting to your point of view in every statement.)

	1	2	3	4	5
they are not at all concerned with the issues related to environment	_____	_____	_____	_____	_____
they are not at all aware of environmental issues	_____	_____	_____	_____	_____
they are not at all interested in the matter of forest certification	_____	_____	_____	_____	_____
they are very concerned with the issues related to environment	_____	_____	_____	_____	_____
they are very well aware of environmental facts	_____	_____	_____	_____	_____
they have a great interest in the matter of forest certification	_____	_____	_____	_____	_____

2 Has your organisation been actively participating in the discussion concerning environmental issues? \_\_\_\_\_

If yes, which have been topics of discussion: \_\_\_\_\_  
 yes  no

Which discussion forum is used? \_\_\_\_\_

Papers: \_\_\_\_\_

Radio/TV: \_\_\_\_\_

Other public discussion: \_\_\_\_\_

Seminars, working groups: \_\_\_\_\_



3. How important the following objectives are regarding sustainable and responsible forest management? (Please, mark the alternative (1...5) that you find as the most fitting to your organisation's point of view in every statement. In the last column please divide 100 points between the alternatives.)

	not important at all	1	2	3	4	5	very important	%
Increasing wood production potential	1	2	3	4	5			
Maintaining the biodiversity	1	2	3	4	5			
Increasing the protective role of the forests against erosion and in the supply of water	1	2	3	4	5			
Increasing landscape and recreational values	1	2	3	4	5			
Maintaining local people's forest-based means of livelihood	1	2	3	4	5			
Other, which	1	2	3	4	5			100 %

**D. FOREST CERTIFICATION**

1. In your opinion what is the level of knowledge regarding forest certification?

	nothing at all	1	2	3	4	5	a great deal
How much does the personnel of your organisation know about forest or timber certification and the related issues?	1	2	3	4	5		
And forest owners on the average?	1	2	3	4	5		

2a. Is there enough objective information available about forest certification in general?

not enough at all 1 2 3 4 5 abundantly

2b. Which are the information sources that in your opinion have given objective and thorough information about forest certification issues?

	nothing at all	1	2	3	4	5	a great deal
public media (papers, tv, radio)	1	2	3	4	5		
forest owners' organisations	1	2	3	4	5		
forest industry	1	2	3	4	5		
public forest administration	1	2	3	4	5		
environmental organisations	1	2	3	4	5		
other nongovernmental organisations	1	2	3	4	5		
other,	1	2	3	4	5		

3. What kind of certification scheme of forest management would be the most applicable in the local conditions and would be supported by your members? (Please mark the alternative (1...5) that you find as the most fitting to your organisation's point of view in every statement below.)

	not applicable at all	1	2	3	4	5	very well applicable
<b>certification scheme</b>		1	2	3	4	5	
using label that indicates origin of wood ("mark of origin")	1	2	3	4	5		
a national certification scheme and system	1	2	3	4	5		
FSC (Forest Stewardship Council) certification system	1	2	3	4	5		
a system based on ISO (International Organisation for Standardisation) management system	1	2	3	4	5		
certification scheme on EU level	1	2	3	4	5		
<b>unit of forest certification</b>		1	2	3	4	5	
a single forest management unit	1	2	3	4	5		
a group of forest properties together, what kind of group	1	2	3	4	5		
forests in a given geographical region together, what kind of area	1	2	3	4	5		
<b>standards of good forest management</b>		1	2	3	4	5	
are based on existing laws and guidelines	1	2	3	4	5		
are formulated as a result of national development work	1	2	3	4	5		
are formulated on national level within the framework of inter-governmental agreements on criteria defining sustainable forest management (e.g. Helsinki-process)	1	2	3	4	5		
are formulated on national level within the framework of internationally standardised certification schemes (e.g. FSC)	1	2	3	4	5		

4. To whom would the forest owners trust to be responsible for performing the auditing of forest management (connected with forest certification)?

(Please rank 1 = first choice, 2 = second choice...)

private firm specialised in certification	
governmental organisation	
scientific organisation	
environmental organisation	
forest industry organisation	
other,	

E. ACTIONS RELATED TO FOREST CERTIFICATION

1. Has your organisation attended any working groups related to development of forest certification / ecolabelling? Please, describe the process (time, participants, which were the results and did they initiate some actions).


2. Has your organisation formed an official standpoint in regard to forest certification or eco-labelling of wood?

no  | yes  | What is it like?


3. Is timber produced by your members marked with some certificate / eco-label / mark of origin or will it be marked in the near future? If it is, which label is used and in what extent?

Label \_\_\_\_\_

Time of using/admitting \_\_\_\_\_ % of the forest area owned by our members

Label is used in \_\_\_\_\_ % of the commercial roundwood fellings in m<sup>3</sup>.

4. How does your organisation supply information to the members or other public about forest certification and other alternatives of environmental labelling of forests / forest products?

	nothing at all	a moderate amount	a great deal
information to the members			
by letterpress	1	2	3
in organisation's magazine	1	2	3
personal meetings	1	2	3
otherwise	1	2	3
information to the other audience	1	2	3
	4	4	5

5. What kind of attitudes do you think that the other parties in the forest sector have towards forest certification? (Please mark the alternative (1...5) that you find as the most fitting to your opinion. If some group of forest owners is missing in your country, mark "x" to the last column.)

	very negative	very positive	not existing
forest owners' groups:			
private non-industrial companies	1	2	3
state	1	2	3
other public	1	2	3
forest industry	1	2	3
industrial customers of forest industry	1	2	3
final consumers	1	2	3
national forest-administration organisations	1	2	3
national environment-administration organisations	1	2	3
EU-administration	1	2	3
environmental organisations	1	2	3

6. How important is the participation of the following parties in the development process related to forest certification?

	not important at all	very important
forest owners' groups in your country	1	2
other forest sector (timber procurement, forest industry ...) parties in your country	1	2
national forest administration organisations	1	2
final consumers	1	2
industrial customers of forest industry	1	2
social interest groups	1	2
environmental organisations	1	2
forest owners in EU-area	1	2
forest sector in EU-area	1	2
interested parties in EU-area	1	2
intergovernmental co-operation	1	2
other	1	2

5. How important do you think is the influence of your organisation on the development and implementation of forest certification in your country?

not at all important | 1 | 2 | 3 | 4 | 5 | very important

6. How do you feel about the following statements related with forest certification? (Please mark the alternative (1...5) that you find as the most fitting to your organisation's point of view in every statement below.)

	completely disagree	1	2	3	4	5	completely agree
Forest owners would benefit from the credible certification system		1	2	3	4	5	
Forest certification would improve the ecological state of forests		1	2	3	4	5	
Forest certification would maintain the biodiversity of forests		1	2	3	4	5	
Forest certification would enhance the conservation of woodlands		1	2	3	4	5	
Obeying forestry laws and Forest Authority's guidelines is a sufficient guarantee of good forest management (no need for certification schemes)		1	2	3	4	5	
Consumers would benefit from the forest certification since they get information related to forestry and wood products		1	2	3	4	5	
Majority of consumers are indifferent to origin of wood		1	2	3	4	5	
Certification will increase the forest owners income		1	2	3	4	5	
Certification is needed as an answer to environmental pressure towards forestry		1	2	3	4	5	
Forest certification will bring competitive advantage to timber against other raw material		1	2	3	4	5	
Forest certification reduce the competitiveness of wood against other materials		1	2	3	4	5	
Costs of forest certification would exceed the benefits obtained		1	2	3	4	5	
Certification systems are needed only for tropical forests		1	2	3	4	5	

#### F. DEMAND FOR AND SUPPLY OF CERTIFIED TIMBER

1. How likely do you see the implementation of forest certification in your country by the year 2000?

very unlikely | 1 | 2 | 3 | 4 | 5 | very likely

2. If forest certification system founded on national criterias will be realised in your country in the near future, what share of your members do you personally think will enter immediately in certification system?

members: none | 1 | less than 10% | 2 | 10-49% | 3 | 50-74% | 4 | more than 75% | 5

3. How do you personally suppose the demand for certified timber will develop by the year 2000?

a) the share that the certified timber will have in total timber consumption in your country will be less than 5% | 1 | 5-24% | 2 | 25-49% | 3 | 50-74% | 4 | more than 75% | 5

b) the share that the certified timber will have in total timber consumption in Europe will be less than 5% | 1 | 5-24% | 2 | 25-49% | 3 | 50-74% | 4 | more than 75% | 5

4. How do you personally feel about the statements below? (Please mark the alternative (1...5) that you find as the most fitting to your opinion in every statement below.)

By the year 2005...	completely disagree	1	2	3	4	5	completely agree
The major part of European forests will be certified		1	2	3	4	5	
The forest industry will only buy timber from certified forests		1	2	3	4	5	
Timber producers will get price premium for certified wood compared to uncertified wood		1	2	3	4	5	
Certification will bring competitive advantage to forest industry in your country		1	2	3	4	5	
Consumers are strongly demanding products originating from certified forests		1	2	3	4	5	
Consumers will be ready to pay a premium for certified timber products		1	2	3	4	5	
Consumers' knowledge of environmental effects related to roundwood will be based on national "marks of origin" labels		1	2	3	4	5	
National forest policy will get to be of lesser importance and European forests will be administrated by EU		1	2	3	4	5	
Matter of forest certification will be substituted with other environmental issues		1	2	3	4	5	
Influence of environmental organisations upon forest-related issues will be greater than at this time		1	2	3	4	5	
Possible EXU will increase the international trade of roundwood in EU-area		1	2	3	4	5	

*Any thing the questionnaire has missed or should have asked? Other comments?*

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*The names of the respondents will not be mentioned in the report.*

*Respondent:*

*name:* \_\_\_\_\_

*position in the organisation:* \_\_\_\_\_

*address:* \_\_\_\_\_

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*Would you like to have a summary report of the results of this survey (available in April/1998)?*

yes | \_ |

no | \_ |.

*Thank you very much for your time!*

## APPENDIX 2. Large forest owners - cases of state, forest industry and municipalities

### *Data*

In this study forest certification related attitudes and actions of other forest owner groups than private non-industrial forest owners were described based on a few case examples. Case examples consist of organisations that manage forests owned by state, forest industry or municipalities.

As regards state forests the data includes four organisations from four countries. Responses (3 companies) from forest industry originate from Nordic countries, where forest industry is a notable forest owner. In Germany public ownership is dominant: municipalities own about 20 percent of the forest area. Hence, the data includes 27 responses from the German municipalities and their associations in the area of Nordrhein-Westfalen and Rheinland-Pfalz.

### *Results*

In the following the main results of the case-studies are summarised. The results must be regarded as the views of only the respondent organisations, and thus any generalisation need to be done with caution.

#### State forests

- Organisations have actively participated in the development work of forest certification system.
- Special national system is seen suitable for environmental labelling of forest management. Commonly the ISO-system is seen suitable as an international framework.
- It is not very strongly believed that certification would be efficient as an information delivery tool.
- But it is believed that certification improves the competitiveness of wood.
- Forest certification is not believed to benefit forest owners.

#### German municipalities

- About half of the respondent municipalities have already introduced the mark-of-origin in their forests.
- National system for labelling forest management is seen suitable. An international frame through EU-system, FSC or ISO is seen somewhat possible.
- Certification is believed to work as an information delivery tool.
- Certification is believed to improve the competitiveness of wood.
- Certification is seen likely to benefit forest owners but not to increase their incomes.

#### Nordic forest industry

- Mark of origin is not seen as a sufficient label. Instead, an international certification system like FSC or ISO is seen suitable.
- Certification is believed to possibly have positive impacts on forest nature.
- It is strongly believed that certification would work as an information delivery tool.
- Certification is believed to improve the competitiveness of wood.
- Certification is seen likely to benefit forest owners but not with increased incomes.