

- ACCCSA announced that it has worked with TAPPI to make the TAPPI training programs available to ACCCSA members.
- ACCCSA plans to start a regular ACCCSA Bulletin containing valuable information for mid-level plant managers in Latin America.
- The hiring of a dedicated executive director for ACCCSA has added excellent stability and increased the effectiveness of the organization. Previously, all ACCCSA work was performed by volunteers.
- Eighty percent of the trade show booths for ACCCSA 98 have already been reserved.

At a special meeting with trade show exhibitors, the ACCCSA board of directors was asked to review next year's plans in light of the heavy schedule of international and regional trade shows in 1998. One suggestion was to delay the next ACCCSA meeting until early 1999.

ACCCSA delegates (corrugators) had already discussed the proposed delay and unanimously voted against a plan to delay the next session beyond 1998. Corrugators and suppliers alike praised the important benefits for all ACCCSA attendees and expressed concern about the detrimental effects of a significant delay for the next ACCCSA event.

In an attempt to reconcile the interests of all parties, the ACCCSA board announced that it will consider a date in the last week of October or the first week of November for ACCCSA 98. Other factors, such as the availability of the hotel and convention hall space, will also influence the final decision.

Guatemala will serve as the host site for ACCCSA 98.

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NEWS FROM CELSO FOELKEL

BRAZILIAN PULP AND PAPER INDUSTRY AND FOREST CERTIFICATION

Although the FSC (Forest Stewardship Council) meetings have begun to define local criteria, this forest-labeling system is not the only one being considered in Brazil. The FSC is a viable alternative, but success is very dependent on the level of maturity among the players in the discussions.

Parallel to the FSC, the Brazilian Standard Association—ABNT, similar to the Canadian Standard Association—has revitalized the forest certification project called CERFLOR. This system was originally developed by the Brazilian Forestry Society (SBS) under the

guidance of Rubens Garlipp. In the later stages of development, the process was offered to ABNT, the most reliable certification agency in Brazil. ABNT has the mission to hear the interested parties and to adopt principles, criteria, and indicators in an open and transparent process.

The Brazilian Paper and Pulp Manufacturers' Association has a special task force, comprised of members of the leading pulp and paper companies. This task force is responsible for the follow-up of and participation in the most important certification and labeling forums, including FSC, ABNT/CERFLOR, ISO 14001 SFM, International Forestry Roundtable BCSD (Business Council for Sustainable Development), and European Union eco-label.

Another certification system has been offered to the Brazilian forest-based industry. This alternative system is based on the scientific analysis of the life cycle of the product. In reality, it is a type III label according to the ISO 14000 series of standards. The Brazilian position to TC 207/ISO about type III label is still conflicting. However, two hardboard/particleboard companies have already obtained eco-labels for their products based on this kind of forest certification.

Labels and certifications are customer-oriented processes. However, we should not believe that the market is the single driving force to push forest certification. Surely, wood product customers would like to find environmentally friendly goods; however, this is not a must to them. I believe in other driving forces to speed forest-product labeling: trade agreements, government pressure, media, and marketing opportunities to the industry. Pioneers will be awarded by a better image, motivation, and business management.

Although in an early age and very controversial to many, forest certification is going to play an important role in upgrading the image and management of the pulp and paper business. This is especially true in the South American countries, where wood for the pulp and paper industry comes from plantation forests and not from Amazon rain forests.

Certification must be awarded to the good and cannot be given to all. It must promote distinction between the better and the worse.

Forest certification systems may vary from country to country and even within a country. However, the following items are vital to a successful certification: (a) environmentally friendly forest products shall be certified/labeled if voluntarily requested by the manufacturer and (b) labels must be reliable and understood by the community.

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