



FSC® 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, demand for wood has been projected to increase from approximately 45 million cubic metres to over 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 e.g. 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:** FSC certification can help businesses gain stronger and more diverse customer base and strengthen their competitive advantage.
- ➔ **Enhance public image:** The FSC brand enhances 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.

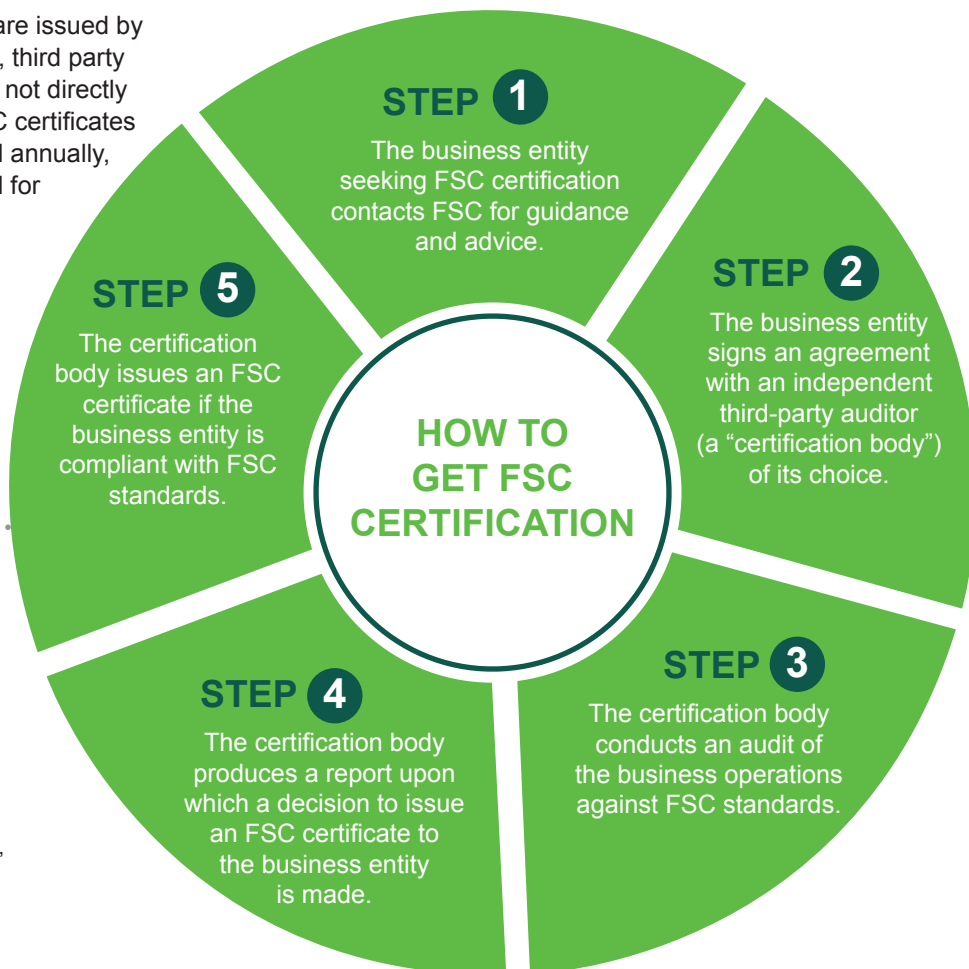
The FSC system monitors how forests are managed. It puts in place mechanisms to label and trace timber and other products all the way to the consumer. It does this through two kinds of certification:

- ➔ **Forest Management Certification** 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, Kenya had no FSC certified forest area.
- ➔ **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, Kenya had nine certificates.

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.

Images: Kenya Forest Service (KFS)

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