

Press Release

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Forests are home: celebrating the wooden furniture that gives meaning to homes, while protecting the forests that our furniture comes from.

On 15 September, hundreds of furniture retailers, manufacturers, foresters, and associations from 46 different countries around the world joined PEFC for the launch of their new campaign, "Forests are Home". Now, they must work together to achieve sustainability across the furniture value chain.

PEFC, the Programme for the Endorsement of Forest Certification, has turned its attention to furniture. Not only is this industry the third largest user of forest wood, it is also estimated to cause approximately 12% of total greenhouse gas emissions (Sustainable Furnishings Council, 2021). And with the value of the global furniture trade growing by an astounding 65% in the last decade (UNECE/FAO 2019), that makes achieving sustainability in this sector more important than ever.

To spread awareness about the importance of sustainable wooden furniture and call for global collaboration, PEFC has launched the "Forests are Home" campaign. Putting the spotlight on individual manufacturers and retailers, associations, architects, designers and consumers who are making the responsible choice to use certified wood.

The campaign will help the supply chain meet responsible procurement and sustainability standards. As a result, enabling forest owners, large and small, to demonstrate sustainability practices through forest certification.

The "Forests are Home" campaign connects the furniture in our homes to the forests that it comes from. It is the creative result of collaboration with PEFC national members across 12 different countries, with input from trade associations, retailers, and manufacturers. The campaign video, unveiled for the first time to the international audience attending PEFC's launch event on 15 September, is available [here](#) and can now be widely shared.

The campaign message is simple: forests are a home to us all, and homes must be cared for and protected. When furniture manufacturers choose certified wood, when furniture retailers sell

products made with responsibly sourced wood, and when consumers live their values by purchasing wood furniture with the PEFC label, they all contribute to the preservation of our forests. Consumers are already demonstrating a preference for properly labeled sustainable materials. Nearly 60% of respondents indicated that they would be willing to pay more for environmentally sustainable home furnishings in a 2018 survey from the Sustainable Furnishings Council.

In recognition of increasing consumer awareness, PEFC International's CEO Ben Gunneberg noted that companies in the furniture supply chain that do not use certified materials "leave themselves exposed to significant operational and reputational risks. Their impact on people and the environment can be substantial."

In keeping with this spirit of collaboration across both the value chain and national boundaries, the "Forests are Home" launch event included a lively panel discussion. Joining PEFC on the panel discussion were panellists from the International Forestry Students' Association (IFSA), the ASEAN Furniture Industry Council (AFIC), Fournier Group representing important roles including: furniture manufacturer, retailer, associations and a youth/consumer perspective. That discussion, as well as the entirety of the launch event, can be viewed [here](#).

Now that the campaign is launched, PEFC has also published a website: furniture.pefc.org dedicated to telling the story of certified wooden furniture and connecting manufacturers and retailers with the resources that they need. People who work in the furniture value chain can also sign up for PEFC's new sustainable furniture newsletter, which will deliver regular insights and tips from the world experts in certified wood.

About PEFC: The Programme for the Endorsement of Forest Certification (PEFC) is the largest forest certification system in the world, and the certification system of choice for small forest owners, with more than 300 million hectares represented across its 49 national systems. Headquartered in Geneva, Switzerland, PEFC is recognized for the role it plays in providing independent assessment, endorsement, and recognition of national forest systems.

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