Forest Certification Handbook
for Public Land Managers

by

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A step-by-step guide for public land managers who are considering forest certification

With a checklist of questions to address with certifying organizations, landowners, business interests, and the public

- Steps to take
- Questions to ask
- Information resources

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Leadership in Forest Conservation Thought, Policy and Action
Foreword

Forest certification has now gained the interest of forest managers worldwide, not only in the private sector but among federal, state, and tribal forest management agencies as well. Independent, third-party, performance-based certification of forest management enterprises is one of a number of innovative mechanisms with the potential for advancing forestry practices that are ecologically sound, economically viable, and socially responsible. It is a unique market-based mechanism for assuring consumers that the wood products they buy are from well-managed forests, and that by their purchase they are contributing to improved forest stewardship of a renewable natural resource.¹

For public forest management agencies, certification has the additional advantage of providing concerned citizens with independent affirmation that their public forests are being managed in accordance with high standards of forest stewardship. Public forests are called upon to provide a wide array of goods and services, while still protecting many kinds of ecological values of forests, from watersheds to wildlife habitat. It is difficult to find two citizens with precisely the same vision for how their public forest system ought to be managed, and public forest managers often find themselves at the center of endless public debates over how their forests could be better managed. Increasingly, forest management activities designed to balance these competing uses are brought to a halt by administrative appeals or lawsuits aimed at protecting one use or value in particular, but offering no positive guidance on how this should be done in the context of overall forest management.

Forest certification is a welcome departure from this approach. Rather than simply saying “stop this” or “don’t do that,” and leaving public forest managers to “connect the dots” to determine what forest management activities are acceptable, forest certification takes a number of factors into consideration to provide a complete picture of an active forestry enterprise that protects ecological and social values while still being economically viable.

Numerous private sector forestry operations have found certification both practical and profitable. But public forest managers, once again, have additional considerations to keep in mind. Many public forest systems are governed by laws and administrative policies, some providing specific forest management standards of their own, and many providing for direct public participation in forest management planning and decision making. To the extent that certification standards differ from these public policies, how are the two to be reconciled in the process of certifying forest management on public lands?

¹ Throughout the text of this handbook, “certification” refers to independent, third-party, performance-based certification resulting in a consumer products label. The earliest and most widely known certification program is that developed by the Forest Stewardship Council (FSC), an international organization comprised of representatives of the forest products industry and the conservation community. Programs similar in intent, but differing in process and product, are under development by other organizations including the American Forest & Paper Association (Sustainable Forestry Initiative), the American Forest Foundation (American Tree Farm System), and the National Woodland Owners Association (Green Tag). Further information on these programs can be obtained by contacting the sponsoring organizations.

Pinchot Institute for Conservation
Addressing such questions was the objective of a study initiated by the Pinchot Institute, examining the applicability of forest certification to public forest lands in the United States. At the start of the study, in 1997, only a limited area of public forest land had been certified – Minnesota’s Aitkin County, the municipal forest lands surrounding the Quabbin Reservoir in western Massachusetts, and the Menominee tribal lands in central Wisconsin. In 1998, as part of the Pinchot Institute study, the entire 2.1 million-acre Pennsylvania state forest system was certified. This was the largest and most ambitious public land certification effort to date, and it remains the largest single source of certified wood in the world.

These early efforts have also provided important lessons on how the certification process works differently when applied on public forest lands, which is the subject of this handbook. With the increased level of interest in certification by state, federal, and tribal forest managers, there was a growing need for information on the objectives and benefits of certification for public forest managers in particular. In addition to providing such information, this handbook also helps public forest managers to anticipate questions from citizens and their own agencies regarding the certification process, public involvement, and financing. The information contained in the handbook is based upon the actual experiences of public forest land managers who have been involved in successful certification efforts, and is intended for other public forest land managers in hopes of increasing the likelihood of their success as well.

My thanks to Pinchot Institute Senior Fellow Catherine Mater, who compiled the information for this handbook, and to Jim Grace and Jerry Rose, state foresters in Pennsylvania and Minnesota respectively, for their contributions to its preparation and review.

V. Alaric Sample
President
Pinchot Institute for Conservation
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Introduction

Since its introduction in 1993, independent third-party performance-based forest certification in the United States has primarily involved private forests. In 1996, that picture changed with the certification of 53,000 acres of the Quabbin Reservoir in central Massachusetts. Now, several public entities around the country have certified the management of public forests.

The recent history of public lands certification in the U.S.:
1996 Quabbin Reservoir; 53,000 acres of a municipal watershed in western Massachusetts
1997 Menominee Tribal Enterprises; 234,951 acres of tribal forest lands in central Wisconsin
1997 Aitkin County, Minnesota; 223,000 acres of county forests
1997 Minnesota Department of Natural Resources; 291,000 acres of state forest lands in central Minnesota
1998 Pennsylvania Bureau of Forestry; 2,100,000 acres of state forests (representing all state managed forest lands)

Other states in the US which are currently engaged in certification pilot projects include New York (700,000 acres), Bayfield County in Wisconsin (167,000 acres), Michigan (1 million acres), and Washington state (1.2 million acres). Certification pilot projects have also been recently designed for administrative and funding approval in Oregon, Hawaii, and Alaska.

Municipalities such as Ashland, Oregon; Los Angeles, California; and Arcata, California have even adapted their purchasing practices to provide contract preferences to suppliers that can provide certified wood for public facilities construction.

Many public land managers are considering certification of public lands as a way to balance sustainable forest management with economic and social benefits from the forest.

Third-party certification of sustainable forest management practices is often perceived as credible by the public because it is performance-based, requiring examination of actual forestry practices in the field, not just what is contained in a forest management policy document.

This handbook is designed to help public land managers better understand the opportunities, issues, and processes of certification in eight key ways by providing:

- Answers to the **top ten questions** on certification posed by public forestland managers across the US;
- A **checklist of steps to take** and issues to address when considering getting public lands certified;
- A **checklist to achieve key benefits** desired when undertaking a certification project on public lands;
- **Answers to staff questions** likely to be asked when undertaking a certification;
- **Answers to key constituency questions** likely to be asked when undertaking a certification project;
- **Tips on managing the risks** of undertaking a certification project on public lands;
- **Tips on financing certification projects** on public forestlands; and
- A list of **key contacts for more information** on certification.
Top 10 Questions of Public Land Managers

In conversations with public land managers across the U.S., the following top 10 questions are asked regarding forest certification:

1. How does certification affect or improve forest stewardship and management?

Sustainable forestry: The certification program is designed to reward sustainable forest management practices used by the best forestry professionals. These practices can include clearcutting and herbicides when needed for stand (or forest) improvement, but not the replacement of native species with exotic or non-native species.

Management plans: First and foremost, all certified forests must have a management plan, made publicly available by the certifier. The plan is based on an in-depth forest assessment and inventory and includes: ecological protections for soils, water resources, native species, and wildlife habitat, as well as social protections such as good labor practices or local community access to traditional forest benefits (such as wildcrafting, hunting, fishing, recreation, etc.).

Water quality: Certification standards and practices include site specific protections for water quality:

- the design of stream crossings
- harvest prohibition in riparian buffer zones
- limits on harvest techniques and timing
- standards for road construction and maintenance.

Reforestation: Certification was originally developed in response to concerns about forest destruction worldwide, therefore forest liquidation is not allowed. Certification is intended to preserve natural forests and forest-dependent communities, and it supports the economic use of properly managed forests.

Reforesting Crop and pasture lands
Reforested crop and pasture are certified on a case-by-case basis. Some criteria for certifying reforested lands are:

- the goal of the reforestation effort (to re-establish natural, native forest types)
- replanting with a native species mix
- long rotation ages leading to mature trees
- chemical use within limits (for the purpose of successful plantation establishment)

Plantations
Certification standards recognize the need for tree plantations and have established the following criteria for their certification:

- must use native species for re-establishing healthy forest on cleared, degraded stands
- leave stream buffers and set-aside areas to maintain ecological functioning
Compliance with BMP's: Certification standards meet or exceed Best Management Practices (BMPs). Enforcement is based on what actually happens in the forest (performance based) and is measured by scientifically-defined indicators. The process is similar to the annual financial audit of corporations by an outside accounting firm, paid for by shareholders.

Examples of certified forest BMP's:
- Protect the habitats of rare, threatened, and endangered species
- Set-aside fragile and unique ecosystems
- Implement erosion control and soil protection methods both during and after harvest, consider harvest timing, reduce road impacts
- Safe, minimal chemical use
- Streamside buffer zones, stream crossing mitigation

De-certification: If the owner/manager cannot meet certification standards and practices, as revealed in the annual audits, the forest can be de-certified.

Outreach to forestry professions: Foresters and loggers across the nation have expressed concerns that landowners need to be more aware of proper management of their forests. Some of them see certification as a way to promote greater landowner awareness, while offering market rewards for their extra investment in management plans and good forestry. A small but growing number of forestry professionals are becoming trained in certified forest practices.

2. What are the goals of certification? Are these compatible with government goals and laws?

Certification can fit with some of the following common goals of public land managers. The following examples are drawn from existing public land certification experiences:

Enforcement of regulation and BMPs through annual audit procedures

Stewardship via increased NIPF use of management plans and professional assistance

Outreach to non-industrial private, industrial, and tribal forestland owners

Reforestation of crop and pasture lands

Preserving forest cover by preventing liquidation and encouraging reforestation and profitable economic uses of forests

Data collection and monitoring on an annual basis, to track baseline information obtained from an in-depth forest assessment

Rural economic development through the encouragement of diverse, small scale, value-added wood processing businesses

Industry support and partnerships through collaborative project development
Water quality through harvest and road practices that prevent soil erosion, protect streams and riparian zones, and through planting and retaining streamside vegetation.

The standards employed in certification are based on 10 internationally-recognized principles focused on economic, environmental, and social issues which public land managers in the US are already familiar with such as compliance with existing laws, optimizing forest benefits, and minimizing environmental impacts.

What makes certification an option when there may be no mandate to make commercial use of public land?

- Certification may obtain more public and political credibility because it is a third-party audit of public land management.
- Certification may defray the costs of management through increased operational efficiencies.

3. What are the steps to certification on public lands?

A certification conducted on public lands typically includes a ten-step process:

1. **Scoping.** A preliminary evaluation ascertains the readiness of an organization to proceed with certification. Management plans and other critical documents required for certification assessment are reviewed by the certifiers, and the applicant reviews certification requirements and the assessment process. Obvious red flags that might preclude certification can thus be spotted before the applicant pays for a full assessment.

2. **Document review.** Certifiers conduct an in-depth review of the agency’s forest management plans, timber sales, and public input processes to determine the thoroughness of the management systems in place.

3. **Field assessment.** A field assessment is conducted to ascertain whether the systems defined in the management plans are executed in the field. For both Pennsylvania and Minnesota, certifiers spent 20 to 30 days in the field and interviewed close to 100 employees each. The certifier teams comprise professional foresters, silviculturists, ecologists, biologists, and wildlife specialists with advanced degrees and considerable experience in dealing with forest management in the given region.

4. **Stakeholder input.** The certification process also requires interviews with local and regional stakeholders. Environmental groups, social organizations, professional organizations, and individuals in the region known to participate in public forest management discussions are asked for their views.

5. **Draft report** A draft report is prepared by the certifiers based on their evaluation of the agency’s systems and its performance in the field.

6. **Applicant comment** The agency can review the draft report to correct errors and clarify information. Although not obligated to accept the suggested changes, the certifiers listen and decide whether changes are warranted.

7. **Final draft** Once the agency has reviewed and commented on the draft report, a final draft is prepared by the certifiers.
8. **Peer review.** A copy of the final draft is submitted to three to five peer reviewers. Although the reviewers are selected by the certifier, the agency being assessed submits names of qualified individuals for consideration. Peer reviewers are well-respected scientists in and outside the region. Each peer reviewer submits a written report regarding the thoroughness of the assessment conducted on the accuracy of technical decisions.

9. **Final report and certification decision.** Once peer review comments have been received, a final report is prepared by the certifier, with a decision to recommend for or against certification. If certification is recommended, the report may also set forth both recommendations and contractual conditions. Recommendations are nonbinding suggestions for improvement. Conditions are mandated actions that the applicant agrees to, and the deadline for compliance with them may precede expiration of the five-year contract.

10. **Certification contract.** If the decision is for certification, the agency can decide whether to proceed with a five-year certification contract with required annual licensing and audits. At the end of the five years, another in-field assessment will be required to maintain certification status.

4. **Does certification impose higher standards for public forests than what is required on private forests?**

Certification does not impose higher standards for public lands. The process does take into account added functions required of public forests that private forestlands do not have to contend with. Public access and multiple use issues (recreation and timber production, etc.) are good examples of additional areas of evaluation incorporated within public lands certification assessments.

**Forest landscape issues based on the size of acres assessed per region** tend to be more important considerations for public land managers typically managing larger tracts of forestland. The same landscape issues, however, would equally apply to private forestland owners in the same region with similar size tracts of land.

5. **What are the costs of certification?**

The costs of certification assessments for public forests should be evaluated under several categories:

- The actual certification assessment cost (cost paid to the selected certifier to conduct the assessment);
- **Staff time and expenses** to engaging in a certification assessment (responding to certifiers questions; gathering required documents for certifier review; reviewing/commenting on assessment reports etc.);
- The annual certification licensing fee and audit costs;
- The **additional forest management costs**, if any, to implement the conditions of a certification contract in order to remain in certification compliance; and
- The **re-certification costs**, which occur every five years for those public managers wishing to have their forestlands continue under certified status.

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Since certification of public forestlands has only happened recently, documentation on total costs of certification is still being generated. States which have public lands already certified offer valuable insight into some certification costs:

- **For certification assessment costs**: Costs depend on amount of acreage being certified. Typical costs-per-acre ranges are:
  - $.50 - $.70/acre for 100,000 acres
  - $.10 - $.12/acre for 500,000 acres
  - $.07 - $.10/acre for 1,000,000 acres

- **For licensing fee and audit costs**: Again, costs depend on amount of acreage being certified. Typical costs are between $.01 - $.03 per acre.

- **For re-certification costs**: Depending on total acreage, typical costs range in the 25%-30% of original assessment costs.

Data still needs to be collected to document typical staff time and expenses for undertaking certification assessment projects on public forestlands. Additional management costs are strictly dependent upon assessment determination and any conditions and/or recommendations that may be determined by the certifier.

6. **Does certification conflict with fiduciary responsibilities of public land managers?**

Certification has not conflicted with fiduciary responsibilities of public forestland managers in projects currently undertaken in the US. Since certification benefits are designed to be achieved through the marketplace, the process encourages the sustainable harvesting of wood resource processed into retailer-preferred certified wood products. For public land managers, this means offering a market advantage (certified wood resource) to wood product manufacturers servicing a growing volume of certified wood product markets globally. Some of these manufacturers *actually pay a premium* for obtaining certified logs for their product manufacturing. And here’s why:

- **Consumers are buying certified wood products**: *In 1998, demand from buyers’ groups for certified wood products was estimated at 9 million cubic meters of round wood equivalents. Total volume of certified lumber traded in Europe alone was estimated to be around 2 million cubic meters.*

Today, consumers in the U.S. and Europe can buy a wide variety of certified hardwood and softwood wood products including commodity lumber, furniture, flooring, paneling, doors, casegoods and shelving, toys, guitars, paper products, even certified charcoal.

- **Retailers are requesting certified wood products**: Major retailers in the U.S. and Europe are actively seeking certified wood products to offer on their shelves. Home Depot in the U.S., and B&Q and Sainsbury in the U.K. are examples of major home center stores seeking a large variety of certified hardwood and softwood products to offer their customers. B&Q claims they will carry no wood products that are not certified on their shelves by the year 2000.

- **Major wood product users are requesting certified wood**: The Gap, Starbucks, Nike, Gibson Guitars, and Turner Construction (the largest home builder in the U.S.) are all examples of wood product users seeking certified wood for their building and product needs. Universities across the
U.S. are now specifying certified wood for their building construction and furniture purchasing needs. Even municipal governments across the U.S. are requesting certified wood in their construction contracts.

- **Market opportunities are being created through public forestland certifications:** In 1998, almost 3 million acres of state and county forestlands in the U.S. were certified, creating opportunities for manufacturers to access consolidated volumes of certified wood supplies to respond to market demand for certified wood products.

**Expected Trends:**

- **A growing list of major U.S. wood product users** specifying certified wood for their product needs.
- **Increased timber volume from certified public forestlands:** The public can expect to see increased third-party certification of municipal, county, and state forestlands and watersheds. This has the potential to add significant volumes of certified wood into the product development stream.
- **Increased certified wood supply from Canada:** In Canada, major wood product producers and forestland owners are selecting to invest in FSC certification. In 1998, the J.D. Irving Company in eastern Canada became certified. Macmillan Bloedel in western Canada announced they would be changing their management operations to meet certification requirements, including certification.

7. **Is certification compatible with constituents’ values and goals in this region?**

Certification was designed to combine economic goals with environmental and social values. This approach may or may not be acceptable in your region, but it is important to be clear about the extent that certification is able to affect people’s values and goals.

**Environmental objectives:** Certification has an environmental focus not common to traditional forestry—it means less than maximum timber production and more management to account for ecological protections. Yet environmental groups have consistently attacked certification because of its emphasis on market-driven incentives.

**Social objectives:** Certification has a social focus that respects workers’ rights and the activities of forest-dependent communities, such as wildcrafting, hunting, traditional medicines, etc. Certification requirements are consistent with current public land use and labor practices in the United States.

**Regulations:** Certification does not increase regulations or interfere with existing regulations. In fact, many components of a certified forest plan are the same as those already required by regulation or practice: stream buffer width, soil and water protection, etc. All certified forests must still follow existing regulations or Best Management Practices in their jurisdiction.

**Credibility:** Land managers have selected certification to obtain increased public visibility and credibility, and gain financial and marketplace reward for good practices. An independent third-party audit of public management has been accepted by many different interest groups as a good check on public managers because it establishes baseline information, which is monitored on an annual basis.
Certification does lack credibility in some areas:

- Some environmental groups believe certification is a way to increase harvests on public lands
- Some forest industry businesses fear certification has an environmental ‘agenda’ to stop logging and clearcutting, and increase producer costs
- Some public land managers feel the certification program is too new and economically-unproven for them to consider at this time.

8. How does certification help a region’s economy, especially a rural economy?

Economic aspects of certification

Instead of shipping raw material away to compete with world markets, certification supports the development of timber-based rural economies with the following types of businesses:

- Log sorting and marketing for “highest and best use”
- More diverse wood products types such as:
  - low volume, high-priced _niche_ products (fine furniture, etc.)
  - high volume _commodity_ products (lumber, chips, etc.)
- Local value-added processing
- Diverse small scale enterprises
- The utilization of wood waste
- Other forms of development that tends to occur when a forest resource moves from a monoculture or commodity-type management towards a diverse forest.

Elements of successful certification programs:

- Sufficient value in the timber resource
- Existing markets and price advantages
- Existing business infrastructure
- Sufficient forest area and annual volume to make certification practices cost-effective
- Private investment potential (“catalytic dollars”)
- Political acceptance
- Lack of legal barriers to contracting with a private certifier for forest management services

Do chain-of-custody businesses need to be established first?

Not necessarily. Markets should be close enough to keep transportation costs low, and prices should be high enough for profitability.

Buyers’ groups connect products to markets

Certified wood product buyers groups throughout the world have been formed to foster certified wood product purchasing in international wholesale and retail markets. Buyers groups exist in many continents throughout the world including North America.

What forest type works best for certification?

Markets are strongest for traditional species in higher grades—they are more difficult to document for lesser-known species and lower grade material.
9. Will certification improve data acquisition and monitoring efforts?

Certification will increase knowledge of a region’s forest resources
Certification assessments are currently used to establish adequate baseline information and monitoring that is recognized by forest scientists.

Is assessment and inventory data shared with government agencies (for statistical analysis and planning)?
The data belongs to the party who purchased the certification service, private or public.

10. How does this program compare to other types of sustainable forestry programs that can be applied to public lands?

Currently, the FSC is the only certification program offering independent third-party performance-based certification on public forestlands. The American Forest and Paper Association (AF&PA) has recently developed a third-party verification program for their industry members under their Sustainable Forestry Initiative (SFI). SFI has also initiated a new licensee program whereby non-AF&PA members and public land managers can participate in the SFI program. To become a licensee, a forestland manager must a) agree to the SFI principles, b) sign a licensee agreement, and c) pay a licensee fee. No on-site evaluation of forest management practices is required.

For more information on the SFI program, contact:

Rick Cantrell, Director
Forest Policy and Sustainable Forestry
American Forest & Paper Association
1111 19th Street NW, Suite 800
Washington, DC 20036
Phone: 202-463-2432
Website: www.afandpa.org
Checklist of Steps to Take in a Certification Project

The following checklist is based on public land managers’ experiences with certification, and is focused on the elements that lead to successful results. The steps serve as a guide to decision making and actions in the process of certifying public lands:

Step 1. Examine your agency’s goals for initiating certified forest management.

Under certain circumstances, certification can facilitate the achievement of public agency goals, in addition to improving forest management, because it ties together the three aspects of economy, ecology, and social concerns. Evidence indicates that public land managers are aiming for some of the following outcomes from their certification programs.

State forest managers:

- Promote or increase stewardship of all private forests, industrial and non-industrial (NIPF), by certifying “model” forestry or by including industry and NIPF lands in the state’s certified plan
- Promote or increase reforestation of cleared or degraded forests
- Reduce forestland fragmentation (into smaller parcels)
- Reduce forest conversion to crop and pasture, reduce liquidation
- Improve compliance with state laws and BMPs
- Implement better management of trust lands

All public land managers:

- Improve public faith in agency management, improve the agency’s public image
- Move forward on sustainable forestry efforts in general (move past gridlock)
- Defray the costs of forest management when income is not the primary goal, as in forest restoration or watershed protection
- Improve the management of landscape-scale issues, such as game, wildlife, fisheries, disease & fire management
- Initiate supportive partnerships with other entities, public and private
- Promote rural economic development
- Improve watershed protection: maintain water quality (streams, river, groundwater), prevent soil erosion
Step 2. Determine the realistic potential for certification to meet these goals in your region:

Meeting intended goals of a certification project will be contingent upon key benefits expected to be derived from project completion. For example, if a goal of a certification project is to promote rural economic development, the project must produce key financial benefits to existing and potential new business through the development of a certified forest products industry. This will require not only certified forests (which public lands can offer), but certified forest products operations which can document the chain-of-custody of certified wood flow from non-certified wood flow in their operations.

Thinking through the required elements of meeting project goals can be very helpful in determining critical path actions and critical path partners which should be incorporated into the project. (See the “Checklist to Achieve Key Benefits” section of this Handbook for helpful tips).

Step 3. Analyze the prime attributes for a certified public forest resource.

It is important to consider multiple attributes before deciding whether your agency’s forestlands are suitable for certification. The success of public lands achieving certification benefits often depends on:

- the physical characteristics of the forest resource; and

- the existing and planned uses of the area selected, and the existing and planned uses of adjacent lands

Physical characteristics:

- Does the resource provide an opportunity for certified management to address forest health (bugs, fire, disease) simultaneous with other key agency goals such as recreation, scenery, wildlife and habitat protection, etc.?  

- Does the resource contain species and grades of proven value in existing certified wood products markets?  

- Is their sufficient land area to make certified management costs effective?
Listed below are examples of **physical characteristics** of a forest resource with potential for a successful certification program:

<table>
<thead>
<tr>
<th>Forest Attributes</th>
<th>Consider for Certification</th>
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<tbody>
<tr>
<td>Native &amp; plantation timber species</td>
<td>All woods, but especially those with proven market demand:</td>
</tr>
<tr>
<td></td>
<td><strong>Hardwoods:</strong></td>
</tr>
<tr>
<td></td>
<td>Oak, Ash, Cherry, Alder, Birch, Maple, Walnut, Poplar, Aspen</td>
</tr>
<tr>
<td></td>
<td><strong>Softwoods:</strong></td>
</tr>
<tr>
<td></td>
<td>Fir, Pine, Cedar, Hemlock, Spruce, Larch, Redwood</td>
</tr>
<tr>
<td>Land area</td>
<td>Sufficient acreage to produce annual certified volumes that can attract consistent buyers. Presently, certified public land areas range from 60,000 acres to 2.1 million acres.</td>
</tr>
<tr>
<td>Resource quality</td>
<td><strong>Grade:</strong></td>
</tr>
<tr>
<td></td>
<td>Pulpwood; high defect with &quot;character&quot;; standard grade through to veneer grade. All have market potential as certified.</td>
</tr>
<tr>
<td></td>
<td><strong>Age:</strong></td>
</tr>
<tr>
<td></td>
<td>Older and multi-age stands, or young stands planted to restore natural forests</td>
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<tr>
<td></td>
<td><strong>Structure:</strong></td>
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<tr>
<td></td>
<td>Diverse structure, accessible, with potential for long-term stand improvement into natural forest conditions</td>
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</tbody>
</table>

**Existing and Planned Uses:**

Consider existing or planned land uses for the area selected and for adjacent lands. Because certification depends on timber production, it is not compatible with some public land uses, such as roadless or wilderness areas and parks. On the other hand, it is compatible with good forestry. Certified public forests can become the regional ‘model’ that encourages forest stewardship on adjacent private lands.

The following table provides suggested land use categories which might be considered for certification, in contrast to land use categories which are less conducive to certification purposes.

<table>
<thead>
<tr>
<th>Type of Jurisdiction</th>
<th>Land Use Category</th>
<th>Consider for Certification</th>
<th>Do Not Consider</th>
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<tbody>
<tr>
<td>State forests</td>
<td>Trust lands</td>
<td></td>
<td>Refuges or Preserves</td>
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<td></td>
<td>State forests</td>
<td></td>
<td>State parks</td>
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<td></td>
<td>Bioreserves</td>
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<td>Viewsheds</td>
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<tr>
<td>County forests</td>
<td>County forests</td>
<td></td>
<td>Refuges or Preserves</td>
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<tr>
<td></td>
<td>Watersheds</td>
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<td>County parks</td>
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<td>Watersheds</td>
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<tr>
<td>Refuges or Preserves</td>
<td>Refuges or Preserves</td>
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<tr>
<td>City parks</td>
<td>Sacred areas</td>
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<th>Tribal forests</th>
<th>Tribal forests</th>
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<td>Watersheds</td>
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<tr>
<td>Refuges or Preserves</td>
<td>Refuges or Preserves</td>
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<td>Sacred areas</td>
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<tr>
<th>Federal forests</th>
<th>Military sites</th>
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<td>Dept. of Energy sites</td>
<td>Dept. of Energy sites</td>
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<td>Research sites</td>
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<tr>
<td>“Reinvention Laboratory” sites</td>
<td>“Reinvention Laboratory” sites</td>
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<tr>
<td>(in National Forests)</td>
<td>(in National Forests)</td>
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<tr>
<td>Refuges or Preserves</td>
<td>Refuges or Preserves</td>
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<td>National parks</td>
<td>National parks</td>
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<tr>
<td>Viewsheds</td>
<td>Viewsheds</td>
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Evaluating the potential for including private partners in a certification effort may add value to the project. NIPF landowners interested in certification whose forestlands are adjacent to targeted public forestlands could be excellent project partners.

**Step 4. Determine the implementation phases of a certification program in your region.**

The following steps include suggestions and questions pertaining to the implementation of a certification program on publicly managed lands:

- Determine the acceptability of certification in your agency.
- Determine the priority of certification among your agency’s other tasks.
- Gather information about certification and the certifying organizations using the following guidelines:

  ⇒ **Check** certifier’s backgrounds. Ask for references and follow through with reference checks.

  ⇒ **Be clear on the standards** and criteria you will be evaluated against. The certifier should specify these in writing. Determine whether they are the official FSC standards for your region, or draft standards.

  ⇒ **Require** a clear written description of the scoring process to be used in the assessment, including any weights assigned to the standards.

  ⇒ **Review the steps** of the assessment that the certifier will follow. Ensure that your staff understands the process and the time frame.

  ⇒ **Obtain a written cost estimate** that itemizes the assessment costs and the annual audit fees and licensing under a certification contract with your agency.

  ⇒ **Obtain** similar cost estimates for ‘generic’ private landowners (individual or industrial) who may become certified, and ask about the costs of *chain of custody* certification for sawmills and manufacturers in the region. (This will assist in any future negotiations.)

  ⇒ **Ask** what outreach services—media coverage, market visibility, networking assistance—the certifier will offer if you proceed with its program.
⇒ Ask who will be on the certifier’s evaluation team and review their professional competencies.

⇒ Require certifiers to clearly delineate the process for peer review. Recommend peer reviewers.

⇒ Consider a two-phase approach to the project: scoping to evaluate your readiness to engage in a full assessment, then a full assessment if the scoping outcome was favorable.

⇒ Consider having official project observers. Outside industry and environmental or conservation representatives bring credibility to the project and further the learning experience.

• Determine the program’s demands on your organization in terms of staffing, budget, and time, for a period of about 2 years.

• Develop coordination and communication steps needed to carry the certification effort to completion.

• Interview and select a certifier.

Step 5. Plan to manage the certification process in key arenas.

Numerous issues may emerge in the certification process, and it will be important to have a strategy to handle them and to communicate to the various stakeholders. It will also be important to compound the benefits of teamwork by sharing information, and to avoid duplicating efforts between agencies or groups (“reinventing the wheel”).

Political strategy:

• Accurate information

  ⇒ Solicit media attention to ensure accurate reporting of the certification effort, its goals, and other aspects of certification.

• Adequate support

  ⇒ Solicit legislative attention to ensure adequate budgets and faith in agency competence.

  ⇒ Include certain other government agencies to collaborate on mutual goals, such as:

    - Environmental protection
    - Water quality
    - Fish and wildlife
- **Improved credibility and learning, reduced opposition**

  ⇒ Invite official “project observers” to lend credibility to the effort, improve learning, and mitigate opposition:

  - Environmental or conservation groups who support certification in principle
  - Business and industry representatives (from wood products, agriculture, and economic development) who may benefit from certified wood production.

**Economic strategy:**

Certification requires economic development because it is *incentive-based* and *market-driven*, but the nature of the development must be specific to the forest resource and *highly efficient* if it is to take advantage of less-than-maximum production and a non-uniform flow of material from the forest.

- Encourage wood processors in the region to become *chain of custody* certified in order to utilize efficiently the certified wood produced on public lands.

- Analyze the potential for new or expanded business development in your region based on the potential for certified wood products manufacturing. The following types of business development have proven to be valuable tools for strengthening rural, forest-based economies:

  - Value-added wood processing and small-scale processing (milling, fiber-based manufacturing, etc.)
  - Rural business enterprise incubator projects, cottage industry
  - Log sort and sales yard, log ‘niche-marketing’
  - Other *chain-of-custody* businesses (brokers, retailers)
  - Waste recapture operations using wood by-products for: activated carbon, mulch, compost, chipboard, bedding, etc.

**Ecological strategy:**

- Establish baseline data using information from the full certification assessment.

- Define ecological goals (biodiversity, habitat) and develop ideas for research demonstration projects.

- Coordinate ongoing monitoring efforts with the certifier, and include outside groups as participants and observers.

- Measure watershed impacts (surface and groundwater) as well as forest health indicators.
Step 6. Identify, provide, and/or help facilitate support services for certain stakeholders.

Because certification ties economic, ecological, and social goals together, successful implementation is complex and may require the identification of support services for certain stakeholders. Examples include:

<table>
<thead>
<tr>
<th>Support Service</th>
<th>Possible Service Provider</th>
</tr>
</thead>
</table>
| For loggers, & foresters: | • Extension service  
| ⇒ Certification training | • The public forestry agency  
| ⇒ Marketing & technical assistance | • Forestry associations  
| ⇒ Education & outreach | • Landowner associations  
| For landowners and chain-of-custody manufacturers: | • Numerous federal grant programs  
| ⇒ Loans | • Certified Forest Products Council (CFPC)  
| ⇒ Cost-sharing | • Other economic development initiatives  
| ⇒ Marketing assistance | • Business associations  
| ⇒ Insurance | • Certifiers  
| For consumers, retailers, buyers, & exporters: | • Economic developers  
| ⇒ Outreach & education about the value of certified wood | • Business associations  
| | • Certified Forest Products Council (CFPC) |

Step 7. Identify key certification interests or stakeholders and funding resources.

The following chart identifies some generic partners that may be involved in a public lands certification effort. It is followed by more specific contact information.

<table>
<thead>
<tr>
<th>Partners</th>
<th>What They Bring to the Table</th>
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</thead>
</table>
| Public land managers:  
State forestry departments  
Federal land managers  
County & municipal foresters | • Ability to coordinate management for multiple goals  
• Additional forest resource  
• Administrative & technical assistance  
| Private land managers & owners:  
NIPF lands  
Industrial lands | • Additional forest resource  
• Ability to coordinate management for multiple goals  
| Certification organizations | • Management plan, audits, technical and marketing assistance |

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<table>
<thead>
<tr>
<th>Wood products industry:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sawmills &amp; manufacturers</td>
</tr>
<tr>
<td>Pulp, paper, &amp; fiber companies</td>
</tr>
<tr>
<td>Retailers, buyers</td>
</tr>
<tr>
<td><strong>Chain of custody</strong> buyers for certified wood product</td>
</tr>
<tr>
<td>Resources for value-added products (for export, etc.)</td>
</tr>
<tr>
<td>Economic benefits (jobs, community stability, investment)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Environmental groups:</th>
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<tbody>
<tr>
<td>Local grassroots groups</td>
</tr>
<tr>
<td>Regional groups</td>
</tr>
<tr>
<td>National group chapters</td>
</tr>
<tr>
<td><strong>Public input on priorities</strong></td>
</tr>
<tr>
<td><strong>Environmental expertise</strong></td>
</tr>
<tr>
<td><strong>Credibility to the program, &amp; potential support</strong></td>
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<tr>
<th>Other govt. agencies:</th>
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<tbody>
<tr>
<td>Environmental protection</td>
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<tr>
<td>Fish and wildlife</td>
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<tr>
<td>Agriculture</td>
</tr>
<tr>
<td>Economic development</td>
</tr>
<tr>
<td><strong>Potential leverage funding for specific interests</strong></td>
</tr>
<tr>
<td><strong>Administrative support and coordination</strong></td>
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<tr>
<th>Tribal governments:</th>
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</thead>
<tbody>
<tr>
<td><strong>Economic benefits (jobs, community stability, investment)</strong></td>
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<tr>
<td><strong>Additional forest resource</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Economic interests:</th>
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<tbody>
<tr>
<td>Industry associations</td>
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<tr>
<td>Buyers groups</td>
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<tr>
<td>Chambers of Commerce</td>
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<tr>
<td><strong>Economic benefits (jobs, community stability, investment)</strong></td>
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<tr>
<td><strong>Input on priorities</strong></td>
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<table>
<thead>
<tr>
<th>‘Outside’ interests:</th>
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</thead>
<tbody>
<tr>
<td>Hunting, fishing, &amp; recreation groups</td>
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<tr>
<td>Land trust investors</td>
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<tr>
<td>Research</td>
</tr>
<tr>
<td><strong>Potential funding resources</strong></td>
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<tr>
<td><strong>Additional forest resource</strong></td>
</tr>
<tr>
<td><strong>Potential support for the program</strong></td>
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## Checklist to Achieve Key Benefits Desired

Elements of the certification process can accomplish a variety of different benefits for public land managers. Requirements for achieving these benefits and the targeted audiences desired to be participants in the process to achieve the benefits can also vary dramatically. Key benefits and project participants noted in public lands certification projects conducted to date do provide valuable suggestions to interested public lands managers:

**Desired benefit:** *Public endorsement of forest management practices on public lands.*

**Suggested actions:** *Have official project observers* as part of the project team. Remember, the intent of certification is to **build outside confidence for internal forest management practices**. If environmental conflicts have hindered agency public support in the past, consider inviting a respected environmental organization to your project table as an official project observer throughout the project.

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* Engage in a **full assessment** (not just a **scoping**). However, signing a certification contract may not be required to achieve this benefit. The public can gain immediate assurance through the third-party assessment process that public lands are being managed in a sustainable fashion without requiring the public entity to sign a five-year certification contract.

* **Planned press coverage** regarding the certification project can be a significant tool for garnering public support for the project effort and project results.

**Desired benefit:** *Gaining political/legislative support for your agency.*

**Suggested action:**

* **Identify a political/legislative champion** for the project. Many public entities are embracing the concept of sustainable resource and development to match a wide variety of federal funding programs now available. Certification is a natural fit and one that can highly compliment other legislative and political agendas.

* Have **official project observers** at the project table from the political/legislative branch.

* **Plan press coverage** to give project credit to those legislative/political champions.

* Embrace **other agency involvement** in project process. Certification assessments usually involve other agency practices anyway (fish game, etc.). Bringing multiple agencies in a collaborative effort on a valuable project can prove good for the project and the press coverage.

**Desired benefit:** *Gaining environmental support for your agency*

**Suggested action:**

* Have **official project observers** at the project table from credible environmental organizations.

* Engage in full **assessment and certification** contract. Environmental groups will want to have assurances that current good practices will continue to be followed in the future. The annual auditing of certification contracts ensures that public land manager practices are going to be monitored from year to year.

* **Plan joint press conferences** with your environmental project partners.

* Publicly **credit environmental organizations** for partnering with you on the project effort.
**Desired benefit:**  
*Gaining forest and wood products industry support for your agency effort.*

**Suggested action:**  
* Have official project observers at the project table who represent the wood products industry in the region.

* Consider a full assessment with a "reverse assessment" process. This allows the industry to assess the certifiers during the same time public land management practices are being assessed. Industry has the perfect opportunity to observe the technical and professional capabilities of certifiers during the project duration, and render a reverse assessment report to the region.

* Consider multiple assessment processes. Along with the SFI Licensee program, AF&PA has recently announced a third-party assessment process to certify forestlands. The process is being tested for the first time on corporate lands, but has not been applied to public lands. Many in the industry would be interested in a comparative analysis between an FSC and an SFI assessment process. Conducting such an analysis on public lands is worthwhile, since confidentiality of information and findings is not an issue as it is on private lands.

* Consider a public-private partnership project consisting of a public forest management assessment with a private chain-of-custody (COC) assessment. Forestland owners and wood product producers alike would benefit from such a project.

* Offer certification trade-off considerations for other regulatory requirements. Many states throughout the US require a permit to be obtained from private forestland owners prior to harvest from their own lands documenting compliance with the state’s best management practices (BMP). Should certification prove a credible process to public land managers, it could also serve as an appropriate substitute for private landowners documenting BMP compliance prior to harvest.

* Consider an academic-public partnership project. University systems in your region may be vitally interested in being a part of a certification project on public lands. Sustainable Forestry Partnership programs already exist at Oregon State University and Pennsylvania State University, with several other university systems across the US currently developing similar program efforts.

**Desired benefit:**  
*Provide a forest management model for non-industrial private forestland (NIPF) owners in your jurisdiction.*

**Suggested action:**  
* Have official project observers at the project table who represent NIPFs in the region.

* Consider a public-private partnership project where public forestlands and adjacent private forestlands are jointly assessed.
* Incorporate **NIPF stakeholder field sessions** as part of the project undertaking. NIPFs are interested in watching the certifiers in action; assessing certifier technical knowledge evaluating their first-hand experience with managing forests of the region.

* Offer **certification as a trade-off** for other regulatory requirements to NIPFs, such as mandated harvest permits documenting compliance with BMPs in the region.

**Desired benefit:**  
*Increase public agency revenue from sales of certified wood resource.*

**Suggested action:**
* Engage in **full assessment** and sign a **certification contract**. Currently, in order to access the markets for certified wood, you must obtain a certification contract with an FSC certifier.

* Do your **homework** beforehand:
  - **Verify potential buyers** in your area who are interested in purchasing certified logs;
  - **Identify existing certified wood product flow** in the area. Ascertain price points for certified and non-certified log flows;

* **Provide chain-of-custody (COC) assessment information** to the wood product manufacturers in your area. Consider matching financing options to help pay for COC’s in your region.

**Desired benefit:**  
*Assist existing wood products businesses in your region*

**Suggested action:**
* Notify **producers** in your area of your certification efforts;

* **Provide chain-of-custody (COC) assessment information** to the wood product manufacturers in your area. Consider matching financing options to help pay for COC’s in your region.

* **Partner with economic development** departments and commissions in the project effort. **Certification is an economic development issue, not just a forestry issue.** Wood product producers are being turned away from accessing European and American markets as a result of not offering certified wood products.

**Desired benefit:**  
*To engage in a learning experience that offers valuable added information to your own internal sustainable forestry benchmarks process.*

**Suggested action:**
* Consider a **scoping exercise first**, with possible full assessment to follow, pending positive scoping results.

* **Invite the certifiers in** to provide a comprehensive presentation on the standards and criteria employed in the certification process.

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Field and central staff are quite likely to have different perspectives on the value, benefits, risks, and even advisability of engaging in a certification project. Key staff at the top department/agency level are often the ones making a decision to undertake a certification project, but it may be the regional/field staff who will spend more of their time getting the project implemented. Coordination between all staff levels is important for a successful project undertaking. Baseline questions typically asked by forestry staff personnel include:

- What is involved in the certification process?
- What will I be expected to do?
- What information will the certifiers require from me?
- What kind of time will be required of me for this project?
- Will my department be incurring any costs to undertake this project? If so, how much?
- I already have a lot on my plate. Where does this project rank in priority with the rest of my tasks?
- Who within the department will take the lead on this project? Who will be my contact?

Addressing these time and task expectation questions needs to be done at the inception of the project when the certifiers should be required to define their specific project tasks and timelines. Typically, staff time (and some miscellaneous expense) is accrued in five project task areas:

Documents Review: Certifiers will need to have copies of all forest management documents developed for the forests targeted for certification assessment. They will also need to gain a clear understanding of the public input process involved in the development of those management plans.

In-field Performance Evaluation: Depending on the amount of acreage involved in the assessment, the certifiers will evaluate management performance in the field to see if the agency is effectively implementing its written forest management plans. Time in the field rarely exceeds two weeks for larger-scale assessments (1 million acres or more). Smaller scale assessments may only require 2 days in the field.

Response to Questions: Certifiers typically will have some questions regarding information contained in the forest management documents, and may have questions regarding what they have observed in the field.

Progress Report Meetings: The agency may select to have the certifiers provide progress updates to key staff regarding the project status. Larger-acre public lands certification projects usually run between 8 months to 1 year from project start to finish.

Review of Assessment Report: Once the certifiers have completed their assessment, a draft assessment report will be prepared and submitted to the agency for review and comment. This is an important step for the agency, as this document will form the framework for the certifier’s decision to recommend for or against certification. Staff will want to review and comment on this document carefully.

Once a certification decision is made, there might be conditions in the certification contract that could require changes in current forest management practices in order to be certified or maintain certification over the five-year life of the contract. Staff will want to carefully evaluate the time and costs associated with those conditions prior to certification contract agreement.

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Answers to Questions Posed by Key "Constituents"

When considering a certification effort on public forestlands, public land managers may find many of their "constituent" audiences having questions which need to be addressed. Here's a sampling of the top questions typically asked by targeted constituent groups to public land managers when engaging in a certification project:

Members of the Media:

1. What is certification? What is its background? Why is this an important project? What do you expect to gain from participating in the project?

2. Who endorses the project (industry, environmental organizations, etc.)?

3. So what if you get certified? How does this project benefit the citizens of the (state, county, city)?

Suggestions: This will likely be a new subject matter to members of the press so expect to package the discussion of certification into solid, easy-to-understand "sound bites." If possible, it is always good to have project partners (industry, environmental, etc.) at the table with you when present the project to the press. Having a clear understanding of the specific benefits you expect the public to receive as a result of this project undertaking will give the press the "news pegs" they need for good coverage of the project.

Industry Representatives:

1. Why pursue certification? Why not an ISO evaluation assessment or an SFI Licensee status?

2. Is this project likely to force industry in the area to become certified?

3. Does certification on our public lands mean no more logging? How much is likely to be reduced from the current annual allowable cut if logging is to be allowed?

Suggestions: Although the certification picture is constantly changing, currently the FSC certification program is the only one recognized by domestic and international wood product buyers, and is the only certification program accepted by the US Certified Forest Products Council. As such, certification of public forestlands can offer market benefits to wood product producers buying from public forestlands who select to invest in offering a certified wood product to the market. It is a producer's product offering choice – not a government mandate. The ISO process is an excellent environmental systems development process that can be effectively used in tandem with a market-recognized performance-based certification program.

Certification does not mean "no cutting". It may or may not impact your current level of harvesting either downward or upward, depending on the forest landscape.
Non-Industrial Private Forestland Owners:

1. Will certification of public forestlands make the timber resource from our non-certified private lands less marketable? How will we be able to compete?

2. Can NIPFs afford certification? Isn’t it too expensive for the "small guys"?

Suggestions: With market demand increasing for certified wood products, certification of public forestlands may provide added opportunities for NIPFs to evaluate the financial benefits of obtaining certification of their forests. Even so, certified wood flow currently comprises a smaller percentage of the total wood flow in the US, so market demand for non-certified timber will still be strong.

Certification can be a costly investment for NIPFs, especially those with smaller acreages. Recognizing this, the certifiers have established a certified resource manager program that trains professional foresters to manage forestlands under certification standards. Landowners who retain these certified resource managers to manage their lands will be able to obtain certification of their forestlands at a greatly-reduced cost since the resource manager is able to share certified management costs throughout their entire client base.

Legislators/Commissioners:

1. What are the political risks and benefits to supporting a certification project?

2. What constituency groups support/oppose engaging in a certification project?

3. How does this project benefit the larger agendas on my plate? Are there any unintended results we should think about?

Suggestions: Certification is still an "unsettled" issue within the industry with strong levels of opposition and support from both environmental and industry camps. Public land managers and legislators will need to enter a certification project with this clear understanding. Support and opposition to certification tends to be "battled out" at national levels, leaving local and regional environmental and industry groups to figure directions out for themselves. Being able to document certification support from Sierra Club at the national level, for example, guarantees no Sierra Club local or regional support, nor does it ever protect you from opposition to the project from these same groups. Even so, environmental organizations such as the Audubon Society, the National Wildlife Federation, and the World Wildlife Fund have proven to be strong local, regional, and national advocates for the FSC certification process.

Public land managers may find it helpful to obtain a copy of a 1999 publication just issued by the Pinchot Institute called "Understanding Forest Certification: Answers to Key Questions". A pocket guide to understanding certification, this publication identifies and addresses the top ten questions asked about certification by consumers, consulting foresters, loggers, conservation organizations, and wood product manufacturers throughout the US.
Tips on Managing Project Risks

Very few innovative project efforts go without risk. Certification projects are no exception. As public land managers, anticipating risks and pre-defining mitigation strategies for those risks are already part of your thought processes. Possible risks associated with certification projects might include:

**Bad press:** The assessment process is truly an independent evaluation of your forest management practices. As such, while good practices will be commended, there may be suggested recommendations or mandated conditions to changes in your management practices the certifiers may deem important before awarding a certification contract. The assessment report prepared for the public entity discussing both commendations and concerns will be a public document.

- **How to handle:** First, the rules should be laid out very clearly at the inception of the project regarding when project information is released and by whom. For all public forestland certification projects conducted to date, the public entity has assumed sole responsibility for documents release and public comment on the projects. Second, the project should be sold to the public as an positive learning experience right from the beginning. Third, remember that the process of certification is new and is being scrutinized as much as public forest management practices are in these projects. While the certifiers are assessing the public land managers, public land managers need to also be assessing the certifiers.

**Environmental Opposition:** Not all environmental organizations support the forest certification process. Some have failed to do their homework on what certification is; others simply choose to oppose any program that allows for cutting of trees, especially on any public forestlands.

- **How to handle:** There are credible, highly visible environmental organizations working at the certification table. Focus your time and energy partnering with those groups. You may not avoid the opposition from the "no cut" edge, but you can effectively neutralize that opposition by working with those groups that are helping to define forest management solutions.

**Industry Opposition:** Ironically, the same split in certification understanding and support exists in the forest industry sector as it does in the environmental sector, but for different reasons. Lack of understanding regarding the criteria and standards that will be used during the assessment; disagreements with some of the standards imposed by the certification process; lack of confidence in the "professionalism" of the process; concern over the stability of the process - all these issues contribute to opposition by some within the forest industry.

- **How to handle:** Reinforce the project as a learning experience with both industry and environmental players at the table. A certification project on public lands is a risk-free opportunity for industry to watch the certifiers in process and evaluate certifier technical and professional skills for themselves. With the growing market demand for certified wood products, you may find a surprising number of wood processing operations in your region interested in learning more about certification.

**NIPF Opposition:** NIPFs tend to have two concerns regarding certification: 1) price and market competition for the sale of their wood resource; and 2) their perceived inability to afford a certification assessment of their own forestlands ("governments and big companies can do it, but small landowners can't afford it").
- **How to handle**: As already noted, NIPFs have the ability to employ certified resource managers on their lands to achieve certification status at greatly reduced rates. There are hundreds of approved certified resource managers throughout the US. Public land managers may wish to obtain a listing of those certified resource managers in their region to share with NIPFs.

**Other Agency Opposition**: Certification assessments on public forestlands typically affect the management practices of other agencies (such as fish and game) outside of forestry. Contract mandates (such as better management of deer population required to improve forest regeneration) may place added and unwanted pressure on other agencies in your region.

- **How to handle**: Other agencies outside of forestry should be invited to the project table throughout the duration of the project for exactly this reason. Further, although politically difficult, providing added pressure to other agencies through a third-party certification process which encourages changes beneficial to forestry operations may not be an undesirable result.

### Tips on Financing Certification Projects

Certification projects conducted on public forestlands have been successfully financed through a variety of different funding mechanisms:

- **Private non-profit foundations**: There are several private non-profit foundations that have taken a keen interest in sustainable forestry initiatives and certification. As examples: the certification project in Pennsylvania was financed by the Heinz Endowments; the Rockefeller Brothers Fund (RBF) financed the projects in Minnesota. Foundations like Heinz Endowments and RBF are likely to continue to play a major role in allowing certification projects to continue on public lands.

- **Region-wide government funds**: Within certain regions of the US, collaborative government funding entities have been established to enhance and protect the region's natural resources. The Great Lakes Protection Fund (a fund established through collaborative financing of eight states in the Lake States region of the US) financed certification projects in New York, Michigan, and Wisconsin.

- **Agency partnership funds**: Certification is an economic development opportunity as well as a forestry opportunity. As such, there is a vital role for economic development agencies and commissions at the certification project table. These agency financing efforts can then be matched with federal funding programs to finance a certification project. For example, EPA's **Sustainable Development Challenge Grants** encourages community, business, and government to work cooperatively to develop locally-oriented initiatives to enhance environmental quality while promoting sustainable development. Grants range from less than $50,000 to $250,000.

Other public agency finance leveraging options might include funding from the USDA FAS Market Access Program (MAP), which provides matching funds for export market development such as consumer promotions, market research, technical assistance, and trade servicing -- including forest products (Europe is a major market for certified wood).

- **Industry partnership contributions**: A certification project for state forestlands in Oregon has recently been designed for executive and funding consideration, with forest products manufacturers in
the state offering to help finance the project. These producers have immediate market demand for certified wood products and, in part, rely on harvested volumes from state lands to produce their product.

- **USFS funds:** For some states, funding from the USFS through financing packages such as the Old Growth Diversification Funds package could be garnered to help finance a certification project.

- **Native American partnership funding:** The First Nations Development Institute will fund scoping and assessment costs of certification on tribal forestlands in the US.

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**Key Contacts for More Information**

The following contacts can provide information, references and referrals, assistance, testimony, and details of funding available for public lands certification efforts.

**Forest Stewardship Council**
PO Box 10
Waterbury, VT 05676
802/244-6257
802/244-6258 (FAX)
www.fscus.org (website)

*The Forest Stewardship Council accredits certification organizations. FSC performs annual audits on the certifiers as a quality check on their service. FSC can provide information about certified wood markets and existing public land certification efforts.*

**Certifiers**

There are two certification organizations in the United States that are currently accredited by FSC:

**Smartwood**
#1 Millet Street
Richmond, VT 05477
802/434-5491
802/434-3116 (FAX)
smartwood@ra.org (email)
www.rainforest-alliance.org

**Scientific Certification Systems**
(SCS)
1939 Harrison Street, Suite 400
Oakland, CA 94612
510/832-1415
510/832-0359 (FAX)
www.scs1.com

**Buyers’ Group**

**Certified Forest Products Council**
14780 SW Osprey Drive, Suite 285
Beaverton, OR 97009-8424
503/590-6600
503/590-6655 (FAX)
cfpc@ix.netcom.com (email)

*The Certified Forest Products Council matches buyers to producers and suppliers of certified wood products, in domestic and international markets.*
Public Land Managers with Certified Forests

Massachusetts
Thom Kyker-Snowman, Forester
MDC Quabbin Reservoir & Watershed Lands
485 Ware Rd.
Belchertown, MA 01007
413/323-7254

Pennsylvania
Jim Grace, State Forester
Pennsylvania Bureau of Forestry
PO Box 8552
Harrisburg, PA 17105-8552
717/787-2703

Minnesota
Jerry Rose, State Forester
Minnesota Division of Forestry
500 Lafayette Road
St. Paul, MN 55155-4044
612/296-4486

Minnesota
Roger Howard, Forester
Aitkin County Land Department
209 2nd Street NW
Aitkin, MN 56431
218/927-7364

Financial Assistance

The following programs can provide various forms of financial and technical assistance to components of certification efforts:

First Nations Development Inst.
The Stores Building
11917 Main Street
Fredricksburg, VA 22408
800/682-5384
540/371-5615
540/371-3505 (FAX)

Market Access Program (MAP)
USDA / Foreign Agricultural Service (FAS)
Marketing Operations Staff
Stop 1042, Rm 4932, S. Bldg.
Washington DC, 20250-1042
202/720-5521
www.ffas.usda.gov/faspublications/

Sustainable Development Challenge
Grant Program (SDCG)
Managed through regional offices of the
U.S. Environmental Protection Agency