Measuring is knowing

SFI Conference
Minneapolis



World Business Council for Sustainable Development

21 May 2025

About the Forest Solutions Group

- 17 members (land investment, timber, pulp and paper, energy, consumer goods)
- Mostly from the US and Europe (2/3)
- 20 million hectares of forests



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Increasing pressure on companies

There is increasing demand for disclosure on nature impacts but limited consensus on metrics

Pressures

Increasing demands from **customers**, **investors** and **NGOs** to understand the impacts of sustainable forest management practices prescribed by forest certification



Emerging voluntary and regulatory frameworks requiring companies to disclosure impacts on nature

Forest companies

What are the most credible, effective and widely adopted metrics available ?

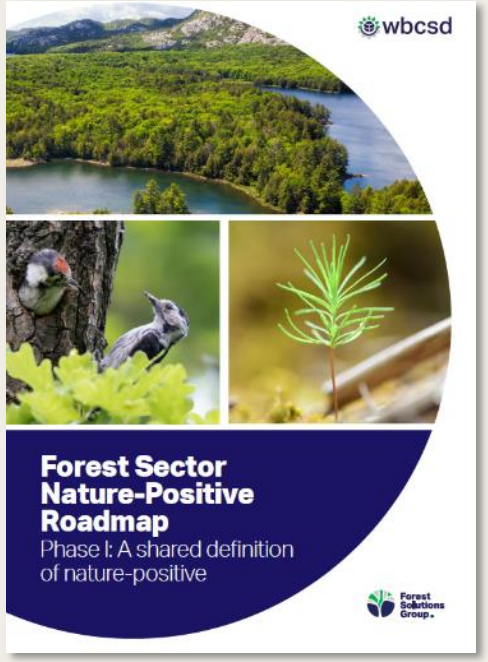
Which of these metrics are most relevant to the types of forests and context in which my company operates, or sourcing areas ?

How will these metrics prepare my company to meet the requirements of voluntary and regulatory frameworks ?

WBCSD-FSG's Forest Sector Nature Positive Roadmap

In 2022, WBCSD started a series of Sector Roadmaps to Nature Positive, by publishing the **Forest Sector Nature Positive Roadmap.**

This work brought together peers in the sector to define a shared agenda and accelerate credible nature-positive ambition, action and accountability.



Link to the Forest Sector Nature Positive Roadmap

	Establishment	Management	Harvesting
RESTORE & REGENERATE	• Restore areas of significant biodiversity and carbon value • Restore connectivity between habitats • Restore native or endangered tree species adapted to climatic conditions	• Enhance carbon removals in soils and forests	
REDUCE	• Protect water bodies, as well as areas of significant biodiversity and carbon value • Promote forest diversity • Reduce water use and waste in nurseries and forest operations • Prevent contamination of water bodies • Reduce impacts from road networks • Optimize land use	• Reduce climate change-induced pressures • Reduce pressures from invasive species • Prevent poaching and illegal logging • Protect soil quality	• Protect biodiversity during harvesting • Replant productive forests after harvest • Reduce GHG emissions from harvesting and transportation
AVOID	• Avoid deforestation in direct operations and value chain • Avoid conversion of areas of significant biodiversity value to intensively managed forests		

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FSG Collaboration with TNFD

- Working alongside the TNFD Taskforce, the FSG led the development of the TNFD Forestry and Paper sector guidance
- This included close collaboration with 18 FSG member companies
- Engaged other 35+ forestry and forest products global organisations, including companies (in and beyond the forest sector), standard setters, certification systems (including SFI), and financial institutions



TNFD Forestry and Paper Additional Sector Guidance

The guidance includes additional information tailored for the forest sector:

- Illustrative examples tailored for the sector
- Additional definitions
- Recommended tools and datasets
- Additional disclosure metrics (ensuring alignment with certification requirements)

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A tool to guide prioritization of nature metrics for the forest sector



The Forest and Nature metrics tool

In 2024, we focused on sustainable forest management

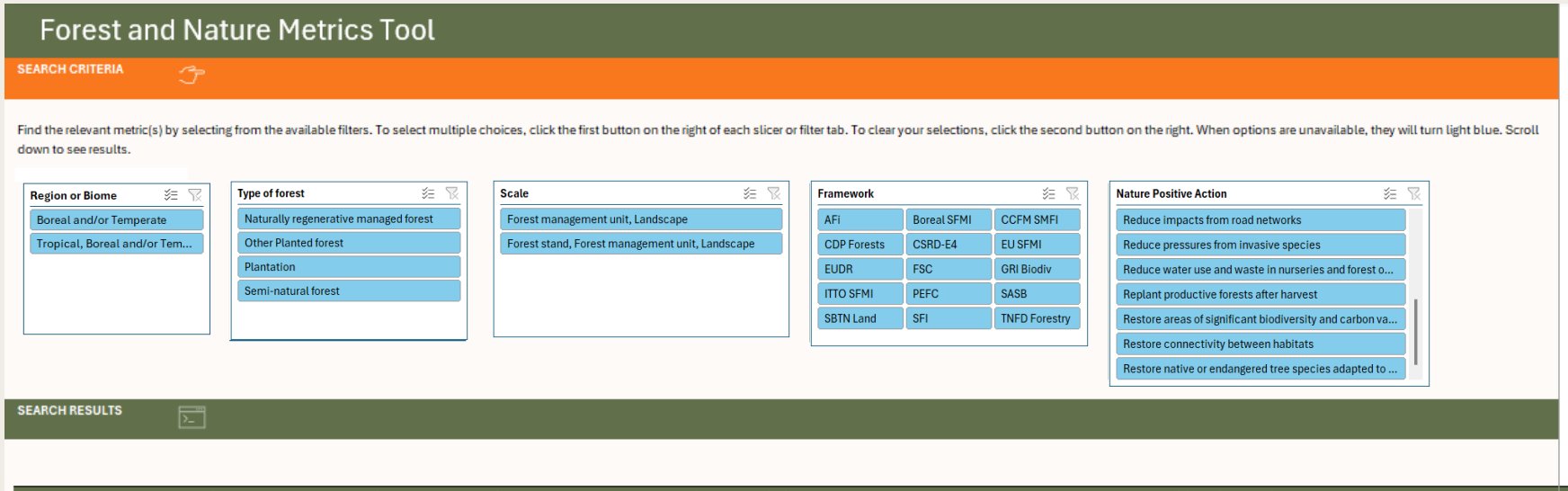
In 2025, we are expanding to include processing and manufacturing metrics

This work included:

- 7 initial stakeholder interviews, including SFI
- 5 consultations (members + external)
- 2 pilot testing phases
- Involved 60+ stakeholders, including SFI
- Received 2,000+ pieces of feedback
- From 300+ to 45 relevant and practical metrics

👉 Click here for more details

Current version of the Forest and Nature Metrics tool (*beta version*)



Please reach out to us for getting access to the beta version:
dasilva@wbcsd.org,
cc degalembert@wbcsd.org

Framework	Indicator	Metric	Unit	Type of metric	Description	Additional information	Applicable Frameworks	Nature Positive Actions	Action type (AR3T)
CDP Forests	Monitoring and certification	* Area (and share) of FMUs/sourcing areas certified by forest certification standards	ha and % as part of total area owned, leased or managed	Response	The area of forests certified by broadly recognised third-party certification systems with a global presence, such as: the Forest Stewardship Council (FSC), Programme for the Endorsement of Forest Certification (PEFC) and Sustainable Forestry Initiative (SFI), and the share of this area as part of the total area owned, leased or managed. These certification schemes provide a comprehensive mechanism to trace the origin of forest products, offering a certain degree of assurance that the products come from responsibly managed forests.	Note that 'Controlled Wood,' 'Controlled Sources,' and 'SFI Fiber Sourcing' are excluded from this definition.	CDP Forests, CSRD-E4, FSC, GRI Biodiv , ITTO SFMI, PEFC, SASB, SBTN Land, SFI, TNFD Forestry	Avoid conversion of areas of significant biodiversity value to intensively managed forests, Avoid deforestation in direct operations and value chain , Reduce pressures from invasive species	Avoid
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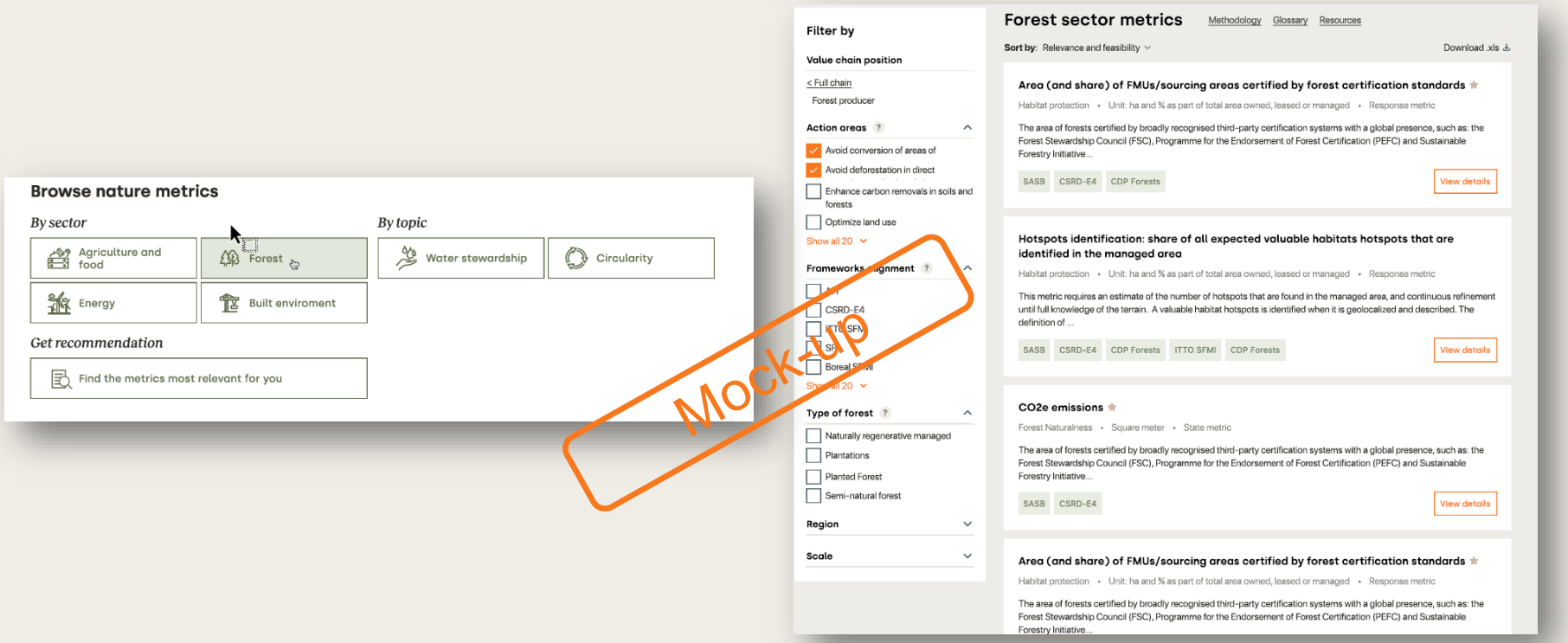
Bringing consistency and clarity to the use of nature metrics

WBCSD's Nature Metrics Portal



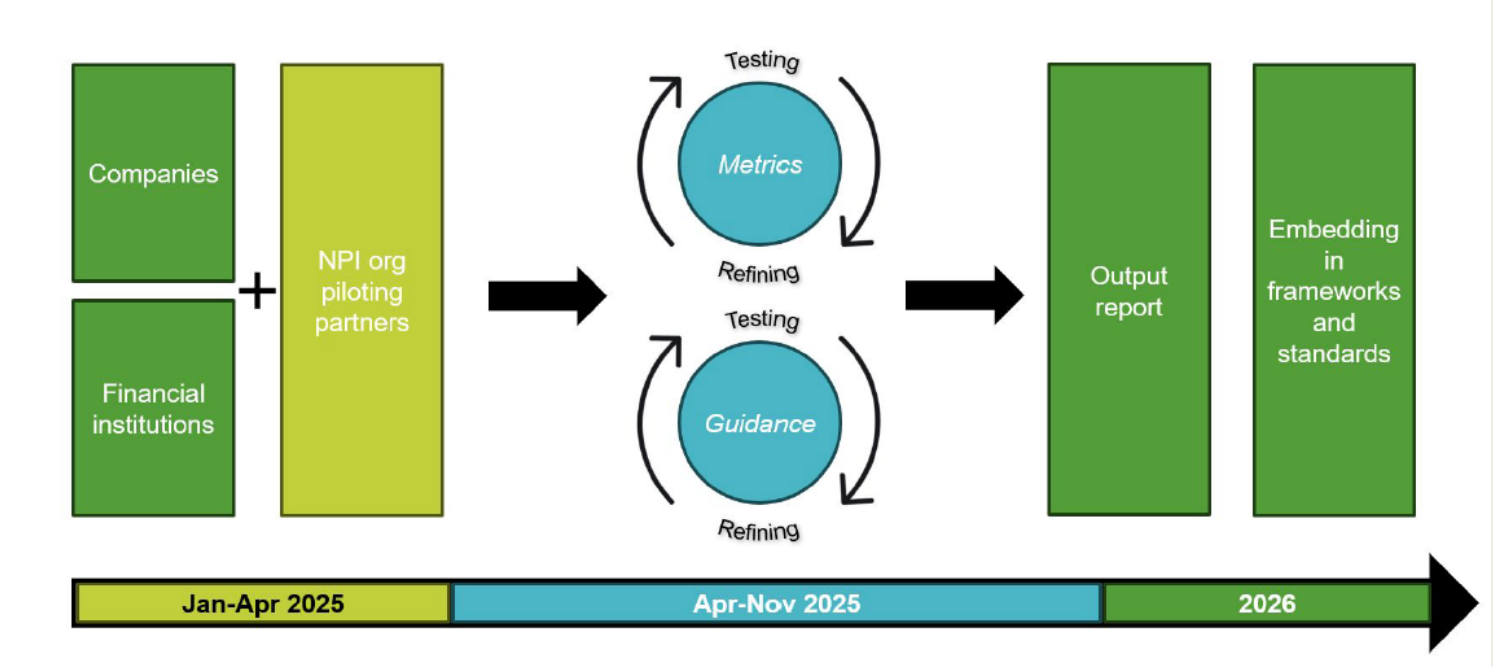
*Including the pioneering **Forest sector** component and other high-impact sectors: Ag & Food, Built Environment, Chemicals, Energy and Pharma*

Help companies **prioritize the most relevant metrics** to measure and disclose impacts on nature in **alignment with regulatory and voluntary frameworks**.

Launch during UNFCCC COP30, *Belém, Brazil*

Nature Positive Initiative pilot program

WBCSD is partnering with the NPI to support pilot testers of new "state of nature" metrics



5 FSG members pilot testing

Forest Solutions Group

Thank you

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https://www.wbcsd.org/actions/forest-solutions-group/

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