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## Sustainable development – international framework – overview and analysis in the context of forests and forest products – sustainable approaches with the CSR in the markets with competitiveness and new opportunities

### Abstract

Forests and forest products play an important role taking into consideration the climate change mitigation framework. International approaches, strategies and agreements have a significant role in the sustainable development. Markets are linked to the sustainable development framework and green approaches and the bio-based economy. Climate change mitigation framework has a link with the CSR and Forest Law Enforcement, Governance and Trade, FLEGT, sustainable trade and investments globally. The Corporate Social Responsibility, CSR, provides nowadays an increasingly important framework with the sustainable development globally. Green Economy, Green Growth and Bioeconomy represent sustainable policies and international and national approaches in the sustainable development. The forest sector is in a remarkable role providing significant new sustainable opportunities globally. Innovations have an important role in the sustainable development, business and competitiveness. Quality is part of competitiveness. Quality is important for competitiveness. Customers' role is important.

This is a qualitative research based on literature. It is based on research articles and literature and organizational literature including several academic sources, for example Proquest, Academic Search Complete (EBSCO), Agris, CAB Abstracts, SCOPUS (Elsevier), Web of Science (ISI) and Google Scholar and Internet sites.

### Sustainable development

Development that meets the needs of the present without compromising the ability of future generations to meet their own needs. (Our Common Future; WCED; United Nations, 1987)

### Bio-based Economy

comprises a wide range of resources and technological solutions for growth and sustainable development for the future. (EU COMMISSION 2011)

### Sustainable development policy Green Economy

is long-term economic development reached by investing in environmentally friendly and socially fair solutions. Rovaniemi Action Plan for the Forest Sector in a Green Economy describes the way how the forest sector in the UNECE region can achieve the emerging Green Economy at the global level. United Nations contributes to the climate change mitigation. (United Nations 2014)

### Green Growth

accentuates economic growth and development, sustainability, climate change mitigation, innovation, technology, new markets, competitiveness and investment (OECD Green Growth Strategy 2011, The Nordic Council of Ministers 2017)

**Bioeconomy** is a key to the smart and green growth in Europe. The Bioeconomy Strategy and its Action Plan strive for innovativeness, resource efficiency and competitiveness (Innovating for Sustainable Growth: A Bioeconomy for Europe - STRATEGY FOR "INNOVATING FOR SUSTAINABLE GROWTH: A BIOECONOMY FOR EUROPE" 2012). Bioeconomy constitutes an economy that accounts for renewable natural resources producing food, energy, products and services. (Finnish Bioeconomy Strategy 2014)

### Corporate Social

In Finland, the certification schemes PEFC and the FSC represent forest certification (Ministry of Agriculture and Forestry of Finland 2017). Forest Law Enforcement Governance and Trade, FLEGT, for legal logging and trade with the EU Timber Regulation include due diligence (European Union 2017). Responsibility has an important role in the international and national sustainable

development framework (European Commission 2017).

Forests and Nordic forests in climate mitigation include short and long term aspects (SNS Nordic Forest Research). Wood is a remarkable renewable natural resource to be taken into consideration in the climate change mitigation framework. Wood can be a substitute. (Finnish Forest Centre 2018).

#### Conclusions

The Corporate Social Responsibility constitutes a significant framework in the sustainable development.

The Corporate Social Responsibility, the CSR, covers forest certification and FLEGT. Values are highlighted in the sustainable development and the CSR.

The Corporate Social Responsibility provides opportunities in quality for policy and green marketing.