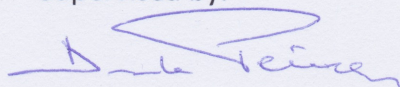


DEVELOPING A BUSINESS MODEL FOR THE CERTIFICATION OF SMALL and MEDIUM FOREST HOLDERS AT INTERNATIONAL LEVEL

Abstract:

The Forest Stewardship Council (FSC) certification scheme is a market-based voluntary approach, ~~was~~ emerged during the 19th century in order to halt the rate of massive deforestation in tropical countries, to create a globalized market for the forests and forest products harvested from a sustainably managed forest and to make people aware about the environmental conservation. Since then, this certification process has generated enormous amount of benefits including premium prices, raising environmental awareness among people, abiding the national legislations, health and safety for the workers, better marketing opportunities and so on for different level of forest owners and manufacturers. However, in spite of all these benefits, it could not ensure equal business opportunities, access to the international markets for the small and medium forest holders. This study aims to develop a business model for those small and medium forest holders who are facing obstacles against receiving those expected benefits of FSC certification scheme. The study will be conducted based on the literature review of different successful business models already existing in and out of forestry sector and by an open-ended questionnaire developed for small scale forest holders and experts each. It can be assumed that the findings of the study will bring out new ideas to facilitate the certification program for small holders, a step by step guidelines to identify the available marketing opportunities for them and how to access them, gaining more benefits from the FSC certification scheme and motivating them to remain connected in the certification process and encouraging more people to take part in the certification process.

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