



Timber Sales Guide

6 Standards of Good Practice

What does the ICF Code of Conduct and related standards mean in terms of good practice in carrying out timber harvesting and marketing?

When selling timber, there are a number of methods of sale that can be considered. Whilst putting timber to open market, competitive tender may be one option to test the market, there will be circumstances where other options can be presented. The overriding point is that the client must be given sufficient information to make an informed decision on the method of sale of their timber.

In making the recommendation to a client, it is vital that members consider all aspects of the ICF **Code of Conduct** and the associated standards. Standards 1 and 2 are the most applicable, whilst the other 4 standards also apply, they are more generic. These are laid out in this guide with an emphasis on the considerations and aspects required when proposing how to sell your client's timber.



Act with Integrity

Always put the interests of your clients or others to whom you have a professional responsibility above your own and respect their confidentiality. Always consider the wider interests of society when making your judgments.

Always be honest, and trustworthy in all that you do. Ensure adequate market information is presented, give consideration to the client's objectives, clearly set out the pros and cons of each and be prepared to justify and demonstrate your recommendation.

In practice this includes, but is not limited to, behaving as follows:

- Share appropriate and necessary information on the timber market with your clients and do so in a way that is transparent, so they can understand the information and make an informed decision. For example, provide details of current prices both standing and delivered by product. Present all options to the client with appropriate background information;

- Don't take advantage of a client, a colleague, a third party or anyone to whom you owe a duty of care;

- Don't allow bias, conflict of interest or the undue influence of others to override your professional or business judgments and obligations;

- Make clear to all interested parties where a conflict of interest, or even a potential conflict of interest, arises between you or your employer and your client, such as when you are owned by or have links to a processor or user of timber and or wood;

- Act consistently in the client or seller's interest when it comes to making decisions or providing advice.

Always Provide a High Standard of Service

**Be open and transparent in your dealings.
Share the full facts with your clients,
making things as plain and intelligible as
possible.**

Be objective at all times. Know and act within your limitations. Be aware of the limits of your competence and do not be tempted to work beyond these. Only commit to what you can deliver. Give clear and appropriate advice. Never let sentiment or your own interests cloud your judgment.

In practice this includes, but is not limited to, behaving as follows:

- Be clear about what service your client or employer wants and the service you are providing;

Act within your scope of competence. If it appears that services are required outside that scope then be prepared to do something about it. For example, make it known to your client, obtain expert input or consultation, or if it's the case that you are unable to meet the service requirements, explain that you are not best placed to act for the client and seek advice from a suitably qualified specialist;
- Be transparent about fees and any other costs or payments such as referral fees or commissions. Present open book costings with full back up information where appropriate;
- Communicate with your client in a way that will allow them to make informed decisions.

Treat Others with Respect

Treat everyone fairly with courtesy, politeness and respect and consider cultural sensitivities and business practices.

In practice this includes, but is not limited to, behaving as follows:

- Always be courteous, polite and considerate to clients, colleagues and everyone else you come into contact with;
- Never discriminate against anyone for whatever reason. Always ensure that issues of race, gender, sexual orientation, age, size, religion, country of origin or disability have no place in the way you deal with other people or do business;
- As much as you are able, encourage the company or organisation you work for to put the fair and respectful treatment of staff and clients at the centre of its business culture.

Take Responsibility

Be accountable for all your actions.
Take full responsibility for your actions and do not blame others if things go wrong.

Have the courage to make a stand. Be prepared to act if you suspect a risk to safety or malpractice of any sort.

In practice this includes, but is not limited to, behaving as follows:

- Always act with skill, care and diligence;
- If someone makes a complaint about something that you have done, then respond in an appropriate and professional manner and aim to resolve the matter to the satisfaction of the complainant as far as you can;
- If you think something is not right, be prepared to question it and raise the matter as appropriate with your colleagues, within your company or the organisation that you work for, with the ICF or with any other appropriate body or organisation;
- Put safety first when engaging others to act for your client.

Promote Trust in the Profession

Set a good example. Remember both your public and private behaviour could affect your own reputation and that of the Institute and other members.

In practice this includes, but is not limited to, behaving as follows:

- Promote what you and the profession stand for - the highest standards;
- Understand that being a professional is more than just about how you behave at work. It's also about how you behave in your private life;
- Fulfil your obligations - do what you say you will;
- Always try to meet the spirit of your professional standards and not just the letter of the standards.

Have Regard for Sustainability Throughout your Work

Practise your profession with due regard to sound ecological, social, economic and environmental principles to the advantage of present and future generations.

In practice this includes, but is not limited to, behaving as follows:

- Understand how your actions affect others and the environment and, if appropriate, question or amend that behaviour;
- Use your skills and experience to serve the needs of wider society;
- Act in accordance with the best principles for the mitigation of environmental harm;
- Serve as an example to others for responsible behaviour;
- Encourage others to promote and advance a sustainable and resilient approach by understanding their responsibility;
- Take responsibility for personal development and work towards securing change and improvements for a sustainable future.



The **Institute of Chartered Foresters** is the Royal Chartered body for foresters and arboriculturists in the UK.

We provide services and support to our members, guidance to professionals in other sectors and information to the general public.

We also regulate the standards of entry to the forestry and arboriculture profession and offer professional qualifications to those working in tree and woodland management.