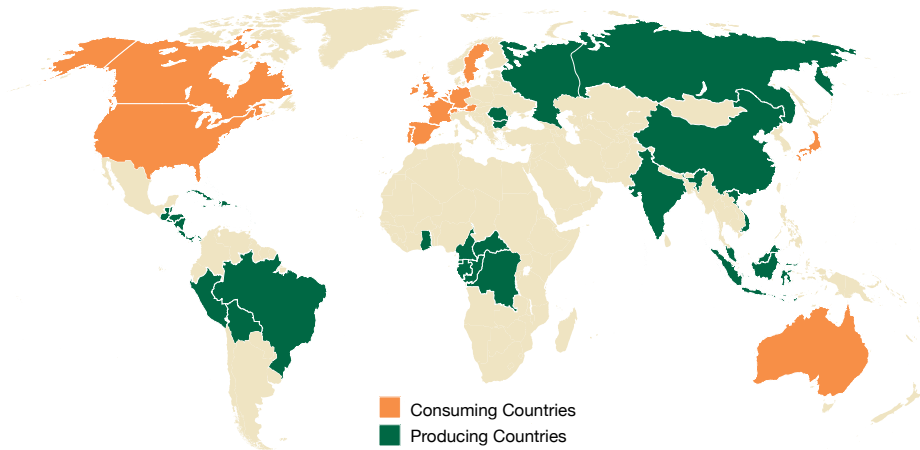


## GFTN Participants Across the Globe



Local Forests.  
Global Markets.

The GFTN's global-to-local, on-the-ground presence mirrors the global forest industry by maintaining a global network of national or regional GFTN offices, which provide knowledge and technical assistance in over 30 producing and consuming countries throughout Europe, the Americas, Africa and Asia.

### The Global Forest & Trade Network (GFTN)

The Global Forest & Trade Network (GFTN) is WWF's initiative to eliminate illegal logging and drive improvements in forest management while transforming the global marketplace into a force for saving the world's valuable and threatened forests. First established in 1991, it is the world's longest-running and largest forest and trade programme of its kind—providing assistance to hundreds of companies in many countries.

To find out how to participate in WWF's Global Forest & Trade Network, visit [gftn.panda.org](http://gftn.panda.org) or contact us at [gftn@panda.org](mailto:gftn@panda.org).



## World's Forests Under Threat

Forests are a vital resource, providing invaluable environmental, social and economic benefits to us all. From filtering the air we breathe and the water we drink to reducing soil erosion and acting as an important buffer against global warming, forests have a profound impact on the world around us. Many of the world's most endangered animals depend on forests for their survival. These forests also contribute directly to the livelihoods of 90 per cent of over one billion people living in extreme poverty.



Forests also play a central role in the world's economic health, as the forest industry generates over US\$186 billion in global trade in primary wood products. Every business is in the forest business. Whether a company uses wood in its production or consumes wood fibre in paper or paper products, every company depends on the forest industry in some form or another. Despite forests' importance, the world's appetite for cheap timber and paper products drives irresponsible and often illegal logging in vast areas of forest worldwide.

How can the forest industry sustainably secure their resource base to meet the world's future needs for timber and paper products, while maintaining the forests' biodiversity and ecological values? The answer lies in responsible forestry.

## Supporting Responsible Forestry

WWF believes that if companies practice sound forest management and responsible wood sourcing, it is possible to supply the world's need for timber while also conserving the biodiversity of the world's last, great forest areas, in WWF Priority Places such as Borneo, the Congo Basin and the Amazon.

An initiative of WWF, the international conservation organization, the Global Forest & Trade Network (GFTN) is a global partnership that enables markets to work for forests. GFTN is comprised of suppliers, producers and purchasers from across the forest industry supply chain that are willing to lead the industry in responsible forest management and trade.



## GFTN: The Solution

**VISION:** To transform the global market place into a force for saving the world's valuable and threatened forests, while providing economic and social benefits for the businesses and people that depend on them.

**GOAL:** To mainstream responsible forest management and trade so it is the standard practice in the global forest products industry by 2020.

**MODEL:** Through a structured framework mechanism—the “stepwise approach”—the GFTN assists participants in overcoming forest management and responsible purchasing challenges while progressing towards credible certification.

## Local Forests, Global Markets

From the forest floor to the world's factory to the global marketplace, responsibly sourced forest products are crucial in mitigating risks for buyers and suppliers.



By establishing a global framework, the GFTN assists companies in:

- Assessing risks in the supply chain and providing access to information on environmental issues and best practices
- Accessing technical support through a “stepwise approach” to achieve forest and chain of custody certification
- Providing training courses and tools for forest certification and responsible purchasing programmes
- Facilitating trade links between companies committed to achieving and supporting responsible forestry

By supporting WWF's GFTN businesses, NGOs and governments can collaborate in leading the forest industry to a new era of responsible management coupled with environmental and social stewardship.

