



# **FSC<sup>®</sup> CERTIFICATION IN KENYA**

Opening opportunities, creating benefits for businesses









## GROWING DEMAND FOR WOOD AND RELATED PRODUCTS IN KENYA

Kenya is the third largest economy in sub-Saharan Africa and is a business hub for the Eastern Africa Sub Region.

As Kenya implements its industrial transformation programs, the forestry sector is vital to meet the growing demand for wood, projected to increase from approximately 45 million cubic metres in 2020 to more than 50 million cubic metres by 2032.

Demand for wood products is mainly driven by Government projects and businesses in key sub sectors mainly construction, energy, furniture, packaging, pulp and paper to meet the requirements of Kenya's growing population.

## THE NEED FOR SUSTAINABLE SOURCING OF WOOD PRODUCTS

Ministry of Environment and Forestry estimates a sustainable wood deficit of approximately 16 million cubic metres annually projected to increase to 34.4 million cubic metres by 2030.

To fill the existing supply-demand gap, businesses source wood locally in Kenya and also import from neighbouring countries such as Uganda and the Democratic Republic of Congo.

However, most of the wood obtained locally is from unsustainable/illegal sources and most times of poor quality.

Illegal wood is causing massive destruction of Kenya's forests, has accelerated the effects of climate change and continues to impose stiff competition to businesses that obtain their wood products from legal sources.

Businesses need to be part of the solution to protect Kenya's forest resources by procuring wood and related products originating from sustainably managed/ FSC certified sources.

## FSC CERTIFICATION: SUPPORTING BUSINESSES TO THRIVE

FSC certification is trusted by businesses worldwide as the sustainable choice to deliver better outcomes for forests, people and markets – today and for future generations. This is because:

- > FSC is endorsed by big brands in businesses and by NGOs;
- > FSC is the global gold standard in forest certification;
- > FSC provides an inclusive platform to engage stakeholders.

By adopting FSC certification, businesses in Kenya can:

- ➔ **Gain market access and competitive advantage:** Kenya exports wood and related products to several countries including Venezuela, Uganda, Egypt, Switzerland and United Kingdom. FSC certification can help businesses gain stronger and more diverse customer base and strengthen their competitive.
- ➔ **Enhance public image:** The FSC brand enhances the reputation for businesses and increases the confidence of customers that the wood products they are buying come from responsible sources.
- ➔ **Meet the requirements of investors:** FSC certification provides assurance to investors that businesses take care of the environment and the wellbeing of communities and workers.



## WHAT IS FSC CERTIFICATION?

FSC certification confirms that forests are being managed in a way that preserves biological diversity and benefits the lives of local people and workers, while ensuring they sustain economic viability.

The FSC system monitors how forests are managed. It puts in place mechanisms to label and trace timber and other products all the way to the consumer. It does this through two kinds of certification: Forest Management Certification and Chain of Custody Certification.

### FOREST MANAGEMENT CERTIFICATION



Forest



**Forest Management Certification** confirms that individuals, governments and private companies are managing their forests in a way that protects water, soil and wildlife, benefits the wellbeing of local communities and workers while ensuring they sustain economic viability.

As of January 2021, over 221 million hectares of forest were FSC certified in 79 countries. In Africa, more than nine million hectares of forest were FSC certified. Kenya had no FSC certified forest area.

### CHAIN OF CUSTODY CERTIFICATION



Sawmill



Factory



Processor

**Chain of Custody Certification** ensures that FSC certified materials and products are checked at every stage of processing from the forest all the way to the consumer.

As of January 2021, a total of 447,751 chain of custody certificates had been issued in 130 countries. In Africa over 300 chain of custody certificates have been issued; in Kenya, there were nine certificates.





## WHY SHOULD BUSINESSES IN KENYA OBTAIN FSC CERTIFICATION?

### • Satisfying social, environmental and economic needs

#### It's good for business:



- > Improves business efficiency and stabilizes market access.
- > Emphasizes local economies and practices that favour good relationships between companies and all relevant stakeholders, including local communities.
- > Requires that all workers have right protection, receive proper training and are paid a fair wage, which means better conditions for workers and their dependants.

#### It's good for people:



- > Indigenous Peoples and local communities are consulted, their land and user rights are protected and this reduces conflicts.
- > FSC certification requires forest managers - on both public and private lands - to engage local communities and to protect customary rights of Indigenous Peoples, ensuring their voices are part of the certification process.
- > Workers can have better conditions, fair wages and protection of their rights.
- > Certified businesses pay their taxes, which generate social and economic benefits for the people.

#### It's good for the earth:



- > High conservation value areas in Kenya can be identified and conserved as biodiversity hotspots.
- > Kenya's endangered plants and animals and the habitats they live in can be protected.
- > Soil and water quality can be improved.

### • Helping the government to meet international obligations

By implementing FSC certification, businesses in Kenya are helping the government to:

- > Meet the United Nations Sustainable Development Goals (SDGs), which FSC supported to formulate. FSC certification contributes to 14 of the 17 goals and 40 targets.



- > Attain its commitment to restore 5.1 million hectares of degraded land it pledged under the African Forest Landscape Restoration Initiative (AFR100).

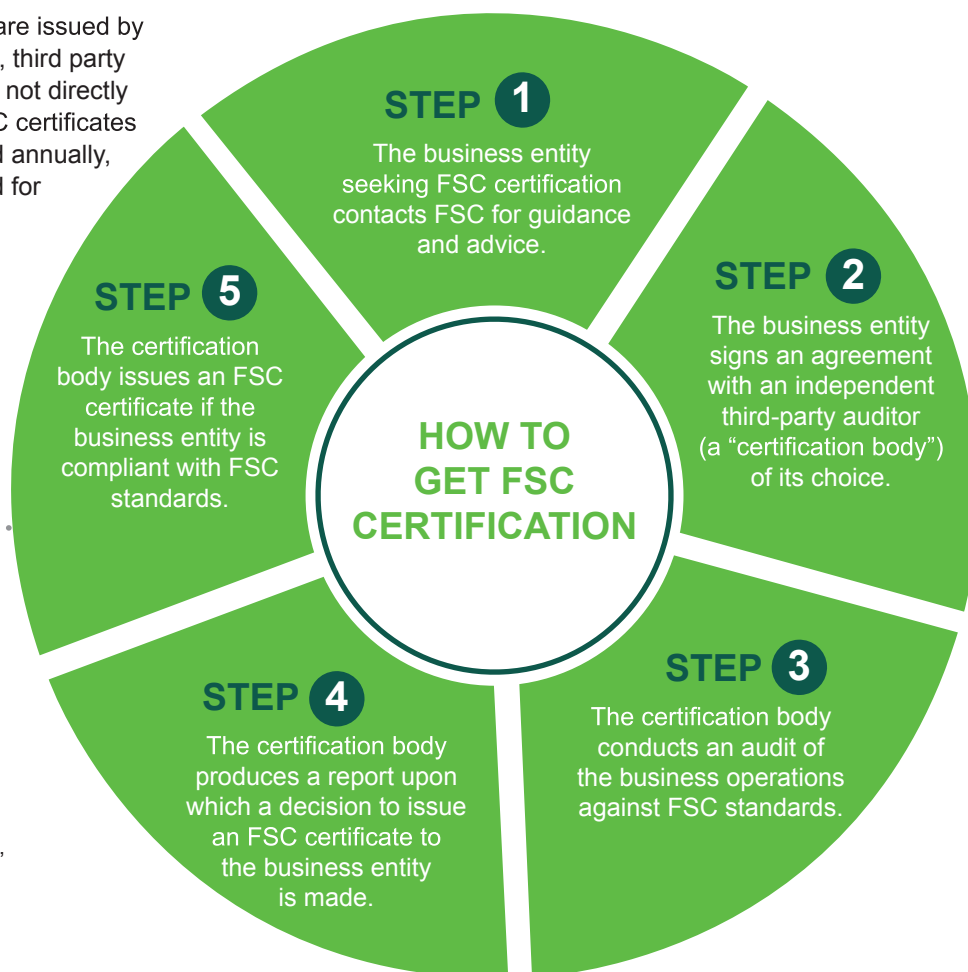
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## HOW DOES A BUSINESS IN KENYA OBTAIN FSC CERTIFICATION?



Certificates are issued by independent, third party auditors and not directly by FSC. FSC certificates are reviewed annually, and are valid for 5 years.



If you're not successful, the certification body will issue corrective actions to implement, and once successfully implemented, a certificate is awarded.

## ABOUT THE FOREST STEWARDSHIP COUNCIL® (FSC®)

FSC is an international non-profit, multi-stakeholder organization that provides the world's most trusted sustainable forest management solution. It has over 25 years of experience in promoting responsible forest management, bringing together experts from the environmental, economic and social spheres.

FSC works with governments, businesses, Indigenous People's organizations, community forestry groups and various other categories of stakeholders to ensure that forests and wood supply chains are managed responsibly.

FSC leverages on the power of consumers, and the market, to save forests. It empowers governments, businesses and consumers to identify and choose products from responsibly managed forests.





## THE 10 FSC PRINCIPLES AND CRITERIA FOR FOREST STEWARDSHIP

The 10 FSC Principles and Criteria are essential requirements for responsible forest management. To obtain FSC certification, a forest owner or manager needs demonstrate how these requirements are met.



### 01 COMPLIANCE WITH LAWS

Comply with applicable laws, regulations, treaties, conventions and agreements.



### 02 WORKERS' RIGHTS AND EMPLOYMENT CONDITIONS

Maintain or enhance the social and economic wellbeing of workers.



### 03 INDIGENOUS PEOPLES' RIGHTS

Identify and uphold indigenous peoples' legal and customary rights of ownership, use and management of land, territories and resources affected by forest management activities.



### 04 COMMUNITY RELATIONS

Contribute to maintaining or enhancing the social and economic wellbeing of local communities.



### 05 BENEFITS FROM THE FOREST

Efficiently manage the products and services of the managed forest area to maintain or enhance long-term economic viability and the range of environmental and social benefits.



### 06 ENVIRONMENTAL VALUES AND IMPACT

Maintain, conserve and/or restore ecosystem services and environmental values of the forest area. Avoid, repair or mitigate negative impacts.



### 07 MANAGEMENT PLANNING

Align the management plan with the scale, intensity and risks of activities. Ensure there is documentation to guide staff, inform stakeholders and justify management decisions.



### 08 MONITORING AND ASSESSMENT

Show that progress towards achieving objectives, impacts of activities and condition of the managed area are assessed and adapted in line with scale, intensity and risk of activities.



### 09 HIGH CONSERVATION VALUES

Maintain and/or enhance high conservation values in the managed forest area.



### 10 IMPLEMENTATION OF MANAGEMENT ACTIVITIES

Select and implement management activities that are in line with economic, environmental and social policies and objectives.



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[www.fsc.org/en](http://www.fsc.org/en) | [www.africa.fsc.org](http://www.africa.fsc.org)

**INFORMATION SOURCES**

- > The Forest Stewardship Council: The Forest Stewardship Council: <https://fsc.org/en>
- > Ministry of Environment and Forestry: Analysis of demand and supply of wood products in Kenya, 2013
- > Overview of the timber trade In east and southern Africa: National perspectives and regional trade linkages, 2017