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**Forest Certification and 'Radical' Forest Stewardship in British
Columbia, Canada:
The Influence of Corporate Environmental Procurement.**

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Abstract

Over the past five years, environmental management in the forest industry of British Columbia (BC) has been subject to significant change, under influences from government legislation and policy, together with pressure from environmental groups and the general public. This change has led to greater emphasis on forest stewardship and sustainable management and an interest in forest certification. This paper traces the influence of corporate customer demand on the practices of the forest industry of British Columbia and specifically on the development of forest certification systems. It highlights areas of debate within one industrial sector and points to the challenges ahead for those concerned with achieving 'sustainable' forest management.

The paper examines forest certification and 'radical stewardship' at a critical time - a watershed in forestry and environment policy in British Columbia - to identify the potential influence of corporate customer demand on the forest certification process in British Columbia. Drivers of forest certification practices are identified as regulatory pressures, customer preference and competitive advantage. The paper describes the mechanisms by which the influences of the major players, including NGO's, have translated into corporate environmental procurement practices. It presents the results of interviews with key actors in the government, forest industry and NGO sectors, together with research from both British Columbia and the United Kingdom.