

# FSC-CERTIFIED WOOD FROM THE SELVA MAYA

*From community concessions to European markets: La Selva Maya's unique, FSC-certified offering*



ConForMa



9:30 AM - 11:30 AM  
Canopée 2 - Hall XXL

# CERTIFIED TIMBER FROM SELVA MAYA

FROM COMMUNITY CONCESSIONS TO EUROPEAN MARKETS:  
SELVA MAYA'S UNIQUE OFFERING



**José Román Carrera**  
Global Forestry  
Director, Rainforest  
Alliance



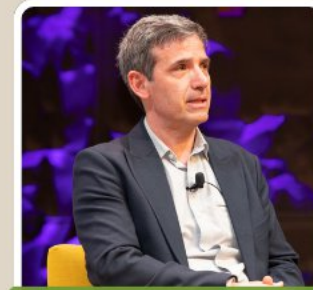
**Carlos Estrada**  
Selva Maya Thriving  
Landscape Lead,  
Rainforest Alliance



**Jorge Cruz**  
Senior Manager,  
Rainforest Alliance



**Mario Rivas**  
Forest Management  
Coordinator,  
ACOFOP/FORESCOM

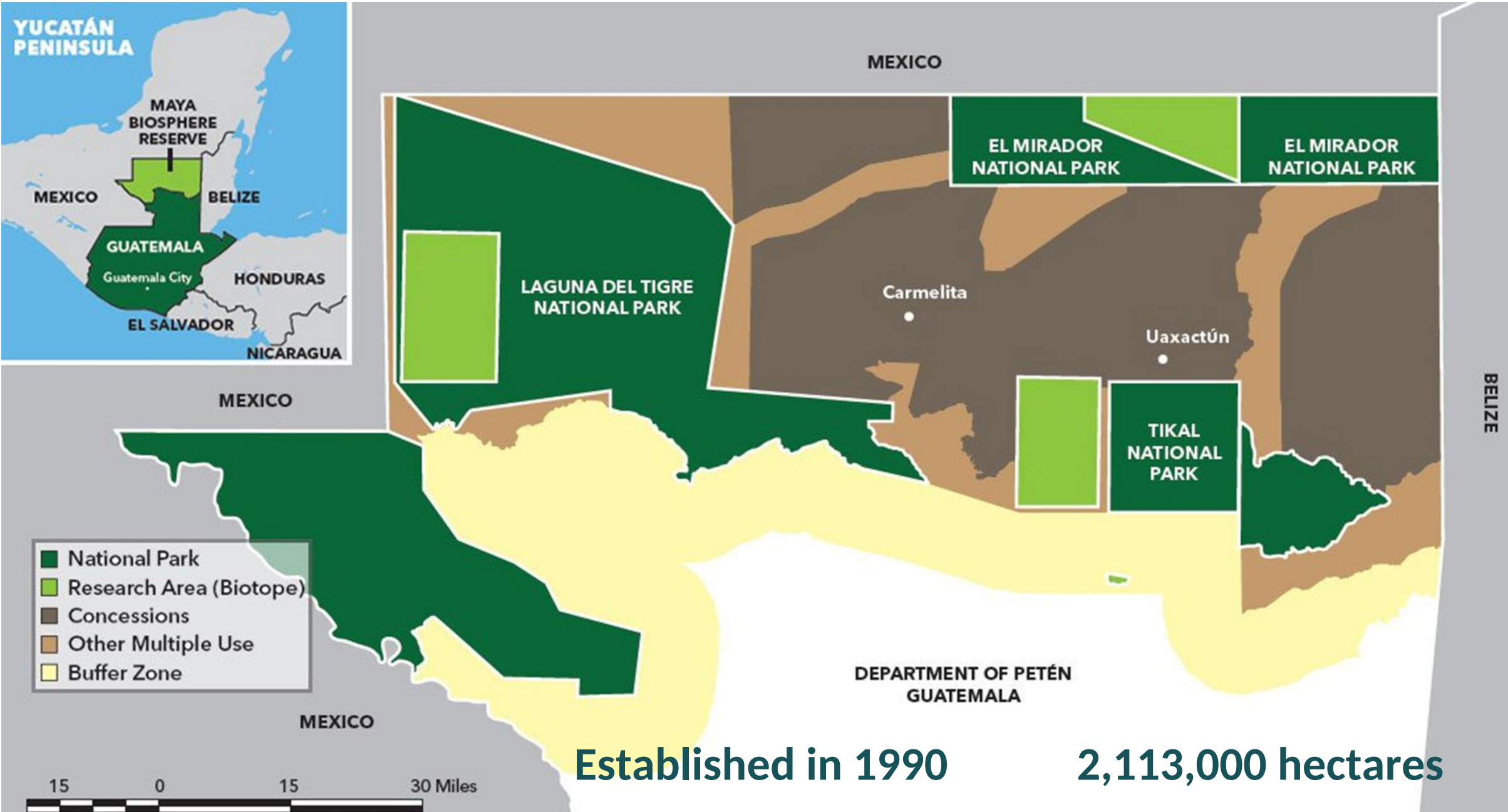


**Javier Fernandez**  
Founder and General  
Manager, COPADE



**Bastien Suteau**  
Project Lead,  
Conforma

# Location of the Maya Biosphere Reserve



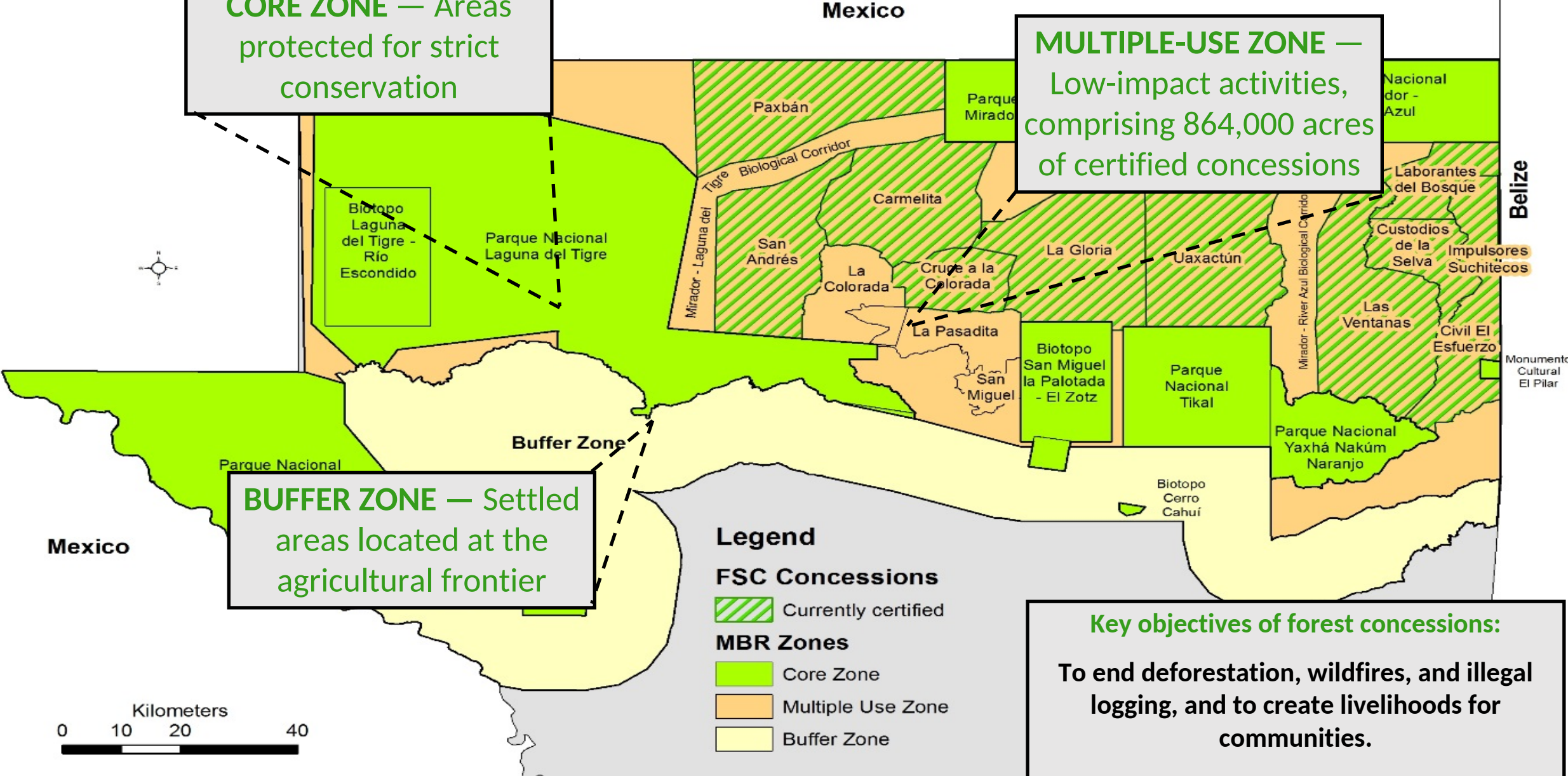
# Community forest concessions

**CORE ZONE** — Areas protected for strict conservation

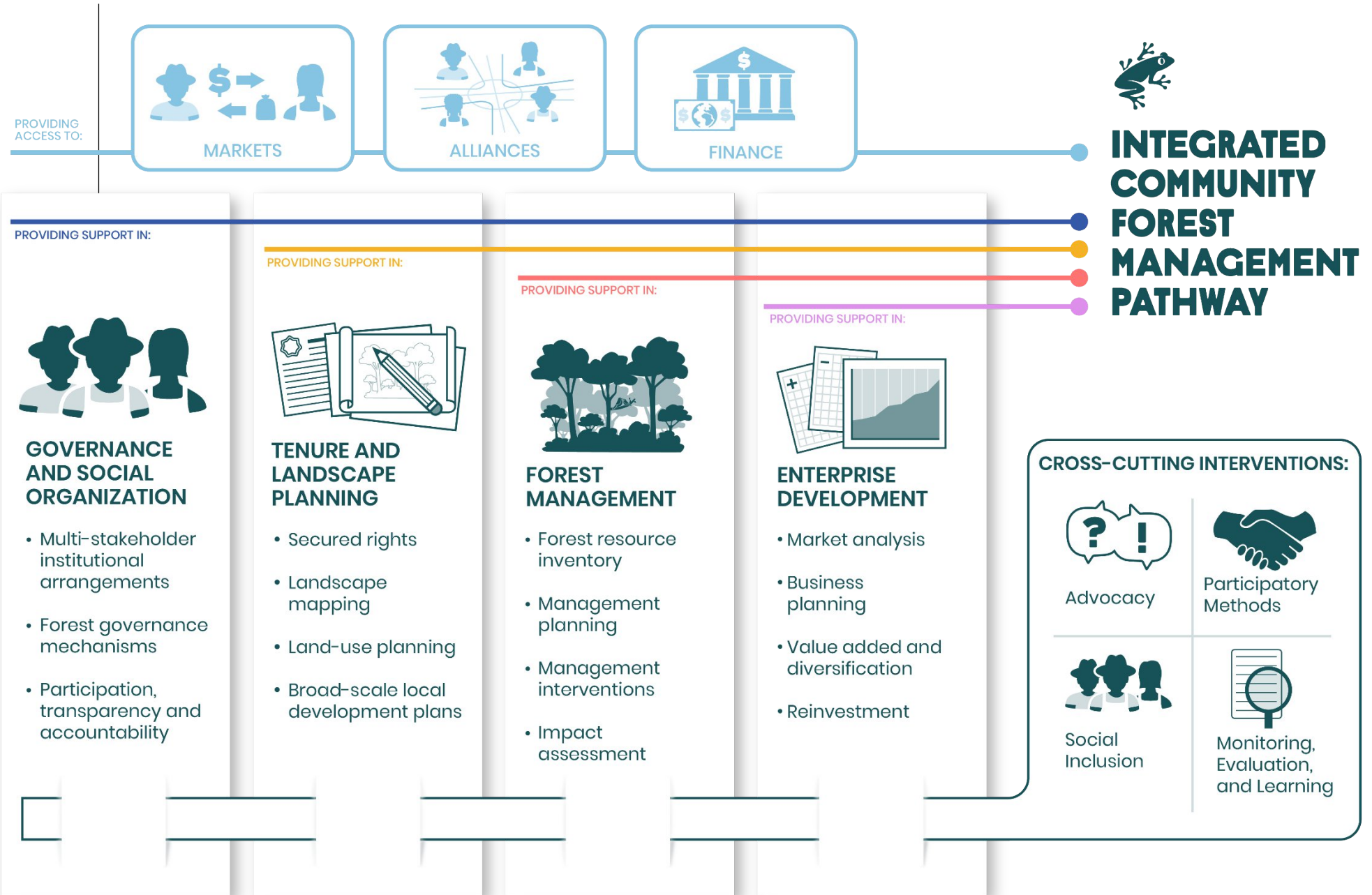
**MULTIPLE-USE ZONE** — Low-impact activities, comprising 864,000 acres of certified concessions

**BUFFER ZONE** — Settled areas located at the agricultural frontier

**Key objectives of forest concessions:**  
To end deforestation, wildfires, and illegal logging, and to create livelihoods for communities.



# Program Area: Forest Management



# A TRINATIONAL FOREST LANDSCAPE OF GLOBAL IMPORTANCE

A 7.2 million hectare landscape across Mexico, Guatemala and Belize that sustains biodiversity, sequesters carbón, regulates wáter and supports the livelihoods of thousands of communities.

## KEY LANDSCAPE STATISTICS

**7.2 MILLION HA**  
Total landscape área

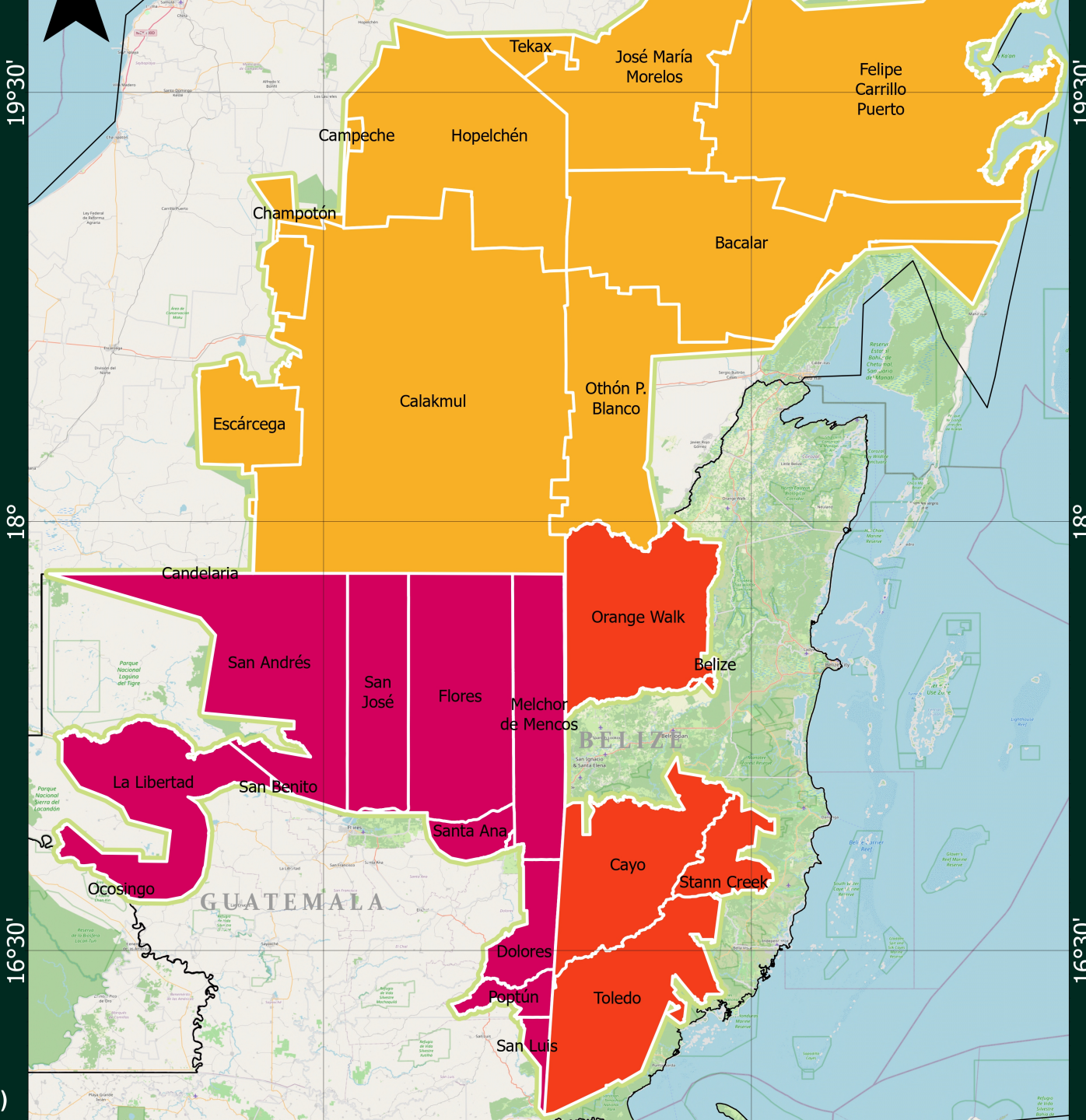
**57.8 %**  
Under long-term protection (4,172,394 ha)

**4.01 %**  
Under Other Effective Area-based Conservation Measures (OECMs) 288,888ha

**64.9%**  
Subtropical dry forest (4,683,314 ha)

**1,001,583 HA**  
Forest loss 2001-2023 (15% decrease in tree cover in important biodiversity áreas)

**2.579 tCO2e/ha/yr**  
Average anual terrestrial carbón sequestration (sinks)



**BZ Districts in Project Area**

**GT Municipalities in Project Area**

**MX Municipalities in Project Area**

## MUNICIPALITIES / DISTRICTS

- MEXICO**
- Campeche
  - Chamotón
  - Candelaria
  - Hopelchén
  - Escárcega
  - Calakmul
  - Ocosingo
  - Felipe Carrillo Puerto
  - Othón P. Blanco
  - José María Morelos
  - Tulum
  - Bacalar
  - Tekax

- GUATEMALA**
- San Benito
  - Santa Ana
  - Dolores
  - Poptún
  - San Luis
  - Flores
  - San José
  - San Andrés
  - La Libertad
  - Melchor de Mencos

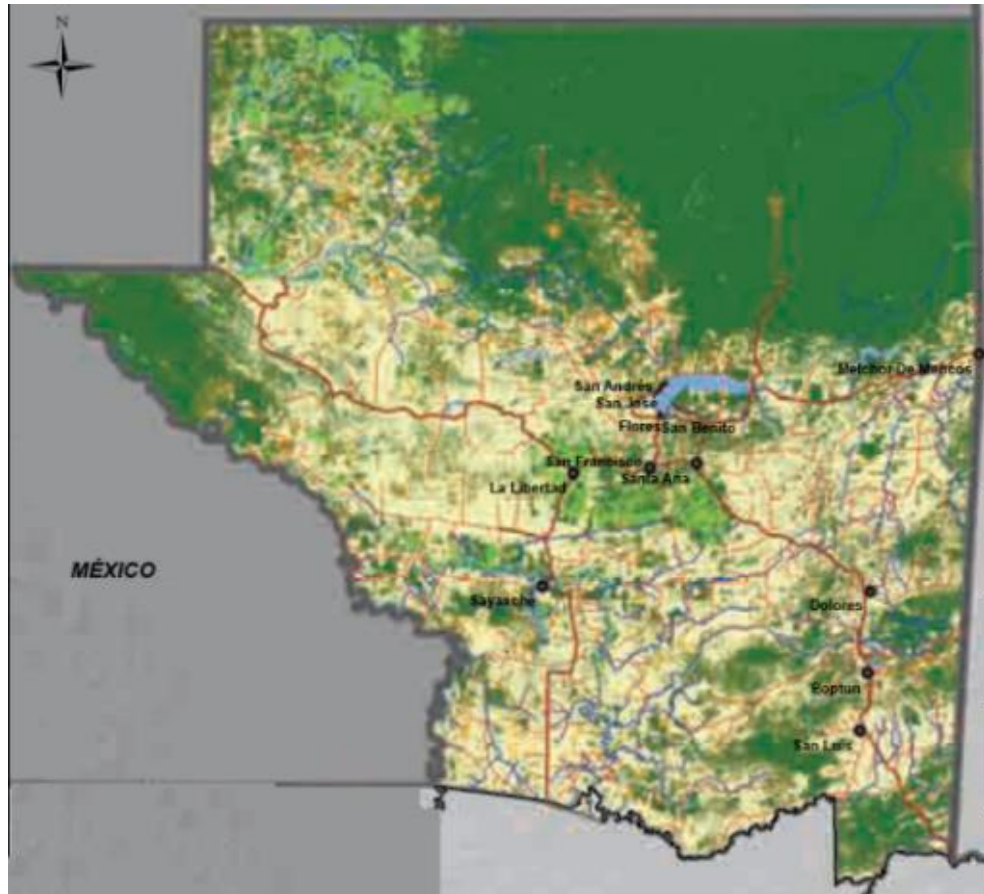
- BELIZE**
- Orange Walk
  - Toledo
  - Stann Creek
  - Belize
  - Cayo



## The community forest concession model in the Maya Biosphere Reserve



# From Politics to Community Management



- 1990: Creation of the Maya Biosphere Reserve.
- 1994: Granting of the first community forest concessions.
- Long-term forest management plans, FSC certification, and monitoring systems.
- Communities have become the primary stewards of public tropical forests.
- 625,000 hectares managed by communities in the Maya Biosphere Reserve, Guatemala.
- 30 years of sustainable forest management continue.
- A globally recognized model combining conservation, livelihoods, and governance.
- Certified tropical timber supplying international markets.

# Sustainable timber with measurable environmental and economic impacts



Near-zero deforestation rate in concession areas.

Over \$105 million generated by forestry companies.

Over 26,000 jobs created in three decades.

Value chains include mahogany, cedar, moldings, furniture components, xate, ramón, honey, and tourism.

More than 8,000 cultural and archaeological sites

# People, forests, and the next generation

Benefits enjoyed by more than 15,000 families.

Communities and the government are working together for long-term conservation.

A second generation of community forest managers now leads forestry companies, technical operations, and governance processes.

This model demonstrates that tropical forests can remain standing, productive, and profitable for future generations.



1998



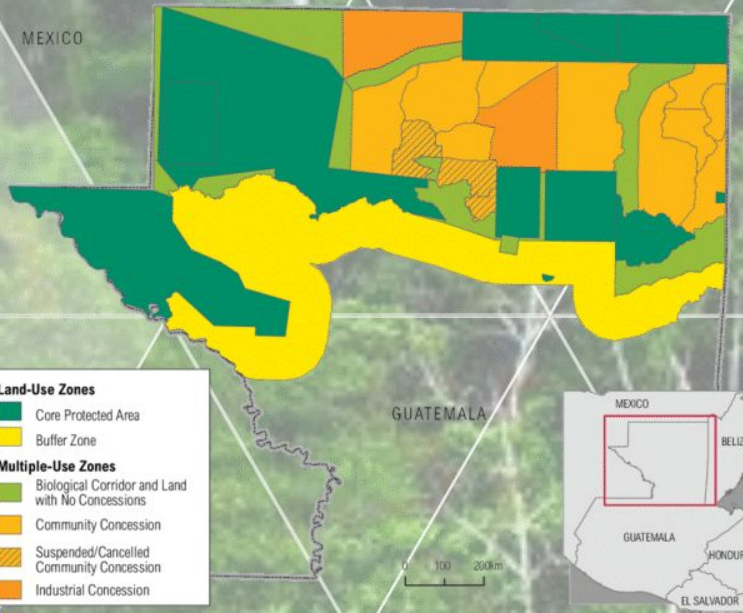
2026

# FORESCOM, NOTRE ENTREPRISE COMMUNAUTAIRE



Au nord du Guatemala, région du Petén





# Au coeur de la Réserve de Biosphère Maya



# Qui sommes-nous?

- Fondée en 2003 par 9 entreprises communautaires forestières
- Chaque entreprise exploite 1 concession, attribuée par l'Etat, selon des principes de gestion durable
- FORESCOM fournit des services à ses membres :
  - ✓ séchage et transformation du bois
  - ✓ certification groupée
- FORESCOM vise :
  - ✓ à créer de la valeur ajoutée autour du bois
  - ✓ à renforcer l'accès à des marchés responsables et développer des partenariats commerciaux

The background of the slide features a close-up view of stacked wooden planks. The planks are arranged in a regular, repeating pattern. A white geometric pattern of triangles is overlaid on the image, creating a grid-like structure. The text 'INDUSTRIE ET PRODUITS' is centered on the left side of the image, overlaid on a semi-transparent grey rectangular box.

# INDUSTRIE ET PRODUITS



# FICHA TÉCNICA - RESUMEN VOLUMEN POR ESPECIE Y CALIDAD

## OFERTA PRODUCTOS MADERABLES - AÑO 2026

### CONCESIONES FORESTALES DE LA RBM - PETEN, GUATEMALA

## NOS ESSENCES PHARES



### I. BOIS DE MENUISERIE DE HAUT DE GAMME

1 ACAJOU | *Swietenia macrophylla*

2 CEDRO | *Cedrela odorata*

### II. BOIS TRES DURABLES (bois d'extérieur, classe d'emploi 4)

3 MANCHICHE | *Lonchocarpus castilloi*

4 PUCTE | *Bucida buceras*

5 SANTA MARIA | *Calophyllum brasiliense* |

*Jacareuba* (nom. ATIBT)

### III. BOIS PRECIEUX

6 CATALOX | *Swartzia lundellii*

7 CERICOTE | *Cordia dodecandra* | Canalete (nom. ATIBT)

8 CHALTECOCO | *Caesalpinia velutina*

9 CHECHEN NEGRO | *Metopium brownei* | Checham (nom. ATIBT)

10 CHICHIPATE | *Sweetia panamensis*

11 GRANADILLO | *Platymiscium yucatum*

12 HORMIGO | *Platymiscium dimorphandrum*

13 JOBILLO | *Astronium graveolens* | Muiracatiara (nom. ATIBT)

14 TZALAM | *Lysiloma bahamensis*

### IV. BOIS EMERGENTS

16 AMAPOLA | *Pseudobombax ellipticum* | Amapola (nom. ATIBT)

17 DANTO | *Vatairea lundelli*

18 MALERIO COLORADO | *Aspidosperma megalocarpon* | Carreto (nom. ATIBT)

No.	Nombre común	Nombre técnico	Vol (m <sup>3</sup> )	Volumen aserrado (m <sup>3</sup> ) rendimiento	Volumen Total aserrado (PT)	Rendimiento m <sup>3</sup> según Tablas volumetricas (%)						
						62	11	6	12	5	4	
						Sel&Btr	Comun 1	Comun 2	Comun 3	Cortos (primera)	Cortos (segunda)	
1	Caoba	<i>Swietenia macrophylla</i>	7,569.62	4,163.29	1,582,049.92	980,870.95	174,025.49	94,923.00	189,845.99	79,102.50	63,282.00	41.9%
2	Cedro	<i>Cedrela odorata</i>	1,797.65	988.71	375,709.15	232,939.67	41,328.01	22,542.55	45,085.10	18,785.46	15,028.37	9.9%
<b>Total Preciosas</b>			<b>9,367.27</b>	<b>5,152.00</b>	<b>1,957,759</b>	<b>1,213,810.62</b>	<b>215,353.50</b>	<b>117,465.54</b>	<b>234,931.09</b>	<b>97,887.95</b>	<b>78,310.36</b>	<b>51.8%</b>
No.	Nombre común	Nombre técnico	Vol (m <sup>3</sup> )	Volumen aserrado (m <sup>3</sup> ) rendimiento	Volumen Total aserrado (PT)	Rendimiento m <sup>3</sup> según Tablas volumetricas (%)						
						40	30		20		10	
						Sel&Btr	Comun 1		Comun 2-3		Cortos (prim + seg)	
1	Manchiche	<i>Lonchocarpus castilloi</i>	1,688.49	759.82	288,732	115,493	86,620		57,746		28,873	9.3%
2	Pucte	<i>Bucida buceras</i>	2,134.22	960.40	364,952	145,981	109,486		72,990		36,495	11.8%
3	Santa maria	<i>Calophyllum brasiliense</i>	1,725.84	776.63	295,119	118,048	88,536		59,024		29,512	9.5%
<b>Total semipreciosas</b>			<b>5,548.56</b>	<b>2,496.85</b>	<b>948,804</b>	<b>379,521</b>	<b>284,641</b>		<b>189,761</b>		<b>94,880</b>	<b>30.7%</b>
1	Catalox	<i>Swartzia lundellii</i>	268.28	120.72	45,875	18,350	13,763		9,175		4,588	1.5%
2	Cericote	<i>Cordia dodecandra</i>	36.14	16.26	6,180	2,472	1,854		1,236		618	0.2%
3	Chaltecoco	<i>Caesalpinia velutina</i>	113.81	51.22	19,462	7,785	5,839		3,892		1,946	0.6%
4	Chechen negro	<i>Metopium brownei</i>	226.79	102.06	38,781	15,512	11,634		7,756		3,878	1.3%
5	Chichipate	<i>Sweetia panamensis</i>	100.12	45.06	17,121	6,848	5,136		3,424		1,712	0.6%
6	Granadillo	<i>Platymiscium yucatum</i>	92.64	41.69	15,841	6,336	4,752		3,168		1,584	0.5%
7	Hormigo	<i>Platymiscium dimorphandrum</i>	145.05	65.27	24,804	9,921	7,441		4,961		2,480	0.8%
8	Jobillo	<i>Astronium graveolens</i>	198.26	89.22	33,902	13,561	10,171		6,780		3,390	1.1%
9	Tzalam	<i>Lysiloma bahamensis</i>	74.59	33.57	12,755	5,102	3,826		2,551		1,275	0.4%
<b>Total Exóticas</b>			<b>1,255.67</b>	<b>565.05</b>	<b>214,720.36</b>	<b>85,888.14</b>	<b>64,416.11</b>		<b>42,944.07</b>		<b>21,472.04</b>	<b>6.9%</b>
1	Amapola	<i>Pseudobombax ellipticum</i>	194.17	87.38	33,203	13,281	9,961		6,641		3,320	1.1%
2	Canxan	<i>Terminalia amazonia</i>	33.42	15.04	5,715	2,286	1,714		1,143		571	0.2%
3	Ceibillo	<i>Ceiba aescutifolia</i>	157.80	71.01	26,984	10,793	8,095		5,397		2,698	0.9%
4	Chacaj colorado	<i>Bursera simaruba</i>	23.90	10.76	4,087	1,635	1,226		817		409	0.1%
5	Chicozapote	<i>Manilkara zapota</i>	29.20	13.14	4,993	1,997	1,498		999		499	0.2%
6	Cola de coche	<i>Pithecelobium arboreum</i>	0.00	0.00	0	0	0		0		0	0.0%
7	Conacaste	<i>Enterolobium cyclocarpun</i>	0.00	0.00	0	0	0		0		0	0.0%
8	Danto	<i>Vatairea lundelli</i>	390.73	175.83	66,814	26,726	20,044		13,363		6,681	2.16%
9	Gesmo	<i>Lysiloma acapulcense</i>	1.97	0.89	337	135	101		67		34	0.0%
10	Jobo	<i>Spondias mombin</i>	43.33	19.50	7,409	2,964	2,223		1,482		741	0.2%
11	Luin hembra	<i>Ampelocera hotti</i>	16.95	7.63	2,898	1,159	870		580		290	0.1%
12	Malerio blanco	<i>Aspidosperma estegomeres</i>	84.76	38.14	14,495	5,798	4,348		2,899		1,449	0.5%
13	Malerio colorado	<i>Aspidosperma megalocarpon</i>	774.97	348.74	132,520	53,008	39,756		26,504		13,252	4.29%
14	Mano de Leon	<i>Dendropanax arboreum</i>	75.47	33.96	12,906	5,162	3,872		2,581		1,291	0.4%
15	Pasaque hembra	<i>Simarouba glauca</i>	8.74	3.93	1,495	598	448		299		149	0.0%
16	Ramon blanco	<i>Brosimum alicastrum</i>	55.62	25.03	9,511	3,804	2,853		1,902		951	0.3%
17	Sacuche	<i>Rehdera penninervia</i>	0.00	0.00	0	0	0		0		0	0.0%
18	Saltemuche	<i>Simira salvadorensis</i>	11.32	5.09	1,936	774	581		387		194	0.1%
<b>Total secundarias duras y suaves</b>			<b>1,902.35</b>	<b>856.06</b>	<b>325,302.34</b>	<b>130,120.94</b>	<b>97,590.70</b>	<b>0.00</b>	<b>65,060.47</b>	<b>0.00</b>	<b>32,530.23</b>	<b>10.5%</b>
<b>TOTAL GENERAL</b>			<b>18,073.86</b>	<b>9,069.96</b>	<b>3,446,585</b>	<b>1,809,341</b>	<b>662,001</b>	<b>117,466</b>	<b>532,696</b>	<b>97,888</b>	<b>227,193</b>	



**Caoba**  
*Swietenia macrophylla*



**Cedro**  
*Cedrella odorata*



**Manchiche**  
*Lonchocarpus castilloi*



**Santa María**  
*Calophyllum brasiliense*



**Pucte**  
*Bucida buceras*



**Catalox**  
*Swartzia lundellii*



**Cericote**  
*Cordia dodecandra*



**Chaltecoco**  
*Caesalpinia velutina*



**Chechen Negro**  
*Metopium browneii*



**Chichipate**  
*Sweetia panamensis*



**Granadillo**  
*Platymiscium yucatanum*



**Hormigo**  
*Platymiscium dimorphandrum*



**Jobillo**  
*Astronium graveolens*



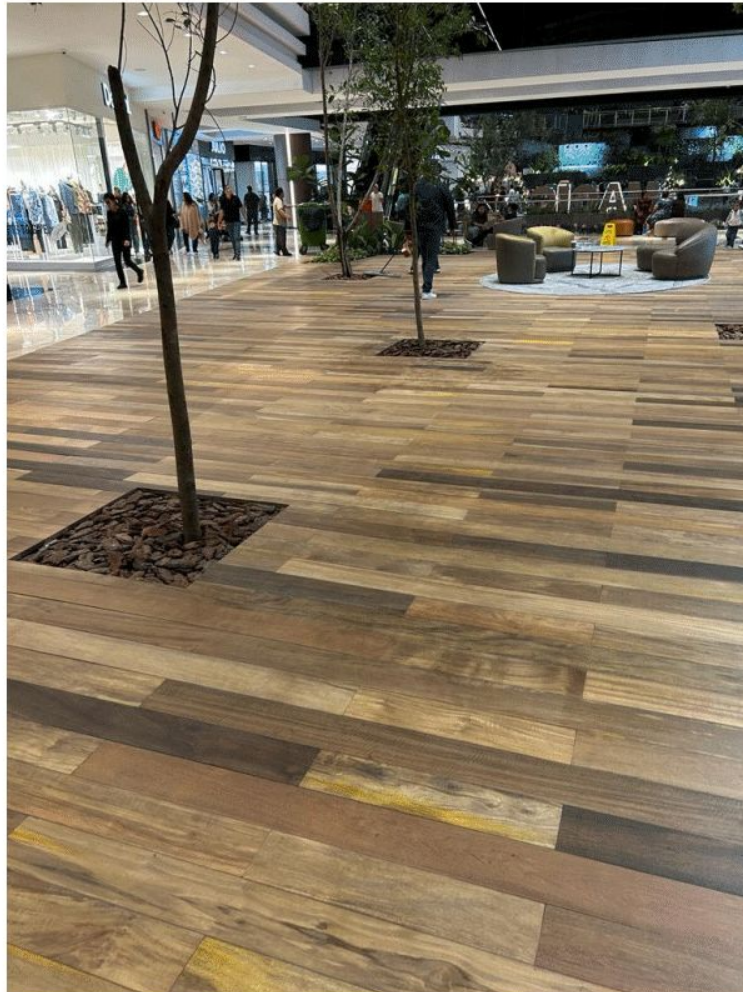
**Tzalam**  
*Lysiloma bahamensis*

## Deck espèces Pucté et Manchiche

Epaisseur: 21 mm et 25 mm

Largeur: 100 mm, 120 mm et 145 mm

Longueur: 1800 mm, 2100 mm et 2400mm



## Bardage espèces Santa María, Manchiche et Pucté

Epaisseur: 19 mm et 21 mm

Largeur: 100 mm, 120 mm et 145 mm

Longueur: 1800 mm, 2100 mm et 2400mm

Produits certifiés FSC®





- **FORESCOM fabrique et commercialise des produits bois haut de gamme pour espaces extérieurs (terrasses, jardins, patios)**
- **Utilisation de bois tropicaux durables et résistants à l'eau : Manchiche et Pucté**
- **Des bois aux finitions naturelles et aux tons chaleureux, apportant une esthétique élégante**





EXEMPLES D'UTILISATION





# THE MOST SUSTAINABLE WOOD ON THE PLANET

*Beyond FSC: Fair Wood, Quality, and Sustainable Business Partnerships*

*For over 15 years, we have been connecting community-based forestry enterprises in the Maya Biosphere Reserve with European markets.*



ConForMa



FOR SUSTAINABLE MANAGEMENT OF TROPICAL FORESTS



9:30 AM - 11:30 AM

Canopée 2 - Hall XXL

# COPADE & WOOD LIFE



**Over 15 years in the Maya Biosphere Reserve**

**Former president and current board member of FSC Spain**

**Founder of Fair Wood (Madera Justa)**

**Connecting sustainable forests to European markets**



Participatory spaces and networks:



COPADE  
FOUNDATION  
GUARANTEED  
FAIR TRADE



LA FSC ES LA  
MAYOR MARCA  
MUNDIAL



Coordinadora  
de ONGD España



COORDINADORA  
ONG PARA EL DESARROLLO  
ESPAÑA



INBILA  
Fundación  
COPADE



Asociación Española de  
FUNDACIONES



Madera  
Justa  
Banco para el bosque,  
banco para todos.



STTC  
EUROPEAN SUSTAINABLE TROPICAL TIMBER COALITION



RED  
ONGD  
MAD

# What makes wood from the Maya Biosphere unique?

## Certifications and ESG Criteria

 FSC Certified


 Fair Wood Certified

 ESG Footprint

## Value Creation

 Biodiversity protection

 Community Forestry

 Consumer and market awareness

**Sustainable forests need sustainable markets**



Maintenant les personnes travaillent avec leurs droits garantis

## Recognized leadership in the field of sustainable forestry

Over 25 years of commitment to sustainable forestry and fair trade



Recognition matters.  
It's the impact on the market that counts



# FSC certification is necessary, but not sufficient

What buyers were looking for  
15 years ago



The market has changed.  
We must evolve with it

What buyers expect  
today



# The competitiveness gap



## Today

- \* Higher costs
- \* Limited industrial capacity
- \* Inconsistent quality

## Tomorrow

- \* Better technology
- \* Better production systems
- \* Better quality

**The challenge is not limited to certification.  
The challenge is competitiveness**

# Beyond Price: What Really Matters to Buyers

## What builds long-term trust with buyers

- 🏆 Quality
- 💰 Value for money
- 📦 Reliable delivery
- 🌍 Positive impact
- 🤝 Long-term partnerships

**Price attracts buyers**  
**Value builds loyalty**








Buyers don't choose the cheapest supplier.  
They choose the supplier that offers the best value for money



# Establishing long-term business partnerships



**The next step for community-based forestry enterprises**

-  Product quality
-  Reliable delivery
-  Ongoing communication
-  Long-term commitment
-  Professional relationships

Stable markets  
require stable  
suppliers



**The goal isn't to find customers. The goal is to retain them**

# Building competitive and sustainable markets

## Turning sustainability into commercial success

### Trust and compliance

 FSC Certification

 Fair Wood Certification

 ESG Footprint

### Market readiness

 Higher product quality

 Greater competitiveness

 Reliable deliveries

 Long-term business partnerships

Commercial success goes beyond certification

 **atibt**

LA RÉFÉRENCE EN MATIÈRE DE BOIS TROPICAL



# Let's build the future together

## From sustainable forests to sustainable markets

### Our vision

- 🌲 Sustainable forest management
- 🤝 Fair trade wood and ESG value
- 🏆 Quality and competitiveness
- 📦 Reliable supply chains
- 🤝 Long-term business partnerships
- 👥 Thriving forest communities



**The most sustainable wood on the planet  
deserves the most sustainable market**

# CONFORMA PROJECT

*Toward Collaborative, Forward-Looking Forest Management  
in the Maya Biosphere Reserve*



ConForMa



9:30 AM - 11:30 AM  
Canopée 2 - Hall XXL

# 1. The ConForMa Project

- » Project Area, Maya Biosphere Reserve (Petén, Guatemala)
- » Implemented by CIRAD and its partners



- » Funded by the Ministry of Ecological Transition via the FFEM, with support from the EU



- » Implementation period, 2025–2029



**Strengthening the community-based forest management model in the face of current economic, social, and environmental challenges**



# 2. An integrated approach

## 4 Areas of Focus

- 🌱 Innovation and sustainable forest management
- 🤝 Inclusive and competitive value chains
- 🌍 Consultation and land-use planning
- 📢 Visibility and outreach of the community forestry model



**ConForMa works simultaneously on forests, community organizations, and value chains, and promotes the recognition and dissemination of the community forest management model**



# 3. Our presence at the CIB

## What ConForma is looking for

- » Increase the **visibility** of the RBM's forestry offerings
- » Promote **lesser-known high-quality tree species**
- » Developing **commercial opportunities**

## What community organizations in the Maya Biosphere Reserve contribute

- » **FSC-certified wood and traceability**
- » **Over 30 years of experience**
- » **Positive impacts** for communities, forests, and their biodiversity



**Participation in the CIB is part of a strategy to promote the RBM's community forest management model**



# Thank you for your attention!

Visit our  
website



ConForMa

