Sustainable Forest Management - Can Consumers Make an Impact?

Need for sustainable forest management

Create demand for sustainable products

Re-design:

Requirements Customer motivation

Certification

FSC From well-managed forests



economic aspects.







Sustainable forest management (SFM) is the management of forests in a way that maintains biodiversity and ecosystem services for current and future generations at global and local scales whilst not causing damage

to other ecosystems.

Forest certification is a voluntary process where a forest and its management is assessed by an independent third party in order to see if the forest management in the area fulfils predetermined requirements and standards.

Calls for improvement

Dissatisfaction /Failure to create demand

> **Difficulty** deciding: What to buy What they are buying

Consumer certification

impact on the cycle

Harvesting

Transport

Processing

Retailing

The Forest Stewardship Council (FSC) and **Programme for the Endorsement of Forest** Certification (PEFC) both have group certifications which promote the certification of small, community and family owned forests. These certifications both put more emphasis on ecological sustainability than on social and

Studies show that **FSC forests achieve a higher** level of sustainable forest management than other certified forests.

The **PEFC** is more tailored to the specific contexts of different countries and therefore type of forest.















By Hannah Brodie and Emma Holmback

More sustainable choices and companies Consumer buys certified product

Consumers

doesn't

buy

certified

products

So, can you make an impact?

Consumer

choice

Sustainable forest management is important for SDG 15 because it exclusively targets production forests and assists in halting biodiversity loss there. It is also important for other SDGs.

As a consumer you can make an impact by choosing certified products. It supports sustainable producers and sends a signal to other important actors that there is a demand for sustainable forest management.