



Forest Conservation and Sustainable Use Introducing WWF (World Wide Fund for Nature)

WWF is a Non Governmental Organization(NGO) for environmental conservation, working in more than 100 countries.

In 1961, started its work from saving endangered wildlife.

Then, expanded activities to protect ecosystem(forest, marine, wetland, etc.,) and stop climate change









Forest Conservation and Sustainable Use

Introducing WWF (World Wide Fund for Nature)

100

WWF is on over 100 countries, on 5 continents.



5000

WWF has over 5,000 staff worldwide.

1961

WWF was founded in 1961. 1971 in Japan.

5 million

WWF has over 5 million supporters.

Forest Resources in the Globe

FAO Global Forest Resources Assessment 2015

- Size of Forest : About 4 billion ha (1/3 of land area on the earth)
- Natural Forest Loss: 6.5 million ha/y (×33 of Tokyo)
- Serious Forest Loss in Tropical Regions
 e.g. Amazon, South East Asia, Central Africa

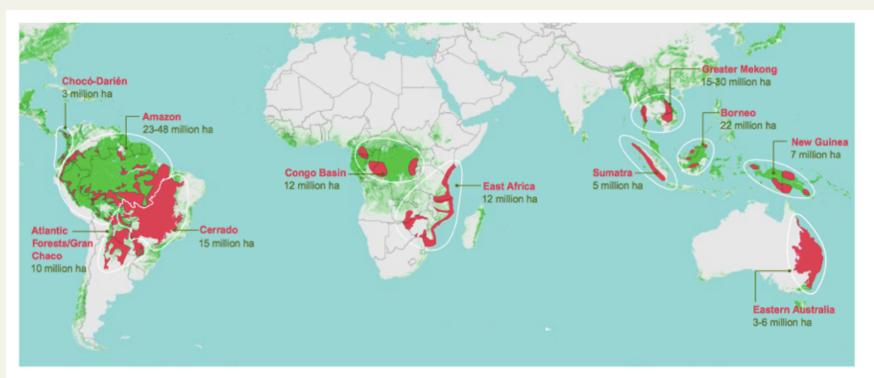
FAO: Food and Agriculture Organization of the United Nations http://www.fao.org/forest-resources-assessment/en/



Forest Conservation and Sustainable Use What is "Deforestation Front"?

What about future of natural forest loss?

11 places in the world will account for over 80% of forest loss globally by 2030, according to research released by WWF.



The 11 deforestation fronts, with projected losses, 2010-2030

Deforestation is not only for "Local Use", rather linked to "Global Consumption"



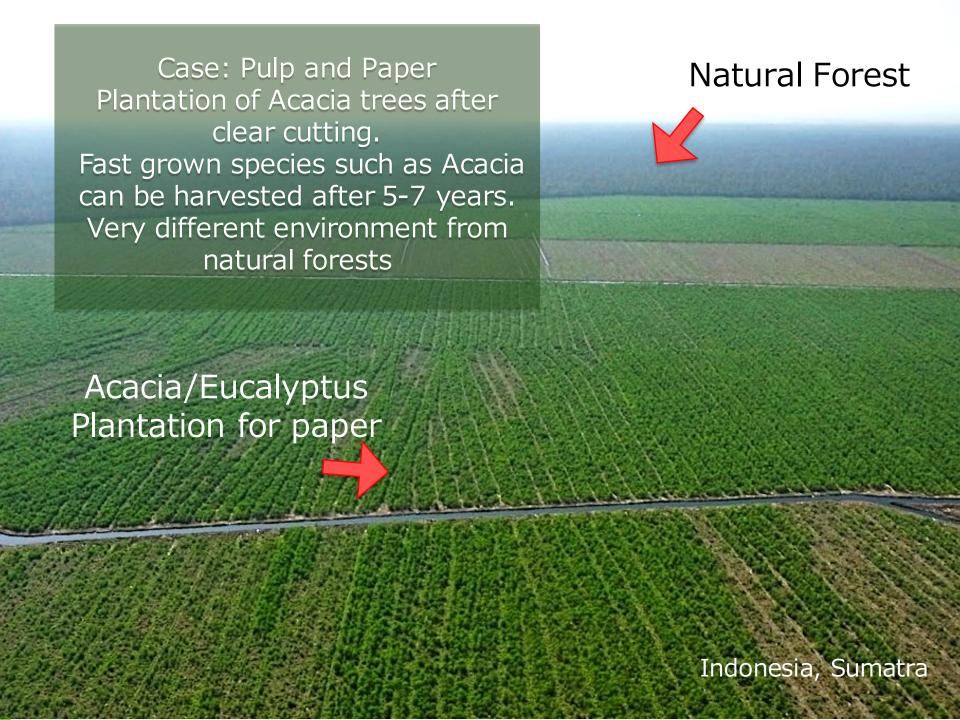
legal logging contributes heavily to the destruction of biodiversity and the impoverishment of millions of people that depend on forests for food and income. Madre de Dios, Peru.

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Reasons for Natural Forest Loss :Unsustainable Land Use













Vulnerable Species



Sea Level, Super Hurricane/Typhoon

Impacts on Climate Change





Weather Pattern Change → Drought, Flood, etc.,



Forest Conservation and Sustainable Use Biodiversity Loss by Unsustainable Land Use



Sumatran Tiger trapped in Acacia plantation

By losing natural forest with rich biodiversity, homeless wild animals are regarded as vermin and often killed for safety reason and/or protect plantations



Orangutan found in plantation



Sumatran Elephant found dead by poison in Acacia plantation



Forest Conservation and Sustainable Use Social Conflicts Between Local Communities

Without respecting FPIC(Free Prior and Informed Consent) with local communities before using lands, numbers of social conflicts reported.







1 Harvesting trees with government license







4 Social Conflict (Attack by company or related people, or local communities)





Forest Conservation and Sustainable Use WWF On The Ground

■ Protect/Research wildlife and propose conservation plans together with stakeholders.



Patrol in National Park



Develop land use plan



Camera Trap for wildlife monitoring

■ Plan and implement with companies for better management



Field Research



Consultation with local communities



Support for certification



Forest Conservation and Sustainable Use Forest Certification Scheme :FSC

■ FSC (Forest Stewardship Council)

FSC is a global, no profit organization dedicated to the promotion of responsible forest management worldwide.

FSC enable businesses and consumers to make informed choices about the forest products they buy, and create positive change by engaging the power of market dynamics.



責任ある森林管理 のマーク





Forest Conservation and Sustainable Use Other credible certification schemes



Palm Oil RSPO (Roundtable on Sustainable Palm Oil)



Fishery Products (natural)
MSC (Marine Stewardship Council)



Aquaculture Fishery Products
ASC (Aquaculture Stewardship Council)







RSPO cert. soap and FSC cert. packaging

MSC, ASC cert. products



Forest Conservation and Sustainable Use

Case: Sustainable Paper Use





持続可能な紙利用のための コンソーシアム

2013年11月、環境や社会に配慮した紙の利用を社会全体で推進するため、紙の 利用について先進的な取組みを行う企業5社(味の素株式会社、キリンホール ディングス株式会社、JSR株式会社、ソニー株式会社、三井住友信託銀行株式会 社)と株式会社レスポンスアビリティ(運営アドバイザー)、WWFジャバン は、「持続可能な紙利用のためのコンソーシアム」を立ち上げました。



世界の森林滅少と日本の紙利用

地域には、約40億ヘクタール、課地の約3 しかし世界の自然の曲は、今も毎年1300万 baの漢さで鍼少を続けています。

自然の森の解小は、特に生物多様性豊かな ん、人々の生活や土地利用をめぐる社会的なるといえます。 囲能にまでも発展しています。

こういった照顧の作誉には、さまざまな響 分の1にも相当する面積の森林があります。 因がからみ合っていますが、その一つに、製 紙用の照料調準や緩林地として利用するた めの土地開発があります。日本の紙店費量は、 世民第3位、一人当たりの総費費も世界子の 熱帯地域で控制です。自然の森が大規模に破 の4倍です。多くの観覧品や原料を海外から **建されることにより、環境面の摂剤はもちろ 輸入する日本は、この摂剤に従く関与してい**

持続可能な紙利用を社会全体で推進するために

欠かせないものです。また本来、時間ととも 個においても、この極期をしっかりと認識し、 に成長する森林は、週切な森林管理や周囲の 十分な影響を行う必要があります。

森林管理や責任ある原料調達、例給を行うこ 替及啓発活動等を行います。

紙は全てのビジネス、そして人々の生活に とは欠かせません。しかし、それを利用する

環境・社会への影響が十分に行われていれば、 そのため、本コンソーシアムに参照する会 将来にわたって使い続けることのできる資 業は、2020年までに自らの事業活動におい て持続可能な傾利用を実践するとともに、そ もちろん、紙を生産・供給する保が適切な の意義が社会全体に広まるよう、情報発信や

2 日本 4. ドイツ	29.008
	CR SCHOOL
	19,770
S.インド	11,481
6.4907	10,599
7. イギリス	10,274
一人当たりの年間消費量 (単位: Ng)	
1.464-	317
2.オーストリア	261
3 Fイツ	243
4.アメリカ	231
4. アメリカ 5. アラブ世長関連州	231 225
5.アラブ世長国連州	225

In 2013, 5 companies implementing "Sustainable Paper Policy", Response Ability and WWF Japan launched "Consortium for Sustainable Paper Use". 4 more companies joined later.



Purpose

Promote sustainable paper use by showing demand of responsibly sourced paper products.

Requirement

Publicly announcing responsible procurement policy.



Forest Conservation and Sustainable Use Working together with supply chain

■ To consumers with retailers



■ With producers and suppliers



■ To consumers and retail distribution industry with producers



■ With educational institutes and children





- More than 70% of production goes to tire industry.
- Natural rubber production and consumption increased to three times in the world. In 2014, it reached 12 million ton.
- Major production counties are in South East Asia including Indonesia and Thailand. SE Asia produces 80% of world production.
- Most of natural rubber is produced by smallholders.
- World leading Japanese automobile and the related industries. From the Japanese market, contribution to environmental conservation and sustainable development in production counties are possible.

Michelin

- In 2015, Global Corporate Partnership between Michelin and WWF started.
- In Kalimantan and Sumatra, where natural forest loss is still seriously ongoing, joint on the ground projects for sustainable natural rubber production started with WWF Indonesia.
- First tire producer committed "Zero Deforestation" in its "Sustainable Natural Rubber Policy"
- Committed to ensure full traceability and protect "High Conservation Values" in whole supply chain.

Forest Conservation and Sustainable Use Global Corporate Partnership with Toyota

July, 2016

Another Global Corporate
Partnership between Toyota and
WWF started. First car company to
sign the partnership in the industry.

Committed to work together with WWF for sustainability on climate change and "Living Asian Forest Project"

In relation to forest resources, started to work on "Sustainable Natural Rubber".







Forest Conservation and Sustainable Use Sustainable Natural Rubber Workshop in Myanmar

In November, 2016

In Yangon, Myanmar Rubber Planters and Processors Association (MRPPA) and WWF Myanmar held a workshop for sustainable natural rubber. About 100 participants from government, companies and organization.

China Chamber of Commerce of Minerals & Chemicals Importers & Exporters (CCCMC) reported a new guideline for sustainable rubber production for environment and society. The scope of the guideline is overseas development by Chinese investment.





Forest Conservation and Sustainable Use GM Committed to Procure Sustainable Natural Rubber

In May, 2017 General Motors became the first car company to commit to procure sustainable natural rubber.

GM also announced that they work with suppliers on "Zero Deforestation" for all tires the company procure.

In June 2017
In Michelin's event "Movin'On" in Montreal, Canada.
"New Platform for sustainable natural rubber" was discussed to accelerate this movement.



General Motors is making an auto industry-first commitment to sourcing sustainable natural rubber for all of its tires, helping drive toward net-zero deforestation and uphold human and labor rights.

DETROIT — Transforming the global rubber and tire supply chain to create lasting, environmentally sound sustainable rubber production requires a collaborative approach. Through an industry-first commitment to sourcing sustainable natural rubber in its tires, General Motors is helping drive the industry toward net-zero deforestation and uphold human and labor rights.

"Our supplier partners are an extension of our company," said Steve Kiefer, GM senior

https://www.gm.com/mol/m-2017-may-0515-tires.html

Forest Conservation and Sustainable Use New Platform for Sustainable Natural Rubber

***Existing Platform**



International Rubber Study Group (IRSG) http://www.rubberstudy.com

"IRSG is an inter-governmental organisation composed of rubber producing and consuming stakeholders. Located in Singapore, IRSG was established in 1944. In order to facilitate the interaction between the industry and the Group, a Panel of Associates with members of organisations involved in the rubber industry has been established. As of 1st July 2012, IRSG currently has 36 member countries and 120 industry members."

Sustainable Natural Rubber Initiative (SNR-i)

"SNR-i has been developed under the framework of the IRSG as a voluntary and collaborative industry project to ensure that the rubber industry can build on its best practices · · · " http://www.snr-i.org/About+Us_3_1.htm

Member organisations developed "Voluntary Guideline and Criteria", "Action Plan", etc., Many of global tire makers in this SNR-I

Forest Conservation and Sustainable Use New Platform for Sustainable Natural Rubber

Purpose: Accelerate and expand sustainable production and procurement of natural rubber with multi stakeholder participation.

Requirement: Agree and understand the purpose of the platform. It's required to implement sustainable production and procurement with transparency by developing own policy.

Expected Stakeholders: Companies and organizations related to natural rubber(NR).

- NR producers
- NR processors
- NR traders
- Tire makers

- Vehicle makers
- Vehicle parts makers
- Other NR product makers
- · Civil Society (NGO), etc.,

Forest Conservation and Sustainable Use New Platform for Sustainable Natural Rubber

Definition and what "Sustainable Natural Rubber" means in the new platform?

- Full Traceability
- Protecting HCV(High Conservation Value)
- Protecting HCS(High Carbon Stock)
- Respecting FPIC(Free Prior and Informed Consent)
- Ensuring transparency
- Respecting human and labor rights
- Regular 3rd party audit, etc.,



- Timber, paper and palm oil...Natural Rubber is not exceptional.
- Challenges in expansion of natural rubber.
- Risk of "UNTRACEABLE".
- "New Platform" already started.
- Participation from influential Japanese market is MUST.



Thank you

www.panda.org

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