

Appendix

Key informants

Table A.1 Table of key informants

Name	Organisation or profession at time of interview	Place of interview	National context	Group
Luis Astorga ¹	Association of Forest Engineers for Native Forest	Bonn, Germany	Chile	NGO
Tony Bartlett	General Manager, Forest Industries Branch, Department of Agriculture, Fisheries and Forestry	Canberra, Australia	Australia	Other
Alexander Buck	Deputy Executive Director, International Union of Forest Research Organisations	Vienna, Austria	International	Other
Franz Fiala	Consumer Council, Austrian Standards Institute (ANEC)	Vienna, Austria	Austria	NGO
Graham Drake	Head of Conformity Assessment, ISO ²	Sydney, Australia	International	Other
Bernard de Galembert	Director, Confederation of European Paper Industries ³	Brussels, Belgium	EU	Business
James Griffiths	Director, Sustainable Forest Products Industry Sustaining	Geneva, Switzerland	International	Business

¹ At the time of interview, a member of the FSC (social chamber, South).

² At the time of interview, no longer working for ISO, having recently returned to Australia.

³ CEPI is an extraordinary member of PEFC.

	Ecosystems Initiative, World Business Council for Sustainable Development			
Nils Hager ⁴	Manager, Forest Management and Certification Forests for Life Programme WWF International	Gland, Switzerland	International	NGO
Sini Harkki ⁵	Forest Campaigner, Finnish Association for Nature Conservation	Joensuu, Finland	Finland	NGO
John Henry	Secretary, Sub-Committee on Environmental Labelling, TC 207; Director, International and Standardisation Policy, Standards Australia	Sydney, Australia	International; Australia	Other
Esa Härmälä	President, Central Organisation of Finnish Farmers and Private Forest Owners (MTK); President, Confederation of European Private Forest Owners	Telephone interview	Finland; EU	Business
Pierre Hauselmann ⁶	Director, Pi Environmental Consulting	Lausanne, Switzerland	International	Business

⁴ At the time of interview, the representative of WWF International in the FSC (environmental chamber, North).

⁵ Co-author, with Matti Liimatainen, of *Anything Goes?* (Helsinki: Greenpeace Nordic and the Finnish Nature League, 2001).

⁶ Co-author with Nancy Vallejo of *PEFC: An Analysis* (Pully: Pi Environmental Consulting, 2001) and *Governance and Multi-stakeholder Processes* (Winnipeg: International Institute for Sustainable Development, 2004); author *ISO Inside Out: ISO and Environmental Management* (Godalming: WWF International, 1997), FSC member (economic chamber, North).

Table A.1 (Continued)

Name	Organisation or profession at time of interview	Place of interview	National context	Group
Dick Hortensius ⁷	Senior Standardisation Consultant Management Systems, Nederlands Normalisatie-Instituut (NEN)	Delft, Netherlands	Netherlands	Other
Matti Ikonen ⁸	Research Assistant – UNEP project, Department of Law, University of Joensuu	Joensuu, Netherlands	Finland	NGO
Outi Jääskö	Member of the Inari Reindeer Herding Cooperative	Inari, Finland	Finland	NGO
Dusan Jovic	Senior adviser, Ministry of Agriculture, Forestry and Water Management-Directorate of Forests-Group for Forest Policy and International Cooperation	Joensuu, Finland	Serbia	Other
Auvo Kaivola	Secretary, Finnish Forest Certification Council	Helsinki, Finland	Finland	Other
Dag Karlsson	District representative, Forest Workers and Woodworkers Union	Bonn, Germany	Sweden	NGO
Jutta Kill ⁹	Campaigner, Climate Change and Forest Issues, FERN	Moreton-in-Marsh, United Kingdoms	EU	NGO

⁷ Author of 'ISO 1400 and Forestry Management: ISO Develops "Bridging Document"' *ISO 9000 + ISO 14000 News* 4 (1999), pp. 11–20.

⁸ Previously, forest campaigner, Finnish Nature League, and Greenpeace Finland.

⁹ At the time of interview, the representative of Fern in the FSC (environmental chamber, North).

Leontien Krul	FERN	Brussels, Belgium	EU	NGO
Heiko Liedeker	Forest Stewardship Council	Bonn, Germany	N/A	Other
Anders Lindhe ¹⁰	Private consultant	Joensuu, Finland	Sweden	NGO
Andrei Laletin	Friends of the Siberian Forest	Cambridge, United Kingdom	Russia	NGO
Olli Maininnen	Chair, Finnish Nature League (FNL) Forest Group	Helsinki, Finland	Finland	NGO
Rob McLagan ¹¹	Chief Executive, New Zealand Forest Owners' Association	Bonn, Germany	New Zealand	Business
Saskia Ozinga ¹²	Fern	Moreton-in-Marsh, United Kingdom	EU	NGO
Jari Parviainen ¹³	Director, Finnish Forest Research Institute, Joensuu Research Centre	Joensuu, Finland	Finland	Other
Duncan Pollard	Head, European Forest Programme, WWF International	Gland, Switzerland	International	NGO
Carl de Schepper	Head, Forest Policy Unit, Agency for Nature and Forests, Ministry of the Environment, Flemish Government	Brussels, Belgium	Belgium	Other

¹⁰ Previously, forest campaigner, WWF Sweden, and certification officer, WWF International.

¹¹ Retired, one month prior to being interviewed.

¹² Author of *Behind the Logo: An Environmental and Social Assessment of Forest Certification Schemes* (Moreton-in-Marsh: Fern, 2001) and *Footprints in the Forest: Current Practice and Future Challenges in Forest Certification* (Moreton-in-Marsh: Fern, 2004).

¹³ Also chair of the Finnish Forest Certification Council, and previously also with the Ministry of Foreign Affairs, Finland.

Table A.1 (Continued)

Name	Organisation or profession at time of interview	Place of interview	National context	Group
Matthias Schwoerer	Head, International Forest Policy Division, Federal Ministry of Food, Agriculture and Consumer Protection	Bonn, Germany	Germany	Other
John Scotcher ¹⁴	Private consultant	Bonn, Germany	South Africa	Business
Markku Simula ¹⁵	Private Consultant	Telephone interview	Finland	Business
Karola Taschner	Scientific adviser, European Environmental Bureau (EEB), Chair, European Environmental Citizens' Organisation for Standardisation (ECOS)	Brussels, Belgium	EU	NGO
Hannu Valtanen ¹⁶	Senior Vice President, Forest Policy, Finnish Forest Industries Federation	Telephone interview	Finland	Business
Tiina Vähänen	Forest Officer, Food and Agriculture Organisation	Rome, Italy	International	Other
Matthew Wenban-Smith	Head, Policy and Standards Unit, Forest Stewardship Council International Centre	Bonn, Germany	International	Other
Andrew Wilson ¹⁷	Private individual	Canberra, Australia	New Zealand, Australia	Other

¹⁴ Previously, environmental manager South African Pulp and Paper Industries (SAPPI).

¹⁵ The interviewee described their work as having been associated with consultancy assignments related to certification in general and certification of sustainable forest management.

¹⁶ Previously, first vice chairperson, PEFC Council.

¹⁷ This interviewee was interviewed in a personal capacity, but has worked for forestry-related government agencies in Australia and New Zealand.

Notes

1 Introduction

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71. Hannes Mäntyranta, *Forest Certification: An Ideal that Became an Absolute*, trans. Heli Mäntyranta (Helsinki: Metsälehti Kustannus, 2002), pp. 47–154.
72. Humphreys, *Logjam*, p. 20.
73. Ibid.
74. Glück et al., 'Changes in the Governance of Forest Resources', p. 55.
75. David Humphreys, *Logjam*, p. 190.
76. Erik Hysing and Jan Olsson, 'Sustainability Through good Advice? Assessing the Governance of Swedish Forest Biodiversity', *Environmental Politics* 14(4) (2005), pp. 510–526, 514–523.
77. Glück et al., 'Changes in the Governance of Forest Resources', pp. 60–61.
78. Benjamin Cashore, Graeme Auld and Deanna Newsom, *Governing Through Markets: Forest Certification and the Emergence of Non-State Authority* (New Haven and London: Yale University Press, 2004), pp. 4–29, 241–247.
79. Errol Meidinger, 'The Administrative Law of Global Private-Public Regulation: The Case of Forestry', *The European Journal of International Law* 17(1) (2006), pp. 47–87, at pp. 30–45.
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81. Elliott, *Forest Certification*, p. 23.
82. Cashore et al., *Governing Through Markets*, pp. 221–241.
83. Lars H. Gulbrandsen, 'Sustainable Forestry in Sweden: The Effect of Competition Among Private Certification Schemes', *The Journal of Environmental Development* 14(3) (2005), pp. 338–355, at p. 349.
84. Cashore et al., *Governing Through Markets*, pp. 34–37, pp. 221–241.
85. Meidinger 'The Administrative Law of Global Private-Public Regulation', pp. 47–87, at p. 49.
86. Howlett and Rayner, 'Globalization and Governance Capacity', p. 257.
87. Meidinger, 'The Administrative Law of Global Private-Public Regulation', p. 70.
88. Gulbrandsen, 'Sustainable Forestry in Sweden', p. 351.

89. Magnus Boström, 'Regulatory Credibility and Authority through Inclusiveness: Standardization Organizations in Cases of Eco-labelling', *Organization* 13(3) (2006), pp. 345–367.
90. Meidinger, 'The Administrative Law of Global Private–Public Regulation', pp. 66–83.
91. Elliott, *Forest Certification*, p. 23.
92. Cashore et al., *Governing Through Markets*, pp. 225–247, at p. 227.
93. Humphreys, 'The Certification Wars', pp. 34–35.
94. Ozinga, *Footprints in the Forest*, p. 17.
95. This issue is discussed by Humphreys, *Logjam*, p. 135, citing Fred Gale, 'Caveat Certificatum: The Case of Forest Certification', in *Confronting Consumption*, ed. Thomas Princen, Michael Maniates and Ken Conca (Cambridge MA: MIT Press, 2002), p. 288.
96. The author would like to thank Dr Benjamin Cashore for making this pertinent observation.

3 Forest Stewardship Council

1. The meeting included WWF, the Rainforest Alliance and Greenpeace, British timber retailer B&Q, the Ecological Trading Company, and The Woodworkers' Alliance for Rainforest Protection (Cashore et al., *Governing Through Markets*, pp. 1–11; Hannes Mäntyranta, *Forest Certification – An Ideal That Became an Absolute*, trans. Heli Mäntyranta (Helsinki: Metsälehti Kustannus, 2002), p. 18).
2. Mäntyranta lists the following individuals as playing a significant founding role in FSC at this date: Chris Elliott, Senior Forests Officer with WWF International, based in Gland, Switzerland; Julio César Centeno, Professor of Wood Technology in the University of the Andes, Venezuela; Alan Knight, Environmental Coordinator B&Q Plc., Debbie Hammel, Director, Scientific Certification Systems, US; Dagoberto Irias, Honduras; Dominique Irvine, Program Director, Cultural Survival, US; Andrew Poynter, Director, Woodworkers Alliance for Rainforest Protection and owner of A&M Wood Speciality, Inc., Canada.
3. FSC's P&C for Forest Stewardship currently cover: Compliance with laws and FSC principles; Tenure use rights and responsibilities; Indigenous peoples' rights, Community relations and workers' rights; Benefits from the forest; Environmental impact; Management plan; Monitoring and assessment; Maintenance of high conservation value forests; Plantations. The P&C are currently under review.
4. FSC, 'Document 1.1. Forest Stewardship Council A.C. By-Laws', ratified September 1994; editorial revision, October 1996; revised February 1999, August 2000, November 2002, June 2005, June 2006, paragraph 1, p. 1.
5. This book uses 'forest owners' as a generic term, 'private forest owners' to refer to private forest owners of any size, and 'small forest owners' when seeking to emphasise the small-scale element of the sector.
6. FSC, 'Plantations Review', <http://www.old.fsc.org/plantations>, accessed 10/07/07.
7. Romeijn, *Green Gold*, pp. 5–8.
8. FSC, Annual Report 2002, p. 8.

9. At the time, the author was an individual member of FSC (environment chamber North), and was elected to participate in the group.
10. Paragraph 28, By-Laws, p. 4.
11. Paragraph 31, By-Laws, p. 5.
12. FSC, 'Accreditation – Accreditation of Certification Bodies', <http://www.fsc.org/en/about/accreditation/accred-certbod>, accessed 21 June 2007.
13. Meidinger, 'The Administrative Law of Global Private-public Regulation', p. 52.
14. Qualified majority is a term used to mean 'more than simple majority: typically two thirds' (Rod Hague and Martin Harrop, *Comparative Government and Politics: An Introduction*, 7th ed. (Basingstoke: Palgrave Macmillan, 2007), p. 47).
15. Gulbrandsen, 'Sustainable Forestry in Sweden', p. 349.
16. Pattberg, 'The Forest Stewardship Council', p. 365.
17. FSC, 'FSC Social Strategy', p. 9.
18. Paragraph 1.4.3, FSC-STD-20-006, p. 4.
19. Kirsti Thorner, 'Certification: A Discussion of Equity Issues', in *Social and Political Dimensions of Forest Certification*, ed. Errol Meidinger, Christopher Elliott and Gerhard Oesten (Remagen-Oberwinter: Forstbuch, 2003), pp. 63–82.
20. FSC-STD-20-003, p. 1.
21. Mäntyranta, *Forest Certification*, p. 25.
22. Paragraph 12, By-Laws, p. 2.
23. Eero Palmujoki, 'Public-private Governance Patterns and Environmental Sustainability', *Environment, Development and Sustainability* 8 (2006), pp. 1–17, at p. 13.
24. Meidinger, 'The Administrative Law of Global Private-public Regulation', p. 69.
25. Pattberg, 'The Forest Stewardship Council', p. 370.
26. Phillip H. Pattberg, 'What Role for Private Rule-Making in Global Environmental Governance? Analysing the Forest Stewardship Council (FSC)', *International Environmental Agreements* 5(2) (2005), pp. 175–189 at p. 185.
27. Pattberg, 'The Forest Stewardship Council', p. 369.
28. *Ibid.*, pp. 366–367.
29. Eckhard Reh binder, 'Forest Certification and Environmental Law', in *Social and Political Dimensions of Forest Certification*, ed. Errol Meidinger, Christopher Elliott and Gerhard Oesten (Remagen-Oberwinter: Forstbuch, 2003), pp. 331–351, at p. 345.
30. Gulbrandsen, 'Overlapping Public and Private Governance', p. 89 and Reh binder, 'Forest Certification and Environmental Law', p. 345.
31. Pattberg, 'The Forest Stewardship Council', p. 366.
32. FSC Standard FSC-STD-20-001, Version 2.1, FSC Standard FSC-STD-20-004, Version 2.2, FSC-STD-20-005, Version 2.1, FSC Standard FSC-STD-20-007 Version 2.1.

4 ISO, TC 207 and the 14000 Series

1. Article 2.1, ISO Statutes and Rules of Procedure, cited in Sebastian Oberthür, Matthias Buck, Sebastian Müller, Stefanie Pfahl, Richard G. Tarasofsky, Jacob

- Werksman and Alice Palmer, *Participation of Non-governmental Organisations in International Environmental Governance: Legal Basis and Practical Experience* (Berlin: Ecologic/Centre for International and European Environmental Research, 2002), p. 164.
2. Kollman and Prakash, 'EMS-based Environmental Regimes as Club Goods', p. 49.
 3. Raines, 'Perceptions of Legitimacy and Efficacy', p. 49.
 4. TC 207, <http://www.TC207.org>, accessed 10 May 2007.
 5. ISO/TC 207, 'Increasing the Effectiveness of NGO Participation in ISO TC 207', N590 Rev/ISO/TC NGO TG N28, 30 June 2003, p. 2.
 6. ISO/TC 207, 'Draft: Recommendations for an Improved Balance of Stakeholder Participation in ISO TC 207', ISO/TC 207 CAG N437R1 (April 2007).
 7. ISO/TC 207, 'Draft ISO/TC 207 Proposed Process to Identify Stakeholder Balance at ISO/TC 207 Meetings', ISO/TC 207 CAG N439R1 (undated), p. 2.
 8. Personal communication, 11 March 2010.
 9. ANEC, ECOS, Pacific Institute, 'ISO TC 207 "Environmental Management" Gives NGOs the Cold Shoulder', communiqué (undated), pp. 2 and 7.
 10. Personal communication, 11 March 2010.
 11. *Articles and News*, 'Environment – ISO/TC 207 Considers Industry's Needs', (August, 1995), p. 3.
 12. *Articles and News*, '3rd Meeting of ISO/TC 207 in Oslo, Norway' (August, 1995), p. 7.
 13. Pierre Hauselmann, *ISO Inside Out: ISO and Environmental Management*, second edition (Godalming: WWF International, 1997), p. 13.
 14. Hauselmann, *ISO Inside Out*, p. 8.
 15. <http://www.iso.org/iso/en/aboutiso/introduction/index.html>, accessed 02 May 2007.
 16. ISO, 'ISO's structure' <http://www.iso.org/iso/structure>, accessed 18/06/08.
 17. Arts, 'Non-state Actors in Global Governance', p. 193.
 18. Potoski and Prakash, 'Regulatory Convergence in Nongovernmental Regimes', p. 885, Jennifer Clapp, 'The Privatization of Global Environmental Governance: ISO 14000 and the Developing World', *Global Governance* 4(3) (1998), pp. 23–34, at p. 295, Falkner, 'Private Environmental Governance', pp. 76–77.
 19. Potoski and Prakash, 'Regulatory Convergence in Nongovernmental Regimes', p. 888, and Glück et al., 'Changes in the Governance of Forest Resources', p. 61 (citing Fritzi Scharpf, *Governing in Europe: Effective and Democratic?* (Oxford: Oxford University Press, 1999)).
 20. Mari Morikawa and Jason Morrison, *Who Develops ISO Standards? A Survey of Participation in ISO's International Standards Development Processes* (Oakland: Pacific Institute, 2004), pp. 17–18.
 21. Raines, 'Perceptions of Legitimacy and Efficacy', p. 48.
 22. Brad Edwards, Jill Gravender, Annette Killmer, Genia Schenke and Mel Willis, *The Effectiveness of ISO 14001 in the United States* (Santa Barbara: University of California, 1999), pp. 153, 164.
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27. Oberthür et al., Participation of Non-governmental Organisations, p. 169.
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32. Paragraph 1.7 ISO/IEC Guide 2 (1991), cited in Elliott, *Forest Certification*, p. 18.
33. Hauselmann, *ISO Inside Out*, p. 11.
34. Matthew Potoski and Aseem Prakash 'Green Clubs and Voluntary Governance: ISO 14001 and Firms' Regulatory Compliance', *American Journal of Political Science* 49(2) (2005), pp. 235–248.
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37. Andrew A. King, Michael J. Lenox, and Ann Terlaak, 'The Strategic Use of Decentralized Institutions: Exploring Certification with the ISO 14001 Management Standard', *Academy of Management Journal* 48(6) (2005), pp. 1091–1106, at p. 1104.
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- August 1998; 'Industry fully supports the Finnish Forest Certification System (FFCS) – FSC-Labeling of Products Becomes Available, Too?' media release 28 October 1998.
3. Mäntyranta, *Forest Certification*, p. 132.
 4. Anonymous, 'Pan European Forest Certification', memorandum, 2 September 1999, http://www.faf.de/paneuro_e.htm, accessed 20/09/1999.
 5. Ibid.
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 23. WWF, 'WWF Statement Regarding the PEFC Governance Review and the new PEFC Stakeholder Forum', press release, 09 February 2009, p. 2.
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63. Benjamin Cashore, Graeme Auld and Deanna Newsom, 'Forest Certification (Eco-Labeling) Programs and Their Policy-making Authority: Explaining Divergence Among North American and European Case Studies', *Forest Policy and Economics* 5 (2003), pp. 225–247, at p. 227; Gulbrandsen, 'Sustainable Forestry in Sweden', pp. 343–352.
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11. The groups are officially listed for UNFF-3 as: women; youth and children; workers and trade unions; the scientific and technical community; indigenous peoples' organisations; environmental non-governmental organisations; local authorities; small forest owners; and business and industry (UN Document E/2003/42-E/CN.18/2003/13, p. 32).
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13. UN Document E/2004/42-E/CN.18/2004/17, resolution 4/4, para. 6, p. 9.
14. Humphreys, *Logjam*, pp. 103–108.
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29. Perhaps indicating that: 'UNFF as a purely international process has proved ineffective and that a shift in focus back to the regional level is needed' (Humphreys, *Logjam*, p. 114); 'Member States & Bureau: Country, Organization and Region Led Initiatives'; <http://www.un.org/esa/forests/gov.html>, accessed 22 July 2010.
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31. *Earth Negotiations Bulletin*, 'The Role of UNFF and Other Players', 13(150) (2006), p. 11.
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35. *Earth Negotiations Bulletin*, 'The MPOW', p. 19.
36. *Earth Negotiations Bulletin*, 'Annex: MYPOW for 2007–2015', 13(162) (2007), p. 16.
37. Interestingly, SFM ended up in the final NLBI as being referred to as 'a dynamic and evolving concept [which] aims to maintain and enhance the economic, social and environmental values of all types of forests, for the benefit of present and future generations' (UN Resolution 62/98, 'Establishing the Non-Legally Binding Instrument on all Types of Forests', <http://daccessdds.un.org/doc/UNDOC/GEN/N07/469/65/PDF/N0746965.pdf?OpenElement>, accessed 25 October 2010).
38. *Earth Negotiations Bulletin*, 'The NLBI: Where's The Meat?' 13(162) (2007), p. 18.
39. *Ibid.*
40. UN Document E/2007/42, p. 44.
41. *Ibid.*
42. United Nations, 'Discussion Paper Contributed by the Non-governmental Organizations and Indigenous Peoples Major Group', UN Document E/CN.18/2009/13/Add.3 (January 2009), p. 2.
43. *Earth Negotiations Bulletin*, 'Facing the Future', 13(174) (2007), p. 9.
44. <http://www.un.org/esa/forests/factsheet.pdf>, accessed 28 October 2004.
45. <http://www.un.org/esa/forests/factsheet.pdf>, accessed 28 October 2004.

46. ECOSOC Resolution 2000/35, Article 1 (b), p. 64.
47. Glück et al., 'Changes in the Governance of Forest Resources', p. 58, citing Peter Glück, 'National Forest Programs – Significance of a Forest Policy Framework', in *Formulation and Implementation of National Forest Programmes – EFI Proceedings No. 30, Volume I: Theoretical Aspects*, ed. Peter Glück, Gerhard Oesten, H. Schanz and K.-R. Volz (Joensuu: European Forestry Institute, 1999), pp. 39–51.
48. 1) formulation and implementation of NFPs; 2) promoting public participation; 3) deforestation and forest degradation; 4) traditional forest-related knowledge; 5) forest-related scientific knowledge; 6) forest health and productivity; 7) criteria and indicators for sustainable forest management; 8) economic, social and cultural aspects of forests; 9) forest conservation and protection of unique types of forests and fragile ecosystems; 10) monitoring, assessment and reporting, and concepts, terminology and definitions; 11) rehabilitation and conservation strategies for forests with low forest cover; 12) rehabilitation and restoration of degraded forest lands, and the promotion of natural and planted forests; 13) maintaining forest cover to meet present and future needs; 14) financial resources; 15) international trade and sustainable forest management; 16) international cooperation in capacity-building, and access to and transfer of environmentally sound technologies to support sustainable forest management.
49. UNFF, 'About UNFF: History and Milestones of International Forest Policy', <http://www.un.org/esa/forests/about-history.html>, accessed 05 March 2010.
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52. ECOSOC Resolution 2000/35, Article 2 (d), p. 64. PPPs have been identified by Kooiman as one of a range of 'new patterns of interaction between government and society' (Jan Kooiman, 'Social–Political Governance', p. 1).
53. UN Document E/2004/42-E/CN.18/2004/17, para. 25, p. 20.
54. UN Document E/2001/42/Rev.1-E/2001/42/Rev.1, Resolution 1/1 paras 31 and 33 p. 9 (following ECOSOC Resolution 2000/35, Articles 4, (b) and (c)).
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7 Comparative Analysis

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8 Conclusions

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7. 'A verifier is the source of information for the indicator, or for the reference value of the indicator' (Erik M. Lammerts van Beuren and Blom, *Hierarchical Framework*, p. 35).
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9. Ibid., p. 29.
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