

The FSC x UN-REDD Lower Mekong Initiative urgently needs you to join our network!

The forests of Southeast Asia are beautiful, mysterious, full of life and potential, and in trouble. Decades of deforestation, illegal logging and chaotic management have left forests across the region on the brink of disaster. **But if we act quickly**, we can turn the situation around.

A new partnership, the FSC x UN-REDD Lower Mekong Initiative, intends to change this situation by making businesses in the sustainable tropical timber trade more visible and successful – protecting these irreplaceable forests and the communities that depend on them for the future. Launched in February 2022, **this partnership needs you to join our network now** to ensure shared success.

Background

This collaboration is part of the UN-REDD initiative on “Sustainable Forest Trade in the Lower Mekong Region (UN-REDD Lower Mekong initiative)”, which supports sustainable forestry in the region. Covering Cambodia, the Lao PDR, Myanmar, Thailand and Vietnam, and engaging China as an important partner, the initiative aims to reduce forest degradation and deforestation and promote sustainable forest management around the region.

Meanwhile, FSC’s strong presence, well-known branding and deep

credibility in the Lower Mekong region puts us in a unique position to advance responsible forest management and trade. China is a major consumer of tropical timber, and many suppliers are located in the Lower Mekong, particularly Thailand and Vietnam. **Ahead of us lie incredible opportunities** to link the growing demand for sustainable timber products with responsible, certified suppliers. FSC and UN-REDD will do this through **education** and **networking**.

An innovative forest-saving partnership

Today’s consumers value sustainability. Brands and businesses are responding, moving towards making their supply chains more sustainable to showcase their environmental, social and governance achievements and their commitment to creating ethical value chains.

In the forest product field, FSC certification is an important benchmark of sustainability, but it can also be quite complex to explain to potential customers, especially in Asia Pacific. By using plain language, suppliers can make information about their FSC certification – whether it is forest management or chain of custody – more user-friendly, easier to understand and communicate, and more attractive to customers.

Suppliers are looking for sustainable ways to **manage their forest resources**, while **increasing market access and connections** to buyers.

Buyers want certified sustainable tropical timber products to **meet their sustainable procurement targets** and **reduce risks** along their tropical timber value chain.



This is the power of the FSC x UN-REDD Lower Mekong Initiative: using simplified, localised language to help suppliers and buyers of tropical **communicate and connect**, using an innovative approach that will make the sustainable forest trade in the Lower Mekong region more efficient, more transparent and more successful. **But to create this success we need to move fast.**

FSC x UN-REDD Lower Mekong Initiative

The Goals

Educate and raise awareness

- Raise government and business awareness of the benefits of the responsible tropical timber trade.
- Increase demand and commitment to legal and sustainable trade and investment in FSC-certified forest products in the Asia Pacific region with a focus on the Lower Mekong region.

Enhance visibility and opportunities for certified businesses

- Launch the **Sustainable Tropical Timber Trade Network** pilot project to connect certified businesses and buyers of all sizes.
- Develop a one-stop shop **Sustainable Tropical Timber Information Hub** to deliver simple, clear information on FSC certification to buyers, sellers, trading companies, governments, and other interested parties.

The Opportunities



Sustainable Tropical Timber Trade Network

In the first phase of the FSC x UN-REDD Lower Mekong Initiative, FSC will develop and pilot the Sustainable Tropical Timber Trade Network – a network of certified suppliers and potential buyers. Businesses joining the network will help increase demand for products from certified forest areas including those managed by smallholders, communities and tribes – improving livelihoods and business performance for all involved.



The Sustainable Tropical Timber Information Hub

The hub will be a database of simple, clear and relevant information about FSC certification and legality requirements which will educate and connect FSC-certified suppliers and many other stakeholders along the tropical timber value chain.

The Benefits

Join the Sustainable Tropical Timber Trade Network TODAY to receive:



Connections to potential buyers and certified suppliers



Free access to FSC certification information in your local language



FSC market insights and FSC-certified tropical timber trade analytics



Priority access to FSC national and regional networking events

To register, click here:

[SUSTAINABLE TROPICAL
TIMBER TRADE NETWORK](#)



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[FSC APAC WEBSITE](#)



Upcoming Events

Q1	WEBINARS:	FSC x UN-REDD presents: Advancing the sustainable forest trade in the Lower Mekong Region and China	10 March
	EXPO PRESENCE:	China – Dongguan Furniture Vietnam – Vietbuild Hanoi	TBC 23 – 27 March
Q2	WEBINARS:	FSC x UN-REDD presents: Connecting supply and demand for Sustainable Tropical Timber Trade in China & Vietnam	28 April
Q3	WEBINARS:	FSC x UN-REDD presents: Connecting supply and demand for Sustainable Tropical Timber Trade in China & Thailand	4 August
	EXPO PRESENCE:	China – China Wood Expo, Shanghai	13 – 15 July
Q4	EXPO PRESENCE:	Vietnam – VIFA Expo, Ho Chi Minh City	31 August – 3 September
	OFFICIAL LAUNCH:	Sustainable Tropical Timber Trade Network and Info Hub	November

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About FSC

The Forest Stewardship Council™ (FSC™) is the world's most recognised, trusted and rigorous forest certification system. FSC's "check tree" label – found on millions of products worldwide – verifies sustainable sourcing from forest to consumer. FSC's responsible forestry standard, linked to a strict chain of custody certification, is a proven solution to tackle today's climate and biodiversity challenges. Choosing FSC helps protect the future of forests and the communities that depend on them.

About UN-REDD

The United Nations Collaborative Programme on Reducing Emissions from Deforestation and Forest Degradation in Developing Countries (UN-REDD) is the flagship UN knowledge and advisory partnership on forests and climate, working to reduce forest emissions and enhance forest carbon stocks. It is the largest international provider of REDD+ assistance, supporting its 65 partner countries to protect their forests and achieve their climate and sustainable development goals.

