

Book Reviews

Governing Through Markets: Forest Certification and the Emergence of Non-State Authority

Benjamin Cashore, Graeme Auld & Deanna Newsom

New Haven and London: Yale University Press, 2004, ISBN 0 300 10109 0

This offering from the Yale School of Forestry and Environmental Studies fills an important gap in the forest policy and global governance literatures. Ever since the creation in 1993 of the Forest Stewardship Council (FSC), an international non-state market-driven governance scheme that aims to certify and label timber from well-managed sources, there has been a need for a comprehensive study of the circumstances under which forest businesses will adopt FSC standards. Cashore, Auld & Newsom have set out to fill this need, and the result is a valuable and important study that illuminates how the FSC, and other forest certification schemes, achieve legitimacy.

The book is divided into four sections. Section I on the transformation of global environmental governance sketches the rise of non-state market-driven governance. The authors draw a clear distinction between this mode of governance and private sector governance schemes such as voluntary codes of conduct. The two should not be conflated as they rest on very different claims to rule-making authority. Unlike private sector schemes, the authority of non-state market-driven governance is found in the supply chain and market-based transactions. Section I also lays out the methodological basis of the book, which rests upon seven hypotheses on the conditions under which the Forest Stewardship Council will attract support. These hypotheses test questions on the place of the country's forestry sector in the global economy, the structure of the forest sector and the history of forestry on the public policy agenda.

Readers fearing that the use of a rigorous hypothesis testing methodology might result in a turgid and dense book need not worry. The book is rich with empirical detail and concise analysis, and has been structured so that those with no social science background who wish to dive straight into the case study chapters without learning about the research design can do so safely. There are five case study chapters in sections II and III on British Columbia, the United States, the United Kingdom, Germany and Sweden. While the selection of case studies solely from North America and Western Europe admittedly neglects the role of certification in tropical forest countries, it also enables the authors to provide a deeper exploration of the different factors at play within developed countries. The case studies are based on primary source documents and extensive interviews with key policy actors in Europe and North America.

The FSC has faced competitor labelling schemes in all five countries examined, and as a result of this, and the different conditions within the countries, it has acquired differing degrees of success. While the FSC has had considerable success in the United Kingdom, it has achieved only limited influence in the United States, where the Sustainable Forest Initiative is currently prevailing. In Germany and Sweden the work of the FSC has resulted in the creation of the competitor Pan-European Forest Certification (PEFC, now the Programme for the Endorsement of Forest Certification). The authors navigate the reader through the competition between the FSC and the PEFC in Germany and Sweden, relating a gripping story of conflict and compromise that is still being played out. One thing that emerges clearly from the book is that the various certification schemes have not existed in isolation but have influenced each other. Cashore and colleagues explain this mutual influence with reference to various converting and conforming strategies. The book concludes in Section IV where the authors present their findings on how forest certification schemes achieve legitimacy in different socio-economic contexts, along with suggested avenues for future research.

Tabulated information and charts make for easy orientation throughout the book. Each case study chapter includes a chronology of the politics between the FSC and competitor labelling schemes. A tabulated comparison of the standards of the certification schemes analysed in the book is included as an appendix.

Written in a lively, engaging and readable style, *Governing Through Markets* will be the core text on forest certification in North America and Western Europe for the next few years, and will provide a standard reference for environmental campaigners and businesses involved in, or considering involvement in, forest certification. The conclusions are highly policy relevant, and those who promote or support the FSC or one of its competitor schemes will ignore the book at their peril. One of its strengths is that it speaks to a range of disciplines, and it will be indispensable reading for students of forestry, policy science, politics, international relations and global governance.

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Communication and Public Participation in Environmental Decision Making

Stephen P. Depoe, John W. Delicath & Marie-France Aepli Elsenbeer (Eds)
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This is an excellent book for anyone interested in contemporary practice of public participation. It comprises a series of case studies examining such practice, the majority analytic rather than just descriptive and all with sufficient background to be completely self-explanatory. Any student or researcher would learn a lot from reading these examples of the difficulties and challenges of achieving meaningful public involvement in environmental decision-making. In addition, there is plentiful