

Item 8. Public perception of forestry industry and environment

BACKGROUND

During recent decades, discussion about the causes of deforestation and about ecological risks have taken place in many fora. Environmental groups claim that the forest products industry is one of the sectors most responsible for high deforestation rates, particularly in tropical countries. Press articles, reports and other documentary material make a direct link between environmental risks and the forest products industry. As a consequence, the public perception is that the more paper or wood products are consumed, the more deforestation is going to take place. This conclusion is not correct in many cases. The forest products industry has not been very successful in communicating with the public about their efforts to conserve and forest resources and use them sustainably, not only conserving existing resources, but also rehabilitating degraded lands and converting them into planted forests.

There is a need to correct this public perception. The forest industry sector is aware of this and corporate publicity strategies have been developed accordingly.

OBJECTIVE

The overall aim of this paper is to provide an understanding of the strategy of communication used by forest industry stakeholders and of the current “public” perception of the relationship that exists between forestry industry and the environment. This paper will review public perception of deforestation and environmental risks and recommend further steps required to improve the industry’s image.

I. Public perceptions of forests and forest-related products and industries

FOREST VALUES AND ATTITUDES

The importance of some forest values derives not simply from direct benefits the value object generates, but also from the symbolic or identity-creating value that they impart both to individuals and to society. Aesthetic and spiritual values and certain types of recreational activities are often

associated with large trees, mature stand structure and vistas of forest. Forests have many values for modern industrial societies, ranging from industrial raw materials to employment, but they also have values for indigenous peoples.

SPONTANEOUS PERCEPTIONS AND KNOWLEDGE OF THE SECTOR

CANADA

Survey. People believe industries have a significant negative impact on the environment. This perspective varies by industry, and the forest sector continues to have the highest profile, with more than four in ten (43 percent) saying that significant environmental damage is being caused by its operations, while another third (34 percent) consider it is responsible for at least moderate damage. Moreover, there is a growing public consensus that forest management practices, such as clear-cutting and over-cutting, are the single greatest threat to the country's forest resources. Public expectations about industry management of the environment are being driven in part by the belief that reducing environmental impacts makes sound economic and business sense. A strong majority of Canadians continue to believe that industry investment in pollution reduction would make it more competitive (45 percent) or make no difference on competitiveness (33 percent) (Natural Resources Canada Report, 2002). Part of the reason for the diminishing priority given to this sector could well be a lack of progress in changing its image as traditional and reliant on "old fashioned" technology. Consistent with this opinion, the public is now placing less importance than before on the contribution they expect this sector to make to the Canadian economy over the next ten years.

Forestry is now a knowledge-based industry but this message has not reached the general public. Modern forest products industry uses the latest technology to grow, manage, harvest and process its renewable resource. Nevertheless, negative perceptions persist about forestry, forest products and the forest products industry.

J.K. Rawat, Indian Forest Service, noting that many stakeholders – not just foresters – could benefit from a greater understanding of forest issues, stressed the importance of knowledge distribution. Emile Mokoko Wongolo, Secretary-General of the African Timber Organization, indicated that research, information dissemination and financing are key to improving future forestry work. Henri Boukoulou, Manieu Ngonabi University, noted that previously excluded groups are now recognized as stakeholders and said participatory management in rural areas can promote accountability and improve sustainable forest management (SFM) in the future.

The industry urgently needs to gain the public's trust. The major environmental activist organizations are focusing on forests, biodiversity and climate change. They work to make people feel guilty about using wood. Meanwhile, the substitute product industries (metals, plastics and cement) are capitalizing on these negative perceptions to gain market share. These twin threats to the forest products industry work in concert. The forest products industry has long been plagued by negative public perceptions.

These perceptions influence laws and regulations, availability of public timber, private property rights, wood costs, profitability, and competitiveness in a global market. Negative perceptions can result in a decision to purchase substitute products made from metal, plastic or cement. Substitute products are often seen as environmentally benign. An important instrument to address negative perceptions is education.

Credible communicators must convince the public that sustainable forestry is today's reality. The public can be convinced that wood is truly a unique resource. As already widely recognized, it is renewable, recyclable, biodegradable, versatile, beautiful and extremely energy efficient.

The forest can be seen as a factory where trees use free solar energy and carbon dioxide to produce wood in a magnificent process known as photosynthesis. By weight, wood accounts for approximately 50 percent of all building materials consumed, but only 4 percent of the energy needed to convert raw materials into useful products goes into wood. The rest goes to metal, plastic and cement. Most energy

is created by fossil fuels producing GHGs and responsible for global warming. Once wood is in use, wood conserves energy through its superior insulating properties.

Creating a positive perception of forestry, forest products and the forest products industry requires a two-pronged approach. On one hand, a massive promotion campaign is needed to address consumers.

The choice between wood and substitute products is a real choice, with huge social, economic and environmental consequences. The industry needs to gain a generic competitive advantage for wood before fighting it out for internal market share among competing regions, products and companies. On the other hand, the industry needs the discipline to sustain long-term public education initiatives, which will create positive perceptions in malleable young minds. Robert Legg, President and CEO of the Beaverton, Oregon-based Temperate Forest Foundation, noted that one of the long-term solutions to public perception problems is education. The Temperate Forest Foundation's experience over ten Teachers' Tours has shown that it only takes a couple of well-planned days in the woods and mills to convert a teacher from a sceptic to an industry advocate. Sustainable forestry must be socially acceptable, biologically sound and economically feasible. Sustainable forestry requires long-term investment and therefore predictability in the future.

The public is not always well-informed about environmental issues either. Each year, The National Environmental Education & Training Foundation (NEETF) issues a ten-question survey on environmental awareness; in a typical year, Americans averaged fewer than 25 percent correct answers to basic environmental literacy questions. Furthermore, myths and misconceptions persist. According to NEETF president Kevin Coyle, people are much more likely to understand an environmental issue when there's a single, direct cause-and-effect relationship. (Source: <http://www.rand.org/>).

A review of representative public opinion surveys in Europe was put together in 2003 by the FAO and UNECE Forest Communicators Network.

The key findings of these surveys related only to general and overall European perceptions. Exceptions to the general statements according to countries are signalled in the report. Most of the information was collected in central, western and northern parts of Europe. The rest of the input originates from southern and eastern Europe.

The significance of forests to Europeans is strongly influenced by personal impressions and feelings. Forests are seen as a symbol of nature:

- There seems to be a social norm that makes it inappropriate to express overt disinterest in forests.
- A majority agrees with the notion that “forests should be used by man” and that “forests are natural, but also a source of production at the same time”. People see multiple roles for forests, but preservation and protection are the most important ones.
- The statement that “the use of wood helps nature” is clearly rejected by a majority.
- It is not clear to what extent the concept of sustainable forest management is understood by the public. Very little information is available from the south.
- The term is largely associated with something positive, beyond balanced wood removal, including maintenance of biodiversity and social dimensions. However, it remains rather controversial.
- Europeans are divided over whether or not sustainable forest management should be applied. One general pattern is that overall sustainability is generally assessed worse than when people are asked to assess concrete forest management measures.
- People rate domestic forestry better than that of other countries. Nordic countries are believed to apply sustainable management most. Eastern European forestry is generally evaluated badly, sometimes even worse than tropical countries. This is a gross misperception as almost all indicators for sustainable forest management show no clear differences between Eastern

Europe and Western Europe (Ministerial Conference for the Protection of Forest in Europe – MCPFE, “State of Europe’s Forests 2003”).

Forest resources are measured by the public mainly in terms of the amount of, and changes in, forest area. Little information is available from the southern countries:

- Forest area is believed to be in decline (almost) everywhere. The MCPFE report “State of Europe’s Forests 2003” shows that in practically all countries in Europe forest area actually increased.
- Clear-cutting and environmental destruction are blamed for decreasing forest area, i.e. human interference, for example construction and tourism.
- There is growing awareness of forests as carbon sinks
- Forest health and vitality is one of the most important issues for the European public; it is estimated to be fairly poor in Europe, and deteriorating further.
- Europeans are not satisfied with the overall condition of forests, but forestry is only partly blamed for the dissatisfactory conditions of forests.
- Environmental pollution by industry is given the greatest share of blame, followed by traffic exhaust fumes and construction activity.

Over the past decade, European society has increasingly changed its view of the most important goods and services to be provided from forests:

- A majority thinks that increment and fellings in Northern Europe are balanced.
- Wood is seen as “the” environmentally friendly product, but there is no link between forests and forest products and harvesting and wood processing, the latter having often negative associations.
- People enjoy recreation as a service provided by forests – and see it to be free. However, the economic sector of forestry, meaning wood production and provision of jobs, is viewed in a positive way. But tree felling for timber production is only accepted when combined with afforestation.

Public perception of the relationship between forests and nature emphasizes the importance of environmental aspects in managing and utilizing forests:

- Most Europeans in all geographic areas think that forest biodiversity is decreasing in spite of being an absolute necessity.
- Preserving plants and animals living in the forests is much more important to the public than any economic notion or even sustainable forest management.
- Other socio-economic functions and conditions comprise a wide variety of broader economic aspects, such as forest ownership, contribution of the sector to providing income and employment, and free services to society.
- Forest ownership often seems to be misjudged or unknown.
- The forest industry is seen as highly important in Nordic countries
- While foresters are seen as competent and credible stewards of nature, rationalization measures, such as the introduction of mechanization and the replacement of foresters by heavy machinery, is firmly rejected by the public.
- In all countries, the most credible source of information are considered to be foresters, scientists, environmentalists and representatives of outdoor organizations. There is limited confidence in journalists, civil servants, politicians and industry.

CONCLUSIONS

- The European public has many controversial, and sometimes even contradictory, opinions about forests and forestry. In some areas their views are quite accurate, whereas in others they do not correspond to reality.
- The public approves the multifunctionality concept and values the sustainability principle as a good basis for forest management. It strongly supports policy measures to protect forests as a central part of its natural heritage.

- However, it is still unsatisfied with the situation of forest health and the perceived threat of forest biodiversity loss in many regions. The European public will give its approval to utilizing forests economically and harvesting wood if it sees that foresters regard themselves as nature's stewards. Many Europeans seem to disapprove of forest management concepts that disregard natural dynamics in forests and see them as production areas for raw material.

BRAZIL

Unfortunately, both the historical lack of environmental impact knowledge, the overall degradation of Brazil's Atlantic forests by urbanization and the conversion of forests into pastures have been used as negative arguments against the pulp and paper sector in Brazil. Lately, the industry has united to focus on changing the public's perception of this sector. It is crucial for the industry to measure and present information to the public, using general indicators that are recognized globally, and that can be compared to similar cases elsewhere. The high standards used by Brazil's pulp and paper sector is directly dependant on how effective and traceably the sector can demonstrate the many benefits that it brings to the development of the country.

CIVIL SOCIETY

Civil society and the public at large can also be very important targets of influence, especially where there are well-developed and articulated "counter-views" to that of the private sector.

The need to proactively convey a message and image to the public is now widely recognized within the forestry private sector, which has made increased efforts to shape the public's view in a way that accords with its own practices and perceptions. "Public relations" is increasingly seen by the private sector as providing the catalysing element in the political process; "*Politics provides the packaging and the vehicle to achieve the industrial objectives...There are two elements to the political subsystem...the message and the target. The message needs to be short; for example, 'Trees are good. We need more trees not less'. Our objective should be to create and move inside an ever-increasing friendly circle of public opinion*" (Fernandez Carro and Wilson, 1992). The promulgation of particular perceptions of forests has been necessary as a means of marketing forest products, as well as maintaining public support within the political process.

SOCIAL ACCEPTABILITY

"Social Acceptability in forest management results from a judgemental process by which individuals 1) compare the perceived reality with its known alternatives; and 2) decide whether the real condition is superior, or sufficiently similar, to the most favourable alternative condition. If the existing condition is not judged to be sufficient, the individual will initiate behaviour – often, within a constituency group – that is believed likely to shift conditions towards a more favourable alternative", (Brunson 1996). Judgements of acceptability are based on the individual's perceptions. Perceptions are influenced by science, experience, knowledge, ethical concerns, values, attitudes, beliefs, and an individual history with the landscape. Simply providing information on forest management and threats to forestland will not necessarily change perceptions. In fact some research suggests that aesthetic judgements are highly effective (emotion-driven), and thus cognitive evaluations of different silvicultural treatments may play a limited role. People do not necessarily interpret information in the same way or draw the same conclusions about appropriate management from information presented to them (Murray S. and Nelson P., 2005).

II. PUBLIC ATTITUDES AND VALUES ASSOCIATED WITH THE ENVIRONMENT

PLANTATION

Plantation is a bone of contention between foresters and environmentalists. Research from countries where plantation forestry is more advanced indicates that citizens are worried not only about the loss of productive agricultural lands, but also about off-site impacts. Central concerns involve the use of chemicals, declines in water quality, changes to biodiversity, fragmentation, and impacts on tourism

because of changes in landscape. Each of these concerns can be exacerbated by a lack of understanding about the methods and outcomes of plantations. It is important to recognize that not all public sentiment toward forest plantations is negative. Many of the positive views stem from beliefs that high-yielding plantations will: a) enhance a region's competitiveness in an increasingly global forest products market; b) play an environmentally beneficial role by reducing harvest pressures on other natural forests; and c) generate positive ecological effects as they replace degraded or marginal agricultural lands. From a community perspective, plantation forestry also has been seen as contributing to a more diversified economy. Evidence from Australia, however, suggests that attitudes toward plantations differ among communities. Rural communities with more diversified commodity conditions, are less likely to express concerns about plantations than those with a narrower economic base.

DEFORESTATION

Deforestation (FAO). The conversion of forest to another land use (agriculture, pasture, water reservoirs and urban areas) or the long-term reduction of the tree canopy cover below the minimum 10 percent threshold. The term specifically excludes areas where the trees have been removed as a result of harvesting and logging, and where the forest is expected to regenerate naturally or with the aid of silvicultural measures. To simplify reporting of such areas, the net change over a larger area is typically used.

Contrary to popular belief, deforestation in developing countries is only partly the exploitation and exports of timber:

- in 1994, of the US\$114 000 million of forest products traded internationally, developing countries only accounted for less than 20 percent or US\$22 800 million of both exports and imports; total forest plantations in the developing countries more than doubled from 40 million ha in 1980 to 81 million ha in 1995.

Recent studies on the nature and causes of deforestation in the developing countries indicate that factors external to the forestry sector, such as demographic pressure, changing consumption patterns, expansion of subsistence agriculture in Africa and Asia, and large economic development programmes involving resettlement, agriculture and infrastructure in Latin America and Asia, are likely to continue to have more impact over the extent and condition of the global forest resources than factors internal to, and directly controlled by, the sector itself. In fact, the sustainability of the agricultural sector is increasingly being recognized as a key to sustainable forestry.

In this context, the following actions should be taken to address the issue on deforestation, namely:

- a complete historical perspective regarding global deforestation in order to facilitate a better and accurate understanding of the processes of deforestation particularly in developed countries, rather than just presenting a snapshot situation for specific periods;
- targets on "forest replacement" should be agreed by developed and developing countries;
- planned conversion of forests within the context of national socio-economic development should not be considered as deforestation *per se*; and developed countries with "Low Forest Cover (LFC)" and endowed with suitable land and climate, should take a firm lead in efforts towards the greening of the world in accordance with Principle 8(a) of the Forest Principles.

Developed countries with LFC but with limited land and/or unsuitable climatic conditions should assist developing countries with LFC to increase their forest cover through adequate and appropriate transfer of technology and financial resources.

LOGGING, POLLUTION

A recent website posting illustrates the current public concerns:

"The United States is a disproportionate user of wood. With only 5 percent of the population, the United States consumes approximately 20 percent of the world's wood. This consumption of wood

causes environmental problems at every step from logging of natural forest and destroying watersheds to the pollution that results in transporting and manufacturing forest products to the dumping of useful materials in landfills."

Numerous polls over the past decades have indicated the growing environmental awareness of the consumer. These polls, taken by Gallup, Wirthlin, Roper, and others present sobering conclusions:

- Loss of habitat and species is a worry, and forest cover is disappearing at an alarming rate.
- The environment is so important that continuing improvement must be made regardless of cost.
- More government regulation will provide a better environment.

Within these concerns, it is readily apparent that achieving public acceptance is essential to protect our raw material source, the forest. Public acceptance, or the lack of it, will define what products we make and how we operate our mills.

Environmental organizations enjoy more public confidence in their ability to protect the environment than do other institutions and individuals. From a poll taken in 1996, a third of the American public expressed a great deal of confidence in environmental organizations to protect the environment. This was almost twice as many as those who had a great deal of confidence in state and local governments (Belden & Russonello, 1996).

Polls consistently demonstrate that Americans care about the environment, but the environment means many things to many people.

"As the forest industry evolves into the twenty-first century, what is the role of the industry professionals and the forest products companies in achieving public acceptance? What should be the role of the Forest Products Research Society, given its vision "to be the world leader in technical information transfer to further the socially beneficial use of wood and fiber resources." How does this vision play out within the Society's more traditional role as a technical information transfer agent?

Clear answers to these and other hard questions begin to emerge as we examine our past, evaluate our culture in dealing with problems, and hone in on events and trends that will shape our future (Baldwin, Richard F., 2004).

ILLEGAL LOGGING

Illegal logging stems from a variety of factors that are often interrelated. These can include – but are not limited to – overcapacity in the forestry industry, abuse of property rights of local communities, and a lack of transparency in the forestry sector. Illegal logging is also a profitable activity because there is such high demand for timber in the European Union (EU) zone and in countries such as Japan and the United States, and in emerging economies such as China.

In 1997, a survey was administered to 183 lay subjects in four communities within the Lower Basin of Western Canada. The results show that lay respondents generally perceive that clear-cut logging and effluent from pulp mills pose a high degree of risk, while selective logging poses a lesser degree of risk. Forest industry is seen by many observers as a source of substantial ecological risk. It is easy to understand why this is the case: visual images of clear cuts and forest processing mills provide a stark contrast to pristine mature forests. It is an overstatement to say that public perceptions are one of the most important factors affecting the future of the forest industry in North America and elsewhere. Clear-cut logging activity is perceived as creating high potential for species loss, affecting a large number of people, impacting on water environments in a short time frame and creating little benefit for society (Forest Science, 46 (3) 2000).

Energy. Energy conservation and the use of fossil-fuel alternatives play an indirect, but significant, role in environmental stewardship in the forest products industry. The standard practice of using bark and wood waste and black liquor as fuel eliminates about 54 percent of the demand for fossil fuel in the United States forest-products industry as a whole, including integrated pulp and paper and non

integrated mills (American Forest and Paper Association, 1994). Modern craft pulp mill operations, with the exception of the lime kilns, can satisfy their total steam and electrical energy requirements using black liquor and wood residues and therefore do not require fossil fuels. Wood residues and black liquor are carbon neutral; that is, when burned they cause no net change in the carbon content of the biosphere over the harvest cycle and, therefore, do not contribute to the formation of so-called greenhouse gases. Other key energy conservation measures commonly used today involve reduced water usage; energy recycling and reclaiming in digester areas; systems to improve management and reclamation of low-level heat, for example, from recovery systems; and improved insulation.

Water. The pulping industry has long been considered an intensive user of water. From a water-use perspective, there are few financial, legal, or physical reasons for the industry to lower water use in paper mills. In some situations, water conservation has been pursued to reduce the costs of waste treatment, which is largely a function of the volume of water treated. The main impetus behind conservation efforts to date, however, has been the general principle of environmental stewardship that “less is better”.

BRAZIL

The pulp and paper industry is potentially a large generator of air and water pollutants, waste products, and the gases that cause climate change. The major potential environmental impacts of wood pulping come from its effect on forest resources and from the effects of its waste by-products either on effluents or on air. However this polluting potential, environmental concern, manifested in changing market demands and more stringent environmental regulations, was and still is among the most important drivers of technological change in pulp and paper industry. Brazilian pulp and paper industry developed more recently than most of the global competitors and this permitted to the biggest companies to make strategic technology investments to adequate productive processes to the most advanced international standards.

The totality of the wood used by the Brazilian pulp and paper industry comes from planted forests. The forest plantations for pulp and paper production are located far from the Amazon forest. However the higher attention paid by the domestic and international public to the problem of deforesting in the Amazon, the biome of Atlantic Forest is in much worse conditions.

Introduced in big scale in Brazil in the beginning of the twentieth century, the eucalyptus expanded based on advances genome studies of the region, despite the critics of the environmentalists. There is a controversy around the introduction of the eucalyptus and the sustainability of planted forests. Some environmentalist NGOs (such as the World Rainforest Movement) protest saying that planted forests are not real forest mainly because in some countries they substitute the existing native forests or cause local people to move to other areas where they start a new process of deforestation. They also point at the desertification of forests, saying that the monoculture is a danger for biodiversity and causes damage on soil and water sources as well.

The Brazilian law requires that 20 percent of the total area owned by the Forest Products companies is reserved for preservation of the native vegetation. Besides this, is forbidden by the law the deforesting of Permanent Preservation Area (APP). Between Brazilian companies, the most diffused certification is the Forest Stewardship Council (FSC). During FSC forest-management assessments, teams of foresters, ecologists and social scientists visit forestry operations and inspect their practices for compliance with FSC standards. Brazilian companies are moving towards getting internationally recognized certifications. Klabin has 95 percent of its forests FSC certified and stands out for being one of the first companies in the world to have a Non-Timber Forest Products operations FSC certified.

Water usage. Brazilian pulp and paper companies are trying to save on water usage, limiting it whenever possible and introducing closed-loop systems in the production process.

Environmental regulation and market demand for chlorine-free products have driven the pulp and paper industry to find alternatives to chlorine, such as Elemental Chlorine Free and Totally-Chlorine Free technology. These technologies reduced the amount of chlorinated compounds released into the environment.

Energy efficiency. The pulp and paper industry has made important strides in reducing total energy and in increasing the fraction energy provided from self-generated biomass sources, decreasing the use of fossil fuels. The industry is pursuing the concept of “closed cycle” operation as it relates to the bleaching cycle to minimize liquid and gaseous emissions. The pulp and paper industry is in the unique position of being able to rely on its own internally generated fuels from renewable biomass sources for more than half of its energy requirements.

III. ABOUT THE IMAGE OF FOREST PRODUCTS INDUSTRY

Many of the problems afflicting the industry are rooted in a deeply ingrained image problem. To many, the forest industry lacks the sophistication required to be a successful modern industry; they consider it to be reckless and uncaring about the environment, valuing short-term profit over longer-term resource stewardship. Coming back to the forest industry, the image problem has weakened its "social licence". A poor image leads to public mistrust that, in turn, encourages government to intervene with a costly, heavy hand. This image problem will also take far more than a clever advertising campaign. It will take a penetrating and substantial reconciliation of science, economics and public policy.

The real trick will be to apply good science and advanced technology to forest management, and do so in a way that creates value for shareholders. To accomplish this reconciliation will call for a supportive public policy environment. For example, too many forest tenures are geographically patchy, and renewal terms are far too short for a really powerful resource management framework.

Further, the method of regulating the industry is far too cumbersome and inefficient. The government should establish the public policy framework, define the desired outcomes, and establish a system of independent checks and balances to ensure standards are being met.

Certification of forest and environmental practices is desirable, and inevitable. With these building blocks in place, a communications strategy can have more substance – going beyond clichés and spin doctoring.

EUROPE

A qualitative study has been carried out by the Enterprise DG of the European Commission (Directorate-General for Enterprise, European Commission, 2002) on the image of the forest-based industries among the general public of the 15 Member State of the EU. The results of the study show there is great lack of knowledge on the part of the public and an image that leaves room for improvement, particularly as regards respect for the environment, the modernity of the sectors and their importance regarding employment and job attractiveness.

Regarding the environment, there is need for more information and explanation about the important legal measures taken by the EU. Sustainable forest management is often doubted by Europeans and this particularly affects the image of forestry. The idea that certain sectors of the industry are highly polluting is generally accepted (in particular the pulp and printing industries), however efforts to improve this are not known or recognized to the same extent.

The paper pulp and paper and board industry seemed unknown as a specific sector, yet paradoxically had an image of environmental harm and destruction. The environmental impact of this industry was in most cases felt to be negative or very negative: there was a strong perception in some groups that it was destroying forests through its enormous consumption of wood and in particular as a result of the water and air pollution.

Apart from Finland and Sweden, and to a lesser extent, Austria, forestry was also seen as traditional and not very innovative. This negative stereotype is obviously a problem for forestry sector communications. This also affected the sectors downstreams of this sector, which people tended to feel were just responsible for destroying forests.

People felt that industries were important because of the usefulness of their products, but their importance for the national economy was perceived in very different ways in different countries.

As a place to work, the industry is not very attractive. The findings have led the various associations of the forest-based industries to consider what information and communication measures they could develop.

The industry's various sectors seem to have image problems that are to some extent shared:

- The lack of understanding or the low-level credibility of the argument of sustainable and responsible management of forests by enterprises
- The image of polluting activities
- The lack of innovative image or image as modern industry with little appeal
- The lack of awareness of their enterprises and the actual nature of their work (with the exception of Finland)

PULP AND PAPER INDUSTRY

As other industries, the pulp and paper industry has come under increasing scrutiny for its potential environmental impacts. More than many other industries, however, this industry plays an important role in sustainable development because its chief raw material – wood fibre – is renewable. The industry provides an example of how a resource can be managed to provide a sustained supply to meet society's current and future needs.

The industry believes that its current industrial operations affect the environment minimally, because of the many improvements the industry has made to its environmental practices. However, as consumer and government concern about environmental impacts grows, the industry's environmental performance will be increasingly scrutinized. This scrutiny and the industry's commitment to improving its practices on the basis of good science and sound economics suggest possible changes in environmental practices on several fronts.

Intensive forestry, or silviculture, involves the efficient production of wood resources and has features in common with agriculture. Forestry, however, uses land far less intensively than agriculture, because the growth rotation cycles of trees require years, not months.

Reforestation results in more trees being planted, by a wide margin, than are harvested.

Sustainable development, based on good science, is a goal that now guides the industry's practice. The principles of sustainable forestry adopted by members of the American Forest and Paper Association (AFPA) show the industry's commitment to the environment (American Forest and Paper Association, 1995).

IV. FORESTRY INDUSTRY AND SOCIAL RESPONSIBILITY

In the past two decades forestry has been affected by a variety of social forces. One of these forces has been a marked change in values, attitudes, and public opinion about forestry. Citizens no longer view forests merely as repositories of timber resources, but are concerned with ecological values, as well as other non-economic values. A second force, has been the growing recognition of aboriginal rights. Increasingly, the public has questioned negative environmental impacts of conventional industrial practices. These concerns have become translated into a variety of protests by environmental organizations against forestry operations. In recent years, First Nations in Canada have demonstrated a growing ability to assert the legal and moral legitimacy of their rights. First Nations, often in alliance

with environmental groups, have increasingly been able to influence land-use decisions and affect the bottom line of industry. These changes have coincided to create a unique set of circumstances that may lead the way towards a new model of socially sustainable forestry. Consequently, the recent past has been witness to a growing phenomenon of joint ventures and innovative partnership designed in response to these issues: National Aboriginal Forestry Association – Canada. The aim of NAFA is “to promote and support increased aboriginal involvement in forest management and related commercial opportunities, while staying committed to holistic or multiple-use forestry, to build sustainable aboriginal communities” (Pechlaner and Tindall, 2003).

“Providing opportunities for First Nations Aboriginal People”. The British Columbia government is committed to increasing opportunities for First Nations participation in the forest economy, and has developed a strategy to negotiate agreements that provide access to timber and revenue sharing for First Nations.

This will help increase economic and job opportunities for First Nations as well as encouraging their involvement in the forest sector and strengthening their relationships with forest companies. It will also bring more operating certainty to other industries, such as mining, oil, gas and tourism. Forest companies must consult the public and consider all forest values before beginning any forest activities in British Columbia. On a local scale it is important that private forestry, whether large or small scale, is well integrated into and accepted by local communities. To achieve this, a range of community stakeholders must see direct benefits to themselves. Thus, it is important that several community development projects should be undertaken in which private forestry plays a significant part. (Source: <http://www.afandpa.org/>).

The Australian Plantation Products and Paper Industry Council (A3P) released (May 2006) a Sustainability Action Plan, entitled Performance, People and Prosperity. A Memorandum of Understanding (MOU) has been signed to focus on indigenous employment and skills shortages in the forest industry, and on opportunities to encourage indigenous business in regional Australia.

The MOU aims to advance the implementation of the National Indigenous Forest Strategy. Actions will help members to identify and develop employment and business opportunities for indigenous groups. (Source: <http://www.a3p.asn.au/>)

On 8 February 2007, A3P launched guidelines that demonstrate the legality and sustainability of its member’s product and call for a crack-down on illegal timber imports into Australia. A3P chairman Mr Kim Creak said “today we commit to playing our part in the illegal logging debate”. “Illegally logged forest products compete in the market against the companies who meet the highest standard of environmental and corporate performance” (Global Forest & Trade Network. WWF, online press releases).

“The Australian Government will spend \$200 million over five years planting trees and aiming to end deforestation, mainly in Indonesia. The Prime Minister says the Government’s plan to help Southeast Asia reduce deforestation will have a greater impact on climate change than the Kyoto Protocol.” The Government is under pressure from the opposition party as well as climate change economist Sir Nicholas Stern to do more to tackle global warming. (Deforestation plan better than Kyoto: PM. ABC NewsOnline. 29 March 2007).

THE TASMANIAN COMMUNITY FOREST AGREEMENT

“An Agreement between the Australian and Tasmanian Governments that builds on the Tasmanian Regional Forest Agreement, securing the future of Tasmania’s forest industries and providing enhanced protection for its unique forests. As a result of this Agreement, forest related industries will remain a large part of Tasmania’s economy in the decades ahead. The Tasmanian Community Forest Agreement includes several significant changes that will ensure its timber industry leads the world in

environmental best practice standards, thus securing its future.” (source: <http://www.daff.gov.au/>, May 2005. Australian Government, Department of Agriculture, Fisheries and Forestry).

Forest certification schemes were founded to help change forestry practices and the relationships between the forest industry in general and indigenous peoples throughout the world.

Certification schemes require that forest companies interested in certification receive the full and informed consent of indigenous peoples (Aboriginal Strategy Group) in the area in which the company operates.

This requirement provides indigenous peoples with a way to include their beliefs, knowledge and practices in the forest management. With its strong commitment to advancing indigenous peoples' interests in its principles and criteria, certification schemes ensure that indigenous communities can be involved in the decision-making in the management of the forest they live or are dependent upon.

"Environmental sustainability is a business and consumer issue. Companies that do not adequately address environmental challenges could face limits on growth and suffer serious, negative reputation consequences" says Bruce McIntyre, leader of PwC's Forest, Paper and Packaging industry practice in Canada (2007, Vancouver). The changing environment is also changing customer demands on the Forest, Paper and Packaging Industry. Companies are now expected to provide an "environmental pedigree" for their products, detailing the supply chain from which the wood was harvested to the way in which it was manufactured. They are also expected to communicate this information to their stakeholders, for example, through a sustainability or corporate social responsibility report. Certification standards are another way companies can demonstrate and communicate to their stakeholders that they have the systems and controls in place to meet stated environmental objectives in a responsible, transparent and accountable manner. Independent certification of responsible forest management and manufacturing practices ensures accountability of forest products suppliers and allows credible claims regarding the environmental attributes of the products. McIntyre: "There is a tremendous demand for transparency and good corporate citizenry regarding environmental issues today. Shareholders, investors, employees, the public and regulators are now expecting companies to go above and beyond meeting the challenges of a changing environment to protect society's interests overall," (PricewaterhouseCoopers, May 2007).

Liz Alden Wily, independent land tenure and natural resources management specialist, discussed community forestry as an instrument of good governance. She identified the importance of achieving harmony between forest conservation and people's needs. She recommended moving from a paternalistic to an empowering FPACroach. Wily explained that, as a result of legal reforms, more local communities manage a wider class of forests on longer-term contracts. She underlined the importance of legal recognition of community forest ownership. Wily noted that in many states, customary land rights are now recognized and legally enforceable. She called for a focus on immense unreserved estates, a rigorous evaluation of approaches, and the consideration of communities as shareholders and not stakeholders.

V. INFORMATION AND COMMUNICATIONS STRATEGY AND METHODS USED BY THE FORESTRY INDUSTRY

Information can be used to influence public perceptions, but as some of the literature demonstrates, it is important to tailor the information to the audience to be addressed. Brunson (1996) recommends targeting both individuals and groups for the most effective strategy. Bliss (2000) notes that while the "disinterested public" is more likely to make affective judgements in terms of practices such as clear cutting, the "interested public" tends to evaluate forest practices more cognitively and thus possibly be more receptive to new information, and consider the practices in light of other values important to them. Some findings seem to indicate that members of the public would accept messages coming from particular groups (such as the Washington Forest Protection Association); the issue is one of trust. Who the messenger is can be important in how people perceive information. If the individual or group

delivering the information does not have credibility, the message will fall on deaf ears. In disseminating information about working forests and forest conversion, it is important to consider who is the appropriate messenger for each target audience. All of this may provide some guidelines for how to best publicize information about forestry industry. Working through key groups within the “interested public” segment and researching what arguments might be most relevant to individuals with different experiences and values could help make messages more effective and more likely to influence perceptions (Murray S., 2005).

Foresters talk to each other in forestry language. If any public group needs to understand the reasons for logging, it is absolutely essential that the reasons be translated into language understandable to non-foresters. It is also necessary to be careful in presenting information: it is not advisable to use normative science, which is information that is presented or interpreted based on an assumed, unstated preference for particular policy choices. To avoid normative language, one should present science words, which are unbiased by policy information (Mater J., 2005). Often organizations try to develop a comprehensive communication strategy for reporting issues to a broad client base of land managers, forest industries and general public. However, to communicate to the public requires a different strategy than communication with land managers and forest industries.

The March 2005 annual Redwood Region Logging Conference held in California included the subject of public relations. The conference organizer stated “This industry needs to work on building community support. The community doesn’t understand us because we don’t talk to them and so we are trying to do that” (Mater J., 2005).

UNITED STATES FORESTRY INITIATIVES

The year 1991 marked the first year of the America the Beautiful programme by which the Forest Service worked with state foresters to plant a target number of 970 million trees in rural areas and 30 million trees in urban areas. In March of 1991, the National Tree Trust, a private non-profit group designed to raise funds for tree planting. In October of 1993, President Clinton announced the recognition of National Forest Products Week, a period during which Americans were invited to participate in ceremonies and activities calling attention to the need for healthy and productive forests. And following a programme calling for “New Perspectives,” or “New Forestry,” from the 1990s on, the Forest Service tried new ways of incorporating the concept of biodiversity into national forestry management. Healthy Forests Initiative, Initiative for kids, The Forest Service “More Kids in the Woods” pilot programme aims to build meaningful and lasting connections with nature and re-establish the relevance of the nation’s forests and grasslands to all Americans, especially young people and urban populations (Source: USDA web-site).

SOUTH AFRICA

A leading paper manufacturer and WWF in South Africa established a partnership in 2000: Tree Routes. The aim of the Tree Routes Partnership is to conserve indigenous forests and wetlands near the paper manufacturer operations through the development of eco-tourism projects. The partnership meets several key developmental challenges facing South Africa including the alleviation of poverty, skills transfer and the preservation of natural resources.

In April 2006, a global pulp and paper group, announced land-based empowerment transaction, as part of its ongoing support of the South African government’s Broad Based Black Economic Empowerment objectives, 25 percent of its South African plantation land portfolio would be sold to an empowerment consortium.

AUSTRALIA

“World Forestry Day”. Australian Government funding of \$350 000 to establish an industry skills communications strategy.” The funding from the Department of Education, Science and Training (DEST) will assist NAFI and A3P to increase their members’ understanding of the National Training System and the opportunities it provides to attract new employees and participants into the forestry, wood and paper industries (wood and paper industry welcomes federal government funding for future skills needs, March 2007, NAFI web-site).

The communications strategy will also assist forest industry companies in attracting new employees by providing information materials to the careers advisers networks and schools in key areas of forestry operations, including Southern WA, Tasmania, regional Victoria and NSW.

PROJECTS

Environment Canada launched a Smart Regulations Project on Pulp and Paper Environmental Effects Monitoring and Water Quality in early 2005. In March and April, FPAC joined policy experts from the federal government, aboriginal and environmental communities to represent industry interests and explore critical issues related to environmental effects monitoring regulations, including how the industry can leverage an effective environmental effects monitoring programme into competitive advantage and how to improve the programme's overall efficiency.

A Canadian Forest Association focuses on increasing communications activities to create a distinctive brand and policy voice. The communications strategy has incorporated “Embracing a New Vision – Rebuilding Forest Industry” as the foundation for “From Crisis to Collective Action – A New Vision Emerges.” The report defines ten main objectives strives toward:

- World-class mills
- A vibrant, growing, value-added industry
- Brand-name products and expanded markets
- Worldwide respect for environmental leadership
- Successful resolution of land-use issues
- World-class safety performance
- More full-time stable jobs
- Workers leaving the industry are treated with dignity and respect
- More opportunities for small businesses

The association works with the provincial and federal governments to develop and implement policies, programmes that ensure business certainty, business continuity, reduce costs and protect tenure rights. The association engages government on land-use and environmental policies with these current priorities:

- Completion of land-use plans
- Sawmill Codes
- Species at Risk Act and its recovery plans

The association focuses on communicating clear and concise messages to:

- Brand the industry as world leaders in forest stewardship and forest certification
- Promote advances in land-use planning
- Counter ENGO marketplace campaigns
- Promote new and innovative approaches to sustainable forestry
- Promote industry achievements in environmental protection

THE KATOOMBA GROUP: A FOREST TRENDS' INITIATIVE

The Katoomba Group is an international working group composed of leading experts from forest and energy industries, research institutions, the financial world, and environmental NGOs – dedicated to facilitating strategic partnerships that can launch green forest products in the marketplace. Serving as a source of ideas for and strategic information on ecosystem service markets, the Katoomba Group provides an array of market analyses and tools.

ABUNDANT FORESTS ALLIANCE

The Abundant Forests Alliance (AFA) is an organization formed by American leading companies of the wood and paper products industry. The aim of this coalition is to inform consumers and their customers about sustainable forestry practices, new technologies, increased recycling and other advances made by the industry that make it possible to have the wood and paper products needed and a healthy forest resource.

AFA COMMUNICATION STRATEGY

The mission of the Alliance is to proactively address arguments against forest products and customers and engage customers in a dialogue about North America’s forests. The theme of many of customer communications materials is “Come in Under Our Canopy”.

AFA objectives are to change the public opinion by:

- becoming more proactive;
- being more strategic and aggressive about getting out our environmental stewardship messages;
- highlighting wood and paper as renewable resources;
- demonstrating our commitment to solutions that preserve balance;
- being open and transparent in our dialogue and approach to solutions.

The target consumer audience determined by AFA, after a consumer research, is a group called “Legacy Moms”, women age 35–54 with children at home. Women like and use AFA products, but they are concerned about the environmental legacy they leave their children.

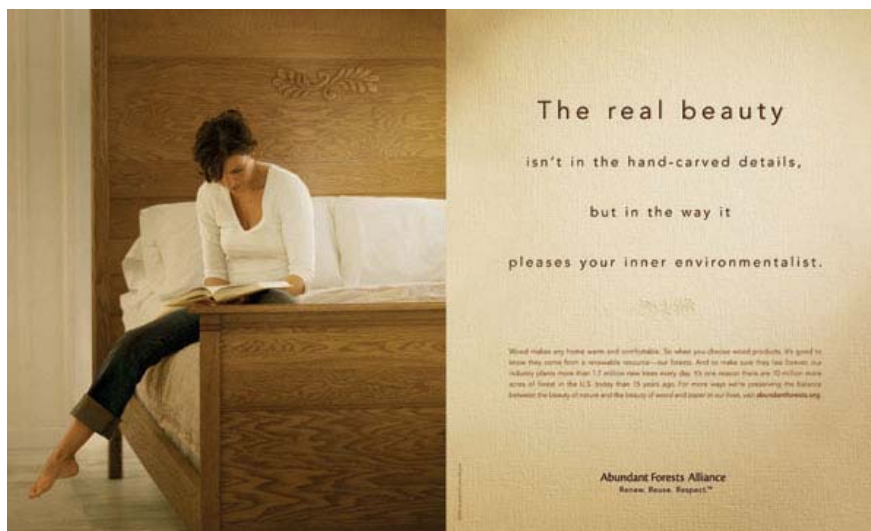
AFA used a wide variety of activities with key elements to reach people: Targeted Advertising (Print and Online), Cause Marketing Program/Literacy, Consumer PR/Ongoing Media Outreach, Consumer website (www.abundantforests.org), Customer website (www.abundantforests.net), Sharing Information (Report), Facts.

Advertising (print and online) is an important component because of the control it gives the alliance for getting its messages out without distortion. Its messages will help tap into what consumers care about (i.e., benefits) while providing information about our industry.

While advertising gives AFA maximum control over the content and placement of its message, it is also looking to extend messages about its products and its environmental stewardship through third parties and partnerships with forest farmers, such as Rolling Stones’ keyboardist Chuck Leavell and highly visible causes like First Book.

ADVERTISING PROGRAM

“The images in the advertising capture Legacy Moms’ attention and remind them how much they enjoy the beauty, comfort and innovation that wood and paper products bring to their lives, not to mention the beauty of the forests that provide them. The ads reassure Legacy Moms that using these products does not diminish today’s forests, or tomorrow’s, because the forest industry is working hard to maintain balance” (www.abundantforest.net).



AFA COMMUNICATIONS TIMELINE 2005–2006

<p>Print Advertising Country Home Better Homes & Gardens Ladies Home Journal Child Parents Scrapbooking, Etc. Family Circle Real Simple Oprah</p>	<p>Consumer PR Media Pitching Chuck Leavell Book Tour in New York City The Tree Farmer On-Sale Chuck Leavell Book Tour in Los Angeles Chuck Leavell Book Tour in Dallas Chuck Leavell Book Tour in Chicago First Book Cause Marketing Partnership Family Trees Program Scrapbooking Campaign & 500 Retail Events Mother’s Day Program Back to School, Literacy Program</p>
<p>Consumer Website abundantforests.org</p>	<p>Customer Tools abundantforests.net Ongoing Training and Response Webinars</p>
<p>Online Advertising HGTV.com iVillage.com FamilyFun.com American Greetings BHG.com, Countryhome.com, Child.com, Familycircle.com, LHJ.com, parents.com</p>	<p>“State of the Forests” Report Research/Development Publication & Promotion</p>

ONE WAY AFA IS COMMUNICATING RENEWABILITY



THE TREE FARMER BOOK



Cover of Chuck's children's book

This book, written by Chuck Leavell and Nicholas Cravotta and illustrated by Rebecca Bleau, aims to educate children about the environment and each of our roles as environmental stewards. AFA is looking to extend its messages about its products and its environmental stewardship through third parties and partnerships with forest farmers such as Rolling Stones' keyboardist Chuck Leavell and highly visible causes such as First Book. Rolling Stones keyboardist Chuck Leavell's released the book and children's website www.thetreefarmer.org. AFA conducted three local events, corresponding with Rolling Stones' tour dates (November 2005–January 2006) to promote the book and further generate media. (<http://www.abundantforests.net>).

PLANT IT FORWARD INITIATIVE

Plant it Forward is a program that helps build positive consumer associations with wood and paper products, it educates consumers about what the industry is doing to keep forests healthy and thriving, and it contributes to a network of environmental responsible individuals and businesses.

AFA is promoting *Plant it Forward* through Ads in ten of the nation's top magazines that reach its Legacy Moms. The microsite is also being promoted through earned media and an increasing number of Web outlets, such as AmericanGreeting.com. Source: www.abundantforest.net

FIRST BOOK AND AFA

"AFA has partnered with First Book, a national non-profit with the mission of providing children from low-income families the opportunity to own their first new books. This is a long-term partnership that will enable the distribution of millions of books to children across the country.

First Book has launched Book Relief in response to the Hurricane Katrina disaster. The goal is to distribute at least 5 million books to displaced children and adults, to schools and literacy programs embracing the evacuees, and eventually to schools and libraries in the Gulf Coast as they are rebuilt. AFA is honored to be on the steering committee of this initiative, which includes major publishers, the Children's Book Council and the Library of Congress.

Book Relief involves a public call to action. The public is being asked to "sponsor" books. Every donation of 50 cents will sponsor one book.

AFA also will work with First Book to make other major book donations and distribute books across the country over the course of the upcoming year"(source: www.abundantforests.org).

VI. NEGATIVE ASPECTS OF FOREST INDUSTRY COMMUNICATION TO THE PUBLIC: WHAT MESSAGE IT GIVES TO THE PUBLIC

Industry claims about the sustainability of forests and forest products have become ubiquitous. These often include simplified statements such as "we plant two trees for every one we fell", which clearly reflect a set of values reducing the role of forests to fibre factories, and implicitly promoting perceptions that support these values. Such perceptions might include, for example: that forests are de facto defined by the presence of trees; that plantations and forests are equivalent and transposable; that "forests' can be re-created through planting; that forests have to be replanted otherwise they senesce and die; that forests can be harvested in a way that evokes the perennial sustainability of agricultural systems. Terminology such as "tree farms", introduced by the private sector and governments into popular vocabulary, with the help of public relations' companies, has tended to reinforce such perceptions.

In the context of multipurpose management of forests, there are obvious inconsistencies and contradictions in such a set of perceptions. As Carrere and Lohmann point out, these inconsistencies require the promoters of such perceptions to address different audiences with different messages. Thus, while spokespeople for the forest industry may be keen to promote to undiscerning audiences the simplistic notion that "trees are good", they are quick to disavow such confusions with more sophisticated audiences, with whom it is argued that industrial plantations should be regarded in the same way as agricultural crops. The connection between public perception of forests and forestry policy, as well as the differences in perceptions of forestry among different sections of society, has been recognized by Cabbage (1991): "People living in cities, and the more affluent and educated, generally favour increased regulation. Forestry is still viewed favourably by rural residents, and by the poorer and less educated, but the number and influence of these people are declining ... Foresters may practice good forestry, but if the general public believes otherwise, laws to regulate forest management and logging can and will be passed".

A PULP MILL CONTROVERSY AND ENVIRONMENTAL RISK, CANADA

In July 1990 the pulp mill (Daishowa) of Alberta province began operation. The Friends of the Peace group was formed in direct response to the building of the pulp mill. Later another environmental group called Northern Light rallied public support against pulp mills, river pollution and unsustainable forest practices. Daishowa's position has been consistent with their original commitment to equip the pulp mill with the Best Practical Technology required by the provincial environmental arm: oxygen delignification, chlorine substitution and extended delignification for effluent discharges. The company further instituted a detailed programme to ensure that the Peace River quality, fisheries and downstream users would be protected.

Analysis of the company's communication efforts with the public showed that the company's efforts were more reactive than proactive. This was most in evidence in their reliance on public meetings, knowing well that attendance at these meetings was going to be limited. Furthermore, specific environmental problems were addressed after the fact. During a meeting, prior to the building of the mill, the company understood it could be a problem, but no other information was released. There was also considerable scepticism about the environmental analyses conducted on the project. Not surprisingly, the public and environmental groups were more concerned about wildlife and the loss of natural resources. The company's position was that they were practising logging and reforestation based on sustained yield. However, the fact that there was no precedent and no tested regulatory procedures on how to manage and sustain the forest resource attracted a wide range of opinions about forestry resource development and protection.

In considering the various ways in which public understanding of specific issues occurs, it is important to understand that there is differential learning about science concepts. Despite information availability, risk estimations do not always coincide with actual estimations. People often overestimate or underestimate severity of risks and this may have something to do with similar presentations by the media. The dimensions about risk issues as an avenue for public understanding of science afford a different opportunity for communicating. Communication strategy needs to take into account the process and context within which public understanding may occur. There is an information environment available to the public and, at the same time, there may be more active information-seeking among some segments of the more involved publics.

It should be considered that sometimes, public choices may be made on the basis of social and cultural values that have little to do with scientific assessment.

Expertise is not resident only among experts. For too long, the public has been treated with condescension by the communication professionals.

The Brazilian Forest Product Industry has often been attacked by NGOs for not improving social conditions of the regions. The view supported by companies and Brazilian government is that the sector is a significant agent for social and economic development.

CONFLICTS WITH INDIGENOUS COMMUNITY: ARACRUZ CASE

In September 2004, about 700 people, indigenous people and members of the Movement of Landless Peasants (MST) destroyed 4 ha of Aracruz's eucalyptus plantations. In November 2004, the International Finance Corporation, part of the World Bank Group, approved a US\$50 million loan to Aracruz. In May 2005, indigenous people started cutting thousand of eucalyptus trees to define the boundaries of their land as a protest for this credit line.

Many NGOs protested that IFC policies and decisions are not environmentally and socially correct and the Aracruz case is an example. This fact shows how it is important to dialogue with communities.

The damage caused by the company consists mainly in: 1) lack of juridical certainty on the company land's borders, 2) impact on the certification process and 3) effect on the reputation.

VII. POSITIVE COMMUNICATION STRATEGY OF FORESTRY INDUSTRY

All the major firms in the Brazilian market pulp sector have incorporated an environmental and -to a lesser extent- social discourse in their ongoing activities. Their organization has produced and distributed a booklet (ABECCEL) which explains the environmental and social advantages of eucalyptus cultivation by the industry.

ARACRUZ CELULOSE

The company produces printed and visual materials aimed at different audiences and is carrying out research on potential environmental impacts of its activities, all aimed at proving that "all of the Company's activities are carried out under the principles of sustainable development, which involves promoting social and economic growth in harmony with nature".

FOREST PARTNERS PROGRAMS

Brazilian Companies developed a kind of forest partners programs, plans of familiar or semi-familiar silviculture development, where the company offers technical assistance to local farmers and sometimes financing, the culture of trees by small farmers, often guaranteeing the purchase of the wood at a pre-established prices. (Banco Real ABN AMRO. Equity Research-November 2005. Sustainability Report: Brazilian Forest products sector). Aracruz maintains a posture of ethical behaviour with the partners in the program, constantly reviewing the prices of wood, adjusting the contracts to the needs of the farmers – including regarding the liberating of funds – and assuring excellence with regard to technical assistance (source: <http://www.aracruz.com/home.do?lang=2>).

SCHOOL OF LIFE PROJECT

Developed by Celulose Nipo-Brasileira – Cenibra in collaboration with the Ipatinga's Relictos foundation, the project promotes environmental awareness and knowledge of nature among municipal elementary school.

BRACELPA CAMPAIGNS

"*Folding Box Board Campaign*. The Folding Boxboard Campaign, one of the winners of the *Top de Marketing de 2001/2001 Marketing Top Award*, is a pioneer campaign. Historically, this is the very first time (1999) that the Brazilian pulp and paper industry promotes an institutional campaign, with informational, educational and commercial actions, encompassing public relations efforts, publicity and advertising, public opinion, billboards, TV advertisements, promotional events and awareness activities, followed by press release support" (source: <http://www.bracelpa.org.br>).



Bracelpa Stamp called "FOLDING BOXBOARD FOR PACKAGING, APPROVED BY NATURE".

EXEMPT PAPER CAMPAIGN

The industry endeavoured to support the federal government to assure the constitutional guarantees to the accredited companies and, by doing so, pushed away the tax evaders, who not only do not pay the due taxes but who were forcing a disloyal competition as well (source: <http://www.bracelpa.org.br>).



I want more Brazil. The initiative was launched recently and its aim is to mobilize society in the quest for transparency in public and private business, an efficient management of public affairs and the generation of a favourable environment for investments.

The goal is to make society aware of the main issues in the nation and try to identify and propose solutions to solve the problems (source: <http://www.bracelpa.org.br>).

Pulp and paper industry is the most advanced part of the Forest and Paper sector in Brazil. The Clean Development Mechanisms Market in Brazil has increased significantly in the last few years. Brazil has the first methodology for a CDM project approved by the Methodology Panel of the United Nations Framework Convention on Climate Change and has several other methodologies under validation.

UNITED STATES

Negative focus on industry forest management practices by environmental groups, local, state and federal regulators/legislators and the media. In 1998, in the United States, public perceptions of the industry were negative with a majority of Americans saying that the forest and paper products industry had caused environmental problems. Under the pressure of environmentalist groups supported by a majority of American citizens, the federal government had enacted numerous laws and regulations aimed at curtailing or eliminating logging activity. In 1997, the American Forest and Paper Association (AF&PA) developed a marketing campaign, communicating effectively to a number of diverse audiences and measuring the effectiveness of the campaign through ongoing studies. The most difficult task was to convince legislators, regulators, customers, the general public, and even environmentalists, that “responsible environmental stewardship” should entail active, thoughtful management of the forests, including responsible logging and production. Further, the campaign had to demonstrate that the industry is a responsible environmental steward, as demonstrated by its commitment to technology and the science of forest management. Before it could change people’s attitudes towards the industry, AF&PA needed to understand why people felt the way they did about forests and nature through a large-scale qualitative study among the industry’s core stakeholders (government officials, regulators, environmentalists). They learned that people’s definition of “responsible environmental stewardship” rests on personal values of “preserving forest habitats for future generations” and “preserving life through the protection of wildlife habitats”. The industry needed to show that it shares these values.

The Sustainable Forestry Initiative (SFI) is an extensive programme of self-regulation (plan standards, governance, certification, continuous improvement, and communications). Targeted campaign: the B2B target audience for this campaign, dictated the selection of print (trade press, general business magazines and newsletter) as primary medium of advertising. A few TV spots were also developed, targeted to specific localities where this issue is especially active. The association also utilized an online campaign, media kits and sales kits focused on the issue and solution. The same research-based communication strategy and research-refined messages used in the campaign have also been used to inform the Association’s lobbying efforts. Surveys were conducted to test the appeal of specific wordings. Focus groups and other forms of message testing research were used to refine these into powerful ads that work. Perceptions among general public have changed: in 2003 only 39 percent of the general public viewed the industry as part of the problem when it comes to managing the natural resources and protecting the environment, down from 54 percent in 1997 (AF&PA, 2006).

PRESS RELEASES

Ad Campaigns, examples: 1) Healthy Forests don't just happen. 2) Imagine sustainable energy that doesn't compromise the environment (The U.S. Forest and Paper Industry creates 60 percent of its total energy needs by turning biomass into a renewable fuel source. 3) Renew....Recycle- The Sustainable Forestry Initiative (SFI) Program.

EUROPE

The Wood and Paper industry sectors in Europe have launched several youth-related communications projects to enhance the awareness of the industry as an economic player and as a potential employer (Source: <http://www.f-bi.org/content/index.asp>).

These projects can be useful for teacher and responsible of communication to learn more about the economic, environmental and social impact of the Wood and Paper industries.

Woodland Bus Tour – United Kingdom

A yellow bus visits schools in the Scottish Borders to bring forests, forests issues and manufacturing to children.

Papertruck – Germany:

The papertruck is a mobile miniature paper machine on a trailer, which is used to demonstrate industrial paper manufacturing at public events and to attract young people to join the paper industry. (Wood and Paper – Opportunities for generations

Træets Kompetenceformidling – Denmark

Various campaigns are run via the media (radio, internet, press) and a website is available (www.traefremtid.dk). Information folders have been sent to schools and contacts were made with careers advisers. Various activities involving visits to companies are taking place to promote the industry.

In Europe, a good example of communication are the initiatives of The Nordic Timber Council, which has recently set up campaigns in various European countries:

- *wood. for good*, is a generic wood campaign, which started in 2000. Wood. for good is the largest timber promotional campaign ever undertaken in the United Kingdom.
- *Le bois c'est essentiel* (Wood is Essential) France. "The "Le bois, c'est essentiel" campaign's first target will be to address a series of preconceived ideas the public has about wood. The first one to be tackled will be that forests are shrinking and our wood resources are subsequently being depleted. TV, press and Internet: "Did you know that in Europe consuming wood is good for our forests?" "This initial message about forests is the starting point for the Nordic Timber Council/CNDB campaign on wood aimed at the general public in France, which began on 30 October 2004. The campaign 2004 focused on the printed press, the Internet, and TV."

(Source: http://www.nordictimber.org/ntc/news_archive.asp?NodeID=105)

VIII. THE ROLE OF NGOS

It is important to consider the significant influence of NGOs – the organizations that are independent of government regulations and are free to promote their views in any manner they wish. In 1997, the Rainforest Action Network published a volume titled "Cut waste, not trees: A wood use reduction guide" (RAN, 1997). This volume is part of the campaign "to save the world's ancient temperate, tropical, and boreal forests by reducing the over consumption of wood products and not logging forests that purify our air and water, without which we cannot survive" (Mater J., 2005).

It has become a principle of the environmental movement to insist that wood and paper products be certified as originating from sustained, managed forests. Movement members even created their own organization, the Forest Stewardship Council, to make the rules and hand out the certificates.

Many corporations felt compelled to accept restrictive buying policies for wood and paper products to demonstrate loyalty to the cause. As with so many environmental issues, it's not that simple, and the result may damage the environment rather than improve it. The environmental movement's campaign to force industry into accepting it as the only judge of sustainable forestry is pushing consumers away from renewable forest products and toward non-renewable, energy-intensive materials such as steel, concrete and plastic.

In Europe, the environmental groups have conveyed to the public the belief that the paper industry is a tree killer. This has translated in a number of corporate campaigns including the financial services to reduce paper consumption and therefore save trees. Behind it there is an overriding goal of cutting costs.

Even Lexmark, a printer producer, launched a campaign to reduce photocopying printing.

Switching to online invoices (i.e Telekom Austria) keeps Amazon rainforests alive

NGOs have multiplied their campaigns against the use of paper, and the proliferation of tools to assess paper from an environmental point of view (latest is WWF Paper Scorecard).

The Vision for Transforming the European Paper Industry puts on industry unrealistic requirements such as the use of 100 percent recycled fiber.

All this has reflected not only in the image of the paper industry, but of forestry as a whole. Raising funds for forestry projects in developing countries is proving to be very difficult as forestry is associated with bad practices, and financiers prefer to invest in less controversial assets. Afforestation programmes are not well funded because of that. The fact that only one forest CDM has been approved so far reflects the mistrust that there is for afforestation programmes.

Anti-forestry groups, such as the Sierra Club and Greenpeace in North America, make endless and often unreasonable demands restricting forestry practices. Meanwhile, the same environmental groups won't acknowledge that some regions – such as California – already comply with government regulations that meet or exceed guidelines imposed by the Forest Stewardship Council.

Wood is the most renewable and sustainable of the major building materials. On all measures comparing the environmental effects of common building materials, wood has the least impact on total energy use, greenhouse gases, air and water pollution and solid waste.

So why isn't the environmental movement demanding that the steel and concrete industries submit to an audit for "sustainability"? Where's the green steel, concrete and plastic? These materials are non-renewable, require vast amounts of energy to manufacture and recycle and are contributors to GHG emissions.

Why does the environmental movement stand silent in the face of promotional campaigns by steel and concrete interests that leverage mythical environmental claims against wood for their own commercial benefit? The answer is – because emotive images of forests sell memberships.

The environmental movement has unfortunately led the public into believing that when people use wood, they cause the loss of forests. This widespread guilt is misplaced. North America's forests are not disappearing. In fact, there is about the same amount of forest cover today as there was 100 years ago, even though the wood consumption per capita is higher than any other region in the world (Moore P., 2002).

“Paper Industry Laying Waste to North American Forests: Kimberly-Clark and other top U.S. manufacturers are sacrificing our most ecologically rich forests to make disposable tissue paper products. *“Natural Resources Defence Council”* .

Website communication/information means: *online guide for consumer*: “Use your wallet to change industry's bad practices”; *online guide for businesses*; *online petition*: “Tell Kimberly-Clark to stop using virgin fiber to produce throwaway paper products” *Sending a message* (Source: <http://www.nrdc.org/land/forests/tissue.asp>).

GREENPEACE BOOK CAMPAIGN

“Leading international authors such as JK Rowling, Ian Rankin, Günter Grass, Marlene Streeruwitz, Isabel Allende and Andrea De Carlo are just some of those working with Greenpeace to ensure that their future books are printed on 'ancient forest friendly' paper such as recycled and Forest Stewardship Council (FSC) certified paper.” This campaign has already been very successful in Canada where Markets Initiative (a coalition project of Greenpeace Canada and other environmental groups) has worked with book publishers since 2000. Over 72 leading Canadian publishers, including Random House Canada and Penguin Canada have made formal commitments to use only “Ancient Forest Friendly” book papers.

- If a book is printed on recycled and/or FSC certified paper it will normally state it on the first few pages of the book . This may be accompanied by a "recycled" logo or an "FSC" logo.



TISSUE CAMPAIGN

Canada's Boreal forest: Ancient forest under threat.

“Canada's Boreal forest is one of the largest tracts of ancient forest left in the world. Almost 80 per cent of the Earth's original forests have already been degraded or completely destroyed, making the protection of our Boreal forest all the more important.

One of the major threats to Canada's Boreal ecosystem is clear-cut logging to make disposable products such as toilet paper and facial tissue. Greenpeace is working to stop the destruction of Canada's largest intact ecosystem by trying to persuade consumers, institutions and companies to choose ancient forest friendly tissue products – ones made from 100 per cent recycled content” (Source: <http://www.greenpeace.org/canada/en/campaigns/boreal>).

The Greenpeace Shopper's Guide to Ancient Forest Friendly Tissue Products lists over 140 products available in Canada, and classifies them by how “friendly” they are to our ancient forests. To view tissue products by category, the user has to click on a category (Toilet Paper, Facial Tissue, Paper Towels, Napkins).

KIDS FOR FORESTS

The project is currently active in 13 different countries in Europe, Asia, North America and South America where young people are standing up for the protection of the Earth's last ancient forests.

Press releases. On Thursday, 21 December 2006 – Greenpeace brought European public attention to Kimberly-Clark's clear cutting of Canada's Boreal forest through an ad in the International Herald Tribune. The ad shows a Kleenex tissue box and instructions on how to continue destroying ancient forests using the company's products.

FOREST ETHICS

Chile's native forests Campaign. 13 September 2002, New York Times – An advertisement run by ForestEthics in national edition of the New York Times raised the profile of an international campaign

to protect Chile's last remaining native forests. The advertisement, which called on United States purchasers to stop buying wood products from Chile unless certified as sustainable by the FSC, drew United States attention to an issue that has been front-page news in Chile for weeks – the destructive conversion of its rare native forests into non-native tree farms.

In November 2003 Chile's two most important forestry companies – Arauco and CMPC – signed an agreement to assure better conservation methods. The agreement was signed with Forest Ethics, United States company Home Depot, five Chilean environmental organizations and four other United States-based NGOs. It committed the two Chilean companies to take positive steps to protect their native forest properties, to implement land buying procedures that discourage the devastating practice of replacing native forests with tree farms, and to develop eco-system based planning for the native forests now in their possession. It came after Forest Ethics and other NGOs mounted a serious consumer awareness campaign with United States retail chains that threatened Chilean wood product sales in the United States. The campaign climaxed with the publication of a full page ad in The New York Times lambasting the devastation of Chile's native forests by Chile's forestry industry.

The Forest Ethics tactics were vigorously denounced by Chile's forestry industry. Still, in November 2003, Chile's two leading forestry companies committed to developing policies to protect native forests and agreed to forgo buying timber or engage in tree plantation farming on any properties that had been covered in native forest from 1994 onward.

CANADA BOREAL FOREST CAMPAIGN

November 3, 2005. Leading international environmental organizations coordinated efforts at more than 350 protests and events across the United States and Canada, calling on companies to end the destruction of North America's largest ancient forest, the Boreal. As part of an International Day of Action to raise awareness about threats to the Boreal, the groups demanded that companies, such as Kimberly-Clark, Victoria's Secret, and Xerox stop using paper that comes from Endangered Forests in the Boreal in their tissue products, catalogues and copy paper. In addition, advertisements began running in the New York Times and online with FoxNews to highlight the importance of this critical forest.

Protests and events were held in cities as diverse as Birmingham, Ala.; Edmonton, Alberta; Halifax, Nova Scotia; Las Vegas, Nev.; Seattle; Toronto; Tulsa, Okla.; and Wichita, Kans. In suburban Atlanta, activists protested outside Kimberly-Clark's operations headquarters, where the company's vice president of environment and energy works. In New York City, Reverend Billy and his Church of Stop Shopping preached outside the Victoria's Secret in Herald Square and performed a skit involving "saving" a fallen Victoria's Secret angel.

CANADA GREAT BEAR RAINFOREST CAMPAIGN

ForestEthics, along with local communities, First Nations (aboriginal groups), logging companies, major corporations and other environmental groups, reached an historic agreement to protect 5 million acres of the Great Bear, a measure which was officially endorsed by the government of British Columbia on 7 February 2006. The agreement also calls for a revolutionary form of lighter-touch logging, Ecosystem Based Management, throughout the entire Great Bear Rainforest – over 15 million acres that make up almost the entire west coast of Canada.

INLAND RAINFOREST CAMPAIGN. MARKET CAMPAIGNS

For the past decade, ForestEthics has been exposing the hidden links between products such as paper, lumber, and newsprint, and the environmental devastation that often results from their production. It calls campaigns against specific companies "market campaigns" because its goal is to shift the practices of whole industries or markets.

Given the current legislative environment and administration in the United States, market campaigns are proving to be one of the most effective tools to protect the environment.

ADVOCACY EFFORTS

A coalition of environmental organizations in the United States and British Columbia, including ForestEthics, is working to raise public awareness of the mountain caribou crisis, and translate public concern into action by government decision-makers. The Mountain Caribou Project has helped deliver almost 20 000 faxes to the British Columbia government, given dozens of public presentations in British Columbia and the United States, and negotiated voluntary logging moratoria with timber companies. The Mountain Caribou project website contains a list of participating organizations, more information on mountain caribou, and photos of mountain caribou and caribou habitat.

THE PAPER CAMPAIGN

The Paper Campaign is a national movement led by ForestEthics and The Dogwood Alliance. The campaign was created to unify the forest movement behind a single set of demands. The goal is to protect forests by changing the way paper is made in the United States. This market-based approach uses public pressure, protests, events, articles and paid media, and negotiations to persuade key companies to make environmental commitments.

The Paper Campaign generated intense market, media and public pressure on its first target, Staples, Inc. by leading a coalition effort that included over 600 demonstrations at Staples stores, articles in the *Wall Street Journal*, *Boston Globe*, *San Francisco Chronicle*, and *Business Week*, and stories on National Public Radio, CBS Radio, and *The News Hour with Jim Lehrer*. Even rock giants R.E.M. weighed in on The Paper Campaign with a public service announcement that aired on major network and cable stations all over the country in 2002.

On 12 November, 2002, the Paper Campaign joined office supply giant Staples Inc. to announce the end of our campaign against this industry leader and the beginning of Staples' landmark new environmental commitment. This agreement is the culmination of a two-year effort by The Paper Campaign, which involved dozens of citizen groups dedicated to moving the marketplace out of endangered forests and towards recycled paper (Source: <http://forestethics.org/>).

The use of the Internet by ForestEthics is a significant move towards reaching a new and receptive audience for their message. On the Internet, it has the chance of being more "believable" and better received by a more influential audience.

There is a larger collection of issue oriented activists, well informed, knowledgeable and engaged "influentials" in the "netizens" group that tend to haunt the web. Industry has not caught on to this reality as yet and they ignore it at their peril. As George Lakoff of the Rockridge Institute says, "The facts, while interesting, are almost totally irrelevant. It is how you frame the issues and activate values that make the difference in public opinion" (Canada's blog site).

SOUTH AFRICA

The World Rainforest Movement stated that "the South African pulp and paper group Sappi boasts of the "excellent operating efficiencies" in the region, but that may be just a way of how profits and liabilities are settled. It's not the company who bear the environmental and human costs of its activities – externalities, they call it. It will not pay for the diminishing or contaminated water, the shrinking forests, the lost ecosystems. It will not pay for the poverty of the people deprived of their livelihood and now depending on meagre salaries that allow for those "excellent operating efficiencies" (Source: "South Africa: Tree plantations render corporation profits but fire, damages and death for the people" WRM Bulletin, February 2003. www.wrm.org.uy).

CONGO

International groups including the Rainforest Foundation, along with leading Congolese environmentalists, called for at least a ten-year freeze on the allocation of new areas for timber cutting in the Congo. Greenpeace recently joined the Rainforest Foundation's Stop the Carve-Up of the Congo campaign (Source: Plight of Congo forests grabs world attention, 2007. www.wrm.org.uy).



"Logging companies promise us wonders: work, schools, hospitals, but actually, they seem to be only interested in their own short-term profits. What will happen when our forests have been emptied? They will leave and we'll be the ones left with damaged roads, schools with no roofs and hospitals without medicine," said Pasteur Matthieu Yela Bonketo, coordinator of CEDEN, a Congolese NGO active in Equateur province. Twa and Bantu people who totally depend on our forests and the local communities who live in them are suffering because of the presence of the industry," he concluded (Brussels, 2007. <http://www.greenpeace.org/>).

Photo: Madioko, Bandundu Congo.

ASIA

Friends of the Earth, one of the most extensive environmental network in the world, states that "Asia Pulp and Paper (APP) – one of the largest paper companies in the world – is responsible for the destruction of a large area of Indonesian rainforests". According to the Global Forest Watch, nearly three-fourths of Indonesia's rainforests have now been destroyed. It has been estimated that 40 percent of the wood consumed by the Indonesian pulp and paper industry is likely to have come from illegal sources. Friends of the Earth says that APP's rainforest derived paper is in widespread use in the United Kingdom, anonymous and supported by British banks (<http://www.foe.co.uk/index.html>).



"The APP paper is mostly un-branded or re-branded by British paper companies. As a result, it is being passed on to millions of innocent United Kingdom consumers who are given no information about its destructive origin. It is not clear whether, or to what extent, the United Kingdom paper merchants are aware of APP's damaging operations" (<http://www.foe.co.uk/index.html>).

FRIENDS OF THE EARTH INDONESIA

Forest campaign – World Call to Save What's Left of Indonesian Forests!

In January 2006, one hundred international environmental, indigenous rights and human rights organizations from 25 countries have launched a call for Deutsche Bank, Austria's Raiffeisen Zentralbank and Andritz to cease their involvement in the deforestation of indigenous lands in Indonesian Borneo. The growing international alliance focused on the environmentally damaging United Fiber System (UFS) pulp mill and chip mill planned for South Kalimantan and the Kiani

Kertas pulp and paper mill in East Kalimantan. UFS plans to acquire Kiani Kertas with the help of Deutsche Bank. Citing findings by international donors and research institutes that the majority of timber from Indonesia's forests, up to 73 percent, is illegally logged, the groups outlined the lack of legal timber supplies for the UFS and Kiani Kertas mills, as well as the lack of due diligence by financial institutions considering involvement in the projects. The pulp and paper industry of Indonesia still feeds on 70 percent natural forests. Only 30 percent of the wood supply comes from plantations. "Another pulp mill in Borneo would mean more troubles for indigenous and local communities and the destruction of vast areas of natural forests", added Daniel Hausknost, rainforest campaigner with GLOBAL 2000. (Source: web-site of The Indonesian Forum for Environment (WALHI - Friends of the Earth Indonesia)).

CHINA

The World Bank estimates that in Myanmar alone, half of logging is unauthorized, and environmentalists say almost none is sustainable. Because Myanmar and China share a long, remote land border, much of the timber is also exported to China illegally. Beijing states it is clearing up the problem – ironically exacerbated by a sharp clampdown on logging within China's borders – after a blaze of embarrassing publicity.

Campaign group Global Witness (UK-based NGO) says the flow of illicit timber has indeed slowed. But as long as wood passes through border crossings with the correct papers, China has shown little interest in checking how sustainably it was harvested.

Much of the timber sucked into China heads back overseas after passing through its factories. Its economy may be booming but few are rich enough yet to afford teak floors.



But some consumers are starting to ask where the wood they are walking on or eating off came from.

And campaigners are hoping that if buying patterns change overseas, it will impact the industry in China, where profits can have a stronger influence than government policy. In some places the mix of consumer pressure and legal crackdown is already being felt (Reuters, Emma Graham-Harrison, 11 June 2007).

Photo: Labourers work at a timber plant in Baokang, central China's Hubei province, 9 May 2007
Greenpeace called on China's large DIY (do-it-yourself) retailers to adopt "responsible" timber-sourcing policies to allow the country's growing ranks of home renovators to buy legally imported wood.

The environmental group's China office said foreign and local DIY operators were selling illegally imported timber from forests in Southeast Asia, Africa and Brazil, and providing consumers with no way of checking their origins. (China needs "responsible" timber choice – Greenpeace 17 May 2007 (Source: Reuters). "In most cases, Chinese consumers in this market have no way of distinguishing legal timber products from illegal ones," Liu Shangwen, Greenpeace forestry project director, told a news conference.

In a report entitled “Sharing the Blame: Global Consumption and China's Role in Ancient Forest Destruction,” Greenpeace presented documentation that China is now the world's largest importer of tropical woods. “Half of all tropical trees logged globally end up in China,” a press statement said. “Much of this wood comes from Indonesia and Papua New Guinea, where between 76 to 90 percent of the logging is illegal.”

The Ministry of Foreign Affairs stated that China will join international efforts to tackle illegal logging and timber trade, and importers of Chinese timber products in Europe committed themselves to stop buying products made with illegally logged species from the Paradise Forests. (Nature News. “Greenpeace highlights China's role in forest devastation”. Mar 29, 2006).

The Chinese wood products industry has come under increasing international attention for its potential role in importing and exporting wood materials that cannot be verified, as having come from sustainably managed or even legally harvested forests around the world. In the past two years several Chinese firms have begun to implement chain-of-custody systems that can demonstrate legal and sustainable products from forests to end consumer. Over 100 Chinese companies have obtained FSC COC (Chain of Custody) certification in recent years, and there are now a number of FSC certified forests in China. China has established 13 test projects for its own forest certification scheme. In Europe, Japan and North America, there have been rising calls not only from NGOs but also governments to sanction China wood processing companies because of the perception that they are gaining market advantage by using illegally sourced wood. International groups are helping Chinese companies to improve their supply chain: the Tropical Forest Trust (TFT) and WWF are pursuing projects that aim to link Chinese companies to sustainably managed forests, and then to the market. WWF in 2005 launched its China Forest & Trade Network (FTN), as a part of WWF's Global Forest & Trade Network (GFTN), a global effort to improve forest management and encouraging buyers to act more responsibly in their purchasing of forest products. TFT has translated its “Good Wood, Good Business” publication into Mandarin, providing an industry-oriented guide for Chinese businesses interested in excluding illegal wood from their supply (M. Brady & Kerstin Canby. Information Bulletin: China and East Asia. Role models in China's Forest Products Industry, April 2007. Issue 8).

IX. FORA ON FORESTRY INDUSTRY

THE PAPUA NEW GUINEA ECO-FORESTRY FORUM

The Eco-Forestry Forum works to promote sustainable forest use through its information Programme, practical manuals on small-scale sawmilling and support for the development of forest certification.

The information programme includes the publication of a quarterly newsletter, Iko-Forestry Nius; annual World Environment Day magazine; media articles and features and the distribution of videos, reports and other awareness materials.

GREENPEACE FORUM: ANCIENT FORESTS. DISCUSS TOPICS ABOUT DEFENDING ANCIENT FORESTS AROUND THE WORLD.

Quote: “Folks, Can we save trees by reducing the consumption of Tissue Papers?”

In various hotels/restaurants/offices etc. I observed that people [like you and me] use tissue papers without thinking where they come from or what are they made up of? The consumption is very high and spreading pretty fast.

We should look for the alternatives and avoid using tissues.

Any thoughts?”

Quote: “I think really concentrating on paper companies and convincing them to use recycled paper would have a greater impact.”

Quote: “Ever heard of Kimberley-Clark? They make nice, comfy toilet paper out of the home of an amazing biodiversity in Canada - then they put a Labrador puppy on their advertisements to make it look fluffy and harmless.

Sure, some trees are replanted. It doesn't change the fact that a primary forest needs thousands of years to be recreated - and it takes a minute to take them down.

More often than not, you risk buying illegal wood - as the European Commission did recently. The way to go is to look for the FSC certification, not only for wood, but also for paper.”

INDEPENDENT FORUM ON FORESTS

IFF is an informal international network aimed at stimulating independent and innovative thinking about forest management and related areas. The forum, created in February 1997 aims at facilitating a better understanding of national and international forest policy issues and at enabling the emergence of innovative approaches to conduct forest policy.

INDONESIAN FORUM FOR ENVIRONMENT (WALHI)- FRIENDS OF THE EARTH INDONESIA

“The deforestation problem in Indonesia is spreading. Illegal and destructive logging is a major cause. In addition, conversion of forest areas for the development of oil palm and the pulp and paper industry has been substantial. The pulp and paper industry have also brought problems. This industry needs at least 27 million cubic meters of timber each year (Department of Forestry, 2006). Since plantation forests can only supply 30 percent of the total demand for pulp, this industry continues logging activities in natural forests, harvesting some 21.8 million cubic meters in order to fulfill its annual requirement. The timber obtained from natural forests is owned by company affiliates or taken from the concessions of its partners. This is not mentioning plywood or other trades, for which only 25% of timber requirements are supplied by plantation forests. (Rully Syumanda, Campaigner for Forest and Plantation Issues, March 2007.

X. CHALLENGES

Forestry industries should work cooperatively towards their collective goal including sustainable forestry at a global level. Through a series of cross-country public activities, they should communicate and disseminate their values and identified strategic directions, objectives, and actions required to further advance this goal.

It is necessary to communicate to the public the fundamentally important role the industry has in the economy at the national, provincial and even local level, both now and in the foreseeable future. Communications messages need to stress both the current strengths of industry as well as addressing the perceived weaknesses, in terms of resource management, environmental performance and the use of advanced technology. The existing gap in knowledge, belief, attitudes and action of forestry industry has generated the need for communication.

A strategic professional communication requires:

1. Relevance: - focus on the people, - get the people's attention, talk about things that are relevant to them; - adapt the message or delivery to the audience and adapt it over time (e.g. societal evolution).
2. Consistency: - ensure consistency of the message within your organization; - make the message consistent with your image (and vice versa).
3. Clarity: - use a language that people understand; - use simple message and images; - talk to people and not for people.
4. Continuity: - develop a long-term perspective;- repeat action over time; - ensure sustainability of messages and actions.
5. Honesty: - no propaganda; - give the whole picture; - admit mistakes.
6. Reliability: - base your information on sound knowledge; - keep to your promises, policies, plans; - do what the people expect from you.
7. Openness and transparency: - give as much information as necessary as quickly as possible.
8. Listening and learning: - listen to the audience and learn from the process; - interact with your public; - know your audience and listen to its concerns, (raising awareness of forests and forestry, Report of the FAO/ECE/ILO team of Specialists on Participation in Forestry and the FAO/ECE Forest Communicators Network, 2003)

(European Co-operation and Networking in Forest Communication, G. Janse, EFI. 2005) A study carried out at a European level

SOME SUGGESTIONS FOR BETTER COMMUNICATION

- i. UNEP guidebook on producing effective environmental campaigns
- ii. Best practices in Forest Communication – European Forest Institute
- iii. A recent study in the US shows that the concept of renewability related to forests does not go through. The concept of recycling, replanting, is much more positive and likely to offset the negative perception of forestry.
- iv. Forests being abundant is not credible (in US) but people are open to listen to how it can be that forests are abundant.

FORMS OF COMMUNICATION STRATEGIES

Campaigns and Initiatives, - Research and evaluation of ongoing forestry communications programmes have affirmed the value of using specific communication strategies to promote forestry industry. Effective strategies combine theories, frameworks, and approaches from behavioural sciences, communication, social marketing, and forestry education.

Forestry industry communication can take many forms, both written and verbal. Essential to any effective forestry communication effort is strategic planning.

All strategic communication planning should involve some variation on these steps.

- i. Identify the problem and determine whether communication should be part of the intervention
- ii. Identify the audience for the communication programme and determine the best ways to reach them
- iii. Develop and test communication concepts, messages, and materials with representatives of the target audiences
- iv. Implement the forestry communication programme based on results of the testing
- v. Assess how effectively the messages reached the target audience and modify the communication programme if necessary

EFFECTIVE FORESTRY COMMUNICATION CAMPAIGNS SHOULD USE VARIOUS METHODS TO REACH INTENDED AUDIENCES

Media Literacy — teaches intended audiences (often youth) to analyze media messages to identify the sponsor's motives; also teaches communicators how to create messages geared to the intended audience's point of view.

Media Advocacy — through influencing the mass media's selection of topics and shaping the debate on these issues, seeks to change the social and political environment in which decisions on forestry and forestry resources are made

Public Relations — promotes the inclusion of messages about a forestry issue or behaviour in the mass media, using earned media strategies rather than paid advertising

Advertising — places paid or public service messages in the media or in public spaces to increase awareness of and support for a product, service, or behaviour

Education Entertainment — seeks to include forestry-promoting messages and storylines into entertainment and news programmes or to eliminate messages that counter forestry messages; can also include seeking entertainment industry support for a forestry issue

Partnership Development — increases support for a programme or issue by harnessing the influence, credibility, and resources of profit, non-profit, or governmental organisations.

Communication Plan — Lessons from the International Model Forest Network

- 1) Why you need a communications plan (a.k.a. communications strategy)

It is difficult to reach many different people without a plan. But the communications strategy does not have to be complex. In fact, the best strategies are often the simplest ones.

Perhaps the most important thing to remember when writing a communications plan is to have fun and be creative.

2) A communications plan is necessary whenever you communicating with the public. It's a good idea to have an overarching strategy for all forest communications, as well as "mini" communications plans for projects such as a newsletter, or a major event, such as a conference. The overarching strategy could be a one- or two-year plan, or longer.

3) The elements of a communications plan:

a) Background: Where are you now?

Start by thinking about how the forest industry is communicating now. Are you saying what you want to say, to the people you want to say it to? Next step — setting some objectives.

b) Objectives: What do you want to accomplish? Why do you want to communicate with people? Is it to raise the profile of the forestry industry among decision-makers? To get people interested in supporting research projects?

c) Messages: What do you want to say? The best messages are short and simple.

d) Target audiences: Who do you want to say it to? Forestry communicates with many different audiences, including:

- i. policy-makers (local and national)
- ii. like-minded organizations
- iii. the media
- iv. academics, researchers and educational institutions
- v. the forest industry
- vi. Aboriginal peoples
- vii. community groups
- viii. environmentalists, recreationalists and conservationists
- ix.

e) Approach and activities: How will you get your message out?

d) Evaluation: How will you know if your plan is working?

From a project funded by the Finnish Forest Association (Janse, 2005), a study on European cooperation and networking in forest communication has been carried out at the European Forest Institute.

The results of this study are relevant for supporting the planning of further communication activities at the pan-European level. Set of recommendations:

TARGET GROUPS

- i. Schools: Youth initiatives. Special attention to attractive teaching materials (DVDs, internet) and by going into the forest,
- ii. Media
- iii. Architects and builders: organizing competition for constructing building with wood, etc.
- iv. Universities
- v. eNGOs

MESSAGES

- i. Forest sector should identify joint messages or joint interests to fuel message
- ii. Forest sector are starting to use simple messages that evoke positive images: “*More wood is growing than is being cut*” : “*Wood is recyclable*”.
- iii. Visual methods are needed to get the public; simple slogans are very useful, something ENGOs have understood already for a long time.

MEANS OF COMMUNICATION AND STRATEGIES

- i. Joint two-way communications processes involving a wider range of stakeholders
- ii. Instrumental communication
- iii. Lobbying

RESPONSIBILITIES AND COOPERATION IN COMMUNICATION

Interested parties have undertaken standard polling to clarify public attitudes towards forest industry activities, but little if any research has been conducted about the underlying factors that shape public perceptions of ecological impacts from these activities. A clearer understanding of the fundamental influences shaping lay perceptions and differences between lay and expert views would be helpful in many contexts: predicting and diagnosing conflicts about forestry practices, designing risk communication efforts regarding ecological impacts associated with forestry, and clarifying the public values that should be considered in making ecological risk management decision (McDaniel et al., 1997).

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