



Ecotrust and FSC

A Model for Linking the Market

Kent Goodyear, director of market connections for Ecotrust's Forestry program is on the leading edge of creating innovative marketing partnerships for FSC-certified wood—and applying a career's worth of know-how to the cause.

When he studied law more than 30 years ago, FSC certification was still a long way off. When Goodyear began working at a plywood manufacturer shortly after graduation he quickly learned how sorely needed it was. "Sometimes I think the forest industry has been and still is its own worst enemy," says Goodyear, when he thinks about the problems associated with overharvesting. "Even law-abiding forestry operations are allowed to overharvest, since the state forest practices laws don't go far enough in protecting our streams and forest diversity." He now uses his 30 years of experience in the industry to lead Ecotrust's efforts to link landowners, mills, lumberyards, and customers to support the uptake of FSC certification in the Pacific Northwest.

Ecotrust, a fifteen year old nonprofit conservation organization based in Portland, Oregon, works outside of the "conservation as usual" model by striving to demonstrate examples of economically vibrant, ecologically-minded, and socially equitable development and resource use. They engage and test market forces to

demonstrate how this brand of "triple bottom line" sustainability can work in the real world. In addition to its Forestry program, Ecotrust houses programs in Food and Farms, Fisheries and Native Programs.

"We believe that enduring conservation will only work when local people can meet their needs and local economies are viable. At the core of it all, we encourage the notion of people relating to where they live, and trying to live in a sustainable manner," says Goodyear. "This is the underlying principle that makes FSC a valuable conservation tool in my work." In partnership with its sister organization, Ecotrust Canada, Ecotrust's influence reaches from the San Francisco Bay to the Gulf of Alaska—a region they define as Salmon Nation, the historic home range of the wild Pacific salmon.

Ecotrust is tackling the challenge that many NGOs face today: practicing what they preach. Whether that's selecting wood when they renovated their building in Portland, or selecting paper for their advertising efforts, they walk the talk. When Ecotrust's building, the Natural

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FSC International Community Convenes for General Assembly

FSC MEMBERS FROM AROUND THE WORLD GATHER IN BRAZIL

Representatives from more than 60 countries, including organizations such as Greenpeace and WWF; the Brazilian governments; international companies such as IKEA and The Home Depot; and academic institutions, gathered in Manaus, Brazil, earlier this month to debate strategic initiatives to improve forest management worldwide over the coming years.

NEWS

The FSC General Assembly is the highest decision making body in the FSC system, and is responsible for revising statutes, by-laws, and the Principles and Criteria under which FSC operates. Members of the social, environmental and economic FSC membership chambers come together at this meeting every three years to define the future of the world's forests. This was the fourth General Assembly in FSC's history.

Roger Dower, president of FSC-US, noted that among total attendance of more than 250, there was strong representation of FSC members from the U.S., including all three membership chambers.

"This is a unique opportunity for FSC members to decide what policies and standards can be implemented to make a difference in preserving forest around the world,"

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One field trip was to a Smithsonian study plot, outside the city of Manaus, examining the effects of forest fragmentation.

ECOTRUST AND FSC

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Capital Center, was LEED certified in 2001, it was difficult to find the FSC-certified wood for the extensive renovations. Success required developing a close relationship with the contractor, patiently seeking out new sources of wood, and insisting on what they truly wanted. Ultimately, 76% of the building's new wood is FSC-certified, and the difficulties in finding it caused Ecotrust's Vice President for Forestry and the Ecotrust Natural Capital Fund, Bettina von Hagen, to launch a program to make it easier for others to achieve such a goal.

"Communities are struggling, trying to survive, but it doesn't need to be that way," Goodyear observes. One major success Ecotrust helped catalyze was the FSC certification awarded to the Confederated Tribes of the Warm Springs. Given the tribe's values related to the sustainability of their forests, Ecotrust helped them to adopt a long-term view and Warm Springs engaged FSC as a conservation tool. The wood flowing from their lands and mill are the cornerstone of Ecotrust's efforts to bring smaller landowners into cooperatives, make more volume available, and bring other mills into the FSC chain-of-custody.

In Bend, Oregon, where the housing market is growing fast, Ecotrust, in partnership with Warm Springs and several other FSC certificate holders, has been successful in getting Miller Lumber to stock FSC-certified Douglas Fir framing lumber. By "priming the pump," in a high-volume market, where some supply was available to make it a viable proposition, Ecotrust has demonstrated that FSC-certified wood can be a feasible option for value-conscious consumers. Miller Lumber's owner, Charley Miller, says support from his customers, as well as from Warm Springs and Ecotrust, has helped affirm his decision to stock his yards with FSC-certified lumber. "It's part of a circle," Miller says. "We all want to see well-managed forests."

The recent launch of the LEED for Homes standard will continue the development of an even stronger FSC market and causes Goodyear to be optimistic about the future of FSC. "Big automated mills and over cut forests are not a formula for sustaining jobs and communities," he says. "Local production, milling, distribution, and sales are all much better options."

Using this local approach, Ecotrust aspires to create enough momentum to draw in larger producers and expand distribution channels. Over time, this will demonstrate that responsible forestry can succeed, despite the challenges of state forest management laws to institute good practices.

To learn more about Ecotrust's efforts, visit www.Ecotrust.org. To learn more about LEED for Homes, visit www.usgbc.org.

GreenBuild Conference and Expo 2005

GREEN BUILDING PROFESSIONALS GATHER IN ATLANTA

The USGBC's GreenBuild Conference and Expo in Atlanta, GA on November 9-11, 2005, was attended by nearly 10,000 design and building professionals.

The Certified Wood Pavilion, in its fourth straight year on the expo floor, played host to 15 FSC certificate holders displaying their FSC-certified products, in addition to several other certificate holders who were located in other areas of the expo floor. Products exhibited included engineered flooring, tropical decking, domestic and tropical hardwoods, softwood lumber products, and a 'no added urea-formaldehyde' interior grade plywood.

The first annual Designing & Building with FSC Award was also given in conjunction with the expo. Approximately 250 people were in attendance at the reception to see Goldman, Sachs & Co. receive the award for its exceptional efforts in the use of FSC-certified products on the 30 Hudson Street building project. A case study of the Goldman Sachs building, as well as the other award entries, can be found at www.fscus.org/green_building/2005_case_studies.php.

GreenBuild is the biggest and most widely attended green building event in North America. For more information, please visit www.greenbuildexpo.org. For information about exhibiting in next year's Certified Wood Pavilion, please email kmiller@fscus.org.



GENERAL ASSEMBLY

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said Heiko Liedeker, FSC executive director. "FSC is proving once again that participation, balanced representation and equal power to vote are a powerful strategy to bring people together, find solutions and promote responsible stewardship of the forests."

The General Assembly program included a key note address by José Saramago (winner of the Nobel Prize for

Literature in 1998), strategy sessions, voting on motions, and side sessions on various topics such as forest certification research, issues surrounding plantations, and social strategies. There were also several field trips planned to visit local communities where FSC certification has been applied.

A summary of motions that were passed will be included in next month's *FSC-US News & Views*.

FSC-US Green Building Page

Are you looking for information about green building and how it relates to FSC? Please visit www.fscus.org/greenbuilding, the most valuable resource available for specifying and finding FSC-certified wood for building projects. Here you will find:

RESOURCES

- Finding FSC-certified products, including an email sourcing tool that does the work for you
- **Designing & Building with FSC**, a how-to guide for architects and contractors to successfully include FSC-certified products in your project
- Information about the annual **Designing & Building with FSC Award**
- FSC specification language
- Frequently asked questions about FSC and LEED
- AIA-accredited architectural training programs



Goldman, Sachs & Co.
30 Hudson Street,
Jersey City, NJ

Winner of the first annual *Designing & Building with FSC Award*.

Case studies of all entries for the first annual *Designing & Building with FSC Award* can now be found at www.fscus.org/green_building/2005_case_studies.php

FSC-US To Close West Coast Office

After nearly four years in operation, the FSC-US West Coast office in Arcata, CA will be closed as of December 18, 2005. Bill Wilkinson and Greg Blomstrom, respectively FSC-US senior forester and forest analyst, who have staffed this office, will move into full time at their own consulting firm, Baldwin, Blomstrom, Wilkinson and Associates (bbwassociates.com). Bill and Greg will continue to provide forestry expertise regarding development and on-the-ground application of standards to the FSC community, as well as general forestry consulting services.

NEWS

Although closure of the office is a business and strategic decision, it should not be cause to overlook the key contributions Bill and Greg have made to FSC-US over the years. Although credit is due to many, it is fair to say that the FSC-US standards would not be in-place today without all their hard work and dedication.

A special word about Bill is needed. Bill is the longest running FSC-US employee and has served over the years on the Board of FSC-US and as a unique advisor to our community. There is no question that Bill's long-standing commitment to FSC is one of the reasons we enjoy the success that we do today.

Ned Daly, vice president for operations for FSC-US, will assume responsibility for FSC standards and policies formerly handled by the Arcata FSC office. He can be reached at 202.342.0415 or ndaly@fscus.org.

FSC Offers Newsletter Sponsorships for 2006

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RESOURCES

FSC-US offers a single sponsorship for each monthly newsletter for \$1,500. The sponsorship includes your company logo and website address on page 1 of the newsletter. Also, for that month, your logo and weblink will also be posted on the homepage of www.fscus.org, which averages more than 150,000 pageviews per month.

Sponsorships are available on a first-come, first-served basis. Please contact Katie Miller at kmiller@fscus.org or 202.342.0414 as soon as possible to reserve your month of choice for 2006.

NEW CERTIFICATIONS

Issued in the U.S. in October 2005

FOREST MANAGEMENT

Dwight Lewis Lumber Company, Inc. Hillsgrove, PA

CHAIN-OF-CUSTODY

Cahan Wood Products, Ltd.	Bellevue, WA
Certified Forest Products LLC	Orinda, CA
Copeland Furniture	Bradford, VT
Graphic Communications/Websource	Aliso Viejo, CA
Meadowcraft Inc.	Selma, AL
Paneltech International, LLC	Hoquiam, WA
Potlatch Corporation - Prescott Lumber Mill	Warren, AR
The Trust to Conserve Northeast Forestland	Hebron, ME

OUR MISSION: Create a marketplace that promotes well-managed forests by ensuring forestry practices that are environmentally responsible, socially equitable, and economically viable.

FOREST STEWARDSHIP COUNCIL-US

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