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Forestry Sector CEOs Agenda Meeting - Event Date January 9, 1998 - October 10,

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Meeting: Forestry CEOs Agenda
(Event Date: January 9, 1998)

Friday, October 10, 1997
10:30 - 11:15 a.m.
MC 12-755 Meeting Room
(beside Mr. Sandström's office)

Archive Management for the President's Office

Document Log

Reference # : Archive-01787 IMB

Edit Print

A. CLASSIFICATION

- [x] Meeting Material
- [ ] Trips
- [ ] Speeches
- [ ] Annual Meetings
- [ ] Corporate Management
- [ ] Communications with Staff
- [ ] Phone Logs
- [ ] Calendar
- [ ] Press Clippings/Photos
- [ ] JDW Transcripts
- [ ] Social Events
- [ ] Other

B. SUBJECT: MEETING: FORESTRY CEOS' AGENDA (EVENT DATE: JANUARY 9, 1998) (B) (N) // VENUE: MC 12-755 (MEETING ROOM) // - 12 // CONTACT: KERSTIN @ 31407 // NEWCOMBE @ 36010 // IN ATTENDANCE: JDW, SERAGELDIN, WATSON, NEWCOMBE, DOUGLAS, RACYUNSKI, MARISELA, KERSTIN // (B) BY KEN NEWCOMBE // DUE MONDAY, OCT. 6 // EXC: MM // LFG (9/17)
Brief Includes:
--- Cover Note from Ken Newcombe (10/6/97)
--- Participants
--- Standard Letter from JDW to Rio Summit Participants (7/97)
--- Proposed Agenda - Forestry CEOs' Meeting
--- Forest Market Transformation Initiative
--- Update: WWF-Eorld Bank Collaboration

DATE: 10/10/97

C. VPU

Corporate
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D. EXTERNAL PARTNER

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- [ ] NGO
- [ ] Private Sector

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- [ ] Other

E. COMMENTS:

File Location	Cleared By	Date:
☒ EXC ☐ IISC ☒ Archives	Marisela Montoliu	10/17/97

View Update History

THE WORLD BANK/IFC/M.I.G.A.

OFFICE MEMORANDUM

DATE: October 6, 1997

TO: Mr. James D. Wolfensohn, EXC

THROUGH: Robert Watson, ENV

FROM: Ken Newcombe, ENV

EXTENSION: 3-6010

SUBJECT: **Briefing for January 9, 1998 meeting with Forest Sector CEOs**

1. This is a briefing note for our October 10 meeting where we will discuss the agenda and pertinent issues of the January 9, 1998 meeting with CEOs of leading forest sector industries and selected environmental NGO leaders.

I. Who Was Invited And Who Is Coming.

2. You have invited 15 Forest Industry CEOs and 5 international NGO leaders to join you to discuss working together to promote the practice of sustainable forestry and forest conservation globally.

3. The list of companies and NGOs, and your standard letter of invitation is enclosed (Attachments 1 and 2). The list of invitees was determined on the basis of capacity to influence global forest industry behavior, North-South industry balance, and some representation down the value chain. For NGOs, preference was given to those with significant field-based global forest conservation and sustainable use programs. The overall number of 20 was to keep the meeting manageable while keeping representation high.

4. Of those invited, 16 have accepted, two have declined, and two have not yet responded. Of the latter, the Russian Timber producers Corporation we will not pursue as they are subject now to investigation for corrupt practices. A forest industry financing group is being invited in their stead. The German company, Danzer, will likely accept but has asked for more information which has been provided. It speaks to the Bank's convening power that no similar mix of companies has been convened by any forest industry group previously.

5. Four invitees have confirmed for the November 24th date, but have not yet reconfirmed for the January 9th date which was the majority's choice. However, there is indication that these NGOs and companies will also be able to attend the January 9th meeting.

II. The Meeting Objectives

6. As your letter indicated, the meeting's objectives are simply:
   - ⇒ for the industry and NGOs to advise the Bank on the barriers to sustainable forestry and conservation and what the Bank could do about it, and
   - ⇒ what they are prepared to do about it working in collaboration with the Bank Group.

7. On the latter point, we are encouraging each company to make a special first-time pledge of a significant step towards sustainable forestry which they would announce at your meeting. For example, we expect:
   - ⇒ *The Samling Group* to offer up a major forestry concession they operate to be converted as a demonstration of global best practice in sustainable forestry, and to ask the Bank to assist in setting standards and arranging for independent review of performance;
   - ⇒ *Aracruz* to announce the establishment of a conservation trust for the Mid-Atlantic Forest in Brazil and to ask for the Bank's and other corporate assistance in design and funding.

8. A secondary but important objective is to reach an understanding on whether or how this group might work together in the future as, say, a "global forest leadership group."

III. The Agenda

9. A proposed agenda for the meeting is very simple and is enclosed (Attachment 3). However, to be finalized, it requires your guidance on the time you are able to spend with the CEOs and in what context. We have assumed that you would spend time alone with them, and that you might even agree to host a dinner with them the night before.

IV. Preparation for the Meeting

10. Preparation is being planned with our two major partners in this activity - WWF and WRI - both of whom are proving invaluable because of their understanding of the industry globally, and their individual industry contacts.

11. In its essence, preparation is comprised of:
   - ⇒ providing follow-up material on the Bank's own programs and initiatives to company representatives intending to attend the meeting;
   - ⇒ having one or a combination of Bank, WWF and WRI staff meet with key company representatives, and preferably the CEO, before the meeting to prepare them for the meeting and discuss their own proposed special commitments to be announced at the meeting.

V. Status of the FMTI and the WWF-Alliance

12. Although this is the Bank's meeting, WWF is not only helping us to organize it but we see it as an example of an Alliance activity. WRI is helping because we are in discussion with their senior management about playing the global secretariat role for the Forest Market Transformation Initiative (FMTI) which the Bank, MacArthur and Strategic Environmental Associates helped assemble and which is now being strengthened to become, hopefully, the key partnership and knowledge brokerage on sustainable forestry, alternative fibers and forest conservation globally.

13. You may wish to refer to the Bank's participation in these partnerships during the meeting, and as may be expected, there are issues you need to be aware of and which we will brief you on in both cases (see below). *(Notes on the status of both of these activities are in Attachments 4 and 5).*

VI. Meeting Issues for Immediate Resolution and Potential Controversy

14. Meeting issues include:

⇒ *CEOs or alternates*: We have been persistent in trying to ensure that only CEOs are in attendance. However, in one case this appears to make little sense (Mitsubishi CEO versus the President of their forest business), and in two others there is some hesitation (ENSO and McMillan Bloedel). We have noted the greater productivity of meetings in which only the top managers are involved. Do you wish us to hold this line?

⇒ *NGO representatives*: Two additional sets of NGOs have requested to join the meeting. These include a consortium representing forest peoples and social issues, and an advocacy group we work with already in the FMTI (Rain Forest Action Network). The issue is not our concern about these groups per se, as we appreciate the dialogue with them very much. It is that we feel the CEOs would not find the presence of these groups conducive to a frank and focused dialogue on their own concerns and constraints. Do you agree? Or are we being too cautious?

Potential controversy includes:

⇒ *Georgia Pacific and the Bank's Alliance with WWF*: Georgia Pacific declined your invitation. They have recently urged other industry representatives in the forum of the American Forest Producers Association (AFPA) meeting to write to you protesting our Alliance with WWF on the grounds that this means Bank commitment to Forestry Stewardship Council certification of sustainable forestry. GP does not support certification of sustainable forestry per se, and certainly not FSC standards, which are the most advanced (and the only ones we feel represent truly sustainable forestry at this point). However, we have not committed ourselves to any particular set of certification principles, precisely so we can avoid being accused of partiality. We have nevertheless

declared that independent certification of sustainable forestry is critical, and that this will be a measure of our performance in meeting our targets on sustainable forestry. We will need to stand firm under this GP/AFPA protest.

VII. Issues Flagged for Pre-Meeting Briefing

15. No doubt other issues will emerge, and the following issues may change, however we see the following at this point:

- *Certification:* we will prepare for you a discussion paper which will address the issues of certification, including those we anticipate being raised by Georgia Pacific;

- *Collaboration of these CEOs with the FMTI*: we see this collaboration as highly desirable, but we need to meet with other board members of the multi-stakeholder FMTI to ensure they are comfortable about how engagement of the companies in your meeting with FMTI might work;

- *Your Challenges to the CEOs to Collaborate with the Bank immediately following the meeting*: We believe there are very interesting prospects for working together with these companies and NGOs to assist our clients and ourselves over the next year. You might wish to prevail on the companies and NGOs present to volunteer their services. These might include:
  - ⇒ partnering with us to help design **the Bank Russia Forestry Sector proposed "green carrot" operation** which GEF may fund (a pool of risk capital to buy down risks inherent in adopting truly sustainable forestry on a commercial scale);
  - ⇒ helping the **Government of PNG** to position the proposed new Bank-funded Forest Conservation Trust Fund as a broker for carbon offset investment between land-owner groups wishing to conserve their forest and buyers of carbon offsets, including the companies the CEOs represent;
  - ⇒ Joining in consultations on the **Bank's Forest Policy Review**;
  - ⇒ Working with **Indonesian Forest Industry** to set voluntary standards of sustainable forestry in the aftermath of the forest fires;
  - ⇒ **Responding to requests for assistance from CEOs** present who wish to move ahead aggressively with sustainable forestry but seek advice on how to move forward with sustainable forestry.

cc: Messrs./Ms. Caio Koch-Weser (MDO), Ismail Serageldin (ESD), Alex McCalla (RDV), Andreas Raczynski (CTE), James Douglas (RDV), Kerstin Canby (ENV)

Participants

ATTACHMENT 1

PARTICIPANTS LIST: Forest Industry CEO Meeting
January 9, 1997

Confirmed, January 9

APKINDO / Indonesian Wood Panel Association Indonesia	Mr. Mohammed (Bob) Hasan Chairman	YES
Aracruz Cellulose SA, Brazil	Mr. Luiz Kaufmann President & CEO	YES
Assidoman Kraft Products SWEDEN	Dr. Lennart Ahlgren President & CEO	YES
B&Q UK United Kingdom	Mr. James Hodkinson Chair and CEO	YES
Caterpillar, Inc USA	Mr. Donald Fites President & CEO	YES*
Collins Pine USA	Mr. James E. Quinn Chief Executive Officer	YES
Conservation International USA	Mr. Peter Seligmann Executive and Chairman	YES
ENSO OY Finland	Mr. Jukka Hämäla President & CEO	YES
IUCN (World Conservation Untion) Switzerland	Mr. David McDowell Director-General	YES
Samling Strategic Corporation	Mr. Chee Ming Yaw Chief Executive Officer	YES*
The Nature Conservancy USA	Mr. John Sawhill President & CEO	YES*
Weyerhaeuser Company USA	Mr. John Creighton, Jr. President & CEO	YES
World Resources Institute USA	Mr. Jonathan Lasch President	YES
WWF-Int'l Switzerland	Dr. Claude Martin Director-General	YES

* indicates a positive response to the initial November 24 date; awaiting confirmation of January 9 date.

Would like to send VP instead

MacMillan Bloedel Ltd. Canada	Ms. Linda Coady VP of Environmental Affairs in place of: Mr. R.B. Findlay President & CEO	YES*
Mitsubishi Corporation Japan	Mr. Jim Brumm Director or Mitsubishi Corporation and Executive VP of Mitsubishi Int'l Corporation in place of: Mr. Minoru Makihara President	YES

No response

Danzer Furneirweke GmbH Germany	Mr. Olof von Gagern Managing Director	?
Russian Timber Producers Corporation Russia	Mr. Igor Sankin President	?

Declined Invitation

Fletcher Challenge Forests New Zealand	Mr. Paul Fowler Chief Executive	NO
Georgia Pacific Corporation USA	Mr. Alston P. Correll President & CEO	NO

* indicates a positive response to the initial November 24 date; awaiting confirmation of January 9 date.

Standard Letter from
JDW to Rio Summit
Participants (7/97)

ATTACHMENT 2

The World Bank Group
Washington, D.C. 20433
U.S.A.

JAMES D. WOLFENSOHN
President

July 31, 1997

Dear

Five years after the Rio Earth Summit, the management, conservation and sustainable development of the world's forest ecosystems remain some of the major challenges facing the international community as it seeks to implement Agenda 21. During the same period, an unparalleled high level policy dialogue on forests with both the Commission on Sustainable Development Intergovernmental Panel on Forests and the Inter-Action Councils World Commission Forests and Sustainable Development has taken place.

The passage of the Convention on Biological Diversity and the host of intergovernmental working groups has been looking at criteria and indicators of sustainable forest management, as well. However, the inescapable conclusion is that forests continue to be degraded and lost at an unprecedented rate.

I believe that you have as strong an interest as I do in seeing global forests sustain both their capacity to produce wood products as well as their contributions to atmospheric carbon balance, biodiversity and other vital ecological services. I believe that the Bank, working with its client countries and the large group of other stakeholders in forest outcomes, can materially improve the financial viability of investments in sustainable outcomes in developing country forests. But to achieve this goal, we will need the full and informed cooperation of major players in the corporate sector.

That is why I am convening a closed meeting of leading industrialists and selected NGO leaders with actual or potential involvement in frontier forests. The agenda will be to discuss the options for reducing barriers to sustainable management in forests now, primarily by promoting the participation of responsible investors in production and management of these forests. I am committed to using the capacity of the World Bank Group to achieve this goal, wherever possible. I would greatly welcome the opportunity to discuss with you the current major constraints to your or others' investment in the key areas of forest loss globally and what the Bank can do to help remove these constraints.

I invite you to join me on either **Monday, November 24, 1997** or **Friday, January 9, 1998,** for a full day here at the World Bank Group headquarters in Washington, D.C. for a review of the current situation and for an open discussion of the

practicality of establishing a partnership initiative. If either or both of these dates is convenient for you, perhaps your assistant could call my scheduler, Ms. Allison Tsatsakis (telno: [202] 458-4776, faxno: [202] 522-3031) so that we might start making arrangements for what I hope will be an informative and collaborative exchange.

Sincerely yours,

James D. Wolfensohn

Proposed Agenda
Forestry CEOs' Mtg

ATTACHMENT 3

Proposed Agenda for Forestry CEO's Meeting,
Bank Headquarters, January 8/9th, 1998

January 8th

7pm: Private Dinner Hosted by Mr. Wolfensohn. Principals only.

January 9th:

9.00-9.30am: Introduction and Opening Remarks by Mr. Wolfensohn.

9.30 - 12.30 with half hour coffee break: Responses by CEOs and NGO heads around the table in which they will remark on their view of the constraints facing sustainable forestry, what they are intending to do about it alone, what they will do about it in partnership with the Bank, and what the Bank should do.

12.30 -2pm: Lunch hosted by Mr. Wolfensohn, but open to other senior managers.

2pm- 3.30pm: Review of where we go from here? Two questions:

- What opportunities do we see for working together with the Bank, and through the Bank and its partners to assist Bank clients;
- Should we, and how would we maintain this forum. When to meet next and where?

3.30pm-3.45pm: Mr Wolfensohn wraps up.

Ken Newcombe
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October 7, 1997 11:12 AM

Forest Market
Transformation Initiative

Forest Market Transformation Intitiative

Background: In many countries, the conservation of biodiversity will depend significantly on the extent to which environmentally sustainable land uses are established in areas ***outside*** legally protected areas. This is particularly true in tropical forest areas where disjunct species distributions and demographic pressures limit the effective coverage of protected areas. With accelerating deforestation and forest degradation, there is therefore an urgent need to promote a fundamental shift in the management of forest resources towards more sustainable practices.

What are the objectives of the FMTI?

The Forest Market Transformation Initiative (FMTI) is a strategic coalition which brings together a diverse group of conservation NGOs, private sector innovators, business research specialists and development practitioners from the Bank, the IFC and other agencies to further the dialogue on ***how*** each stakeholder can, by working in coordination with others, best accelerate a wide-scale adoption of best-known environmental management practices in areas such as commercial forestry. The aim of the initiative is to ***collectively catalyze*** change in the global and regional commercial forest sectors to encourage the widespread adoption of sustainable and conservation-oriented forest management practices. In particular, FMTI participants are concerned about the future of the remaining intact forest frontiers in the Asia-Pacific Region, Central Africa, Latin America and the Russian Federation.

FMTI participants believe that private sector behavior will be a pivotal influence on the future of all forests. The FMTI therefore aims to stimulate private sector learning, innovation and leadership that will catalyze the widespread adoption of profitable, environmentally and socially sustainable practices in the forest products and fibres industries through new market opportunities for goods and services such as:

- certified sustainably-sourced forest products;
- non-timber forest products and services;
- alternative fibers and materials; and
- the commercialization of demand-side management innovations.

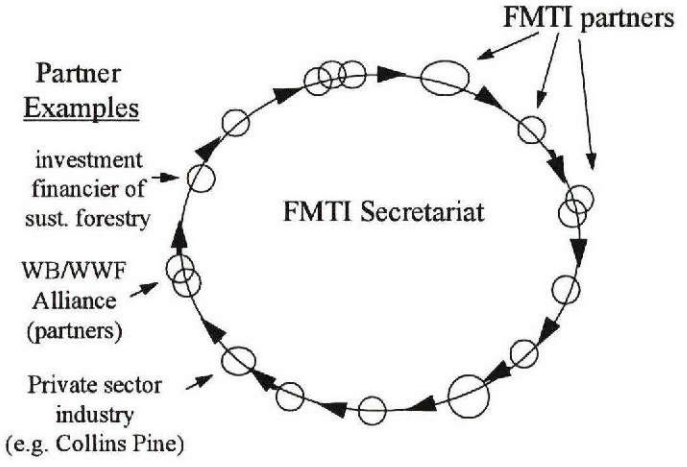
What has the FMTI done and what are its plans?

1996-97: The FMTI began with seed funding from both the Bank's Global Environment Division and the MacArthur Foundation and has focused on documenting case studies of private companies that have made the shift to more environmentally sustainable forest management practices and turned this to market advantage. Based on these studies and other experiences, the group is convinced that broad scale adoption of sustainable forest management practices is feasible. They also believe that strategic, catalytic interventions to bring down the costs and risks for companies desiring to adopt sustainable practices could accelerate the transformation of the sector towards these trends.

1997: The FMTI Management Group has approached the World Resources Institute in Washington, DC to host the FMTI Secretariat, which would take on the central role of coordinating regional partnerships, global and regional information sharing, global FMTI partner alliances and research and program activities.

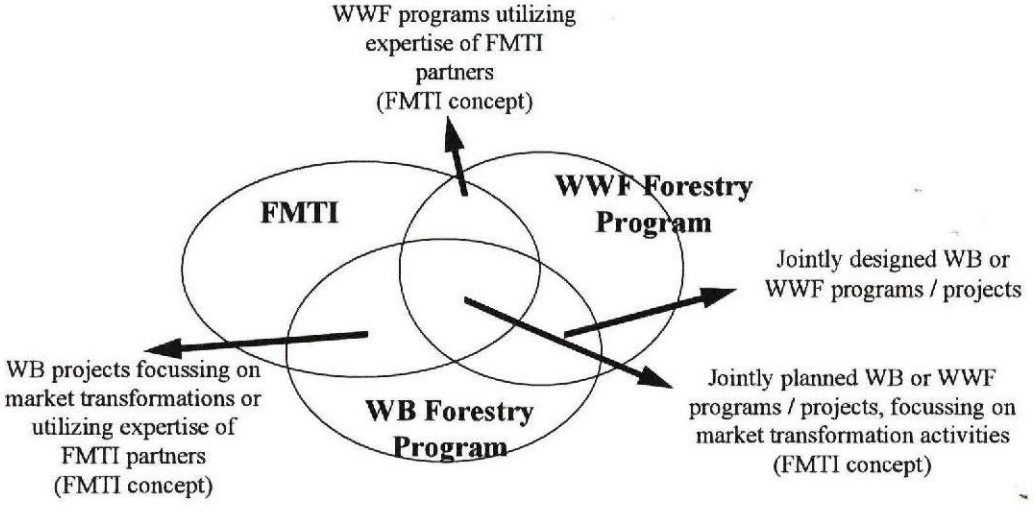
Figure 1 is a graphical representation of the interactive role that the FMTI Secretariat, represented by the circular line, would play with FMTI partners and others organizations involved in the forest sector. The Secretariat would be the mechanism by which information is shared and deal-flow promoted.

Figure 1.



As one of the partners of the FMTI, the World Bank Group is beginning to work with NGO and industry stakeholders to develop a series of incentive packages through the IFC, the GEF and interested private foundations to stimulate private investment in sustainable forestry and provide alternatives to current destructive practices. Products of this relationship between the World Bank, the World Wildlife Fund and the FMTI are graphically represented in Figure 2.

Figure 2.



What Kind of Activities would the FMTI Sponsor?

As an an informal partnership between all the key stakeholders who can influence the direction of the forest industry globally, FMTI would sponsor the following categories of activities:

Designing and financing forest market transformation projects sponsored by Governments, corporations or local communities. For example, the PNG Kikori basin land-owner companies undertaking small-scale sustainable logging, and the Bank Russia Forest Market Transformation "green carrot" project, to buy down the risks of demonstrating independently certifiable forestry on a commercial scale in Russia;

Global Knowledge Broker for Sustainable Forestry products, services, research, projects, and best practice, modeled on the Global Water Partnership and operated as part of the Bank's virtual global development mall to link and make publicly accessible through one virtual shopping mall all major industry, NGOs, research institutions and the Bank's sustainable forestry knowledge, products, services and financing;

Strengthening Local Stakeholder collaboration to participate in the design and implementation of sustainable forestry and forest conservation efforts in the forest frontier states subject to major forest degradation and loss;

Partnership and project brokerage function by matching supply and demand amongst key stakeholders for partnerships with others to identify, design, and finance sustainable forestry ventures, whether through the Bank Group, other Multilaterals, or through private sector financiers.

Ken Newcombe
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October 6, 1997 3:34 PM

Update: WWF-World
Bank Collaboration

Update:
WWF-World Bank Global Collaboration for Forest Conservation and Sustainable Use

The objective of the World Wildlife Fund / World Bank Alliance is to capture synergies and increase Bank effectiveness by combining Bank and WWF competencies and resources in meeting shared forest conservation and sustainable use objectives. The alliance involves a commitment to apply the diverse skills and resources of both organizations and an intent to work closely together to achieve these targets in key forest regions of the world.

Figure 1. Strengths of the WWF-Bank Global Alliance

WWF	*Alliance Strength*	World Bank Group
• relationship with NGOs and local communities	*COMPLEMENT*	• relationship with client governments, OECD and G8
• technical expertise ◊ certification programs ◊ biodiversity management	*COMPLEMENT*	• technical expertise ◊ biodiversity management ◊ sector economics
• Convening Power	*SYNERGY*	• Convening Power
• Private Sector Strenghts ◊ Contacts with Major Companies ◊ experience with Buyers Groups	*COMPLEMENT*	• Private Sector Strenghts ◊ IFC relationships ◊ financial intermediation
• Campaigning Skills and Experience (Forests for Life campaign)	*COMPLEMENT*	• Country policy dialogue ◊ sector work; ◊ project design
• Global Reach ◊ field offices in 100+ countries	*SYNERGY*	• Global Reach ◊ field offices in 48 countries
• Donor/Foundation and Member fund-raising capacity	*SYNERGY*	• Donor/Foundation and Member fund-raising capacity
• OECD country dialogue	*COMPLEMENT*	• Country Assistance ◊ IBRD/IDA; ◊ Grant financing: GEF/BRFTF
• education programs and campaign literature	*COMPLEMENT*	• Global Knowledge Base ◊ EDI Training Programs ◊ knowledge management systems

Progress Update

Development of the Alliance operations is occuring in three stages:

Phase I: Initial Planning: November 97-March 98.
An outline plan for implementation of the Alliance will begin to be developed at a WWF-World Bank planning workshop in November 1997 and will culminate in another workshop in early 1998.

Phase II: Stakeholder Consultations & In-depth Planning: March 98-March 99
This workshop will define the process by which the Alliance will determine priority countries and activities for the partnership for the next 5 years

Phase III: Implementation:June 98-End 2005
Phase III: Implementation will begin after WWF & World Bank teams havel jointly developed programs for priority countries and activities -- expected by mid-1998.

In order to facilitate the planning process, the Alliance will appoint a WWF forester as the Alliance liaison officer stationed in the World Bank

At this stage the regions and activities WWF and the Bank are considering working together on through the alliance are:

- the Amazon Basin; the Congo Basin; Russia; Papua New Guinea & Indonesia; China; and Indochina;
- mobilizing the private sector, government support, and the NGO community;
- applying conservation biology science to priority setting and developing and strengthening financial and policy instruments.

Funding the Alliance Work Plan: While the World Bank will mobilize its substantial resources to implement the initiatives in particular countries, core resources will be needed in regions and at headquarters for both WWF and the Bank to enable the initiative to be effectively implemented. To this end, the Alliance is developing and will submit for donor and foundation funding a budget to underwrite Alliance operations.

Estimated total requirement for implementation phase is average of about $2-3 million per year allocated between the Bank and WWF field offices and headquarters, with heavy emphasis on implementation phase. Planning phase funding required is about $250,000 for the remainder of FY98 to support the basic staff and liaison costs to develop the global, regional and specific country level work programs and design the global governance structure. The Environment Anchor will meet costs of one SY equivalent for a WWF seconded liaison office.

Ken Newcombe
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October 6, 1997 5:12 PM