

## *CURRICULUM VITAE: Matthew Wenban-Smith*

Matthew Wenban-Smith is the founder and Director of OneWorldStandards Ltd, a consultancy established in 2006 specialising in the development and use of social and environmental standards. Matthew has worked in the sector since 1994 when he was taken on by the Forest Stewardship Council (FSC) to set up its accreditation programme. His expertise covers standards development, assurance, product traceability, claims & labelling, business development and governance. He has lived and worked in Mexico, Germany, Brazil, Guyana and the UK, and taken part in projects in numerous countries around the world.

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### **Board and Advisory Positions**

- Chair of ISEAL Technical Committee (2014 – present)
- Member of ISEAL Credibility Principles Steering Committee (2012/13)
- Member of Accreditation Services International (ASI) Accreditation Committee (2013)
- High Conservation Value (HCV) Resource Network Technical Panel (2008 to 2010)
- Marine Stewardship Council (MSC) Technical Advisory Board (2005 – 2008)
- FSC representative on Board of Directors of International Social and Environmental Accreditation and Labelling Alliance (ISEAL Alliance) (2002-2005)

### **Experience**

#### **Sustainability Standards:**

- ISEAL reviewer for assessing ISEAL member compliance with ISEAL Code of Good Practice for Setting Social and Environmental Standards, various 2014 - present;
- Standards development process definition, management and standards drafting for the IUCN Green List for Protected and Conserved Areas (IUCN GLPCA);
- Study for WWF to review and evaluate approaches to the assessment of freshwater in twenty-five natural resource certification standards;
- Expert review and advice on restructuring and revision of the Global Reporting Initiative (GRI) Guidelines
- Review and analysis of the final draft Hydropower Sustainability Assessment Protocol (HSAP) in comparison to other approaches such as the World Bank's Safeguard Policies, IFC Performance Standards, the Equator Principles and the World Commission on Dams Criteria and Guidelines, on behalf of the multi-stakeholder Hydropower Sustainability Assessment Forum;
- Author of preliminary international water stewardship standards for the Alliance for Water Stewardship (AWS), and 1<sup>st</sup> and 2<sup>nd</sup> draft standards for Water Stewardship Australia;
- Author of United Nations Forum on Sustainability Standards (UNFSS) flagship report: *Voluntary Sustainability Standards: Today's Landscape of Issues and Initiatives to Achieve Public Policy Objectives* (2013).
- Four years as Head of FSC Policy and Standards Unit, responsible for establishing FSC's formal standards development procedures, oversight of all FSC standards and policy development, and drafting of numerous FSC policies and associated standards.
- Lead Editor, first draft of the Initiative for Responsible Mining Assurance (IRMA) Standard for Responsible Mining.
- Expert review and advice on final draft of Diamond Development Initiative (DDI) standards for artisanal and small-scale mining;
- Review and revision of 'Nepal Draft Voluntary Forest Governance Standard', on behalf of University of Southern Queensland, Australia;
- Author of 1<sup>st</sup> set of international generic indicators for the global implementation of FSC Principles and Criteria;
- Author of 1<sup>st</sup> draft Gaia (now Equitable Origin) International Standard for Responsible Oil and Gas Exploration and Production;
- Drafting of a preliminary FSC forest management standard for Australia;
- Study for ISEAL on the factors affecting the credibility and uptake of the ISEAL Code of Good Practice for Setting Social and Environmental Standards<sup>1</sup>;
- Review and revision of structures and procedures for the development of sustainable agriculture standards for the Rainforest Alliance.

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<sup>1</sup> With Pacific Institute

**Product traceability:**

- Traceability options and recommendations for the Initiative for Responsible Mining Assurance (IRMA);
- Recommendations to improve aspects of the Marine Stewardship Council's traceability (chain of custody) system;
- Review and recommendations on options for a traceability system and claims for Socially and Environmentally Responsible Aggregates (SERA) – later renamed Cornerstone Standards Council (CSC);
- Incorporating traceability into voluntary certification: a report for the ISEAL Alliance<sup>2</sup>.

**Ethical claims, communication and labelling:**

- Framing Sustainability Standards and Certification: a project to use cognitive linguistic analysis to improve the communication of social and environmental standards (see <http://www.sustainabilitystandards101.org/report/>).
- Researcher and lead author of report "Assuring Consumer Confidence in Ethical Trade" for ISO's Consumer Policy Committee "Ethical Trade Fact-finding Process" (ETFP)<sup>3</sup>;
- Development of a carbon reduction communication standard on behalf of the Carbon Trust<sup>4</sup>.

**Assurance:**

- Review and recommendations on assurance models and options for various initiatives including the Initiative for Responsible Mining Assurance (IRMA), the Sustainable Eel Group (SEG) and Socially and Environmentally Responsible Aggregates (SERA) (now Cornerstone Standards Council, CSC) initiative and the Rainforest Alliance Sustainable Agriculture Network (SAN);
- Three years as Manager of the Soil Association Woodmark Forest Certification Programme;
- Three years as Head of the FSC Accreditation Programme, including programme establishment, preparation of FSC's accreditation manual and standards in conformity with ISO 61 and ISO 65, numerous witness audits, etc;
- Author of training manual on verification for the ISEAL Emerging Initiatives programme;
- Specification of an Assessor Certification Scheme for the High Conservation Value (HCV) Resource Network;
- Peer review of verification model options for Fairtrade Labelling Organisations (FLO) International;
- Study on the expansion of the participation of accreditation bodies in the IFOAM Accreditation Program;
- Preparation of options for The Climate Group carbon sequestration verification scheme;
- Team leader for ProForest consultancy to assess and advise a major Brazilian plantation company on their readiness for FSC certification.

**Business and organisational development:**

- Technical support to the Sustainable Eel Group (SEG) to achieve ISEAL membership
- Two years as Co-Secretary, leading the establishment of the Alliance for Water Stewardship (AWS) Secretariat
- Options Paper for development of a global assurance system for responsible mining (for the Initiative for Responsible Mining Assurance, IRMA)<sup>5</sup>, with follow-up definition of business model, implementation plan and Indicative Budget;
- Development of options and recommendations for the High Conservation Value Resource Network (HCV-RN) business model and strategy
- Recommendations to help artisanal and small scale miners benefit from the Fairtrade/ Fairmined scheme of the Alliance for Responsible Mining (ARM);
- Development of a business model and plan for Socially and Environmentally Responsible Aggregates (SERA) initiative (subsequently rebranded as the 'Cornerstone Standards Council');
- Author of training manuals on revenue generation, and governance (co-author) for the ISEAL Emerging Initiatives programme;
- Development of a business plan for a 'Sustainable Tourism Stewardship Council' for the Rainforest Alliance (co-author).

**Other projects and publications:**

- A Biodiversity Standards Toolkit to Support the Aichi Biodiversity Targets. M.G.Wenban-Smith, in "business.2020" Volume 7 Issue 1, May 2012
- Development of an Ecological Risk Assessment (ERA) system to improve access to forest certification for community forest management in the tropics.

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<sup>2</sup> Co-Author, with Spencer Consulting Group

<sup>3</sup> With Pacific Institute

<sup>4</sup> With Arup Consulting

<sup>5</sup> With Spencer Consulting Group

## Employment Record

**Current position: Director, OneWorldStandards Ltd**, March 2006 – present

**Forest Stewardship Council (FSC)** May 2002 – February 2006

**Head of FSC Policy and Standards Unit:** responsible for the day to day running of FSC's international programmes for forestry and chain of custody policy and standards development; technical development (e.g. drafting FSC Accreditation Standards); international and national standards development quality procedures; annual programme planning and budgeting; project fundraising (700,000 Euro external funding raised in 2005) and management; unit team management (four staff and volunteers); member of FSC Senior Management Team.

**Soil Association, UK** 1998 – 2001

**Woodmark Certification Programme Manager:** responsible for strategic and operational planning, budgeting and operational and financial performance of Soil Association's forestry and chain of custody programs, including project work in Chile, Japan, Mexico, Belgium, Sweden, Italy, and Ghana.

**Forest Stewardship Council (FSC), Mexico** 1994 - 1997

**FSC Accreditation Programme Manager:** responsible for development and implementation of the FSC accreditation program; evaluation and monitoring of certification bodies, certified forests and chain of custody suppliers. Training courses for certification bodies (English and Spanish). Policy development. Extensive travel for certification system assessments and witness audits including: Indonesia, Malaysia, Papua New Guinea, USA, Mexico, Costa Rica, and Europe.

**Guyana Forestry Support Unit (GFSU), Guyana** 1993-1994

**Inventory Section Manager:** responsible for development, implementation and training in support of a national forest inventory system. Day-to-day responsibility for inventory section of the GFSU, management, field training, mapping, analysis.

**SGS Silviconsult** 1993

Review of forest certification and timber labelling (published by SGS Silviconsult as Tropical Forest Management: position paper on certification, SGS Silviconsult, 1993).

**UK Overseas Development Administration (ODA)** 1993

Evaluation of establishment success and early growth of line-planted *Swietenia macrophylla* in the wet-zone of Sri Lanka.

**WWF-UK** 1992, 1993

- Review of the global status of and pressures on mangrove forests, with special reference to management for charcoal production.
- Review and analysis of Forest Stewardship Council (FSC) draft 'Principles and Criteria for Forest Management'

**University of Durham** 1988-1990

- Science and Engineering Research Council (SERC) Research Assistantship. Vision Research.

## Education

- Oxford Forestry Institute, 1991 - 1992: M.Sc Forestry and its Relation to Land Use:
- University of Durham, 1988 - 1990: M.Sc Psychology: Visual processing for Control of Saccadic Eye Movement.
- University of Oxford, 1985 - 1988: BA Psychology, Physiology and Philosophy (2:1). College Exhibition 1987.