

# DEVELOPMENT REPORT

## CERTFOR STANDARD SETTING PROCESS

September 2015

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#### INTRODUCTION

The Chilean Sustainable Forest Management Certification System (CERTFOR) is internationally recognised by the Programme for the Endorsement of Forest Certification (PEFC) and is required to comply with third-party certification every five years in order to maintain this endorsement in force.

Since 2013, the CertforChile Corporation has been laying the preliminary groundwork for its second Re-endorsement process, which considers a complete revision of the Sustainable Forest Management Standard for Plantations, the application of administrative changes in the Group Certification Standard and implementation of the PEFC International Chain of Custody Standard with adaptations required in order to maintain the CERTFOR Chain of Custody of Forest Based Products in force.

This report provides an account of actions executed to ensure compliance with process requirements between 2013 and 2015.

#### OBJECTIVE

To describe actions executed in compliance with the Procedure for the Development and Revision of CERTFOR System Standards between 2013 and 2015 in order to request the second re-endorsement of the CERTFOR System by the PEFC Council.

#### DESCRIPTION

According to the Procedure for Development and Revision of CERTFOR System Standards, the following actions have been executed:

##### 1. Stakeholder Identification

Information from stakeholders associated to the Chilean forest sector was pooled by means of external consulting provided by the company BE Conciencia Sustentable.

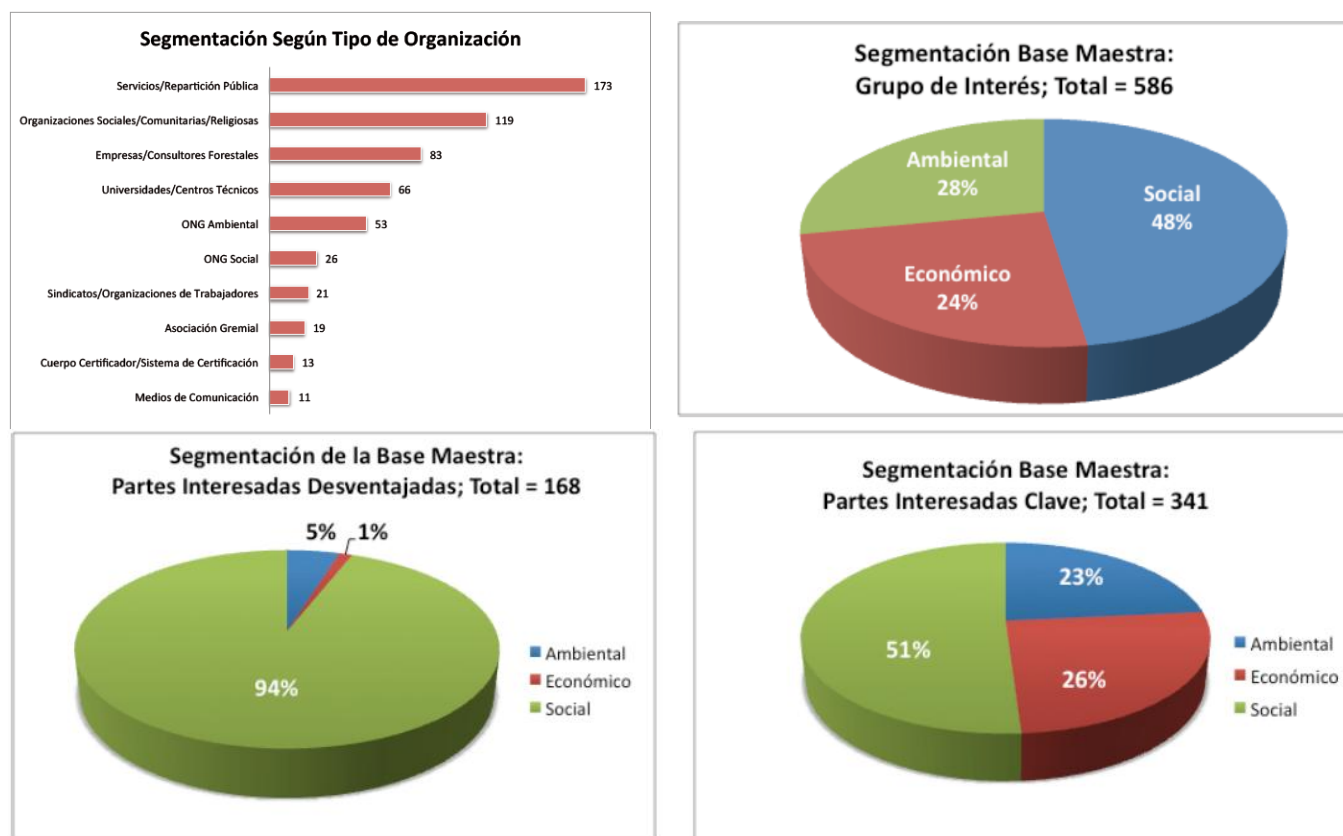
We wish to highlight the following results:

##### Information sources:

- Forestal Anchile database
- Forestal Arauco S.A. database
- Forestal Mininco S.A. database
- Volterra database
- SSC-Américas S.A. database
- Available public information
- Telephone interviews

**Total contacts: 586**

## Classification:



This database was used to provide a list of contacts according to base segmentation by environmental, economic and social stakeholder group, highlighting key and disadvantaged stakeholders. Key stakeholders were those that were important and directly associated to the impact on the Standard and disadvantaged stakeholders were those that could have difficulties when it comes to participating in the process due to different conditions, such as geographic location, transport logistics, time available for participation, technical knowledge of standard issues and access to communication technology, among others. This segmentation was created in order to:

- Set up a Technical Committee.
- Participate in public consultation.

## 2. Public announcement that the standardisation process had started

**Date:** 31 March 2014.

### Actions:

The first source of public information established was the official CertforChile Corporation website [www.certfor.org](http://www.certfor.org). Official announcements regarding the process were published at this site and direct access was provided to public documents used in the process.

As a second instance, official press releases were transmitted by means of a mass e-mail platform directed to stakeholders. In addition, e-mails were sent to specialised press editors and media of public interest. The company also advertised in key media (the printed newspapers La Tercera and El Mercurio, as well as the Lignum e-bulletin).

Contents of this release provide information about the starting date, what the process is about and its objectives and scopes. Stakeholders were invited to participate in the process by visiting the website and reviewing process documentation and all information published at the website regarding Re-endorsement, participating in the on-line public consultation platform and sending comments, suggestions and complaints through the website. Finally, information was pooled using the official CERTFOR social networks (Facebook and Twitter).

Following public notification, personalised e-mails were sent to NGOs and to persons identified as key and disadvantaged stakeholders whose participation is considered to be important for the process. The messages sent indicated when the process starts and invited recipients to apply at the Technical Committee. Some effective replies were received and some people participated in the process by means of the CertforChile Corporation General Assembly. Some were also elected to serve on the Superior Council while others were incorporated as applicants for the standardisation Technical Committee.

#### **Results:**

- 6 publications in printed and on-line press, including a two-page report published in the El Mercurio magazine Revista Del Campo.
- 2 ads were published in the Lignum e-bulletin in the month of April.
- 4 ads were published in the newspapers La Tercera and El Mercurio Sunday, 30 March; two in each newspaper. One announced the start of the process while the other announced the opening of applications for the Technical Committee.
- 20 new members joined the CertforChile Corporation General Assembly.
- 16 persons applied for the Technical Committee.

### **3. Formulation of the Initial Draft**

**Date:** 31 August 2013 - 15 May 2014

#### **Actions:**

After receiving approval from the Superior Council, the CertforChile Executive Secretariat hired the services of Anita Smulders Ramírez, a forestry engineer and expert advisor specialising in forest-related issues and forest certification, to review the CERTFOR Sustainable Forest Management Standard for Plantations and to propose a first working document for updating the standard.

During a first stage, Ms. Smulders formulated a rough draft containing Principles, Criteria and Indicators. During the second stage, she provided a complete draft including Verifiers, which was known as the "CERTFOR Sustainable Forest Management Standard for Plantations Draft Zero". The document was officially delivered in May 2014 and was subsequently approved by the Superior Council at a session in August 2014.

#### **Results:**

An external expert not employed by the CertforChile Corporation formulated the initial draft for the update known as the CERTFOR Sustainable Forest Management Standard for Plantations Draft Zero.

#### **4. Setting Up the Technical Committee**

**Date:** 26 May 2014

**Actions:**

One of the main measures for this process was to set up a Technical Committee responsible for the updating process, which in this case was the CERTFOR Sustainable Forest Management Standard for Plantations. A public call was announced by means of an official notification and advertised. Applications were received and the Superior Council finally chose the ten members of the Technical Committee at a meeting held 26 May 2014. These members were chosen based on balanced representation of academic, environmental, production, public and social organisations, as well as gender and regional representativity in Chile.

The Executive Secretariat sent replies to all applicants, publicly announced the election of Technical Committee members and set up a meeting schedule for updating the standard.

The Technical Committee was constituted at its first meeting 10 June 2014 and it unanimously approved the updating activity schedule.

Starting with the second meeting of the Technical Committee, process progress was transmitted by means of official notifications reporting issues being discussed and completed and upcoming activities to stakeholders in order to transmit process progress and encourage more stakeholders to get involved. Questions sent to the website and to the e-mail [info@certforchile.org](mailto:info@certforchile.org) were also addressed during the process.

**Results:**

The Technical Committee was set up, approving and starting the meetings and update activity calendar.

#### **5. Technical Committee Incorporation**

**Date:** 10 June 2014 - 10 July 2014

**Actions:**

Work mechanisms considering monthly meetings were established at the first Technical Committee meeting held 10 June 2014. Following each meeting, the Executive Secretariat will send working documents to the Technical Committee for its observations and/or approval and committee comments will be identified.

At the second Technical Committee meeting held 10 July 2014, Rebeca Sanhueza was elected Committee President by free and consensual vote. Ms. Sanhueza will represent the Committee at eventual upcoming meetings with the Superior Council and for press releases.

**Results:**

- 8 Technical Committee working documents on the topic of updating the CERTFOR Sustainable Forest Management Standard for Plantations.
- The president of the Technical Committee was elected.

## **6. Technical Committee Meetings**

**Date:** 10 June 2014 - 19 August 2015

### **Actions:**

Monthly meetings were held between the cities of Santiago and Concepción from June 2014 to January 2015, which were initially scheduled as consecutive two-day working sessions. Several of these meetings were expanded to consecutive three-day sessions in order to meet update programme expectations. At the end of this meeting period, the Committee agreed on a Public Consultation Draft for the CERTFOR Standard for Sustainable Forest Management of Plantations, which was presented to and approved by the Superior Council.

A meeting held in Concepción 17, 18 and 19 August 2015 was added to the Technical Committee work schedule in order to formulate the consultation reply report and to determine a Final Draft for the CERTFOR Standard for Sustainable Forest Management of Plantations.

Decisions were made in consensus between the Committee participants at each meeting and no issues leading to disputes or consensus conflicts were reported.

Throughout the process, none of the members of the Technical Committee filed complaints or withdrew from the process and the meetings featured an average 90% overall attendance, maintaining the representativity balance during each session.

### **Results:**

- 9 Technical Committee meetings between June 2014 and August 2015.
- Public Consultation Draft for the CERTFOR Standard for Sustainable Forest Management of Plantations, formulated in consensus by the Technical Committee and approved by the CertforChile Corporation Superior Council.
- Public Consultation Report formulated in consensus by the Technical Committee.
- Final Draft for the CERTFOR Standard for Sustainable Forest Management of Plantations, formulated in consensus by the Technical Committee, considering public consultation comments.

## **7. External Consultancy provided by Professor Bruce Shindler**

**Date:** October 2014.

### **Actions:**

Before starting public consultation activities, Dr. Bruce Shindler, Professor Emeritus of the College of Forestry at Oregon State University and expert in relations between companies and communities, was invited to become familiar with the CERTFOR System standardisation process, to visit social projects by certified companies on site and a group of Mapuche communities neighbouring CERTFOR/PEFC certified forests.

These visits were made considering the companies and the Mapuche people to be key and relevant stakeholders with a high level of influence on the impacts of the CERTFOR Standard for Sustainable Forest Management of Plantations in the current standardisation process.

## **Results:**

Following this visit, professor Shindler recommended specific actions for the public consultation process, such as the following:

- Communication and clarification of the public consultation objective.
- Reaching a commitment during the consultation process.
- Being clear as to how the public consultation is conducted and achieving its objectives.
- Identifying stakeholders who need to know about the process and helping them to understand and participate.
- Choosing a public consultation representative with communication skills.
- Legitimizing the scope of participation.

## **8. Public Consultation**

**Date:** April - August 2015

### **Actions:**

The Public Consultation process was announced 10 March 2015 in paid ads published in the printed newspapers La Tercera (national coverage) and El Sur (Concepción), and in the Lignum e-bulletin. Press releases were subsequently released announcing that public consultation would start in April and inviting stakeholders to participate.

An official announcement including the Public Consultation activities calendar was published 6 April 2014. It included meetings for key and disadvantaged stakeholders and two open participation seminar-workshops in Concepción and Santiago.

Minutes were taken at each meeting and attendance records listing those who attended the meetings were kept.

It was announced that public consultation would come to a close in early July by means of an official notification, mass e-mailing and advertising.

After completing the process, the Executive Secretariat prepared a report containing comments about each meeting, which was reviewed by the Technical Committee. The Technical Committee worked on this document, reviewing which comments applied to the standard and which did not, providing a reply for each comment. The Public Consultation Report containing comments about the consultation process and answers provided by the committee was published at the website [www.certfor.org](http://www.certfor.org), sent to the persons and organisations that provided logistics assistance for the meetings and transmitted by means of an official announcement, mass e-mailing to stakeholders, social networks and forestry sector press.

### **8.1 Directed Public Consultation meetings**

In addition to the stakeholder management strategy, the company added the submittal of documentation explaining the consultation process in order to facilitate access to information about the purpose of consultation, the execution method, contact persons and the principles of the standard being consulted. These documents were worded in clear, simple and direct language in order to facilitate understanding of this information. Documents were provided at each meeting and contents varied depending on stakeholder expectations and interest.

Stakeholders were invited to attend these meetings by means of announcements broadcasted by local radio stations in Curepto and Santa Bárbara, press releases published in regional newspapers and by the Forestry Workers Confederation (CTF) and the Leftraru Association magazines.

Economic assistance was provided in order for indigenous communities to attend the meeting, considering that these meetings would be lengthy and the company considered providing a catering service during the consultation period.

#### **Results:**

- 8 meetings for key stakeholders in their districts of residency in order to facilitate participation. Six meetings directed to local communities in Curepto and Santa Bárbara, Mapuche communities in Nueva Imperial, forestry workers in Concepción, certified companies in Concepción and certification bodies in Santiago were held.
- Logistics support for these meetings was provided by the Illustrious Municipalities of Curepto y Santa Bárbara, the Forestry Workers Confederation (CTF) and Chilean Peasant and Ethnic Group Unitary Movement (MUCECH) unions, and by the certified companies Forestal Arauco S.A. and Forestal Mininco S.A.
- A total of 92 persons attended the directed meetings.
- Five key contacts from the Technical Committee also collaborated with accompaniment, logistics and moderation at the meetings:
  - Noelia Carrasco, Universidad de Concepción anthropologist and academic. She collaborated at the Curepto and Santa Bárbara meetings.
  - César Ancalaf and Manuel Llao from MUCECH, union leaders. They collaborated at the meeting with the Mapuche communities.
  - Sergio Gatica, CTF General Secretary. He collaborated at the meeting with the forestry workers union.
  - Patricio Herranz, Forestal Mininco S.A. Forest-Environmental Management Lead. He collaborated with logistics at meetings with certified forestry companies.

## **8.2 Public Consultation Seminar-Workshops**

The public consultation activities schedule included two seminar-workshops, one in the city of Concepción, which is considered to be Chile's forestry capital because the country's leading forestry companies and organisations are located in the city, and another in Santiago. According to stakeholder mapping, Santiago is the leading source of stakeholders from the public and private sectors and is also home for important representatives from the academic, environmental and social sectors.

Personalised invitations to these seminars were sent to key stakeholders declared in stakeholder mapping and to contacts from the Executive Secretariat database. Paid ads were also published in the mass media and in the two most important forestry sector e-bulletins: Lignum and the Chilean Timber Corporation (CORMA) forestry e-bulletin. In addition, articles were published in the Concepción and Santiago press regarding the hosting of seminars in the framework of the CERTFOR System public consultation and standardisation process.

Informative documentation explaining the standardisation process, the public consultation methodology, its objective and scope and documentation for the standard being consulted were handed out to the people attending these sessions.

#### **Results:**

A total of 132 people from all sectors of interest for the standardisation processes attended the two seminars. Mainly declared organisations and some natural persons from the stakeholder mapping were in attendance. Contacts from the CERTFOR Executive Secretariat database and the CORMA database were



also in attendance. CORMA collaborated in announcing the seminars. Other contacts in attendance were notified by advertising and the press.

**General results:**

- The attendance lists indicated a total of 224 persons at the Public Consultation seminar-workshops and directed meetings.
- Nearly 20 publications on the web, in press, radio and TV regarding the public consultation process, inviting people to participate in public consultation and reporting process results.

**9. Pilot Tests**

The CERTFOR SFM Standard for Plantations has been in force since 2003, and has been certifying companies ever since. Pilot tests were consequently not considered in the current standardisation process.

**10. Reaching Consensus regarding the Final Draft**

**Date:** 19 August - 14 September 2015

**Actions:**

Following the Public Consultation meetings, the Corporation's Executive Secretariat condensed all comments and observations into a report to be presented to the Technical Committee, which evaluated each of these and issued its corresponding reply.

The Public Consultation Report based on the revision of comments and observations received was formulated at the last Technical Committee meeting (17-19 August). Comments and observations considered to be applicable were incorporated into the principles, criteria, indicators and verifiers for the CERTFOR SFM Standard for Plantations Final Draft and those considered not to be applicable were replied to in the Technical Committee discussion.

It was determined by consensus that the Executive Secretariat would send final documentation to Committee members by e-mail and that Committee members would send their final approval of both documents by means of a letter sent by e-mail or by certified mail to the Executive Secretary.

**Results:**

100% consensus reached by Technical Committee by means of a letter sent by mail to the Executive Secretariat approving the Public Consultation Report and the CERTFOR SFM Standard for Plantations Final Draft.

The Public Consultation Report, which includes public consultation comments, Technical Committee replies and amendments made to the CERTFOR SFM Standard for Plantations Final Draft, was announced by means of an official publication at the website [www.certfor.org](http://www.certfor.org) and by notifications sent by means of e-bulletins and specialised press. Sealed envelopes were sent to contacts that collaborated in the hosting of public consultation meetings with key and disadvantaged stakeholders.

## 11. CERTFOR System Standard Revision

**Date:** August 2013 - present.

### **Actions and results:**

The current CERTFOR System Standards revision process is authorised by the PEFC Council to be executed in the present period in virtue of a previous request made to PEFC considering CertforChile Corporation internal administration processes.

Throughout this process, the Superior Council made the following decisions regarding each of the CERTFOR System standards:

*CERTFOR Sustainable Forest Management Standard for Plantations:* An overall revision of the standard was made by a Technical Committee of experts with balanced representation. The process was executed in a transparent, inclusive and participatory manner considering the balanced participation of stakeholders during the incorporation of the Technical Committee and at public consultation meetings.

*CERTFOR Group Certification Standard:* A revision was made in order to improve administrative issues and to incorporate updated PEFC requirements into the standard. Those responsible from the only CERTFOR/PEFC certified group were consulted.

*CERTFOR Chain of Custody Standard of Forest Based Products:* In view of recent updates made due to inclusion of the EUTR standard and the entry into force of the Standard Amendment in 2013, the format of PEFC International "PEFC ST 2002:2013, Chain of Custody of Forest Based Products - Requirements" document was incorporated, making the necessary adaptations in order to preserve requirements established for the national standard.

## 12. Approval and Publication of CERTFOR System Standards

Procedures for the approval and publication of CERTFOR System Standards are laid out in document DN-01-02: Procedure for the Development and Revision of CERTFOR System Standards.

Execution of this part of the procedure remains pending and this will be done once the PEFC Council evaluation and endorsement process has been completed.