

FORESTRY SERVICE GROUP

Professionals in Sustainable Resource Management

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LAND⁺
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Value your Land as you value the Future

Why was LAND⁺ developed?

FSG's mission reads:

'FSG is dedicated to help protect the world's remaining forests, natural areas and larger biological and climatic systems from further degradation and to promote sustainable livelihood and business development across the world'.

The first ideas

Right from the start in 1995, our professional lives have involved around sustainable management of the world's natural resources. "Sustainability" was the real buzz word at the time with consumers increasingly demanding sustainable products. Certification of forest management became an important pillar of our work. And we became one of the founders of FSC the Netherlands! Yet, two distinct work directions began to develop. On the one hand, we engaged in "hands-on" projects, in close relation with local communities and sustainable resource practices. On the other hand, we were committed to helping Business Support Organizations and private companies in finding export markets for wood products.



It soon became clear that although both activities are different in appearance, they really are two sides of the same coin. Throughout the years we have witnessed many project failures around the world. After analysis, it turned out they lacked either sustainability or profitable markets - or both. Certified sustainable practices definitely yield benefits for local people and the environment. But without access to profitable markets, stakeholders will soon feel no longer committed and return to less sustainable practices. We became convinced that successful projects include three interrelated aspects: market opportunities, sustainability criteria and stakeholder commitment.

Recent times

Then a new buzz word made its appearance: climate change. In the aftermath of the Kyoto Protocol, the world had focused its attention on reducing greenhouse gases. So did we, by developing projects generating tradable carbon credits. But in the meantime, large areas of land were claimed worldwide for cultivation of bioenergy crops. And in the process, the pressure on available land was further aggravated. The direct negative effects of biofuels were all too familiar, including deforestation, biodiversity loss and greenhouse gas emissions. But also a new awareness had arisen, about similar indirect effects in relation with land use change. Due to the worldwide demand for biofuels, food prices go up and extra land is cleared for biofuel cultivation. It is expected that Indirect Land Use Change (ILUC) will soon be included in certification schemes around the world. This may, however, result in new dilemma's for development. As current approaches to sustainability often imply less production per hectare, the worldwide pressure on land is expected to increase even further.



The LAND⁺ solution

What lesson should be drawn from this from the perspective of natural resource management? Prevalent global challenges do not stand alone. Climate change, land pressure, soil degradation, poverty, deforestation, biodiversity loss, social and environmental impact are all interrelated. And if these challenges are interrelated, so must be their answer! It is this insight that became the inspiration for **LAND⁺**. **LAND⁺** does not make a choice between sustainability and productivity, or between social, economic and environmental benefits of land use. **LAND⁺** is about including them all, mutually connected and represented in the right balance. And with no context equal to another, this balance in **LAND⁺** is customized to every site of application: in **LAND⁺** global concerns meet local solutions. And in the spirit of its integral nature, **LAND⁺** has become our new brand for integrated services that were offered previously in a separate way.

LAND⁺

Contact FSG for more information about **LAND⁺** and related services.

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