

# PEFC ANNUAL REVIEW 2012

Broadening the Base:  
a Review of PEFC Activities



# ABOUT PEFC

PEFC, the Programme for the Endorsement of Forest Certification, is an international non-profit, non-governmental organization dedicated to promoting sustainable forest management through independent third-party certification.

It works throughout the forest supply chain to promote good practice in the forest and to ensure that timber and non-timber forest products are sourced with respect for the highest ecological, social and ethical standards.

PEFC is an umbrella organization that endorses national forest certification systems developed collaboratively by all interested stakeholders and tailored to local priorities and conditions. Each national forest certification system undergoes rigorous third party assessment against PEFC's unique Sustainability Benchmarks. These Benchmarks are based on broad consensus by society, expressed in globally respected international and intergovernmental processes and guidelines for the promotion of sustainable forest management. The Benchmark criteria are regularly

revised through multi-stakeholder processes to take account of new scientific knowledge, societal change, evolving expectations and to incorporate the latest best practices.

Today, PEFC has recognized certification systems in over 30 countries. Together these account for over 230 million hectares of certified forest, making PEFC the world's largest forest certification system.

It is the certification system of choice for hundreds of thousands of small forest owners including family and community-owned forests.

PEFC-certified materials deliver proof of sustainability and are therefore requested in numerous public and private procurement policies worldwide.

## MISSION STATEMENT

### **Our Vision:**

A world in which people manage forests sustainably.

### **Our Mission:**

To give society confidence that people manage forests sustainably.

### **Our Purpose:**

Through the endorsement of national certification systems, PEFC motivates and enables people to sustainably manage their forests and works to provide a market for the products of those forests.

# TABLE OF CONTENTS

<b>LETTER FROM THE SECRETARY GENERAL</b>	<b>2</b>
<b>SIGNIFICANT ACHIEVEMENTS TOWARDS OUR GOALS</b>	<b>4</b>
Encouraging the development of national forest certification systems	4
Expanding certified forest area	5
Generating markets for certified products	6
<b>PEFC'S COLLABORATION FUND – THE IMPACT</b>	<b>8</b>
Reflecting on the Collaboration Fund's impacts	9
<b>DELIVERING VALUE OUTSIDE OUR TRADITIONAL SECTOR</b>	<b>10</b>
<b>TECHNICAL UPDATE</b>	<b>12</b>
PEFC's sustainable forest management standard	12
PEFC's Chain of Custody standard	13
Delivering training activities	14
<b>COMMUNICATIONS AND ADVOCACY</b>	<b>15</b>
Focus on advocacy	16
Contributing to the Rio+20 Conference	18
<b>MEMBERSHIP STATISTICS, FACTS AND FIGURES</b>	<b>20</b>
Statistics at a glance	20
Financial information	22
Board of Directors	23
Staff Members	26
Endorsed Members, International Stakeholder Members, Extraordinary Members	28

## CHAIRMEN & SECRETARY GENERAL

CHAIRMAN  
William Street

VICE CHAIRMEN  
Sheam Satkuru  
Antti Sahi

SECRETARY GENERAL  
Ben Gunneberg

## BOARD MEMBERS

Michael Proschek-Hauptmann

Hans Drielsma

Sébastien Genest

Natalie Hufnagl-Jovy

Peter Latham

Joseph Lawson

Karen Brandt

Genevieve Chua

Julian Walker-Palin

Minnie Degawan

# LETTER FROM THE SECRETARY GENERAL

2012 was a pivotal year for us. As our previous five-year management period concludes, it is reassuring to see that we have achieved our main goal: the firm establishment, legitimacy and acceptance of PEFC in the sustainable forest management (SFM) arena.

But more importantly, the global certified area has grown by 40% over the past five years and Chain of Custody certification has increased four-fold. We have strived to stimulate market demand for forest certification and we are pleased to see right now the pull of public and private procurement policies motivating both forest management and Chain of Custody certification. In addition, we are witnessing the contributions that responsible forestry can make to sustainable livelihoods, rural development and poverty alleviation.

Going forward, our mission remains to give society confidence that people manage forests sustainably. To promote SFM in a truly meaningful and global way, we are broadening the base beyond the traditional forest sector. We want to clarify the value of working forests within the context of today's leading issues. Consider for example a corporation seeking to reduce its environmental footprint; or the energy industry wanting to harness woody biomass; or a government aiming to reduce carbon dioxide emissions – each at some stage links to forest certification. We can add superior value to decision-making in sectors typically considered outside our remit.

By demonstrating the relevance of forest certification to climate change mitigation; by showing how our forest management processes can ensure sustainability within the rapidly expanding bio-energy business; and by explaining to what extent forests regulate the volume of carbon dioxide in the atmosphere, we bring SFM under the global spotlight. This is where opportunities multiply for everyone.

And yet while we have been busy widening our impact, at the same time we recognize that our strength as an organization builds on world-class forest management and Chain of Custody standards, and the services stakeholders derive from them. We manage our standards tirelessly to ensure that they are adaptive, forward-looking and clearly communicated. For example, in 2012, we revised our Chain of Custody standard requirements to meet the new European Union Timber Regulation.

We are well positioned to expand the area of certified forests, with China having become the latest country submitting its national forest certification system for endorsement

**“  
...we bring SFM  
under the global spotlight.  
This is where opportunities  
multiply for everyone.”**

and with Indonesia joining our organization. In fact, we are experiencing a tremendous demand for bringing PEFC certification to ever more countries. Interest in PEFC continues to increase, and we have been supporting stakeholders in more than a dozen nations in their efforts to develop their own systems.

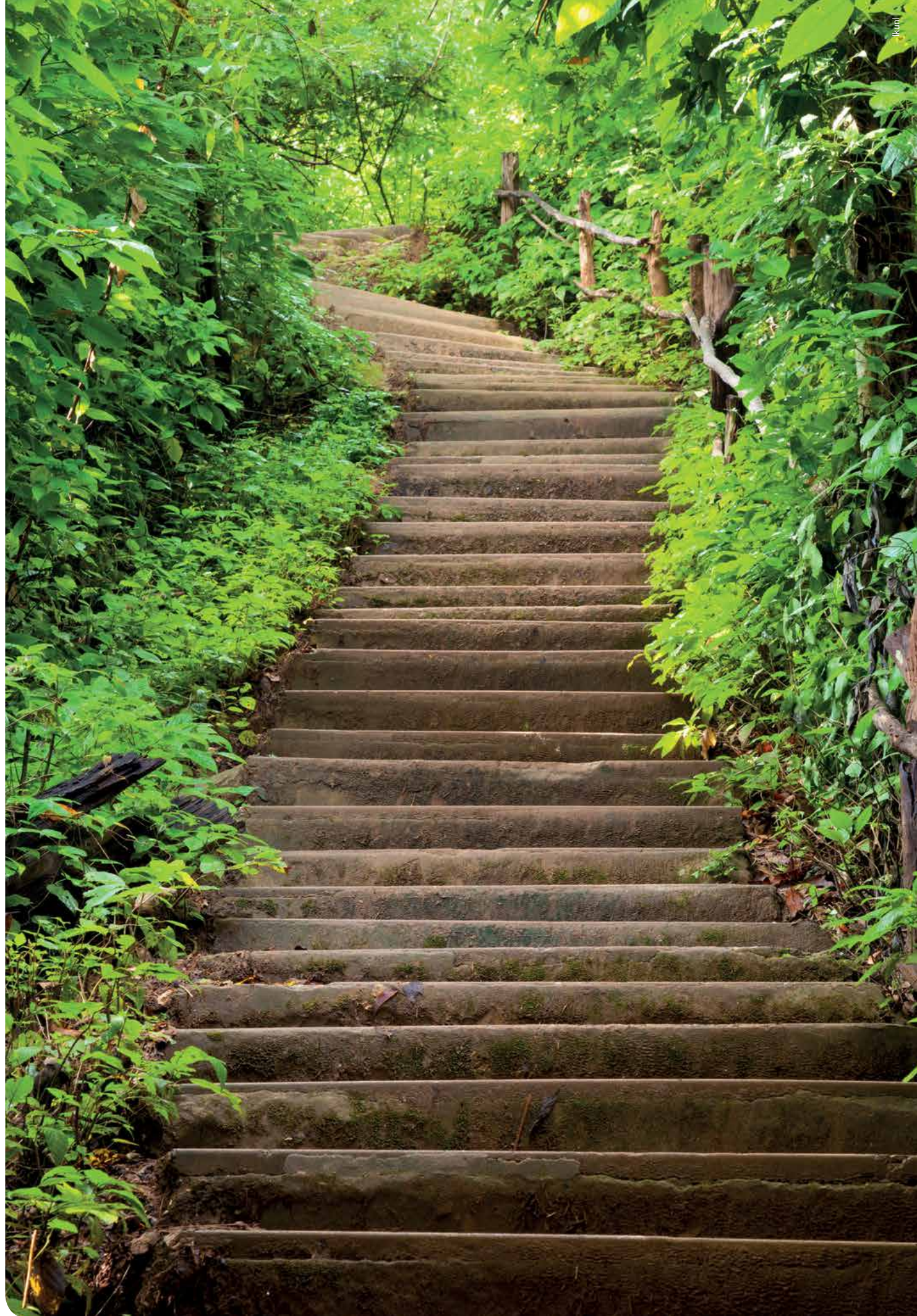
An important aspect in advancing our work is our small grants programme. The Collaboration Fund, only in its second year, has directly invested CHF 247,000 since 2011 and leveraged an almost equivalent amount through our co-funding requirements. The Collaboration Fund has supported eleven projects, implemented by ten organizations across 14 countries, and supported the collaborative involvement of an additional 30 partner organizations.

There is a long way to go, but it is clear that by working together, we can reach our common goals faster. I invite you to turn the page and to think about how you may want to work with us.



*Ben Gunneberg*







# SIGNIFICANT ACHIEVEMENTS TOWARDS OUR GOALS

At the end of 2012, the global forest area certified to our standard has risen to 237 million hectares and the number of companies benefitting from our Chain of Custody certification has reached over 14,000. We intend to continue driving those numbers up. During 2012, we have been strengthening our efforts to expand our certified forest area and generate markets for certified products.

**15** COUNTRIES

**ARE DEVELOPING A PEFC  
SYSTEM OR PREPARING TO  
APPLY FOR ENDORSEMENT**

## Encouraging the development of national forest certification systems

We support each country seeking to develop its national forest certification system with tailored mentoring and by encouraging our endorsed members to share their knowledge and experiences.

### **Supporting newcomers getting started**

In 2012, we started developing a toolkit for those establishing their own national forest certification system. It gives recommendations for successfully developing systems, from how to get organized and navigate through the multi-stakeholder processes, to producing standards that are tailored to local priorities and conditions yet in compliance with our rigorous international requirements. The toolkit includes advice from our existing members and hands-on advice for practitioners.

### **Facilitating mentoring among existing and prospective members**

We are currently working with 15 countries at various stages of developing their national systems. Representatives from nine of these countries participated at our standards development workshop in November 2012. They came from Bosnia and Herzegovina, Cameroon, Ghana, Hungary, Indonesia, Mexico, Montenegro, Myanmar, Nepal and Turkey. Our existing members came to share their experiences, traveling in from Austria, Italy, Malaysia, Slovakia and Slovenia. Mentoring, collaboration and dynamic training are vital to achieving successful SFM.

### **Leveraging regional expertise within the PEFC community**

Our unique bottom-up approach allows for the development of standards tailored to unique political, economic, social, environmental and cultural realities. As neighboring countries may share certain characteristics - similar forest types, historical heritage and economic challenges - we are fostering regional collaboration to benefit from each other's experiences and knowledge.

For example, as Hungary embarked on developing its national system, we invited our members from Austria, Slovakia, the Czech Republic and Germany to offer advice. Similarly, we expect that the systems developed by PAFC Gabon and PAFC Cameroon will one day be scaled up and replicated as other countries in Central Africa, particularly in the Congo Basin, begin developing their own systems.



## Expanding certified forest area

With more than 90% of the world's forests uncertified, supporting projects and activities aimed at expanding certification and improving forest management is at the heart of our work.

### Multifaceted approach to boosting Russian forest certification

To support the expansion of PEFC certification in Russia, together with our member, the Russian National Council of Forestry Certification (RNCFC), we embarked on the third year of a partnership agreement. With our support, RNCFC was able to deliver a wide range of training and promotional activities, which successfully grew the certified area by 450,000 hectares in 2012, reaching a total of 640,000 hectares of PEFC-certified forest area across the country.

Through a separate PEFC Collaboration Fund grant, we supported the expansion of certification in Russia's Far East. The project, implemented by the Russian Forest Certification Center in partnership with RNCFC, is building capacity of forest companies to implement certification while also improving the general awareness of PEFC certification among stakeholders. To this end, project partners developed training modules and conducted a number of training events and stakeholder consultations. Representatives of 14 different logging and timber trade companies from the four large forest holdings in the region benefitted from PEFC training, receiving practical skills on designing and implementing SFM procedures.

So far, this project alone has resulted in PEFC certification audits undertaken in over 150,000 hectares of forest.

### Enabling smallholders to accelerate certification and help us fight climate change

We are facilitating the uptake of Group Certification among small forest owners throughout the world, particularly in areas where SFM has taken on increasing urgency to alleviate poverty and fight climate change. The concept of Group Certification was pioneered by PEFC more than ten years ago to allow smallholders to pool their resources to achieve third-party verified SFM certification.

The initial phase of this project:

- Described the different Group Certification models across Europe;
- Documented the lessons learned from SFM and certification;
- Identified key elements to enable and promote Group Certification among smallholders.

In 2012, the project advanced from the analytical phase to the operational phase by commencing field projects in Malaysia and Nepal, and by preparing additional projects for implementation in Thailand and Vietnam. Further target countries are being considered in Africa and South America.

One example from our initiative is a two-year project implemented in Malaysia by our member, the Malaysia Timber Certification Council (MTCC) and local partners, to develop and pilot Group Certification for rubberwood smallholders. In a first step, the project participants drafted guidelines and procedures for obtaining certification and conducted initial field-testing. Efforts are ongoing to assess feasibility, smallholder interest and to advise on the administrative arrangements.

### Our Group Certification project is implemented in collaboration with:

- Confederation of European Forest Owners (CEPF);
- Global Alliance of Community Forests (GACF);
- International Alliance of Indigenous and Tribal Peoples of Tropical Forests (IAITPTF); and
- International Family Forestry Alliance (IFFA).

**750,000**  
**FOREST OWNERS**  
**ARE PEFC-CERTIFIED**  
**GLOBALLY**



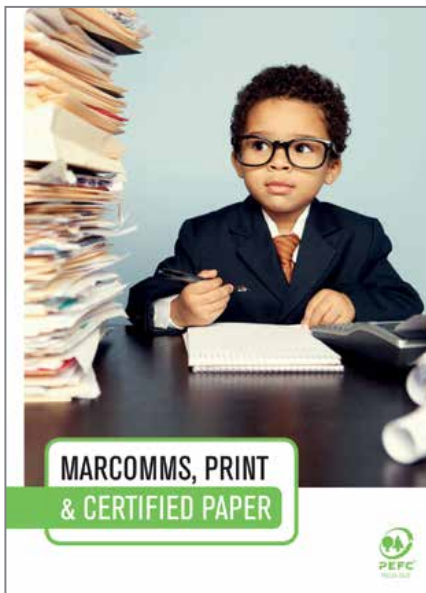
# Generating markets for certified products

Certification is a selling point on a par with product features and quality, and businesses along the supply chain have much to gain from marketing their PEFC certification upstream and downstream.

# 14,982

COMPANIES IN THE WORLD

**BENEFIT FROM PEFC'S CHAIN  
OF CUSTODY CERTIFICATION  
FOR ENDORSEMENT**



Therefore in 2012, at the center of our marketing activities was communicating along the supply chain about our unique approach to certification and the advantages it offers to business. We are engaged in a range of activities at global, regional and local levels aimed at creating, maintaining and enhancing the market for certified products.

## Working with multinational companies to lead by example

PEFC is working with and encourages consumer-facing companies and those leading in their sectors to market their certification in order to encourage multiplier effects, thereby enhancing brand recognition and the further uptake of certification, helping SFM globally. We strongly encourage certified companies to show their commitment to responsible forestry in their own communication and marketing activities, and welcome an increasing number of PEFC-labeled products.

**We engaged with companies and associations in the following sectors in 2012, with a primary focus on global brands:**

- Retailers;
- Consumer goods;
- Financial sector;
- Paper and paper trade;
- Publishers;
- Utilities;
- Construction, architects, furniture and flooring.

In addition to our own outreach activities, which in 2012 focused on multinational companies headquartered in Asia, Europe and the United States, and was complemented by a roadshow in Australia, we supported national PEFC member organizations in their work through the production of globally relevant communication and marketing materials, trainings, as well as in-person support.

Together with our members, we participated in a range of trade shows, such as drupa in Düsseldorf, Germany, the Japan Eco Products Exhibition, and the MTK Woodmart in Kuala Lumpur, Malaysia, to bring forest certification and the benefits it provides closer to companies along the timber supply chain.





## Stimulating the supply chain and market demand in Asia

To improve the sustainability of international forest products and related trade, it is vital to build supply chain capacity throughout the Asian region while also increasing the availability of certified fiber. The PEFC Asia Promotions Initiative, with offices in China and Japan, has been raising awareness, building capacity and encouraging the uptake of certification throughout the region.

In 2012, ambitious promotional programs were delivered in China and Japan combining company visits, seminars, training sessions and exhibitions together with ongoing public relations activities. Furthermore, support was extended to national systems in both countries to meet PEFC requirements, and consequently, the China Forest Certification Council (CFCC) applied for PEFC endorsement in 2012. In parallel, we provided training sessions for certification auditors in China to ensure robust implementation of certification requirements.

With growing recognition of PEFC throughout Asia, a series of outreach activities were delivered throughout the region, informing and influencing organizations and companies in India, Indonesia, Malaysia, Singapore, South Korea and Thailand.

## Consumers Trust Certification

Certification seals or labels on product packaging, such as the PEFC label, are an important means for consumers to identify sustainable products, as demonstrated in the Regeneration Roadmap, a joint project by GlobeScan, SustainAbility and BBMG.

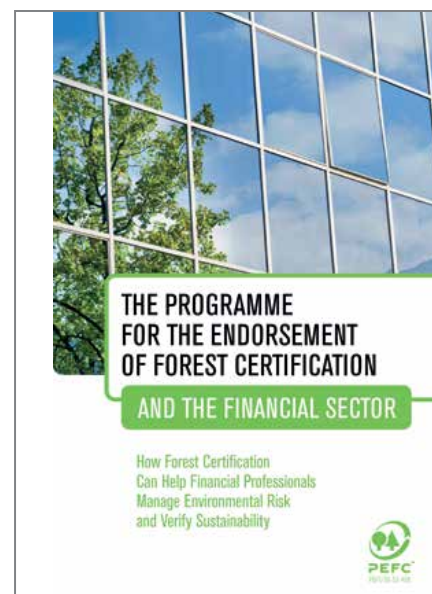
According to the study, consumers look to certification seals or labels on product packaging as the most trusted source of information about whether a product is environmentally and socially responsible.

The 2012 Living LOHAS survey, an annual general population consumer research programme by the Mobium Group, came to similar results, finding that more than eight out of 10 Australians say that eco-labels, such as PEFC, would help them in making product selections based on environmental attributes.

## In conversation with financial institutions on using certification as an assurance tool

We conducted an outreach program to financial institutions, which are increasingly incorporating forest certification schemes as a tool within their investment and lending risk assessments, insurance assessments, decision-making processes and internal corporate governance policies.

Partnering with Long Finance and the London Accord, we promoted forest certification as an assurance tool of SFM practices and as one of several environmental, social and governance (ESG) indicators to the financial City of London.



# THE PEFC COLLABORATION FUND – THE IMPACT

The Collaboration Fund is our annual small grants programme. Through the grants, we support project ideas that hold promise in advancing SFM and forest certification, typically proposed by our members and their partners. In its second year, the Collaboration Fund 2012 competition invested CHF 127,000 across six projects.

## Collaboration Fund 2012 projects and recipients

- Expanding SFM and PEFC certification in the Balkans, pilot cases in Bosnia and Herzegovina, and Montenegro (PEFC Italy)
- Fostering partnerships to promote PEFC certification in Hungary (ERFARET Non-profit Ltd.)
- Building capacity for the development of PEFC certification in Russia and the Russian Far East (Forest Certification Center)
- Estonia market outreach (Estonian Forest Certification Council)
- Forest traceability: marketing mushrooms in the Spanish Urbion Model Forest; (CeseFOR)
- e-Learning 4 PEFC (PEFC Italy)

## PEFC Collaboration Fund aims to:

- Promote innovation;
- Stimulate local projects;
- Encourage partnerships;
- Share financial burdens.

## Activities include:

- Promoting certification or certified products;
- Capacity building to expand forest certification;
- Researching issues related to PEFC Sustainability Benchmarks or national standards;
- Researching new products, services and approaches.

## Eligible applicants

Our members, other non-profit organizations, and private and public sector organizations may apply. If the lead applicant is not our member, it is desirable for one of our members to be a project partner.

## Grant amounts

The PEFC Collaboration Fund considers proposals requesting a contribution of up to CHF 40,000 with a project time frame of up to two years. The fund supports new and additional activities rather than existing ones, ongoing work and running costs. Applicants must demonstrate that their project budget includes at least 35% co-funding from other sources, which exceptionally may include in-kind contributions.

## How to apply

Please visit [www.pefc.org](http://www.pefc.org) for more information and an application form.

## Co-fund projects

Our success in attracting high caliber proposals means we need to look for partners more actively to contribute to our Collaboration Fund and create more investment capital. To allow for the support of further projects, we are open to discussions with potential funders to invest in or co-finance these important enabling projects promoting SFM at local level.

Contact [development@pefc.org](mailto:development@pefc.org) to discuss.





# Reflecting on the Collaboration Fund's impacts

In its first two years, the Collaboration Fund has succeeded in bringing to life a wide range of projects, inspiring collaboration and new partnerships globally.

The Collaboration Fund has actively invested in local efforts to raise awareness and capacity to promote forest certification, develop national forest certification systems, and undertake research and development for new products and services within PEFC certification. Reflecting on these first two years of operation, a number of positive impacts from the Collaboration Fund can already be observed.

## Quick facts on the first two years of the Collaboration Fund

- 247,000 CHF invested
- 184,000 leveraged in project co-funding
- 10 organizations supported in 14 countries
- 30 partners involved

## Using innovation to develop new tools to advance certification

The availability of technology today is a lot different than when forest certification was first conceived in the 1990s. Certification needs to constantly assess how new technologies can be incorporated to contribute to increased efficiencies, system robustness and enhanced social interaction. Towards these objectives, the Collaboration Fund has invested in:

- The development of a web-based registration tool to facilitate small forest owners in applying to group forest management certification. Developed by the Dutch company Ingenieursbureau Evan Buytendik BV and partners, and piloted in the Netherlands, the system is now being refitted to enable its replication for use in other countries. As making certification affordable to small forest owners is a real challenge for expanding certification, this system succeeds in streamlining the process with related efficiency gains;
- Piloting a traceability system for non-timber forest products as they travel from the forest to consumer markets. Forests contain a wealth of products and services beyond the timber that receives much of the spotlight. This project, implemented by CeseFOR, the Castilla y León regional wood and forestry industry centre in Spain and partners such as EcoTrust, is developing a tool to enable consumers to access traceability information online and to learn about the origin of the mushrooms they buy. By finding new ways to communicate the benefits of responsible forestry, we can change how society values forest resources.

## Building and mobilizing a PEFC community of best practice

Through the Collaboration Fund's requirements for partners and co-funding, it has succeeded in inspiring many new relationships between our members, their partner organizations operating at local levels, national and international stakeholders and ourselves. We are pleased to observe the mentoring and twinning support delivered by our members to organizations in different countries who are working to establish national forest certification systems. The collective knowledge and capability of the PEFC family is immense and the Collaboration Fund is creating the framework to mobilize our assets.

- In the Balkans, Collaboration Fund project partners, including Eko-Zona-Sipovo in Bosnia and Herzegovina and Institut Za Sumartsvo in Montenegro, have been cooperating directly with PEFC Italy on activities focused on raising awareness and interest amongst private forest owners in the region and undertaking preliminary actions to establish a process for system development.
- The establishment of the *e-Learning 4 PEFC Platform* will provide a new approach to advance capacity building and knowledge sharing across our members and stakeholders. It will increase the availability of information about our concepts, tools and objectives at national and international levels and offer the online infrastructure and training materials to conduct courses on a variety of topics.

# DELIVERING VALUE OUTSIDE OUR TRADITIONAL SECTOR

In 2012, we further broadened our activities in research and demonstrated how forest certification can bring superior value to other sectors. Here are some of our initiatives.

## Measuring the environmental impact of forest certification

Life Cycle Assessment (LCA) is increasingly used to assess the environmental impact, commonly referred to as the carbon footprint, associated with all the stages of a product's life cycle, from cradle to grave.

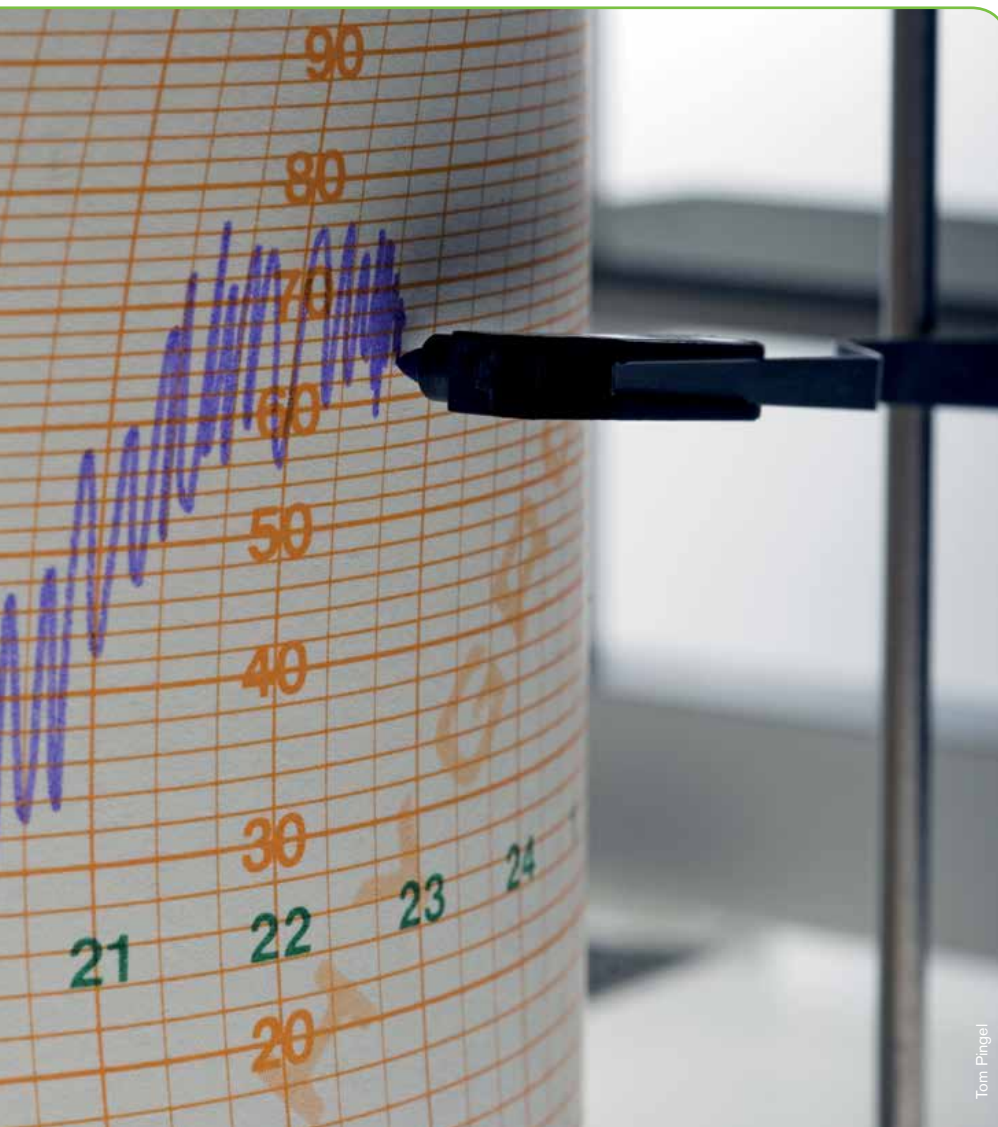
In 2012, we embarked on a project to quantify the environmental benefit of forest certification and responsible sourcing. Using established methodology and data, the study, undertaken by Quantis, a renowned LCA consultancy, measured to a certain extent the difference between using certified

and non-certified wood. It also expressed the results in terms of impact on climate change, human health and ecosystem quality.

Although the study is only a first step in a long journey, the proof of concept shows that corporations can now integrate real data into their sustainability reports to demonstrate the decreasing environmental footprint that their responsible buying choices are generating. Please get in touch if you would like to pilot these new LCA datasets.

## Understanding threats to European forests

European forests are of immense importance to people, the environment and the economy. A collaborative European Union (EU) research project named "Increasing Sustainability of European Forests" (ISEFOR) continued its research into the threats to European forests. The research focused on the problems that will arise from climate change impacts on forest ecosystem vitality, from increasing threats from alien invasive pests and pathogens and from changing threats from indigenous pests and pathogens, or alien species already established in Europe. PEFC is a partner to the project.







### Forest certification can contribute towards indigenous peoples' rights recognition

With tropical forests at risk, all too often so are the homelands and traditional knowledge of the indigenous peoples who have inhabited the forests for generations.

Investigating how forest certification can contribute to addressing these issues and their interrelationship is extremely important.

In 2011 and 2012, we partnered with KADIOAN, a Philippines-based non-governmental organization (NGO), to raise awareness about the opportunities and benefits of forest certification among indigenous communities in Malaysia, the Philippines and Thailand. Through open discussions with representatives from indigenous peoples, communities, NGOs, local governments and companies, we together explored forest certification and how it could support continued pursuit for rights recognition and better interface with traditional management systems.

### Expanding the profile of forest certification in light of sustainable energy requirements

In November 2012, PEFC brought together some 150 representatives from the bio-energy and forest sectors to discuss the role of forest certification in the emerging arena of sustainable woody biomass - an increasingly important material in the global renewable energy markets.

While forests provide a great renewable resource that can offer substitution for fossil fuels, the additional demand on forest resources presents both opportunities and challenges to ensuring their sustainable management. If the utilization of forest biomass follows predicted trajectories, for example the IEA forecasts that the EU alone may be consuming 20-50 million tons by 2020<sup>1</sup>, then there would be unprecedented pressure on forest resources.

Participants agreed that we all must work much closer to share knowledge to better utilize existing certification systems like PEFC for their ability to guide holistic approaches to responsible forestry. Meanwhile we need to better equip forest certification systems to deliver on the different needs and requirements of the energy sector.

### Spanish energy company values PEFC-certified biomass

In February 2012, Valoriza Energía obtained PEFC Chain of Custody certification for three of its plants in Andalusia with a combined capacity sufficient to provide electricity to an equivalent of more than 23,000 households per year. Valoriza Energía obtained PEFC certification to demonstrate the sustainability of the biomass it procures.

<sup>1</sup> Martin Junginger, 15 March 2012, Copernicus Institute, Utrecht University, International Energy Agency (IEA) Bioenergy Task 40, The Netherlands, presentation entitled: "Role of biomass in meeting future energy demands".

# TECHNICAL UPDATE

To qualify for PEFC endorsement, national forest certification systems have to meet or exceed our Sustainability Benchmarks - a set of globally recognized principles, requirements and criteria defining core elements of national forest certification systems. We revise our requirements periodically in multi-stakeholder, consensus-driven processes and in consultation with all interested parties including forest owners, environmental groups, trade unions, indigenous people, the scientific community, industry and customers.

PEFC's Sustainability Benchmarks aim at incorporating the latest scientific findings, best practices and experiences on the ground, and respond to changing societal expectations. In 2012, several aspects of our Chain of Custody standard were revised and work on the Appendix for Tropical Forests continued.

## PEFC's sustainable forest management standard

### Technical requirements to promote tropical forest certification

The Appendix for Tropical Forests will specifically address the unique requirements of tropical natural forests.

The overarching principles for SFM are similar across all types of forest whether they are tropical, temperate or boreal forests. However, the complexity of tropical natural forests, combined with their environmental and socio-economic importance at local, national and international levels, calls for the potential need for additional interpretation of requirements.

Deliberations concerning an Appendix for Tropical Forests are still in ongoing and are expected to continue well into 2013.

### Improving our endorsement and mutual recognition processes

One of the 2012 revisions involves our assessment process, which is at the heart of the PEFC endorsement of national forest certification systems. The assessment process safeguards the integrity of PEFC by ensuring that all endorsed systems meet or exceed PEFC's globally recognized requirements.

The revision integrated best practices and lessons learnt from more than ten years of experience and more than sixty endorsement processes, as well as feedback from a key stakeholder survey. It also incorporated our guidelines regarding the assessment report, the panel of experts involved in the endorsement process, and the PEFC standard and system requirements checklist.

For more information, see the new PEFC GD 1007:2012, entitled *Endorsement and mutual recognition of national systems and their revision*.

### Clarifying technical documentation for certification bodies

Ongoing revision continued on the requirements for certification procedures, accreditation of certification bodies, the competence of certification bodies and auditors, and PEFC notification.

The revised standard *PEFC requirements for certification bodies operating forest management certification* (PEFC ST 1004:201x) is expected to become available in late 2013.

### PEFC's sustainable forest management standard requirements

- Recognition of free, prior and informed consent (FPIC)
- Provisions for consultation with local people and stakeholders
- Respect for property and land tenure rights as well as customary and traditional rights
- Compliance with all fundamental ILO conventions
- Increasing attention to occupational health and safety
- Encouragement of local employment
- Prohibition of forest conversions
- Protection of ecologically important forest areas
- Prohibition of the most hazardous chemicals
- Prohibition of genetically modified trees
- Exclusion of certification of plantations established by conversions
- Adherence to all applicable laws.



# PEFC's Chain of Custody standard

## Adapting fast to new legislation and regulation worldwide

Early in 2012, a comprehensive gap analysis of our PEFC Chain of Custody standard indicated that small changes were required to align it with new legislation and regulation worldwide, including the European Union Timber Regulation (EUTR) and the Australian Illegal Logging Prohibition Act (ILPA).

Both the EUTR and the ILPA prohibit importing illegally harvested wood products; with the EUTR in effect from 3 March 2013 and the ILPA applying as from November 2014. The changes will impact thousands of companies importing and trading timber and timber products including paper, packaging, furniture and wood fuel.

A multi-stakeholder working group revised the PEFC Chain of Custody standard and approved the Enquiry Draft by December 2012. Several public webinars to interested parties complemented the revision process. The revision work further benefited

from more than 300 comments received during the mandatory 60-day global public consultation period, as well as pilot testing by PaperNet, Puumerkki, Steelcase, Weyerhaeuser and Zellstoff Stendal Holz, to help to incorporate practical considerations.

The final approval of the standard is expected for May 2013, with key changes likely to include:

- Expanding the definition of controversial sources to include EUTR-specific requirements;
- Adding information requirements to meet legislative and regulatory processes;
- Aligning the PEFC Due Diligence System (DDS) to the EUTR concept of negligible risk;
- Developing a formal claim to identify PEFC DDS-certified material;
- Enhanced scope of prohibited material to include conflict timber.

## Implementing and auditing PEFC's social requirements

PEFC was first globally to include social, health and safety requirements in its Chain of Custody standard, based on the International Labour Organization (ILO) Declaration on Fundamental Principles and Rights at Work (1988). These social requirements provide an additional layer of confidence to consumers and buyers that the fundamental rights of workers in companies along the supply chain have been respected.

In 2012, stakeholders proposed draft procedures for implementation and auditing the social requirements. These specifications were subsequently discussed with accreditation and certification bodies. The work is ongoing.

## PEFC's social requirements

- Workers are not prevented from associating freely, choosing their representatives and bargaining collectively with their employer.
- Forced labor is not used.
- Workers who are under the minimum legal age, the age of 15, or the compulsory school attendance age, whichever is higher, are not used.
- Workers are not denied equal employment opportunities and treatment.
- Working conditions do not endanger safety or health.



Sideways Design



## Delivering training activities

### PEFC's training initiatives

We grew our training activities in 2012 and are devoting more time than ever before to training our members, external consultants, independent auditors and corporations.

Our training focuses on:

- Capacity building on technical aspects of system development, management and growth;
- Workshops for assessment consultants and members of the Panel of Experts involved in the endorsement process of national systems;
- Sessions for certification body auditors undertaking compliance assessment;
- Advising on developing markets for certified products through outreach and awareness raising;
- Seminars for companies interested in obtaining PEFC Chain of Custody certification;
- Interactive information sessions on collaborative projects;
- Guidance for corporate sales and marketing teams on how to present PEFC;
- Workshops for our members.

### PEFC's Chain of Custody training sessions for auditors

These bi-annual training sessions are necessary to demonstrate compliance with the recent International Accreditation Forum (IAF)/PEFC standard for certification bodies, *Certification Body Requirements – Chain of Custody* (PEFC ST 2003:2012).

### Webinars on adapting PEFC's Chain of Custody standard to the new EUTR legislation

We delivered several webinars to our members, certified companies and other interested stakeholders to explain how the amended PEFC Chain of Custody standard meets the upcoming worldwide legislative changes, including the EUTR.

### Explaining the impact on EUTR to companies and stakeholders

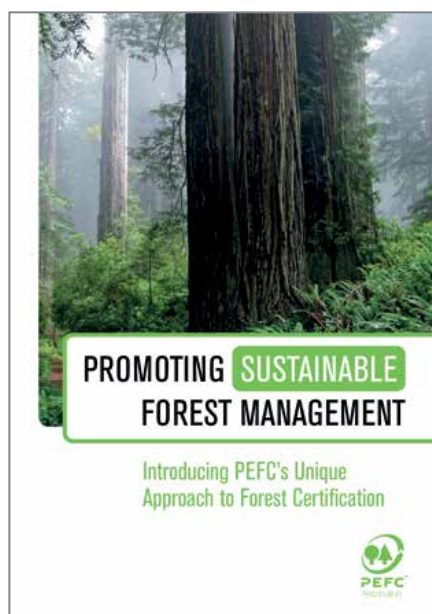
With so many companies along the timber supply chain affected by EUTR, we contributed to discussions on risk mitigation in forest product procurement, for example at the PEFC UK Stakeholder Day. We also addressed dozens of companies at the Confederation of European Paper Industries (CEPI) European Paper Week. We presented the PEFC-approach to EUTR at a workshop organized by Forest Europe on forest governance and forest law enforcement, in addition to a number of supplier and customer seminars organized by PEFC-certified companies.



# COMMUNICATING AND ADVOCATING PEFC



The old aphorism holds true: “knowledge is power”. We recognize that by bringing our achievements to light, we enable the millions of consumers to make responsible decisions. And likewise, by engaging with our stakeholders, we gain an understanding that empowers us to further SFM.



## Introducing PEFC's unique approach to forest certification

Forest certification is crucial in providing evidence of SFM. Increasingly, this proof is a prerequisite for doing business: certified forest materials are requested more and more in procurement policies around the world. In turn, forest certification has a direct economic and social impact on the communities that depend on these forests for their livelihoods.

However, today just 10 percent of the world's forests are certified. In tropical and sub-tropical areas this figure drops to under two percent. PEFC is well placed to expand forest certification globally through its unique bottom-up approach to certification, developed by and for smallholders, and today providing evidence of responsible management of forests of all sizes.

As we are broadening our base and communicating to a wider audience outside the traditional forest sector, which is possibly unfamiliar with our work, we developed a brochure entitled *Promoting Sustainable Forest Management - Introducing PEFC's Unique Approach to Forest Certification*. It details key aspects of PEFC, our SFM requirements, how we implement our vision, and it explains how stakeholders can get involved.

## Reaching ever more people online

Our website updates our stakeholders of our latest developments and in 2012 we launched a new Projects section to showcase our wide range of activities to promote SFM. We are aware that decision makers in the world of forest certification, just like consumers in the general public, increasingly use social media platforms to inform themselves and contribute to their decision-making processes. We recognize the increasing communication potential that social media provides and the opportunities to accelerate SFM. We regularly disseminate our latest achievements and news via social media channels and have seen a 57% growth in followers on Twitter, supported by a 24% increase in visits to our website since last year. Tell everyone to come to find us on:

**Twitter:** [www.twitter.com/PEFC](http://www.twitter.com/PEFC)

**LinkedIn:** [www.linkedin.com/company/programme-for-the-endorsement-of-forest-certification-pefc-](http://www.linkedin.com/company/programme-for-the-endorsement-of-forest-certification-pefc-)

**Scribd:** [www.scribd.com/PEFCInternational](http://www.scribd.com/PEFCInternational)

**Youtube:** [www.youtube.com/user/pefcinternational](http://www.youtube.com/user/pefcinternational)

**Facebook:** [www.facebook.com/PEFCInternational](http://www.facebook.com/PEFCInternational)

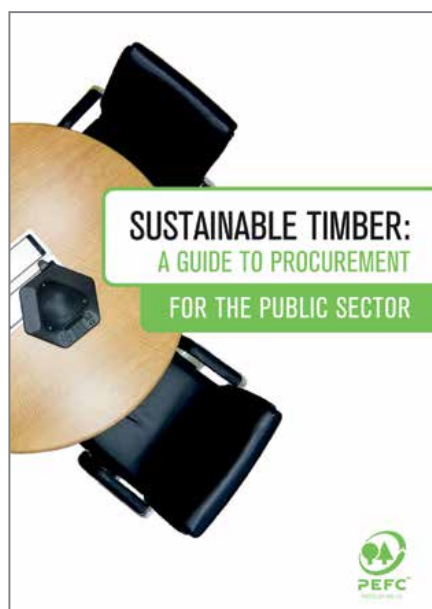


## Focus on advocacy

We continued our communications and advocacy with a wide range of stakeholders in international organizations, governments, NGOs, research institutions and others to promote the uptake of forest certification, enhance market access, and contribute to processes on issues within our core competencies.

### 25 key public & association procurement policies demand PEFC certification,

including the national public procurement policies in Germany, the Netherlands, and the United Kingdom.



### Working with procurement guides and policies

There is a wide variety of external processes that have a direct effect on market access and the uptake of certification, such as procurement policies, legislative and regulatory actions. These include a range of actors who we engage with on an ongoing basis, such as the public procurement policies in the Netherlands (TPAC) and in the UK (CPET). The Netherlands was of particular importance in 2012, rejecting an appeal filed by a coalition of NGOs and confirmed that PEFC conforms to the Dutch Procurement criteria. This rejection followed a previous ruling that already rejected the initial objection as unsubstantiated and ended an exhaustive four year process that validated at every stage that PEFC delivers sustainability as defined in the Dutch criteria.

In 2012, we also increased our outreach to public institutions and local authorities. In this respect, we contributed to producing a guide entitled *Buying Sustainable Timber* by the "Sustainable Timber Action Project", a project co-funded by the EU and coordinated by ICLEI – Local Governments for Sustainability. In addition, we published our own guide to procurement for the public sector.

We also continued our engagement with various Green Building Councils, contributing for instance to the revision process of the United States Green Building Council's (USGBC) Leadership in Energy and Environmental Design (LEED) standard. National PEFC member organizations remain committed to strengthening their respective relationships with nationally relevant organizations, such as BREAM in the United Kingdom and the Italian Green Building Council (GBC Italy).



### Raising awareness at Forest Day during the UN Climate Conference

We joined about 700 forestry experts, activists, policymakers, global leaders and climate change negotiators gathered on the sidelines of the Doha Climate Change Conference (UNFCCC) for the 6th annual Forest Day. Discussions focused on how forests could be better harnessed to slow the pace of global warming and help communities to adapt to the changing environment.

PEFC exhibited alongside other prominent organizations such as FAO, the UN-REDD Programme, ITTO, CGIAR and CIFOR, which coordinated Forest Day on behalf of and in collaboration with the Collaborative Partnership on Forests (CPF), explaining the contributions that forest certification can make to tackling climate change.<sup>2</sup>

<sup>2</sup> FAO (Food and Agriculture Organization of the United Nations), UN-REDD Programme (United Nations collaborative initiative on Reducing Emissions from Deforestation and forest Degradation in developing countries, ITTO (International Tropical Timber Organization), CGIAR (Consultative Group on International Agricultural Research), and CIFOR (Center for International Forestry Research).



## Exploring forest partnerships at IUCN World Conservation Congress

PEFC co-organized a workshop entitled "Forest Partnerships, big and small, that really work!" together with the Canadian Boreal Forest Agreement, the International Model Forest Network and the International Union for Conservation of Nature (IUCN) European Program at the 2012 IUCN World Conservation Congress. Through facilitated discussion amongst panelists and the audience, the session explored the real impact of the featured partnerships and projects, reflected on challenges encountered in implementation, and finally, distilled the ingredients for successful partnerships.

The IUCN World Conservation Congress is the world's largest and most important conservation event.

Held every four years, it aims to improve how we manage our natural environment for human, social and economic development. PEFC was present throughout the 2012 Congress held in Jeju, South Korea sharing information on forests and PEFC certification to the thousands of participants.



## PEFC Chair receives the Eleanor Roosevelt Award for Human Rights

PEFC Chair, William Street Jr, received the 2012 Eleanor Roosevelt Award for Human Rights for his efforts on behalf of IKEA's workers in Danville Virginia, USA. The award is bestowed by an independent NGO, American Rights At Work, and recognizes those who advance human rights for workers. William shared the award with Per-Olof Sjöö, President of GS, the Swedish union of forestry, wood and graphical workers.

## PEFC is a member and/or has consultative status with several organizations including:

- Association Technique Internationale des Bois Tropicaux (ATIBT) (Member);
- Congo Basin Forest Partnership (Member);
- European co-operation for Accreditation – EA (Recognized Stakeholder Member);
- Forest Europe (Observer);
- Forest Legality Alliance (Member);
- International Accreditation Forum – IAF (Association Body Member);
- International Family Forestry Alliance – IFFA (Member);
- International Union for Conservation of Nature – IUCN (Member);
- United Nations Economic and Social Council – ECOSOC (Consultative Status);
- United Nations Framework Convention on Climate Change – UNFCCC (Observer).

## PEFC continues to engage with organizations including:

- Forest and Agricultural Organization (FAO)
- United Nations Economic Commissions for Europe (UNECE)
- United Nations Environment Programme (UNEP)
- International Trade Centre (ITC)
- International Tropical Timber Organisation (ITTO)
- World Bank
- World Trade Organization (WTO)
- European Forestry Institute (EFI)
- Forest Europe
- International Standards Organisation (ISO)
- Banking Environment Initiative (BEI)
- Consumer Goods Forum (CGF)
- ICLEI - Local Governments for Sustainability
- International Union for the Conservation of Nature (IUCN)
- The Forest Dialogue (TFD)
- World Business Council for Sustainable Development (WBCSD)



Varma and Jay Patel

## Contributing to the Rio+20 Conference

Bringing together governments, the private sector, NGOs and other groups to Rio de Janeiro again, the Rio+20 Conference in June 2012 was an historic opportunity to define pathways to a safer, more equitable, cleaner, greener and more prosperous world for all. Rio+20 was a chance to move away from business-as-usual and to act to end poverty, address environmental destruction and build a bridge to the future.

This is why already in 2010, we published the Rio Forest Certification Declaration, which was delivered to the Rio+20 Conference for inclusion in the final document of the Conference. By the time our Declaration was submitted, it had been signed by hundreds of people.

The Declaration was presented at the Rio Conference in a side event entitled “A common framework to attain the full potential of forests for sustainable development”. Participants at the side event concurred that debates about how to best safeguard the world’s forests often underemphasize the social pillar of sustainability. They agreed that people are at the center of SFM, and bottom-up approaches such as practiced by PEFC are essential in ensuring that forest management benefits from – and distributes forest benefits to – the people living and working in and around forests.

PEFC Chairman William Street Jr. also highlighted the importance of the Rio Forest Certification Declaration at a high-level side event organized by FAO, ICPFA (International Conference on Audit of Funds for Disaster Relief and Conflict Area), and BRACELPA (Brazilian Pulp and Paper Association). In his address, he outlined the major challenges forest certification is facing and emphasized the significance of the Declaration for overcoming these challenges. We also participated in other side events and exhibited to raise general awareness of PEFC among the community present.







### PEFC's Rio Forest Certification Declaration 10 principles:

1. Human beings are at the centre of sustainable forest management
2. Recognize and respect national sovereignty in the design and implementation of sustainable forest management policies and standards
3. Protect the complexity of forest ecosystems, forest-dependent economies, and rural culture by adopting integrated forest management plans and policies
4. Contribute to poverty reduction through empowerment of the poor
5. Open and accessible stakeholder processes are essential
6. Transparency, inclusiveness, and collaboration are fundamental prerequisites for global sustainability
7. Utilize the benefits of renewable and climate-smart forest-based products
8. Rely on science, local experience, and traditional forest-related knowledge to advance sustainable forest management
9. Use a precautionary approach to prevent irreversible damage
10. Promoting global acceptance of sustainable forest management through voluntary programmes and education is the fastest path to healthy forests and vibrant rural communities

For the full declaration, visit [www.rfcd.org](http://www.rfcd.org)

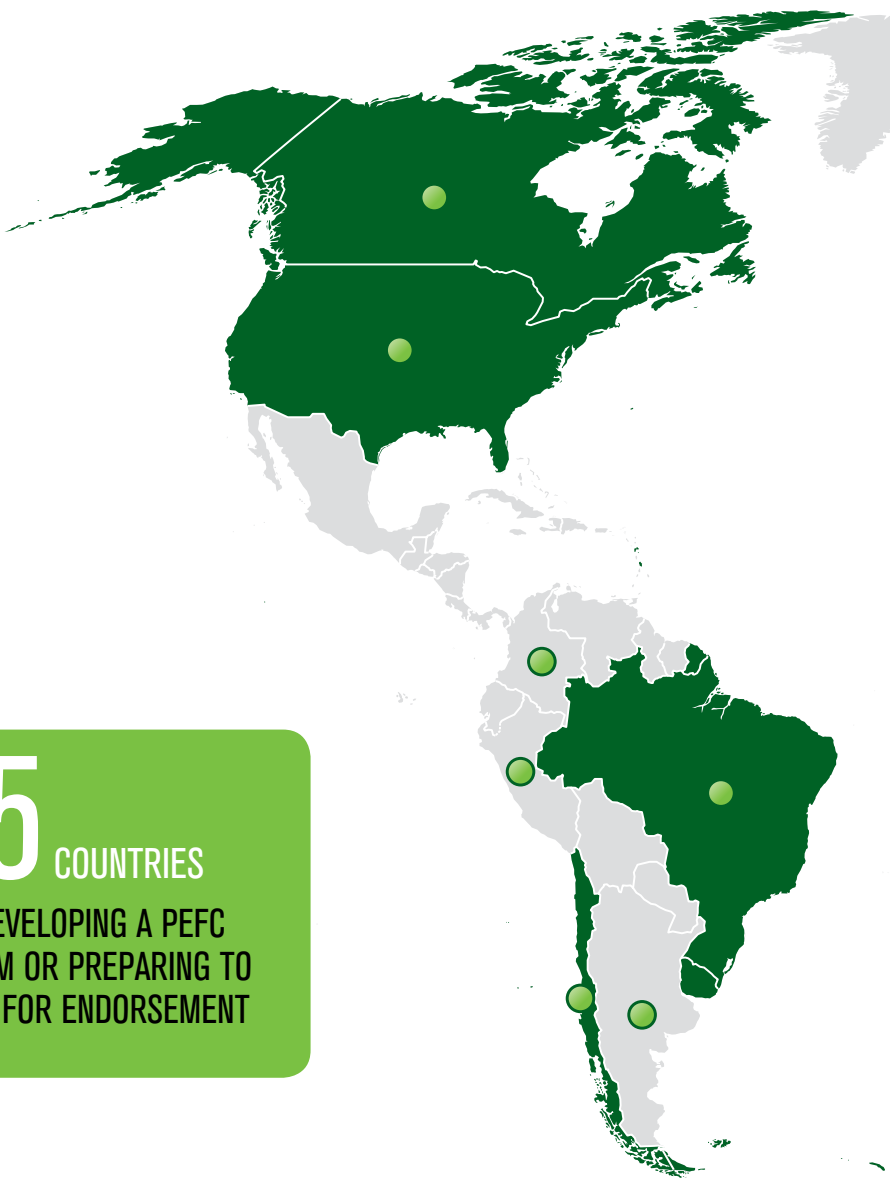
# MEMBERSHIP STATISTICS, FACTS AND FIGURES

**237 million hectares**  
**PEFC-certified**

Certified area increased most in Europe by 3 million hectares, with the biggest increases in Poland with 2.6 million hectares and and PEFC France accounting for an additional 2 million hectares located in French Guiana.

**14,982**  
**COMPANIES IN THE WORLD**  
**BENEFIT FROM PEFC'S CHAIN**  
**OF CUSTODY CERTIFICATION**  
**FOR ENDORSEMENT**

**15** COUNTRIES  
**ARE DEVELOPING A PEFC**  
**SYSTEM OR PREPARING TO**  
**APPLY FOR ENDORSEMENT**



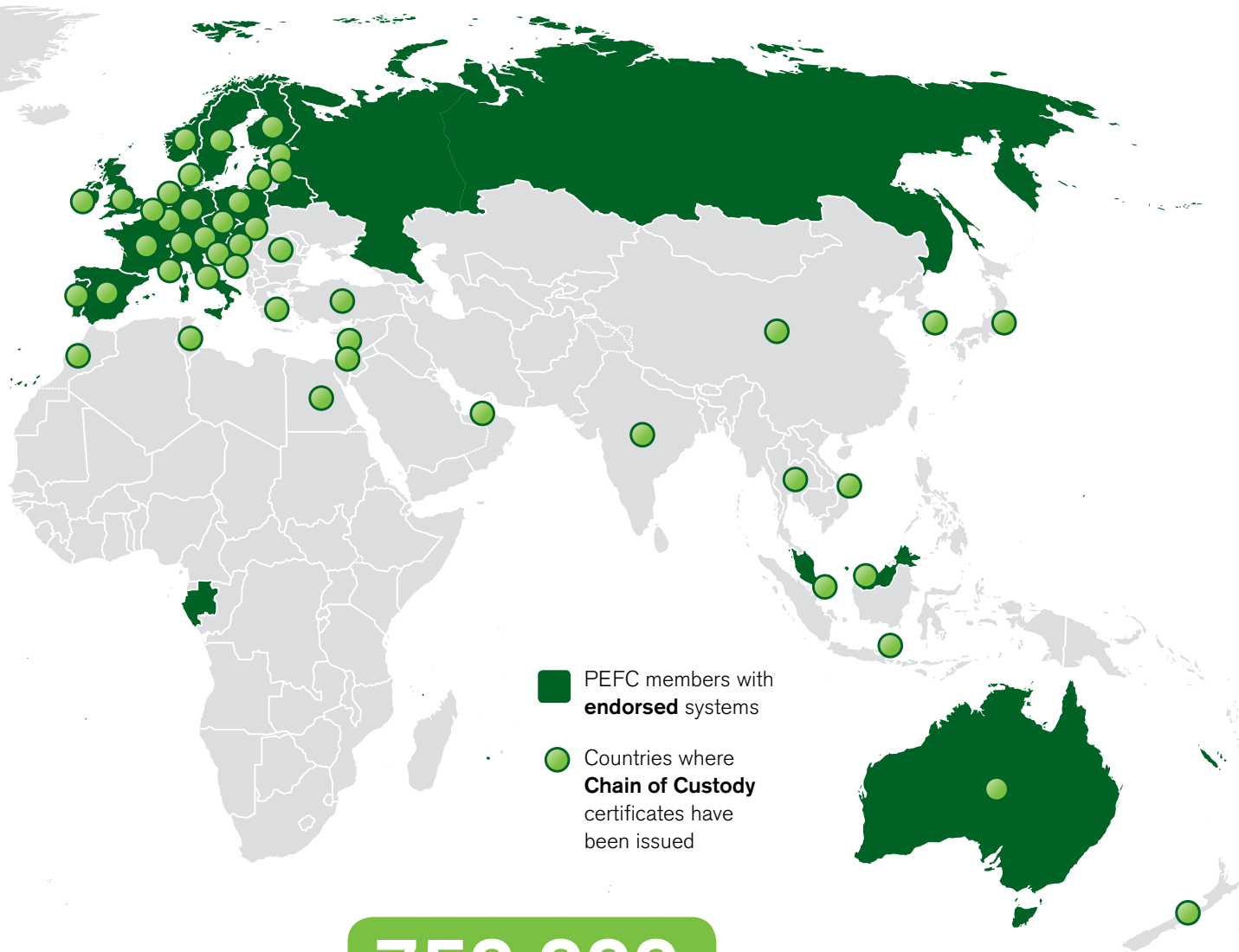
## PEFC-certified forest area (as of 31 December 2012)

COUNTRY	HECTARES				
Australia	10,105,268	Estonia	897,688	Portugal	219,197
Austria	2,649,901	Finland	21,068,333	Russia	643,874
Belarus	7,229,800	France	6,928,967	Slovak Republic	1,240,394
Belgium	289,050	Germany	7,393,926	Spain	1,579,759
Brazil	1,224,930	Italy	773,486	Sweden	10,947,835
Canada (CSA)	44,266,364	Latvia	1,622,027	Switzerland	205,723
Chile	1,894,815	Luxembourg	30,054	UK	1,298,047
Czech Republic	1,845,321	Malaysia	4,646,460	USA (ATFS)	10,636,155
Denmark	253,629	Norway	9,125,902	USA + Canada (SFI)	81,941,456
		Poland	6,691,045	<b>TOTAL</b>	<b>237,649,406</b>



**25** key public & association procurement policies demand PEFC certification,

including the national public procurement policies in Germany, the Netherlands, and the United Kingdom.



**750,000**

**FOREST OWNERS  
ARE PEFC-CERTIFIED  
GLOBALLY**



#### Chain of Custody certificates

Top three countries with the most Chain of Custody certificates issued:

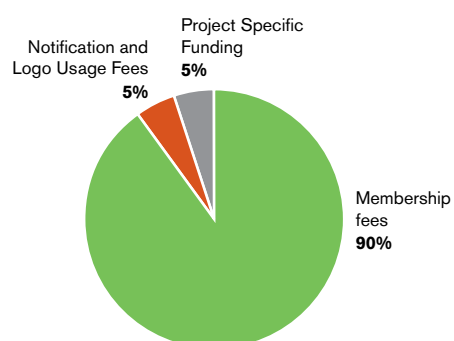
COUNTRY	CERTIFICATES
France	2,052
Germany	1,510
UK	1,182
... and 50 other countries	4,776
<b>TOTAL</b>	<b>9,520</b>

## FINANCIAL INFORMATION

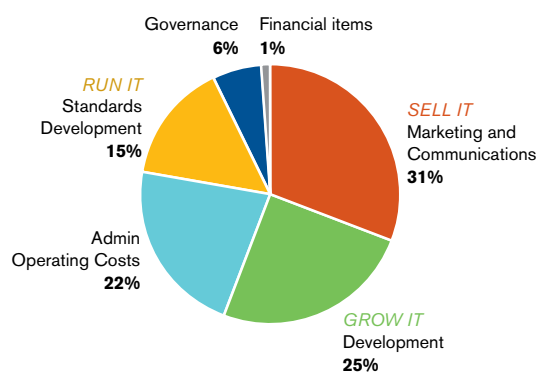
### BUDGET SUMMARY:

In 2011, PEFC operated on a total income of about CHF 2.9 million.

#### Income Sources (2011)



#### Expenditures (2011)





# BOARD OF DIRECTORS

## CHAIRMAN



**William Street**'s experience includes: Director of Research and Education of the International Woodworkers of America, US, the largest US labour union representing forest and mill workers; Director of the Global Wood and Forestry Program for the International Federation of Builders and Woodworkers (now Builders and Woodworkers International), a global trade union federation; he is currently the Director of the Woodworkers Department of the International Association of Machinists and Aerospace Workers, one of the largest industrial trade unions in North America.

In addition to his work in industrialized countries, Mr. Street has directed forestry projects in Ghana, Burkina Faso, Kenya, South Africa, Brazil, Chile, Indonesia, India, China, and Malaysia. He holds a Master of Science in Politics & Government from the University of Oregon and has written on poverty reduction and sustainable forestry.

*Term of Office until: 2015*

## VICE-CHAIRMEN



**Sheam Satkuru** is Director of the Malaysian Timber Council with responsibility for Europe. Sheam is a specialist in international trade with strong experience in legal and policy analysis relating to the timber and forest industries, communication and public relations.

*Term of Office until: 2014*



**Antti Sahi** is the Secretary General of the Finnish Central Union of Agricultural Producers and Forest Owners (MTK). He is a representative of family forest owners in several national and international forest policy bodies and organisations. He is a graduate forester from the University of Helsinki.

*Term of Office until: 2013*

## BOARD MEMBERS



**Michael Proschek-Hauptmann** is Managing Director of the Umweltdachverband, the umbrella organization for environmental NGOs in Austria. Previously, Mr. Proschek-Hauptmann served as EU Policy Coordinator in Brussels and Vienna. He also worked as Policy Officer at WWF Austria.

*Term of Office until: 2015*



**Hans Drielsma** is a professional forester with 40 years forest management experience, including senior executive roles with Forestry Tasmania, and State Forests NSW. He is a Fellow of the Institute of Foresters of Australia, and a Director of Australian Forestry Standard Ltd, the Australian Forest Products Association and Forestry CRC, a cooperative research centre.

*Term of Office until: 2015*



**Sébastien Genest** is the Honorary Chairman of France Nature Environnement (FNE), the French National Federation of some 3,000 local and regional environmental NGOs. Sébastien is also on the Board of the National Office of Forests (ONF) and is a Director of PEFC France.

*Term of Office until: 2014*



**Natalie Hufnagl-Jovy** is a Senior Policy Advisor with the Consortium of the German Forest Owner Associations (AGDW). She draws from eight years of experience as Secretary General of the Confederation of European Forest Owners (CEPF) and is a former member of the Board of IFFA, the International Family Forest Alliance.

*Term of Office until: 2014*



**Peter Latham**, OBE, is Chairman of James Latham plc, one of Britain's oldest timber companies. He is a former Chairman of the Forests Forever Committee of the Timber Trade Federation, member of the Council of the Commonwealth Forestry Association, and former Chairman of PEFC UK.

*Term of Office until: 2014*





**Joseph Lawson** is the Global Director of Sustainable Forestry, for MeadWestvaco Corporation, and has over 30 years' experience in environmental and natural resource management. Joseph holds degrees in Forest Resource Management and Landscape Architecture/Regional Planning.

*Term of Office until: 2014*



**Karen Brandt** is Director, Public Affairs & Corporate Communications at Interfor, a leading global supplier of lumber products based in Vancouver, British Columbia. She has 20 years' experience in the forest sector, including industry, non-profit and government.

*Term of Office until: 2013*



**Genevieve Chua** has been working in the paper industry for over 20 years. An accountant by profession, she worked for KPMG before joining the industry in 1990. She is currently Managing Director of Spicers Singapore and Deputy Managing Director of Spicers Asia, part of the PaperlinX, group, listed in Australia.

*Term of Office until: 2013*



**Julian Walker-Palin** is a retail specialist, working as Head of Sustainability for Asda, the UK arm of Walmart, since 2007. In this role, he leads the Corporate Sustainability Team, which advises Asda on sustainability policy and strategy.

*Term of Office until: 2013*



**Minnie Degawan** is Project Coordinator for the International Alliance of Indigenous and Tribal People of the Tropical Forests (IAITPFT). She is a graduate of the University of the Philippines, and has a BSc in Biology. Ms. Degawan has extensive experience in the area of the rights of indigenous and local communities.

*Minnie Degawan stepped down from the PEFC Board of Directors in 2012.*

**Juan Carlos Jintiach** from COICA, the Coordinator of Indigenous Organizations of the Amazon River Basin, was nominated for the vacant seat.

# PEFC STAFF



**Ben Gunneberg**, Secretary General

A graduate from Aberdeen University, a chartered forester, with a Masters in Business Administration from the Open University, Ben has spent most of his working life in Forestry, starting as a forestry worker.

After completing his studies he joined the University of Wales, Bangor as a researcher in Forest Economics and thereafter worked in various positions in the Timber Growers Association in the UK where he dealt with technical and policy aspects of forestry and became involved in forest certification when he took on the position of Technical Director.

Ben became Secretary General of PEFC in 1999.

## COMMUNICATIONS UNIT



**Thorsten Arndt**, Head of Communications

After finishing his Master in Public Affairs at the University of Minnesota, Minneapolis, Thorsten began his professional life at the United Nations Development Programme (UNDP).

He then worked at the World Business Council for Sustainable Development (WBCSD) as Communications Manager before joining PEFC.

## PROJECTS & DEVELOPMENT UNIT



**Sarah Price**, Head of Projects & Development

Sarah has been working in the forest sector for over 15 years, held positions with The Forest Trust (TFT) and The Forest Dialogue (TFD) and brings field experience from working in North America, South America and Southeast Asia.

She possesses a Masters of Forest Science from Yale University and a Bachelor of Science from the University of British Columbia.



**Rémi Sournia**, Projects & Development Officer

Rémi has worked in the sustainable development field since 2005. Prior to joining PEFC, he worked for The Forest Trust (TFT) as a Coordinator of the European Union project Timber Trade Action Plan (TTAP).

Rémi holds a Master's degree in Environment and Agronomy from AgroParisTech, France.

## TECHNICAL UNIT



**Michael Berger**, Head of Technical Unit

Michael worked as a consultant in the fields of environmental and quality management, organizational development and sustainable supply chain development for over ten years. After studying Economics at the University of Augsburg, Michael completed his PhD in Forestry at the School for Forestry and Resource Management at the Technical University of Munich.





## TECHNICAL UNIT



**Christian Kämmer**, Technical Officer

Christian joined the organization full-time as a Technical Officer after working as a Research Assistant on a temporary basis.

Christian graduated as a Forest Engineer from the University of Applied Science in Göttingen, Germany.



**Johan Vlieger**, Technical Officer

Before joining PEFC International as a Technical Officer, Johan worked as Coordinator with PEFC Netherlands. As a student in Forest Management at Wageningen University he helped establish PEFC Netherlands in 2008.

## FINANCE & ADMINISTRATION



**Natalie Faulkner**, Office Manager

Natalie joined PEFC International having returned to Europe following 22 years spent in the US and Mexico working for several multinational companies.

She is Office Manager and Executive Assistant to the Secretary General, and is fluent in English, French and Spanish.



**Gill Parker**, Finance Manager (part-time)

Gill is responsible for PEFC International's book-keeping and administration. Trained in accounting, she has worked for diverse international-membership organizations in the UK. She has been with PEFC for 10 years, having helped to establish the first office in Luxembourg and latterly in Geneva.



**Simon Clark**, Finance Officer (part-time)

Simon moved to Switzerland from the UK with his family in August 2010 and joined PEFC in June 2012. Trained, amongst others, in Accounting, Simon ran his own businesses in the UK for countless years, providing book-keeping services. He also worked for 7 years as Administration Manager for a UK Accounting Software Company.



**Doris Dinkova**, Finance Officer (part-time)

Doris joined PEFC in 2011. An interest in administrative management has led her to work in various multicultural companies, like the Heinz Group and WeightWatchers.

Doris holds a Master's in the Goldsmith's trade from the National Art School, Berne, Switzerland, and is fluent in English, German, French, and Italian.

# PEFC INTERNATIONAL MEMBERS

## Endorsed Members (as of 31 Dec. 2012)

COUNTRY	NAME
Australia	Australian Forestry Standard
Austria	PEFC Austria
Belgium	PEFC Belgium
Belarus	Belarusian Association of Forest Certification
Brazil	Brazilian Forest Certification Programme (CERFLOR)
Canada	PEFC Canada
Chile	Chile Forest Certification Corporation (CERTFOR)
Czech Republic	PEFC Czech Republic
Denmark	PEFC Denmark
Estonia	Estonian Forest Certification Council
Finland	PEFC Finland
France	PEFC France
Gabon	PEFC Gabon
Germany	PEFC Germany
Ireland	PEFC Ireland
Italy	PEFC Italy
Latvia	PEFC Latvia
Luxembourg	PEFC Luxembourg
Malaysia	Malaysian Timber Certification Council (MTCC)
Netherlands	PEFC Netherlands
Norway	PEFC Norway
Poland	PEFC Poland
Portugal	PEFC Portugal
Russia	Russian National Council of Forestry Certification
Slovak Republic	Slovak Forest Certification Association
Slovenia	Institute for Forest Certification
Spain	PEFC Spain
Sweden	PEFC Sweden
Switzerland	PEFC Switzerland
United Kingdom	PEFC UK
United States	PEFC USA: American Tree Farm System (ATFS) Sustainable Forestry Initiative (SFI)
Uruguay	Sociedad de Productores Forestales del Uruguay

## Non-endorsed Members (as of 31 Dec. 2012)

COUNTRY	NAME
Argentina	Argentine Forest Certification System
Cameroon	Cameroonian Association of the Pan African Forestry Certification
China	China Forest Certification Council
Indonesia	Indonesian Forestry Certification Cooperation (IFCC)
Lithuania	PEFC Lithuania

## System News

### New PEFC member:

- Indonesia (Indonesian Forestry Certification Cooperation – IFCC)

### Applied for endorsement and awaiting result:

- the People's Republic of China (China Forest Certification Council – CFCC)

### New PEFC endorsement:

- PEFC Netherlands

### PEFC re-endorsement:

- PEFC Czech Republic



Deyan Georgiev



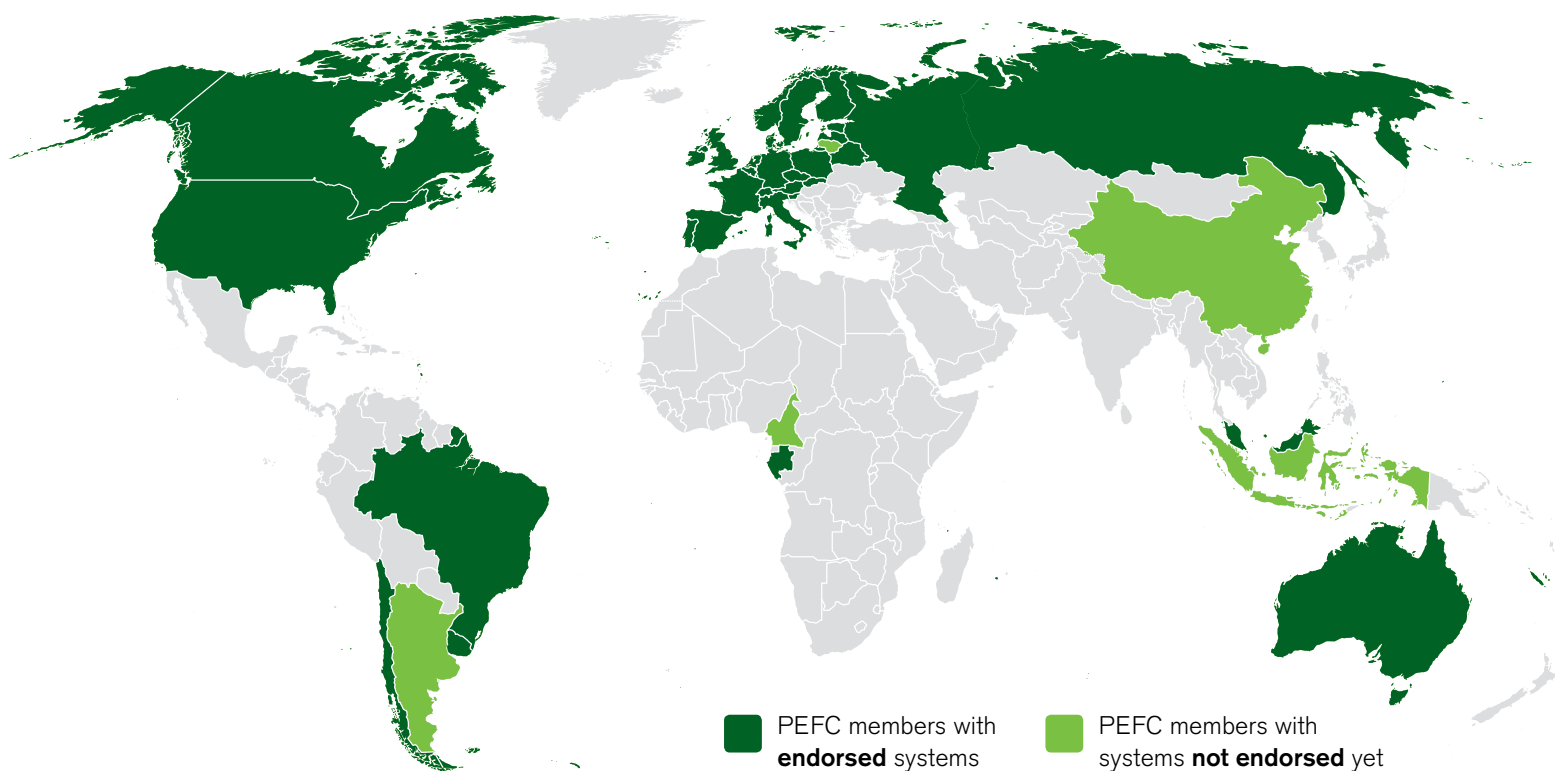
## PEFC's International Stakeholder Membership

### We welcomed four new International Stakeholder members in 2012:

- Association Technique Internationale des Bois Tropicaux (ATIBT)
- Fibria
- MeadWestvaco
- Smurfit Kappa

### The benefits of joining include:

- Participating at PEFC's annual General Assembly with voting rights;
- Joining our Working Groups and Committees on topics such as Standards Revision, Market advising and regional promotions;
- Staying informed about PEFC developments throughout the year;
- Collaborating on projects of mutual interest;
- Nominating representatives for the PEFC Board of Directors.



### International Stakeholder Members:

- APP timber
- Association Technique Internationale des Bois Tropicaux (ATIBT)
- Building and Wood workers' International (BWI)
- Confederation of European Forest Owners (CEPF)
- Confederation of European Paper Industries (CEPI)
- Earth Focus Foundation
- European Network of Forest Entrepreneurs (ENFE)
- European Tissue Symposium (ETS)
- Fibria
- International Family Forestry Alliance (IFFA)
- Meadwestvaco
- Metsä Group
- SmurfitKappa
- StoraEnso
- Union of Silviculturists of Southern Europe (USSE)

### Extraordinary Members:

- European Confederation of Woodworking Industries (CEI-Bois)
- European Landowners' Organization (ELO)
- European Timber Trade Association (FEBO)
- Fédération Européenne des Communes Forestières (FECOF)
- Manufacturers of Educational & Commercial Stationery European Association (MECSEA)
- Union of European Foresters (UEF)





**PEFC Council**

World Trade Center  
10, route de l'Aéroport  
CH-1215 Geneva  
Switzerland

**t** +41 22 799 45 40

**f** +41 22 799 45 50

**e** [info@pefc.org](mailto:info@pefc.org)

[www.pefc.org](http://www.pefc.org)