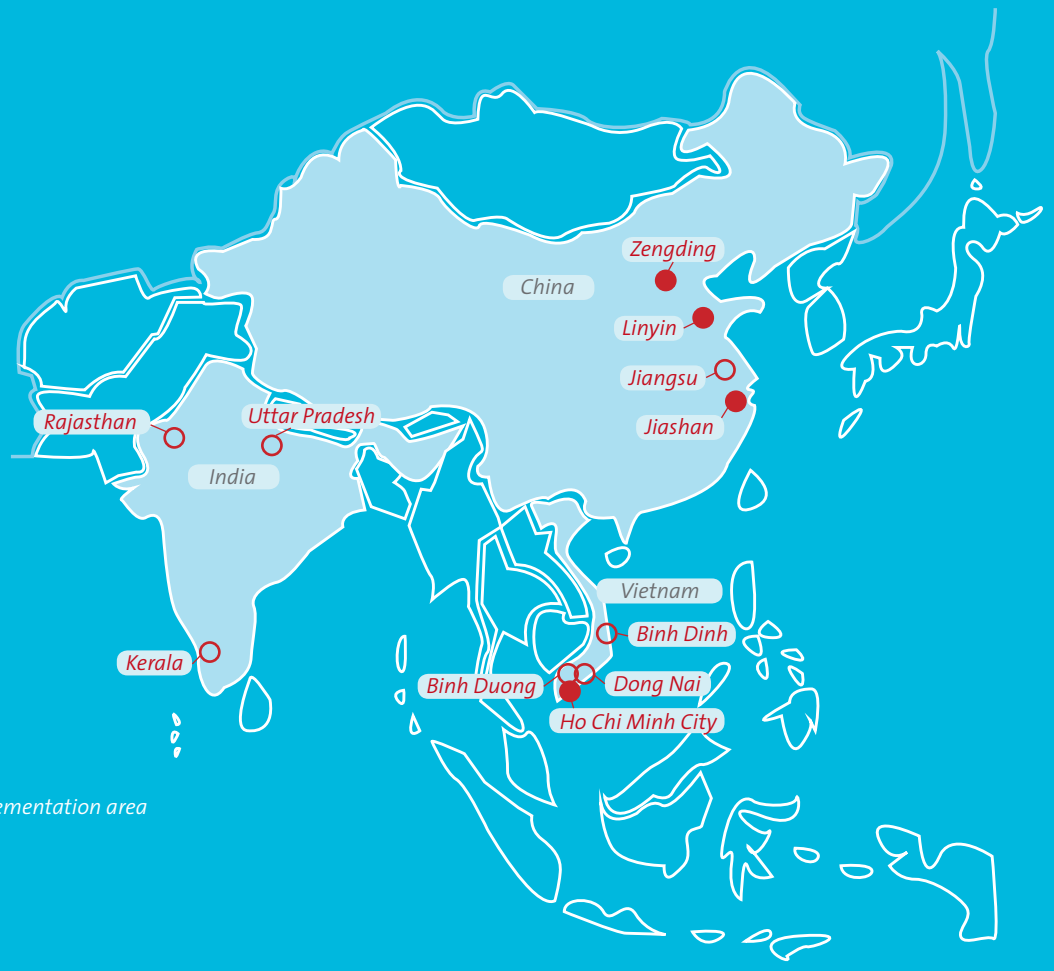




PROJECT PROGRESS SHEET

SUSTAINABLE AND RESPONSIBLE TRADE PROMOTED TO WOOD PROCESSING SMES THROUGH FOREST AND TRADE NETWORKS IN CHINA, INDIA AND VIETNAM



Project implementation area

- City
- Region
- - - Country



BRIEF PROJECT DESCRIPTION

Overall Objective: By 2020, sustainable consumption and production in forest product markets worldwide will predominate as best practice, leading to forest conservation and supporting sustainable development.

Specific Objective: By 2012, at least 600 SMEs in the wood processing sectors of China, India and Vietnam will be applying sustainable production techniques and providing certified sustainable forest products to national and international markets. The action aims to achieve the specific objective by engaging SME wood processors in China, Vietnam and India, to improve the environmental profile of their raw materials. The action is applying a three pronged approach:

- 1) Establishing 45 SMEs as new members of Forest and Trade Networks (FTNs) in China, Vietnam and India;
- 2) Engaging with 600 SME members of partner trade associations;
- 3) Raising awareness across the entire wood processing sector in the target countries.

This action is predominantly a 'production' project as defined by the SWITCH-Asia programme guidelines, mini-mising negative economic, environmental and social impacts in the supply chain of wood processed products.

PROJECT PARTNERS

WWF, United Kingdom; WWF, China; WWF, India; WWF, Vietnam; Vietnam Timber and Forest Product Association (VIFORES), Vietnam

PROJECT IMPACT

The project is making an impact in Jiangsu province, Jiashan in Zhejiang province, Linyin in Shandong province and Zengding in Hebei province (China), Rajasthan, Kerala und Uttar Pradesh Districts (India) and Ho Chi Minh City, Binh Duong province, Dong Nai province and Binh Dinh province (Vietnam).

PROJECT WEBSITE

China: <http://www.chinagreenwood.org>

India: http://www.wwfindia.org/about_wwf/what_we_do/forests/ttrade/gftn_india/ec_switch_asia/

Vietnam: http://gftn.panda.org/gftn_worldwide/asia/vietnam_ftn/asia_switch_project/

PROJECT DURATION

January 2009 – December 2011

TARGET GROUPS

Small and medium sized enterprise (SME) wood processors

Primary Target Group:

- The first tier will be composed of 45 strategically chosen wood processing SMEs which have significant po-tential to improve their footprint on their forest sources through changed practices. The SMEs will be encouraged to join existing Forest and Trade Networks (FTNs) in China and Vietnam and a new FTN in India.

Secondary Target Group:

- The second tier of at least 600 wood processing SMEs will be targeted for wider awareness raising and engagement. Indirect Target Groups – Government Actors
- China – State Forestry Administration
- Vietnam – Ministry of Agriculture and Rural Development and it's Department of Forestry
- India – Ministry of Environment and Forests, Office of the Handicrafts Development Commissioner, Ministry of Textiles and Department of Commerce and the Ministry of Commerce and Industry

PROJECT MANAGER ORGANIZATION ADDRESS E-MAIL TELEPHONE

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OUTPUTS TO DECEMBER 2009 TO BE SHARED WITH WIDER AUDIENCE



Poster on the SWITCH Asia wood processing SME project in Vietnamese from VIFORES - the project Trade Association Partner in Vietnam. Contact Ngo Sy Hoai at VIFORES.

GFTN publications amended specifically for SME wood processing audience and country specific have been produced or are in the process of being produced by all partners:

- Responsible Purchasing Guide
- Keep It Legal Guide.

(Contact details for VIFORES and GFTN can be found on the Project Contact Details form)

Some of these publications are available on the WWF Vietnam website and will soon be available on all partner website:

http://gftn.panda.org/gftn_worldwide/asia/vietnam_ftn/

CHINA

The China specific Practical Guide for US Lacey Act Amendment was published with SFA/TNC/IUCN/Forest Trends. Contact - Na Xie at WWF China.

VIETNAM

Publications promoting sustainable forest management (High Conservation Forest Value Toolkit, Reduced Impact Logging Guidelines, Guidelines for Small Plantation Holder Group Certification). Contact Loc Lethi at WWF Viet-nam. Also available on the website:

http://gftn.panda.org/gftn_worldwide/asia/vietnam_ftn/

INDIA

Outputs still being developed but should be available soon include:

- A mini-guide on Living with Lacey – Getting Access to the US Market”
- A guide on “Exporting to EC countries – Getting Access to Europe”.
- Framework for Assessing Legality of Forestry Operations, Timber Processing and Trade-Principles, Criteria and Indicators for India.

Contact Mr T R Manoharan at WWF India.

RESULTS ACHIEVED TO JANUARY 2010

- Seven new wood processing SMEs have joined the Global Forest and Trade Network (GFTN) as part of this project’s activities - this includes three in Vietnam and four in China. The project partners are then to work closely with them using GFTN methods to start mapping their supply chains in order to set them on the path to procuring sustainable timber for their wood processing businesses.

- Over 100 representatives from wood processing SMEs have attended training workshops and seminars on responsible purchasing and production as part of this project within the first year. This includes two workshops held in Vietnam, two in China and three workshops held in India (one in each key wood pro-cessing state).
- All partners have been communicating with government departments regarding this project



and its objectives. In particular WWF China has made important progress in initiating discussion with the Chinese government on public procurement of green wood products, which could have a major positive impact on the long-term results of this project.

- In China an MOU has been signed with China Timber Value Promotion and Substitution Administration Centre. The MOU states that the centre will cooperate with GFTN-China on establishing China Wood Sustainable Development Action Plan and promoting sustainable sourcing and production in the wood industry. The centre has committed itself to use the capacity of the centre fully as the government agency to promote the improvement of related policies on sustainable development.
- In India a delegation of Kerala SME wood processors undertook business exposure visits to Jodhpur (Rajasthan) on 21 and 22 December 2009. This trip was conducted in collaboration with Malabar Chamber of Commerce and Jodhpur Handicrafts Exporters Association. The delegation visited the manufacturing units of strategi-



cally identified SMEs from Rajasthan for tier-one project activities in order to learn better management practices.

- In Vietnam the SWITCH Asia project was introduced in a special issue of Vietnam Forest and Life Magazine in October 2009. The issue focused on sustainable timber and contained a number of articles on the project, Forest Law and Governance (FLEGT), the Lacey Act and the US market for wood products and much more. A brief overview of the project was shown on the cover page of the magazine.

LESSONS LEARNT

- SMEs who join the GFTN as part of the project have high expectations on market links from GFTN which can be hard to establish. It is important to give these enterprises a realistic idea of what the project and GFTN can offer them.
- In Vietnam the project team have realised that timely coordination is needed between locally and internationally led actions towards sustainable forest management, and responsible wood processing and trading, to ensure better synergy and effectiveness of these actions.
- There has not been much direct communication between the different country partners in this project to share lessons etc. during the first year. This maybe partly because the project is still new and systems are still being established. This process will be improved during the second year of the project.



OUTREACH AND SYNERGIES

ENGAGEMENT WITH POLICY-MAKERS AND OTHER STAKEHOLDERS

CHINA

Government actors are indirect target groups. GFTN-China has long had a good working relationship with the State Forestry Administration of China. Now GFTN-China has developed cooperation with the Environmental Certification Centre of Ministry of Environmental Protection. Government support is an important stimulus to push the enterprises to commit to responsible trade and production.

INDIA

The project received the support and active participation of the Government at all levels. The senior officials of government departments contributed to project implementation through their participation in inception workshops, consultative meetings, training workshops and business exposure visits. This has helped to strengthen the relationship with the relevant government departments and to provide inputs to policy formulation. For example, the Ministry of Environment and Forests has invited WWF India to share its views and inputs on forest certification as a Member of the Committee on Forest Certification. The implementation of such SWITCH Asia project activities in India has generated valuable information regarding the procurement of wood and fibre, the demand for forest certification through a series of consultative meetings and training workshops in the country, which in turn has helped to provide valuable inputs to the Ministry as it formulates suitable policy on forest certification.

CONTINUITY OF THE PROJECT ACHIEVEMENTS AFTER THE END OF THE PROJECT LIFE-TIME

All WWF partners for this project are part of the WWF Global Forest and Trade Network (GFTN) which is an on-going initiative; therefore project activities and achievements will continue in all countries after the lifetime of the project with wood processing SMEs who have joined the GFTN.

COOPERATION AND CONNECTIONS WITH OTHER ON-GOING PROJECTS

VIETNAM

Cooperation/coordination amongst agencies and programmes/projects working on the promotion of sustainable and responsible wood processing and trading. As leading entities in promotion of SRWPT, under the auspices of SWITCH Asia, WWF Vietnam and VIFORES have been actively collaborating with MARD (ICD, DoF, FPD and the Legislative Department) and a number of internationally and locally funded programmes/projects to improve the legal framework and create a favourable environment for SRWPT. VIFORES, in particular, has provided feedback from forestry and wood processing SMEs to amend the Act on Natural Resource Taxation, the Government Decree on Forest Violation Treatment with emphasis on stronger punishment for illegal wood trafficking and wood consumption at



processing and trading enterprises, and other legal documents. WWF Vietnam and VIFORES has been also maintaining close contacts with IUCN Vietnam, Vietnam – German Forestry Cooperation Program, JICA-funded forestry projects in Vietnam to share experience and update information on SFM and SRWPT.

CHINA

GFTN-China has a close relationship with the IKEA project of Forest Program. IKEA project mainly focuses on support to FSC forest certification. Those FMUs which IKEA project have supported are important seller groups to GFTN to promote responsible trade for SMEs. GFTN-China will also cooperate with the IKEA project to conduct training on responsible and sustainable management..



PROJECT HIGHLIGHTS

Working with government departments and local authorities was never specified in the objectives of this project. However, partners in all three countries have made significant progress in raising awareness of the project with government agencies and developing good relationships with government and local authority representatives. This will serve to strengthen any work carried out under this project and will help to further raise the profile of sustainable production in the wood processing industry within these countries, as well as helping in any project replicationwork.