

Sustainable and Responsible Trade Promoted to Wood Processing SMEs through Forest and Trade Networks in China, India and Vietnam



The Challenge

- SME's often buy wood that has been produced unsustainably, possibly illegally, and thus stimulating demand for it
- The existing (insufficient) incentives fail to encourage SMEs to invest in SCP of wood products
- Internationally there is high demand for sustainable wood products, but there are currently insufficient products to meet this demand, and inadequate mechanisms to link suppliers and buyers

The Path to Improvements

Specific Objective:

By 2012, at least 600 SMEs in the wood processing sectors of China, India and Vietnam are applying sustainable production techniques and are providing certified sustainable forest products to national and international Markets

Activities:

Identification of SMEs; awareness raising; baseline appraisal reports & action plans; monitoring and evaluation; communication of best practice. Development and provision of country specific advice services on sources, materials, product labelling, marketing and trade links; training workshops; co-ordination websites; business exposure visits; Media campaign on SCP

In a Nutshell

The SWITCH-Asia "Sustainable and Responsible Trade Promoted to Wood Processing SMEs through Forest and Trade Networks in China, India and Vietnam" project seeks to engage at least 600 SME wood processors in the target countries of China, Vietnam and India, to improve the environmental profile of their raw materials.

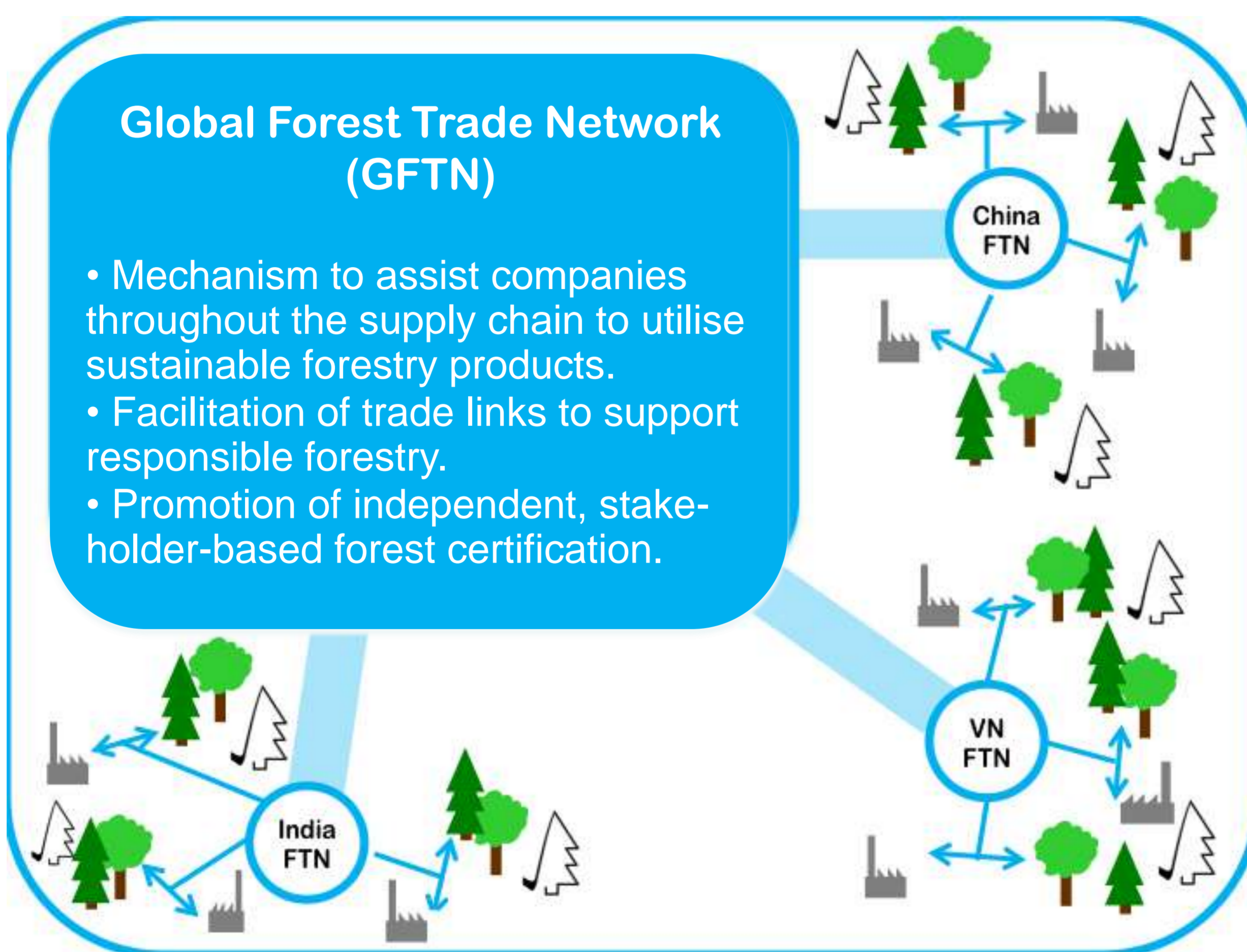
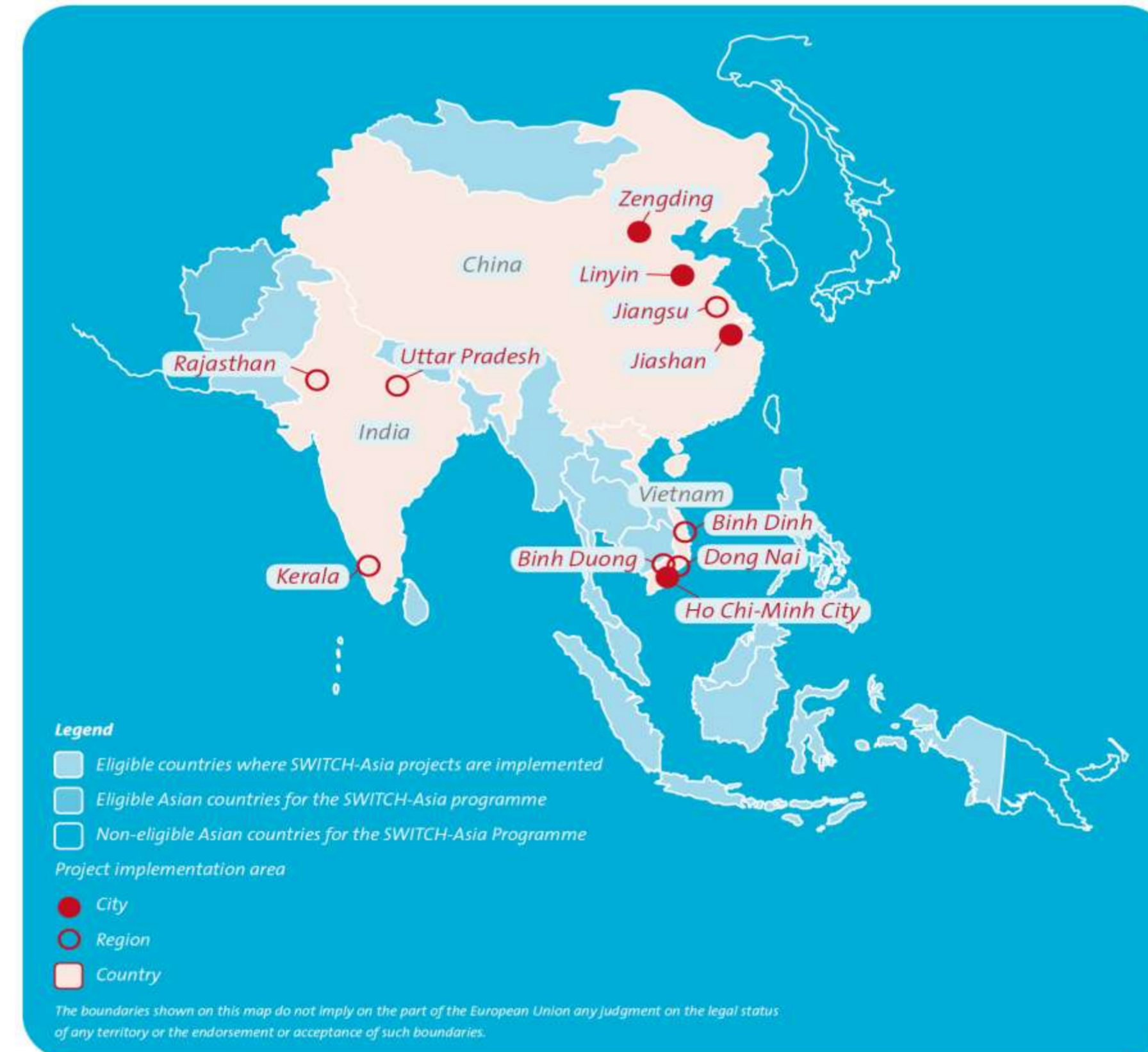
The Action is applying a 3 pronged approach:

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



The Project and its Impact

The expected impact of this project is that SMEs will modify their business practices to procure forest goods from well managed forests, which are in turn being increasingly sought by their customers in overseas markets, hence safeguarding business for the future. Demonstrating the long term market sustainability of SCP will help to catalyse positive behavioural change in adopting environmentally responsible practices. In the long term the project will be transformational and create a significant shift in demand for sustainable wood products, increasing incentives for suppliers to utilise legal and sustainable sources of wood in their production processes throughout the supply chain.



The Outreach Strategy

This project seeks to engage SMEs to improve their supply chain through active engagement with WWF Forest and Trade Networks (FTNs) in the target countries. The Global Forest and Trade Network (GFTN) is the global coordination parent organisation of in-country FTNs and will disseminate and up-scale the sustainable and regulated wood processing methodologies applied during this project

Engagement with government departments will also assist in up-scaling sustainable wood procurement within each target country.



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