



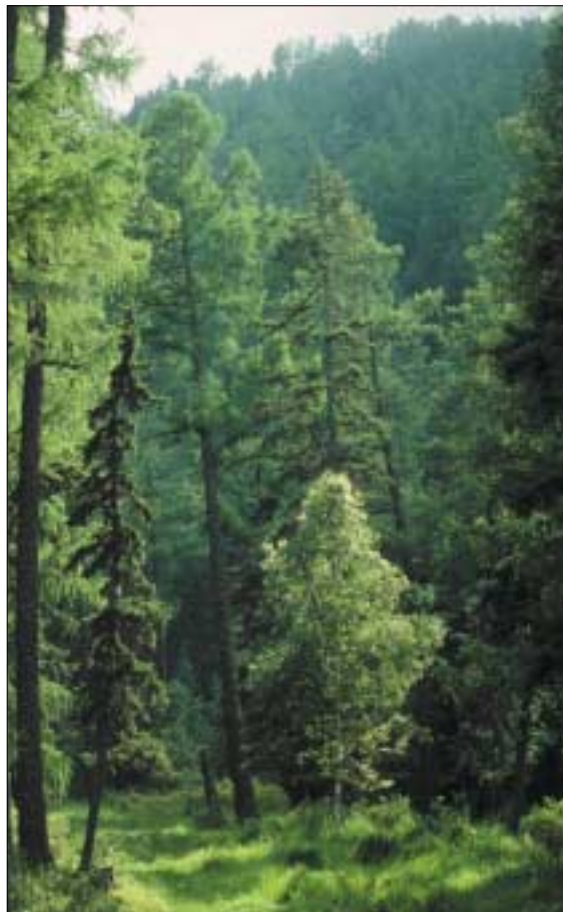
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## WWF and IKEA Shared Values

WWF and IKEA are committed to promoting responsible forestry to secure forest resources for both present and the future needs. When forest raw materials are extracted, the biological and social values of the forests must be maintained and protected. The interests and responsibilities of both organizations coincide in a considerate, efficient and long-term economically sound use of natural resources. The partnership is founded on the unique competencies of each organization.



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Photo: Eddle Grantlund

## WWF and IKEA Co-operation on Forest Projects

**A partnership to promote responsible forestry**

WWF International and the IKEA Group are joining forces to promote responsible forestry. In a three-year co-operation, the organizations will carry out a series of forest projects that will contribute to the development of global toolkits on forestry issues and promote responsible forestry on the ground in priority regions. By strengthening multi-stakeholder based forest certification and management and promoting legal compliance in forestry and trade, the projects are important steps in implementing IKEA's forest action plan and in achieving WWF's conservation goals.

## Co-operation Between WWF and IKEA

WWF is a global non-profit organization with a mission to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature. WWF works to protect forests and promotes responsible forest management and the restoration of degraded forest landscapes. WWF supports certification of well-managed forests based on social, economical and ecological criteria, verified by an independent third party. At present the Forest Stewardship Council (FSC) is the only system that fulfils these criteria. As one of the world's largest conservation organizations, WWF recognizes the increasingly important role that business plays in shaping and implementing sustainability policies.

The **IKEA Group** is a home furnishing company with 150 stores in 22 countries. There are an additional 21 stores owned and operated by franchisees outside the IKEA Group in 14 countries/territories. Last year IKEA had 260 million visitors. IKEA works with approximately 1650 suppliers in more than 50 countries. The majority of the raw material used in IKEA products is wood. IKEA's long-term goal is to source all wood in its product range from verified well-managed forests; i.e., forests that have been certified according to a forest management standard recognized by IKEA, that is the FSC or equivalent. In order to achieve its long-term goal, IKEA is implementing a four-level staircase model that gradually places higher demands on solid wood. Requirements for wood based materials other than solid wood are under development.

In the forest projects **WWF and IKEA** are joining forces to reduce unsustainable logging, promote legal compliance, strengthen multi-stakeholder based forest certification, and increase the amount of forest under responsible management.



Photo: Ola Jennersten

## Global Toolkits

### **Multi-stakeholder Standard Setting Toolkit**

The interest in creating forest standards based on a wide representation of interest groups has increased rapidly during the past few years. All over the world there are numerous national FSC initiatives developing standards. Standardized, global methodology for such groups, based on lessons learned is needed. A toolkit will be produced to support the development of forestry standards by multi-stakeholder groups.

### **Producer Group Toolkit**

To improve forest management in producer countries, support groups focussed on forest managers are needed. A generic framework will be developed that allows forest managers and owners to achieve responsible forest management and certification via a stepwise approach. A Producer Group offers forest managers and companies a program that includes basic membership requirements, routines for the verification of improvement, and information and training materials.



Photo: Björn Svensson/SKOGENbild

### **HCVF Toolkits**

High Conservation Value Forests (HCVFs) are those forests with outstanding or critical biological, environmental or social values. Globally applicable HCVF identification and management toolkits are needed. These can provide a framework for the development of local and/or national checklists that can be used in the practical identification of HCVFs in the field. Field tests of the checklists will be carried out in a representative selection of forest ecosystems. Input to the toolkit will be sought from a wide range of stakeholders.

## Regions

### **Group Certification of private forest owners in the Baltic countries**

An increasing amount of forestland in Latvia, Lithuania and Estonia is under private ownership. Broad scale implementation of responsible forestry practices in the region requires the development of appropriate group certification models, as well as training and outreach to private forest owners. The project supports group certification programs for private forest owners in the region.

### **Bulgaria and Romania**

Romania and Bulgaria have some of the most biologically important temperate forests in the world. At the same time their importance as wood suppliers is growing. The project supports the development of responsible forest management and widespread multi-stakeholder based forest certification in the region. This will include the local application of the HCVF toolkit, support for multi-stakeholder standard setting processes and raising awareness on responsible forestry through communication, education, and training.

### **Russia**

Russia is a major supplier of roundwood, fiber and panel products. It also has the largest remaining areas of intact natural forests in Europe. The project will support the development of responsible forest management and widespread multi-stakeholder based forest certification in Russia. This will include the local application of the HCVF toolkit, promotion of legal compliance, and raising awareness through communication, education, and training.

### **China**

China is ever increasing in importance as both an importer and exporter of wood-based products. Promoting responsible forestry and certification in China will have an impact far beyond its borders. The project will work with identifying HCVF forests in priority areas as well as educating and training key actors. Support to multi-stakeholder standard setting processes will be provided. The project will also promote legal compliance within domestic and international supply chains. Educational programs on responsible forest management and chain-of-custody certification will be carried out.