



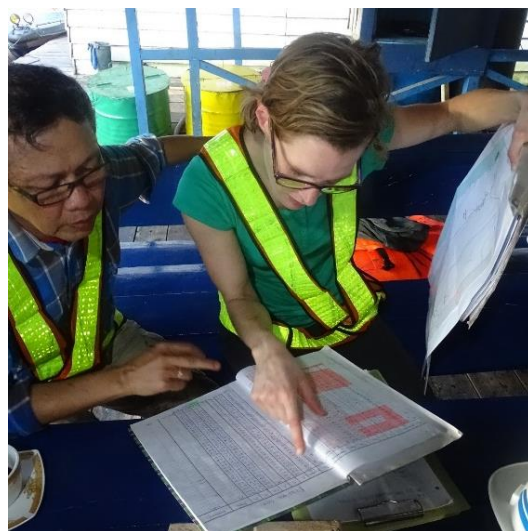
# FSC CERTIFICATION & KEWEENAW LAND ASSOCIATION:

## 25 YEARS



# About Us

International  
non-profit  
organisation



We have been  
working on  
sustainable land  
use and responsible  
trade of forest  
commodities  
for almost **25** years





A world where  
**human  
choices**  
ensure  
**a sustainable  
future**



**OUR VISION**

To build  
**commitment and  
capacity**  
for  
**mainstreaming  
sustainability**



**OUR MISSION**

# RA-CERT merger

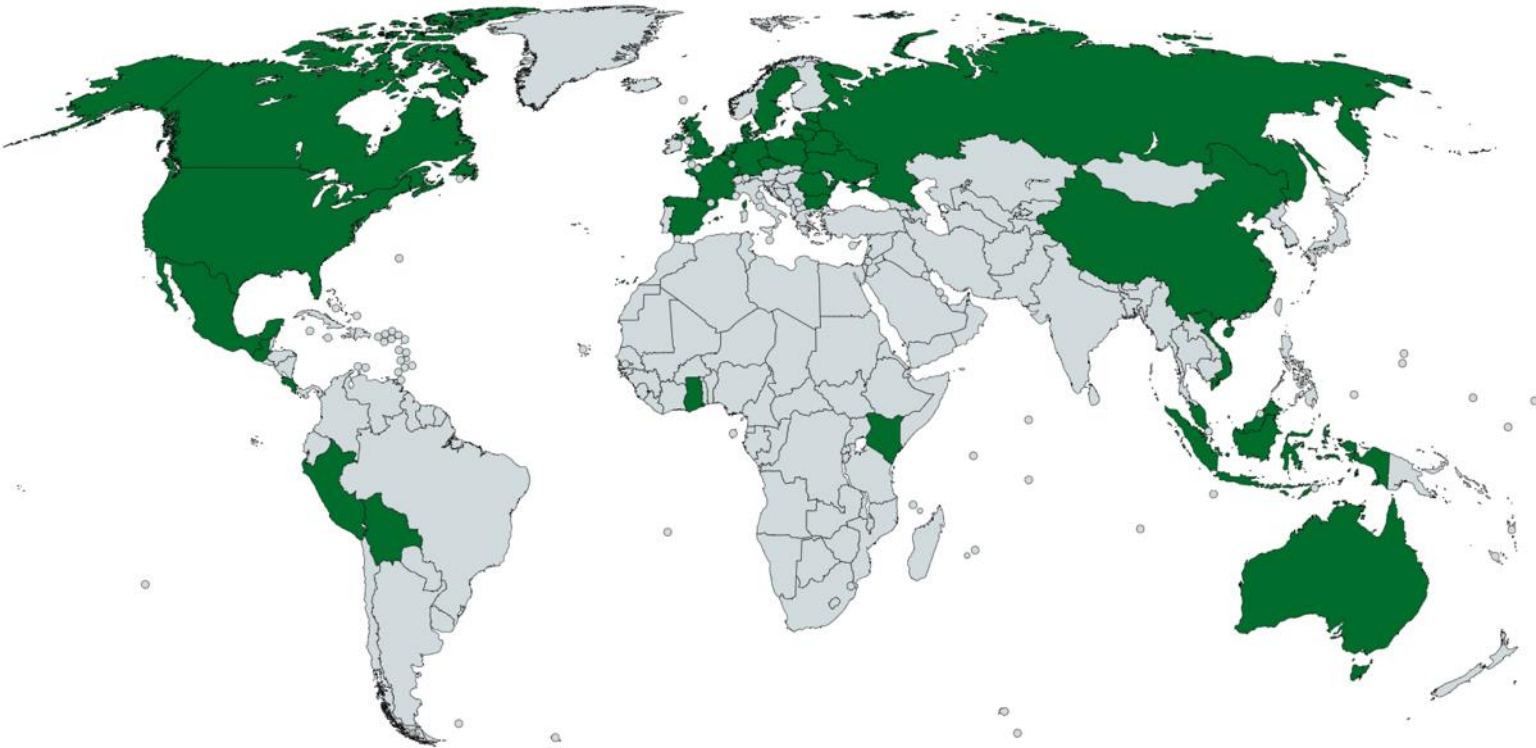




Assurance	Solutions	Innovation
Accredited and other 3 <sup>rd</sup> party standard evaluations	Non certification Corporate sustainability advisory and training	Projects, service and tool development, training etc...



# Our Team around the World



**226** full-time staff

**34** countries

**44** nationalities

Network of **200+** consultants

**25** registered offices  
across Europe, Americas,  
Russia, Africa and Asia



# Assurance/Certification Services

**Keweenaw Land Association is  
certified**

Became a  
member of FSC

Partnership agreement  
with Rainforest Alliance  
*covering Denmark, Estonia,  
Latvia and Lithuania*

- Issued the first LegalSource™ certificate
- Became an accredited FSC certification body

Issued the first  
RSPO certificate

1996

1999

2014

2017

1998

2013

2015

1993—FSC  
founded

1994—NEPCon  
founded

First FSC CoC  
certificate

Recognised as  
EUTR  
Monitoring  
Organisation

Issued the first  
SBP certificate



# Assurance/Certification Services



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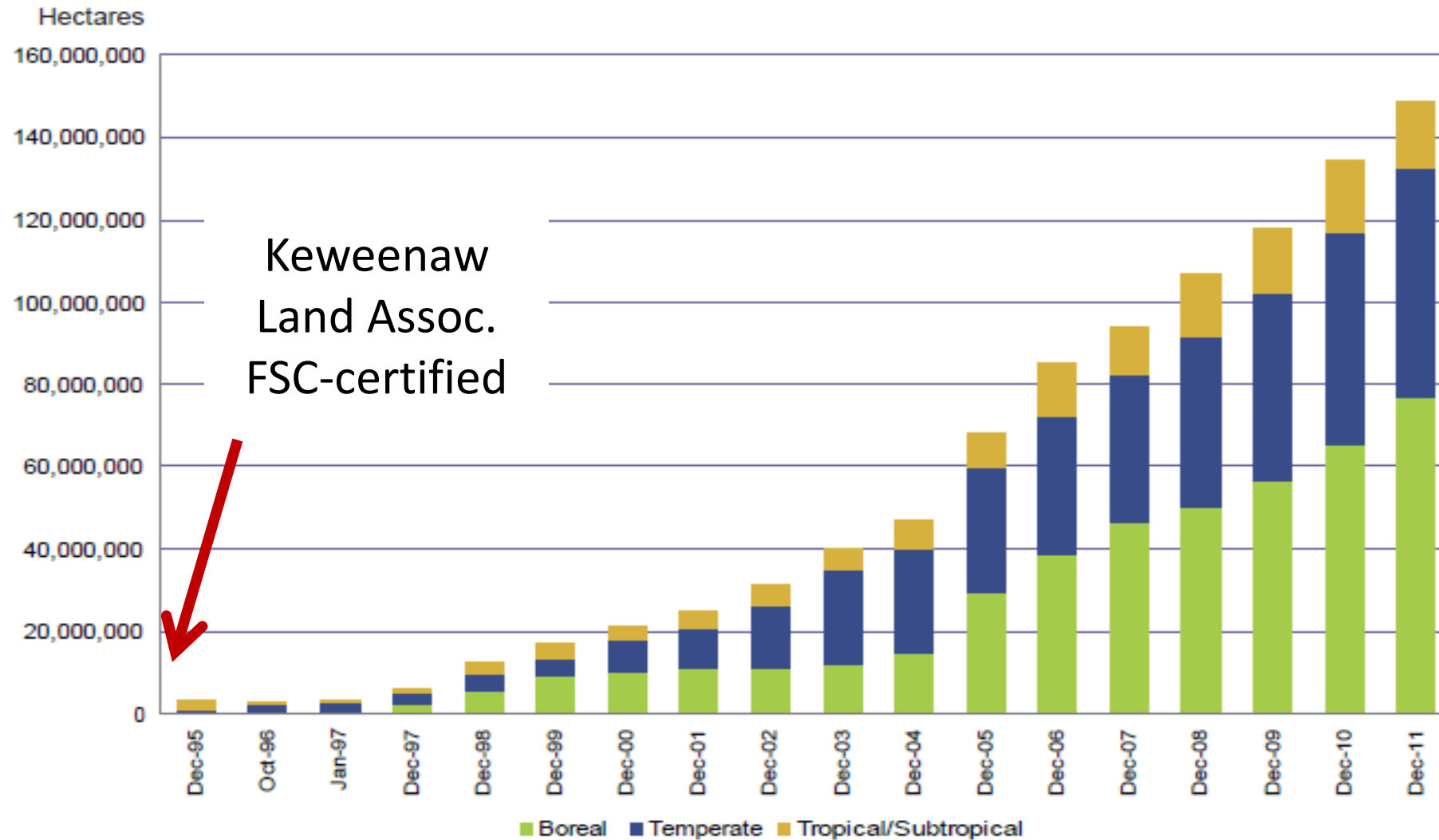






- Certified since September 1, 1994
- The 5<sup>th</sup> FM certificate issued by RA (now NEPCon) globally
- The first certificate issued by RA/NC in the USA
- **The oldest continuous certificate for NC worldwide**

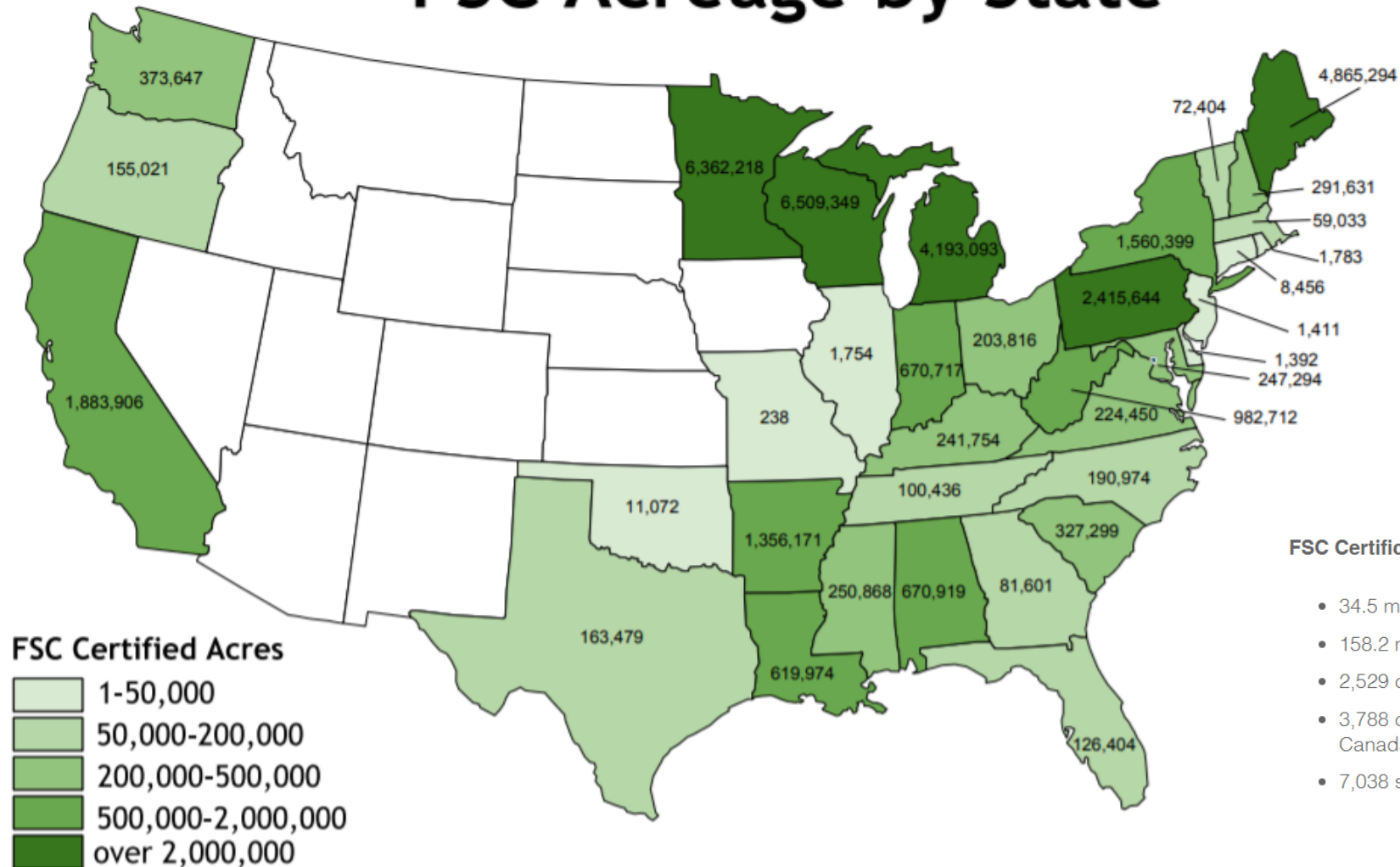
# Ahead of the Pack





# FSC®-Certified Acres In United States NOW

## FSC Acreage by State



### FSC Certification Statistics as of June 2019:

- 34.5 million acres certified in the US
- 158.2 million acres certified in the US and Canada
- 2,529 companies Chain-of-Custody certified in the US
- 3,788 companies Chain-of-Custody certified in the US and Canada
- 7,038 sites certified in the US

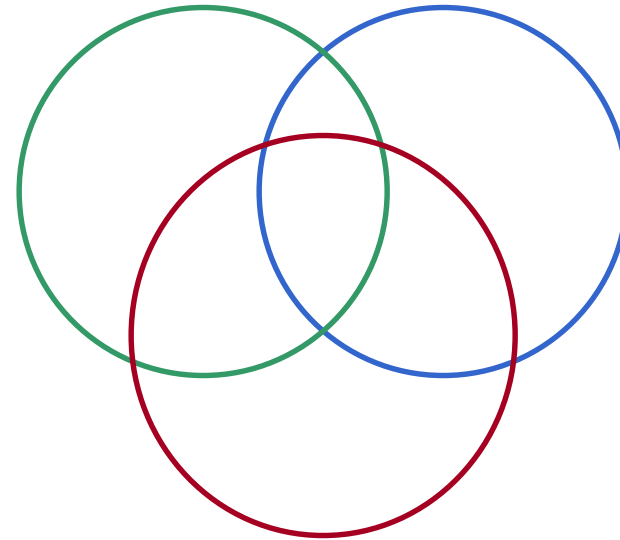
# What is Responsible Forestry?

**More than just sustained-yield:**

Environmentally sound

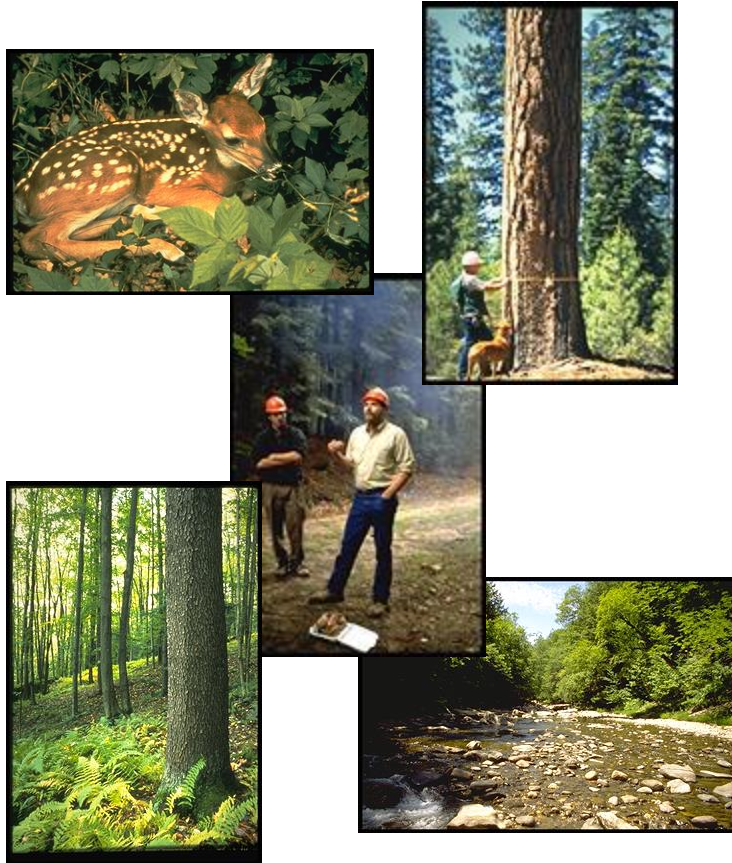
Economically viable

Socially beneficial





# FSC Principles



1. Meet all applicable **laws**
2. Have **legally established** rights
3. Respect **indigenous rights**
4. Maintain **community well-being**
5. Conserve **economic** resources
6. Protect **biological diversity**
7. Have written management **plan**
8. Engage in regular **monitoring**
9. **Conserve** high conservation value forests
10. Manage **plantations** to alleviate pressures on natural forests.

# Environmentally sound



- Continuous forest cover provides **habitat for wide ranging and vulnerable species** (e.g. goshawk)
- Use of **conservation zones** for RTE species and rare communities
- 240 acre bogs designated as **High Conservation Value Forest**
- Use of **Integrated Pest Management** strategies
- Emphasis on species and age class **diversity**, and variable patch size consistent with natural disturbance regimes
- Consistent BMP implementation and **protection of streams** and other water resources

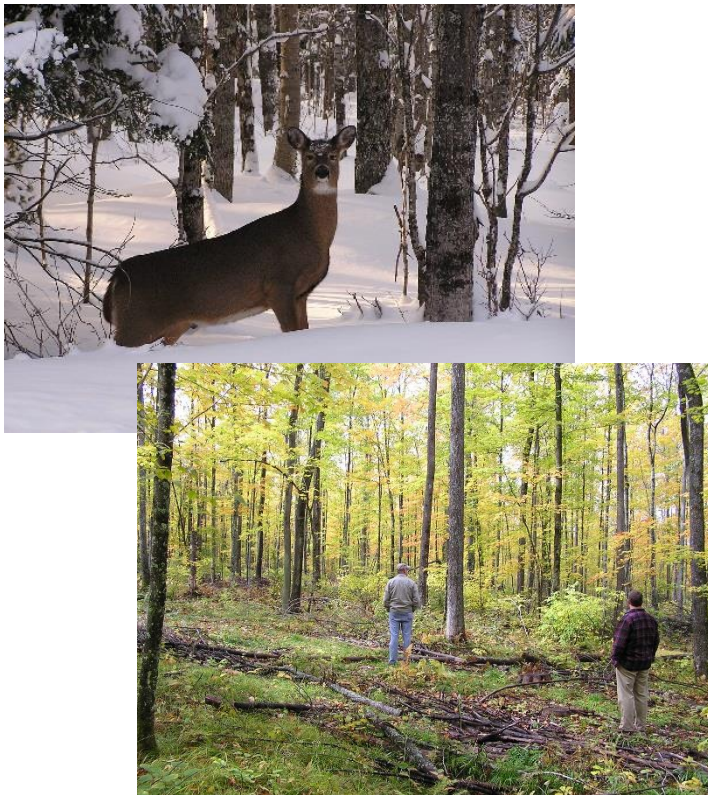


# Economically viable



- Over **a century** in the forest management business
- Long term strategy to **expand the forest land base**
- Purchasing and investing in **restoration** of degraded forest lands
- Mission statement includes **pledge to shareholders** to provide predictable and appropriate ROI
- **Full array** of products and markets
- Consistent **investment** in forestry and land management operations

# Socially beneficial



- Strived to **keep contractors working** during recession years
- Substantial investments in a wide array of **community based organizations**
- Mission statement includes specific pledges to **employees, families, contractors and communities**
- Identified **historic Indian trail** and provided information to the Lac Vieux Desert Band
- **Lands are open** to non-motorized public recreation like hunting & hiking



**“A natural resource company  
dedicated to the long term sustainable  
management of our forest resources.”**

# First impressions

“Over its 129 year history, the Keweenaw Land Association has evolved into a **prime example of sustainable forest management**. Because of its sizeable land holdings, long-term commitment to land management, and dedication to continued improvement, KLA has enormous potential to contribute to market minded ecological preservation.”

*Rainforest Alliance Audit Report, 1994*



- In 1994, FSC was considered “controversial”
- 2019: standard business practice and useful tool for continuous improvement
- Consumers expect companies to deliver on social, cultural and environmental benefits





25 years of audits!

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25 years of FSC of working  
together

