1. Board and membership

FSC Finland held 5 board meetings during 2014 (30.1, 20.3, 12.5, 30.10 and 10.12). The annual meeting was held on February 11th. One new member from the social chamber joined the board (the Consumers’ Union), and during the year two members of the environmental chamber (WWF and the Finnish Association for Nature Conservation/"SLL") changed their representatives.

Two new members joined FSC Finland in 2014: the Åland islands forest management association (in the economic chamber) as well as the Consumers’ Union mentioned above (in the social chamber).

The companies Metsä Group and UPM Kymmene as well as the CB Inspecta became new international members of FSC via Finland, joining the economic North. All three new international members participated in FSC’s highest decision-making body, the General Assembly in September, alongside the Finnish Forest Industries Federation.

2. Developments in FSC FM certification

FSC FM certification has taken a huge leap forward in Finland during 2014. The company Tornator, which is the 3rd largest forest owner in the country, announced in April that it was seeking FSC certification and it received its certificate in late November. The number of FSC-certified hectares increased from 459 048 ha in January to over 1 million ha in December 2014.

In addition, the forest management association of the Åland islands is in the process of applying for an FSC group certificate. Should this certificate be granted, it would be the first group certificate in Finland managed by a forest management association. It would thus be a significant milestone and might act as an example to follow for the rest of the country’s forest management associations as well.

On the other hand, a negative development was that Innofor, which held the only independent FSC group certificate, did not renew its certificate in August 2014 after its CB was unable to provide an auditor.

3. Developments concerning Chain of Custody certification

The number of CoC certificates increased from 94 in January to 105 in December. A lot remains to be done to achieve a more substantial increase in CoCs. In 2014, the first significant steps were taken: a solid information package was developed and published for marketing FSC CoC certification and for helping interested companies take the necessary steps to comply with the CoC standard. This "package" includes a fact sheet, a brochure (both in Finnish) and an extensive online information pack (in English).

The first outreach visits to potential CoC companies took place in 2014 and plans have been made for fuller engagement with the business sector. A concerted effort to get more CoCs necessitates investment in the expertise of office staff, and this is scheduled for the first quarter of 2015.
4. Controlled Wood Working Group and Standard Working Group

The Controlled Wood National Risk Assessment (NRA) work was continued from January to June by the CW working group, with negotiations on category 1 (legality) and category 3 (high conservation values). In the summer and autumn, the CW working group focused on commenting on the Centralised National Risk Assessment (CNRA) in the CW categories 1, 2 and 3 (legality, social issues, and HCV). Network Director Gemma Boetekees and CW Manager Joanna Nowakowska from FSC International visited Finland to address and explain the CNRA-NRA process. At the end of the year, the working group decided to take on a facilitation specialist, Paula Sitionen, for a trial period as the facilitator of the NRA process (on HCV issues).

The Standard working group held meetings four times during the first half 2014 and drafted responses to clarification questions from the CBs DNV and Soil Association. The collated responses as well as the separate chamber-based responses will be sent shortly to the Policy and Standards Unit of FSC International.

FSC Finland organised a workshop on the International Generic Indicators (IGIs) in connection with the annual meeting in February. The forestry and standards manager of FSC Sweden, Henrik von Stedingk, presented the IGI process.

The meetings of both working groups are coordinated by the FSC Finland office.

5. FSC Finland Office

Between January and September, the operations of the office were conducted by the interim general secretary Laura Kauppila (working 30h/week), the communications officer Satu Leppänen (20h/week) and the actual general secretary Anniina Kostilainen (on maternity leave, working 5h/week).

As of October, the general secretary returned to her position (working 26h/week), and Lauri Ilola began to work as the communications and marketing officer, replacing Satu Leppänen, who was recruited by FSC International. Laura Kauppila continued to work as the head of administration and projects.

The office also benefitted from three Helsinki university trainees during 2014: Kaman Tsui in March, who developed CoC-related materials, Satu Kilpinen in June-August, who developed FM-standard training and consumer-related materials, and Philip Chambers in October-December, who assisted with the IGI transfer preparations.

6. Major tasks of the National Office

FSC Finland became a Trademark Service Provider in April 2014. Five companies previously managed by FSC Denmark are now trademark clients of FSC Finland. A list of potential new trademark companies has been drawn up, and work with these will follow in 2015. Trademark work is a potential source of new income for the office. A fact sheet and a powerpoint presentation on the FSC trademark was created, and they are being used for marketing purposes. The office also manages the International membership service.

Work on expanding the funding base of FSC Finland was carried out and further planned during 2014. Six main fronts are being worked on:
- increasing the number of FSC hectares (promoting the creation of new group certificates, targeting smallholders, forest-owning cities/communes and church parishes)
• increasing the number of CoCs
• getting new trademark clients
• getting company sponsorship
• getting new members
• raising project funding for specific, strategically justified development projects

In order to increase the number of FSC hectares in Finland, more visibility for FSC has been created. The 1st edition of the small forestowners’ brochure was distributed widely during the year, and the 2nd edition was developed with the input of stakeholders and published in November. A separate menu on the FSC Finland website has been dedicated to smallholders. Discussions have taken place with the Lutheran Church regarding FSC certification for forest-owning parishes.

The office has laboured to bring FSC FM certification to the attention of forest management associations and companies engaged in the forest sector (those making forest plans, providing contractor services etc). The office received financing from the Finnish Forestry Foundation and the FSC International’s strategic fund to implement a training project on FSC for forestry professionals.

This project has been implemented in phases: during the summer, the training materials were created, and during the autumn they were translated into Swedish. Preparations were made with the two consultants used as trainers, and venues and dates were selected. In the late autumn, six full-day training events took place in Tampere, Pori, Lahti, Seinäjoki, Kajaani and Mikkeli with participants ranging from small to big forestry companies. Another five training events are scheduled for January-March 2015 in other cities around the country.

The results of the training project have been positive. The events have allowed participating forestry professionals to air their doubts and concerns regarding FSC FM certification, and the outside experts used as trainers alongside FSC staff have provided solid and credible responses. Thus it has been possible to dispel some of the ungrounded doubts regarding FSC that have been circulating in forestry circles in Finland.

FSC FM certification was promoted to smallholders at a fair organised by Stora Enso in September as well as to a small group of forest owners in Pori in August. Plans to expand the outreach work to smallowners and to support interested organisations in creating new group certification schemes in 2015 have been made.

In addition, the national office participated for the first time in the main Forest fair in Helsinki, with general secretary Anniina Kostilainen taking part in a panel discussion.

7. Finances

Bernt Nordman, who was elected by the Annual General Meeting in February 2014 to undertake a financial scrutiny of the accounts, scrutinised FSC Finland’s administration and finances according to Finnish legislation and the guidelines of the Patent and Registration Office.

The final accounts for 2014 show a surplus. The surplus is due to a favourable exchange rate and successful fundraising for projects. Regular costs (such as salaries) have been paid out of project funds to some extent. This enables longterm financial planning and HR management.

8. Communications

The office has been active on the communications front. The webpages of FSC Finland were revised to the new international template and news have been added on a regular basis throughout the year. Compliments on the new webpages have been heard from a variety of stakeholders.

In the latter part of the year, FSC Finland has began to operate in social media via its own Twitter account (@FSC_Finland) and a joint Scandinavian Pinterest account (http://fi.pinterest.com/fscandinavia/). In connection with the forestry fair in Helsinki, the first social media outreach campaign for consumers (a photography competition of FSC products) was organised.

For the annual “FSC Friday” in September, a postcard campaign was created for FSC-awareness raising. A total of 220 cards were sent to various actors in the forestry sector, as well as stakeholders, cooperation partners and certificate holders.

A sub-regional communications workshop for Nordic and Baltic FSC national offices was organised by the FSC Finland office in November. The Head of Communications of FSC International, Karen van der Westhuizen, came to coach the offices on how
to implement the global communications plan on a national level. Cooperation with Sweden and Denmark on communication pieces regarding companies operating in all three countries has been planned.

FSC Finland has new photos that have been shared with FSC International, and another batch of new photos taken in UPM forests for internal use in forthcoming news and brochures. A consumer-leaflet has been developed and published, and a separate menu on the webpage for consumers will be created shortly.

### 9. Networking and cooperation

Scandinavian cooperation with FSC Sweden and FSC Denmark has been intensive throughout the year. The office has been able to plug into the experience and expertise of Nordic colleagues, which has had a great impact on the efficiency and know-how of the staff in Finland.

FSC Finland staff have participated in the General Assembly, network meetings and a smallholder network meeting as well as Scandinavian meetings. The FSC network has been put to good use, drawing on more advanced offices for answers and ideas.

Networking also within Finland has been an important element in the work in 2014. The aim is for FSC Finland to be present in various forestry events to be able to become a seriously-taken player in the forestry playing field. Meetings have been held with various stakeholders and FSC’s profile has been raised informally at seminars, events and field trips.

High-level meetings were held in the first quarter of the year between the chairperson and Stora Enso, UPM and Metsä Group, as well as between the chairperson and WWF and the Finnish Association for Nature Conservation (SLL). The purpose of these meetings was to map out objectives of different board members and to discuss potential changes to FSC board representatives, in order to discontinue the current practice of the same representatives sitting on the board and in the working groups (Standard working group and Control Wood working group).

#### Members of FSC Finland 2014

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<tr>
<th>Economic chamber</th>
<th>Social chamber</th>
<th>Environmental chamber</th>
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<tr>
<td>Alcea</td>
<td>Association of Reindeer herders in Finland</td>
<td>Birdlife Finland</td>
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<tr>
<td>Innofor</td>
<td>Consumers’ Union (New)</td>
<td>Greenpeace Nordic</td>
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<td>Finnish Forest Industries Federation</td>
<td>Saami Council</td>
<td>Finnish Nature League</td>
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<tr>
<td>Metsäteho</td>
<td>Wood workers’ Union</td>
<td>Finnish Society for Nature and Environment</td>
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<td>Metsä Group</td>
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<td>Finnish Association for Nature Conservation (SLL)</td>
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<td>NEPCon</td>
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<td>WWF Finland</td>
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<td>Silvacultura</td>
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<td>Silvesta</td>
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<td>Stora Enso</td>
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<td>UPM-Kymmene</td>
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<td>Åland Islands forest management association (new)</td>
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#### International members of FSC via Finland 2014

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<tr>
<td>UPM-Kymmene (new)</td>
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<td>WWF Finland</td>
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<td>Greenpeace Finland</td>
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<td>Metsä Group (new)</td>
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<td>Finnish Association for Nature Conservation</td>
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<td>Inspecta (new)</td>
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Board of FSC Finland 2014

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<tr>
<th>Economic chamber</th>
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<tbody>
<tr>
<td>UPM-Kymmene (member) - Sami Oksa</td>
<td>Association of Reindeer herders in Finland (member) - Jan Saijets</td>
<td>WWF Finland (member) - Panu Kunttu/Annuukka Valkeapää</td>
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<tr>
<td>Finnish Forest Industries Federation (member) - Karoliina Niemi</td>
<td>Wood workers' Union (member) - Riina Simonen</td>
<td>Finnish Nature League (member) - Lauri Kajander</td>
</tr>
<tr>
<td>Stora Enso (deputy) - Pasi Lehtosaari</td>
<td>Consumers' Union (deputy) - Jenni Vainio-ranta</td>
<td>Greenpeace Finland (deputy) - Matti Liimatainen</td>
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<tr>
<td>Metsä Group Oyj (deputy) - Jussi Ripatti</td>
<td>Finnish Association for Nature Conservation (deputy) - Paloma Hannonen/Virpi Sahi</td>
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Chairperson Sirkka Hautojärvi, Deputy Chairperson Karoliina Niemi

FSC Finland Office 2014

General Secretary Anniina Kostilainen (4.10.2014-- working time 26h/week, during maternity leave 5h/week).

Interim General Secretary Laura Kauppila (1.1-3.10.2014, Head of administration and projects 4.10- working time 30h/week).

Communications officer Satu Leppänen (1.1-30.9), Communications and Marketing officer Lauri Ilola (1.10.2014--) (working time for both 20h/week plus extra hours from external project funds).

Trainees from the University of Helsinki: KaMan Tsui (1-31.3), Satu Kilpinen (1.6-31.8) and Philip Chambers (1.10-31.12).