



WWF-UK
FOREST
& TRADE
NETWORK

WWF-UK
(World Wide Fund for Nature)
Trading Limited

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Template Action Plan for new FTN Members

Before joining the WWF-UK FTN all new members must have an action plan agreed with the FTN Manager. The action plan states how the member organisation will implement their responsible purchasing policy for forest products, and how they will monitor progress against targets (as agreed with the FTN Manager) including the actions that will be taken to:

- Communicate the responsible procurement policy internally and to suppliers
- Trace all forest products back to forest source
- Eliminate forest products that do not comply with the procurement policy (e.g. illegally harvested timber)
- Obtain substantial and increasing volumes of credibly certified forest products

The action plan must address the aspects of the supply chain that are a high risk as a priority.

Your annual report to WWF-UK FTN must include SMART - Specific, Measurable, Achievable, Realistic, and Time-bound - actions (see examples in the template below) to be completed in the next twelve months, which address fundamental aspects of your purchasing profile in order to progress material through the reporting categories and effect permanent change in your business towards responsible purchasing of forest goods.

Additionally, if you have reported material as Category 1 Unwanted, then a corresponding action must be presented to address the elimination of this material from your supply chain, when your finalised annual report is submitted. This action must be agreed with the UK FTN, and completed in the time frame specified by your organisation.

Targets and goals for achievement in longer time frames may also be added.

Once an action has been completed this should be noted by adding a completion date. If an action has not been completed by the 'due date', or will not be completed, you should add a comment to explain the situation.

To get a better working relationship with all FTN members, provision of DRAFT action plans for review must now be done before 31st January, at the start of the reporting cycle. This enables us to provide feedback on your action plan prior your finalised annual report submission, with the objective of developing better goals together to reduce your business impact on the world's most valuable and threatened forests.

Here are some examples, to give you an idea of how to set your targets and provide suitable detail to make them comprehensive. Contact the UK-FTN or one of the sector consultants if you need assistance with developing your action plan.

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the Hon Lady Ogilvy KG, GCVO
Chair: Ed Smith
Chief Executive: David Nussbaum

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EXAMPLES OF SMART ACTIONS

Action	Comment	Due Date	Completion Date
<p>Target: All key staff aware of WWF-UK FTN membership and implications by xx date</p> <p>Action: Communicate membership of WWF-UK FTN, and implications throughout organization via newsletter, intranet, seminars etc</p>	<p>Objective: organisation-wide support for FTN membership and implementation and monitoring of responsible purchasing policy for forest products.</p> <p>Measure: number of communications materials produced, number of meetings held</p>		
<p>Target: All buyers to be aware of and implementing new forest products Purchasing Policy by xx date</p> <p>Action: Communicate new forest products purchasing policy to buyers via a series of meetings/seminars over next x months.</p>	<p>Objective: Implementation of responsible purchasing policy</p> <p>Measure: Number of buyers who have attended seminars</p>		
<p>Target: Report on all forest products usage to WWF for next reporting session.</p> <p>Action: Develop new questionnaire for suppliers which contains all elements recommended by GFTN. Develop a database to record data coming in from supplier questionnaires which will produce reports containing all data needed for WWF-UK FTN annual reporting.</p>	<p>Objective: Improve data capture</p> <p>Measure: Satisfactory report submitted to WWF on time.</p>		
<p>Target: Reduce the amount of <i>Unknown & Unwanted</i> sources from xx% to yy%</p> <p>Action: Hold a supplier workshop with suppliers of forest products to update them on current issues, discuss particular problems they are facing and provide specific guidance</p>	<p>Objective: Improve supplier response rate and data accuracy</p> <p>Measure: Attendance of suppliers, improved supplier response rate</p>		
<p>Target: Reduce the amount of <i>Unknown & Unwanted</i> sources from xx% to yy%</p> <p>Action: Discuss with suppliers of unknown material any difficulties they have had in collecting data and suggest how they might overcome these with specific dates for resolution.</p>	<p>Objective: Improve supplier data accuracy</p> <p>Measure: improvement in data quality, number of suppliers rejected due to non compliance</p>		

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INVESTOR IN PEOPLE

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<p>Target: Reduce the amount of <i>Unknown & Unwanted</i> sources from xx% to yy%</p> <p>Action: Provide feedback to all suppliers on the data collected for this year's submission</p>	<p>Objective: Improve supplier response rate and data accuracy</p> <p>Measure: number (%)of suppliers provided with feedback</p>		
<p>Target: Establish Quarterly review meetings between Quality, CSR, and Senior buying personnel to review trading plans / supplier plans with a view to ensure regular engagement and resultant actions in line with forestry and WWF targets.</p>	<p>Objective: Improve internal awareness of policy and programme amongst key colleagues</p> <p>Measure: No. Meetings held.</p>		
<p>Target: Increase the amount of <i>Progressing</i> material from xx% to yy%</p> <p>Action: writing/meeting relevant suppliers based in countries where a WWF FTN has been established, and encouraging them to join</p>	<p>Objective: suppliers to be FTN members, which will increase the volume of <i>Progressing</i> material</p> <p>Measure: Number of suppliers contacted/ number of meetings held, number of suppliers participating in FTNs</p>		
<p>Target: Increase scope of reporting from 'own brand products for resale' to include 'service use materials (office paper, office furniture)' by xx date</p>	<p>Objective: role out responsible procurement policy throughout all aspects of organisation.</p> <p>Measure: number of supplier questionnaires returned from service use suppliers.</p>		

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