

# PEFC ANNUAL REVIEW 2015

Seeing the bigger  
picture





## ABOUT PEFC

PEFC, the Programme for the Endorsement of Forest Certification, is the world's leading forest certification system. More than 270 million hectares of forests are certified to PEFC's internationally recognized Sustainability Benchmarks, supplying more than 17,000 Chain of Custody certified companies with responsibly sourced timber and wood-based products. PEFC was founded by small- and family forest owners to demonstrate excellence in sustainable forest management.

For more information, please visit  
[www.pefc.org](http://www.pefc.org)

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## 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.

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# LETTER FROM THE CEO / SECRETARY GENERAL



Dear reader,

The adoption of the Sustainable Development Goals (SDGs) by the 193 countries of the UN General Assembly was, for me, one of the most remarkable achievements of the last year, next to the Paris Agreement. The SDGs capture the most pressing issues of our times, the most challenging targets towards a sustainable future, in 17 aspirational, easy to communicate goals.

While sustainable forest management is directly referenced in *SDG15: Life on Land*, it is inherently part of most – if not all – of the SDGs. This Annual Review captures just a few of our activities and those of our members in 2015, but it already demonstrates that sustainable forest management is much more than just an environmental issue. It equally addresses the social, economic and cultural dimensions of sustainability at the core of the 17 SDGs.

There are some obvious links between the SDGs and our work towards our vision of a world in which people manage forests sustainably. With so many of the world's poorest people living in and around forests, enabling smallholders to manage their forests sustainably, a core pillar of our work, helps eliminate poverty (*SDG1*). Wild foods from forests contribute to food security (*SDG2*); woody biomass offers significant potential for clean energy (*SDG7*); and the PEFC label enables people to consume responsibly (*SDG12*).

The contributions of forests to tackling climate change (*SDG13*) are widely known, as is the role of forests in the water cycle (*SDG6*). We all understand that wood as a renewable building material is important to make cities and buildings more sustainable (*SDG11*).

Some links are less obvious. Forests generate employment in remote rural areas and are the basis of small enterprises (*SDG8*), many of which are run by women (*SDG5*) and generate income that is invested in improving livelihoods, including the education of children (*SDG4*). Forests contribute to human health and well-being – many of us enjoy walking, hiking and biking in the forest – and provide medicines (*SDG3*). Group certification, a concept developed and popularized by PEFC, fosters effective and inclusive institutions (*SDG16*), and PEFC itself is a global, multi-stakeholder partnership that facilitates the sharing of knowledge, expertise, technologies and financial resources at all levels from local through to global (*SDG17*).

The SDGs help us to better communicate the holistic nature of our work. They recognize the positive contributions of forests rather than treating them merely as a threatened natural resource that requires conservation. They make it easier for us to identify and strengthen the links between sustainable forest management and the SDGs that don't specifically reference forestry, be it poverty alleviation, food security, good health, education, or any of the other goals. This will lead to new partnerships and joint activities with people and organizations that we have still to engage on our sustainability journey.

I invite you to turn the page and see the bigger picture among the many activities undertaken by the PEFC family and our partners all over the world.

Ben Gunneberg





## WORLDWIDE REACH

### PEFC around the world

At PEFC, our achievements extend much further than the work carried out by the PEFC International team. Through our National and International Stakeholder members, alongside our dedicated team in Geneva, Brussels and Southeast Asia, we are able to carry out activities, involve stakeholders, reach new audiences and collaborate with partners around the world. The next few pages will give you a glimpse of just some of the work done by the PEFC family in 2015.



### Europe

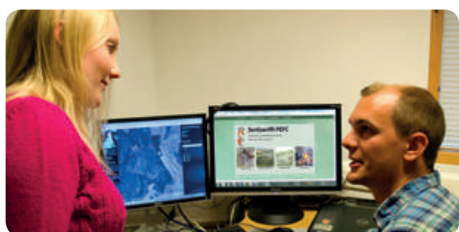


← Children are the future. With this as inspiration, a travelling exhibition about forests moved from school to school around **Belgium**, increasing the awareness of teachers and school children alike to the future of our forests.



The contribution of sustainable forest management in tackling climate change was put in the spotlight at COP21 in Paris, **France**. Attendees entering the Grand Palais were met with a stunning PEFC-certified wooden structure covered in plants, while visitors could learn about PEFC at the “Espace Generations Climat”.

← Forests in a nutshell – an interactive wooden cube appeared in 16 towns around the **Czech Republic** to introduce the general public to PEFC, the PEFC label and the sustainable management of Czech forests, and is set to continue in 2016.



← Thanks to an innovative online training course, more than 1000 employees and contractors of our International Stakeholder member **Stora Enso Wood Supply Finland** are now up-to-date on the newly revised PEFC-endorsed Finnish forest management criteria.

PEFC-certified wood could be found throughout the **Expo Milano 2015** – from entire building structures, to roofs, railings and furniture. [Find out more later...](#)



← Six new regional assistants in **Germany** are now providing support to, and raising awareness among, the country's many small-forest owners.

We made a statement at the **7th FOREST EUROPE Ministerial Conference** emphasizing the importance of reaching beyond the traditional forest sector.

**Hungary** applied to join PEFC as a National member.





→ Visitors to the Holy Shroud Exposition in Turin, **Italy**, could finish their visit in a PEFC-certified structure, made entirely of wood from PEFC-certified forests. The fourth building in Italy to achieve PEFC project certification, it will go on to become a training room for the city hospital.

→ Eye-catching and interactive PEFC booths were present at the Empack and BouwBeurs trade fairs in the **Netherlands**. At BouwBeurs, we were one of nine organizations to team up to create the stunning Het Houtpaviljoen (the Wood Pavilion).

→ Children visiting **Slovakia**'s only Bauhaus store could assemble a PEFC-certified wooden key rack, introducing them and their parents to the PEFC label, which is found throughout the store.

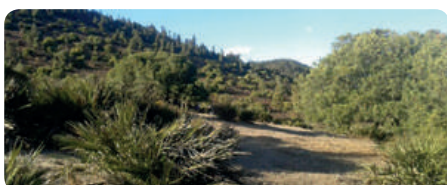
With the PEFC Wood Works X Puuguru installation, the forest was brought into the heart of Helsinki, **Finland**. [Find out more later...](#)

→ Experts on agroforestry and cork oak forests gathered to share knowledge, experiences and proposals at a special agroforestry field dialogue in Andalusia, **Spain**.



← A new online tool designed to enable small and medium-sized woodland owners to participate in forest certification was launched in the **UK and Ireland**.

→ Wild Foods from PEFC-certified forests were the highlight of the celebrations for the **International Day of Forests** at the United Nations in Geneva.



## Africa

← The first pre-audit in **Gabon** took place in the four Gabonese concessions of the group Rougier, with the financial support of the Program for the Promotion of Certified Forest Operations (PPECF).

← **Ghana** applied to join PEFC as a National member.

In **Cameroon**, the national forest management standard moved closer to finalization, with a national public consultation and subsequent pilot testing.

We joined the world's forestry community in South Africa for the UNFAO-organized **World Forestry Congress**. [Find out more later...](#)

← We continued to collaborate with the EU funded **MENFRI**, the Mediterranean Network of Forestry Research and Innovation, to develop forest certification throughout the Mediterranean Basin region.





## Asia/Oceania

← In **Australia**, we paid tribute to Richard Stanton with the award of the inaugural Richard Stanton Memorial Award for Excellence.

"Richard was a wonderful colleague, a dear friend, and well respected within the PEFC family. We appreciate that this award keeps his memory and his dedication to responsible forestry alive," said Ben Gunneberg, CEO of PEFC International.



← 5.6 million hectares of forest in **China** came under PEFC certification, and with the launch of Asia Symbol's "Paper One" copy paper, the China Forest Certification Council (CFCC) and PEFC labels are together on a product for the first time in China.



← **India** joined the PEFC alliance, becoming our 40th National member. Stakeholders in the country are actively working on the development of an Indian forest certification system.

The first hectares of forest obtained PEFC certification in **Indonesia**, with a special event held to celebrate the occasion. [Find out more later...](#)

**APRIL Group** joined as an International Stakeholder member.



← The national forest certification system of **Japan** was submitted to PEFC for endorsement. Work also continued to ensure the inclusion of certified, local wood for the 2020 Tokyo Olympic and Paralympics Games.

In **Malaysia**, we celebrated 14 years of safeguarding and promoting tropical timber certification in partnership with, and support of, diverse local stakeholders. [Find out more later...](#)



← Over 90 Filipino stakeholders joined us for our Information and Awareness Seminar in the **Philippines**, while companies learnt how to prepare for Chain of Custody audits at a special workshop.

In wake of the devastating earthquake that hit **Nepal**, we set up a fundraising website on the behalf of our NGO partners in the country. The money raised provided local people with emergency relief materials and temporary shelters.



**New Zealand** joined as a National member and its national forest certification system achieved PEFC endorsement.

← The contribution of sustainable forest management to a greener environment was the focus of a workshop in **Singapore**, exploring how responsible forestry and forest certification can support progress towards a haze-free future.







## Americas

→ In the **United States**, American Tree Farm System (ATFS), the Florida Forest Service and the University of Florida announced a joint effort for a pilot landscape management plan to encourage sustainable forestry and bring more wood grown on family-owned forests into the sustainable global supply chain.

→ A full standard setting process took place in **Chile**, providing multiple opportunities for public participation. This included academic seminars in two prestigious universities and public consultations with key and disadvantaged stakeholders such as the indigenous Mapuche communities.

South American PEFC members from **Argentina, Brazil, Chile** and **Uruguay** alongside forestry sector representatives met for a regional workshop to focus on the expansion of forest certification and the uptake of PEFC-certified products in the region. [Find out more later...](#)

↓ Important conservation work continued to advance through diverse partnerships and grants in **North America**, including a grant with the American Bird Conservancy to support bird conservation and another with the University of Saskatchewan for grizzly bear and caribou habitat research. SFI continues to support indigenous communities through partnerships with leading organizations like Habitat for Humanity Canada's Aboriginal Home Building Initiative.



In 2015, the PEFC brand, including National members, was featured in more than

**11,000** online publications





## Taking a closer look...

### ← PEFC Wood Works X Puuguru

Visitors to Helsinki in the summer found themselves in the forest while being in the heart of the city. For the second edition of Wood Works, PEFC Finland teamed up with Dutch carpenter Puuguru to create an eye-catching wood installation to reveal how wood finds its way from sustainably managed forests to the consumer.

The installation recreated the geometry of a forest by placing a canopy made from recycled wood on top of six birch trunks grown in the Helsinki metropolitan area. A harmonious blend of four different sound tracks took visitors straight into the forest, while also containing sounds of wood being processed. The sounds of birds and the wind were recorded in the Sipoonkorpi National Park.

The installation was featured at Helsinki Design Week and the Night of the Arts, attracting a wide audience at both events.



### ← World Record set by grassroots stakeholders

The Sustainable Forestry Initiative and its partners set a new World Record, planting 202,935 trees in one hour. SFI partnered across North America with 29 teams of 25-100 people each to plant trees in locations from New York City to Vancouver Island, British Columbia.

### ← World Forestry Congress

In September, we headed to South Africa to join the world's forestry community at the World Forestry Congress. From speaking at key sub-theme dialogues to organizing and participating in a range of thought provoking side events, we took an active role in this important week's events.

Our PEFC booth provided an opportunity for Congress visitors to gather together to converse and share perspectives on the critical issues currently shaping forestry and certification globally. We also took part in a number of high-level plenary sessions, including 'Growing better trees for the needs of humankind' and 'Sustainable trade in six years: from Buenos Aires to Durban'.

One of the highlights came towards the end of the week with the award ceremony for the FAO international wood design competition TREEHOUSING. Highlighting the importance of wood as a construction material, we sponsored the first prize for the Tall Wood Housing category. The submissions were so good, that the first prize went to two projects: Jungle Gym by Ayla Harvey and Nkosi Market by Koura Studios and ARUP Seattle.







### → Taking the next steps in South America

This year saw our National members in South America gather alongside forestry sector representatives from around the continent with one key focus: to expand forest certification and the uptake of PEFC-certified products in the region. The event attracted participants with an interest in promoting sustainable forest management, from ministry representatives, NGOs and academic and research institutions, to private companies and the press.

As well as exploring how the various stakeholders can best contribute towards increased demand and visibility of PEFC, the workshop and field visit also provided the opportunity for countries interested in developing their own national forest certification system to learn more about PEFC.



### Celebrations in Asia

→ Celebrating 14 years of safeguarding and promoting tropical timber certification in Malaysia, the Malaysian Timber Certification Council (MTCC) held a special Stakeholder Dialogue and Appreciation Dinner, attended by more than 100 stakeholders. Themed 'Experiences Gained and the Way Forward for the MTCS', the dialogue provided an open forum for stakeholders to share their feedback and experiences.

→ As the first forests achieved PEFC certification in Indonesia, the Indonesian Forestry Certification Cooperation (IFCC) celebrated the occasion with a special award ceremony to present the first PEFC/IFCC sustainable forest management certificates. There are now more than 720,000 hectares of forest under PEFC certification in the country.



### Outreach in the EU

After the creation of our EU office in 2014, this year we ramped up our outreach in the European Union (EU), strengthening our activities as a stakeholder within EU policy and legislative initiatives. We are in regular exchange with several European Commission Directorate-Generals (DGs), including those responsible for Agriculture, Rural Development and Forestry, Green Public Procurement and EU Ecolabeling, and Biomass and Climate Change.

Our EU office also provides the key role of bridge between PEFC and the European associations working in related sectors (such as forestry, paper, wood-based products and biomass) based in Brussels. This has enabled us to receive and provide quality input into EU processes, including our position paper on the two year review process of the EU Timber Regulation (EUTR).



# Expo Milano 2015 World's Fair

PEFC-certified wood took center stage at the Expo Milano 2015, as larch, spruce and fir all played their part in forming the basis of many of the Expo pavilions. Several countries, including Austria, Belgium, China and Thailand, as well as companies such as Coca-Cola and Lindt, chose PEFC-certified wood for their walls, roofs, railings and entire structures.



## ↑ Save the Children

PEFC-certified fir could be found throughout the entire structure of the Save the Children pavilion. The structure of this pavilion will go on to have a second life as it is reused to build a wing of a hospital in Somalia.

## ↑ Slow Food

The three structures at the Slow Food pavilion evoked the typical farmhouses of Lombardy's rural landscape. Sustainability guided the choice of materials, with the buildings constructed from PEFC-certified larch from sustainably managed forests. The simple, light, long-lasting structures have low environmental impact, harmonizing perfectly with their contents.





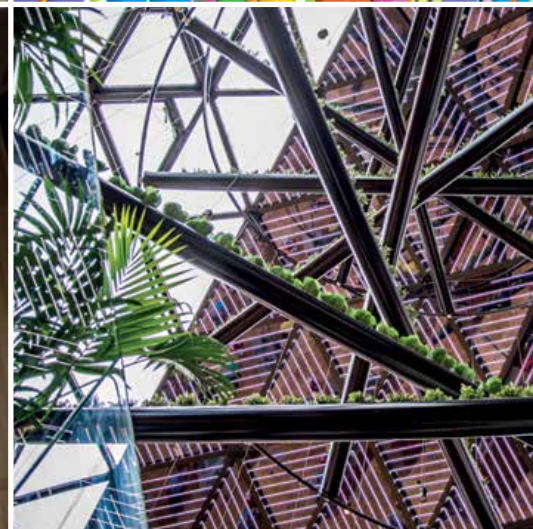
## France →

Complex and graphic, the French pavilion was constructed from 6,000 pieces of larch and spruce from the sustainably managed and PEFC-certified forests of Franche-Comté. All the sawmills and timber construction companies involved in the construction of this pavilion were PEFC-certified.



## ↓ Children's Park

Eight wooden reels made from PEFC-certified spruce and larch dominated the skyline of the Children's Park, creating a space for playing and exploring, as well as rest and relaxation.



## ← Guardrails, fences and outdoor furniture

Visitors to the "Fruits and vegetables" cluster could enjoy street furniture and flower pots made of spruce from PEFC-certified Italian forests. PEFC-certified Austrian forests provided all the wood for the guardrails and bridge edges around the Expo site. While 5 km of PEFC-certified larch fenced the Expo's pedestrian and cycle paths and the canals.

**In total, PEFC-certified wood was used in more than 60 structures, amounting to over 30,000 cubic meters of wood certified as originating from sustainably managed, PEFC-certified forests.**

See more of Milano 2015:

[www.flickr.com/photos/pefcitalia/albums/72157652206319300](http://www.flickr.com/photos/pefcitalia/albums/72157652206319300)





# 2015 PEFC Forest Certification Week

In December, the PEFC alliance met in Montreux, Switzerland, for the 2015 PEFC Forest Certification Week. The Week welcomed 130 participants from more than 40 countries, bringing together PEFC National and International Stakeholder members, as well as representatives from countries looking to join.



The Week kicked off with an all-day workshop dedicated to group certification. Pioneered by PEFC, group certification is a mechanism that enables small-forest owners to work together and share costs, responsibility and knowledge in order to obtain certification. Building on a pre-conference workshop in Madrid, the session featured examples of successful implementation in Spain, the United States and Southeast Asia.

The second day focused on updates from around the PEFC alliance. We reported on a selection of ongoing projects aimed at promoting sustainable forest management and forest certification. This included our initiative scoping the potential of certifying trees outside forests and the associated benefits for smallholders and their livelihoods. We heard from PEFC Spain as they showcased wild foods from Spanish forests with their innovative "Tastes of Sustainable Forests" project. The need to capture the value of certification was also highlighted, as SFI introduced their project to quantify their conservation impact in North America.

Day three saw us announce the upcoming launch of the revision process for the PEFC Sustainability Benchmarks. Our Benchmarks are a set of standards and guides outlining the rigorous requirements and criteria that national forest certification systems must meet in order to achieve PEFC endorsement. Beginning in 2016 and set to be completed by 2017, the process will see a wide range of PEFC technical documents reviewed and revised as necessary.







### ← “Together we could be a formidable force for social and environmental justice”

The 20th PEFC General Assembly was opened by Ambet Yuson, General Secretary of Building and Wood Worker's International (BWI). Mr. Yuson highlighted the role that poverty and inequality play as drivers of deforestation and the importance of strong social requirements within sustainable forest management, as well as emphasizing the partnership that exists between BWI and PEFC.



### ← “Our global strength is our local strength”

The Sustainable Development Goals (SDGs) were brought to the forefront as Ben Gunneberg, CEO of PEFC International, spoke at the General Assembly. As a grassroots organization, we have an extremely important role to play in achieving the SDGs – through our work in the forest and with forest-dependent people and communities we directly contribute to most, if not all, of the 17 goals.

With more than 5.6 million hectares of forest area certified over the past year, China was recognized for the greatest increase in PEFC forest certification, followed by Sweden and Canada. PEFC Spain received the award for the biggest increase in the number of PEFC Chain of Custody certificates, with Sweden and Malaysia second and third.



← We also welcomed our new members: APRIL Group as an International Stakeholder member, and the New Zealand Forest Certification Association (NZFCA) and the Network for Conservation and Certification of Forests (NCCF) as National members.



← We ended PEFC Week with a farewell to Bill Street, our Chairman for the past six years. During Mr. Street's tenure as Chairman, PEFC has grown from 30 member countries to 40. We also said goodbye to Hans Drielsma who had served on the PEFC Board for nine years and chaired several PEFC working groups and initiatives, such as the Asia Promotions Initiative. We would like to thank them both for their great service and wish them well in all future endeavors.





# ACHIEVING IMPACTS

## International project highlights

As national certification systems emerge around the world, we actively cooperate with an expanding portfolio of projects and partnerships. From supporting the development of national certification systems and working with smallholders, to improving market conditions for certified products and advancing knowledge, capacity and collaboration, all our projects contribute towards the promotion of sustainable forest management. Here we feature four key areas we worked on in 2015.

### Supporting the development of forest certification around the world

A key aspect of our project work continues to be working with national stakeholders as they embark on the process of developing their national forest certification systems. From Southeast Asia, to Africa and Southeast Europe, we carry out this vital support work throughout the world.



#### Southeast Asia

Home to the world's third largest area of tropical rainforest, Southeast Asia contains some of the richest and most valuable resources and habitats on earth. In order to scale up the level of forest certification in the region, there is a need for new approaches, innovation and investment to support sustainable forest management and make certification accessible and effective for forest owners.

From the first step all the way through to submission to PEFC for endorsement, we support local people in several Southeast Asian countries in the development of their own national forest certification systems. Standard development is well underway in Thailand and Viet Nam, and looking forward, we are providing support to Laos, Myanmar and the Philippines. These countries are making progress to join Indonesia and Malaysia, the two countries in the region which have already achieved PEFC endorsement of their national systems.

To provide an additional incentive to the countries embarking on the system development process, another important aspect of our work in this region is supporting the development of sustainable supply chains. In particular, we work with a range of partners to increase the trade of sustainably-produced forest products within domestic, regional and international markets.

*Other projects: Standards Service Initiative; Congo Basin Development Initiative; Southeast Europe System Development Support; Adaptation of the Ghanaian National Certification Standard*

### Driving innovation in sustainable forest management

How we go about sustainably managing our forests is constantly evolving as best practices, scientific knowledge and societal expectations change. We therefore lead a number of diverse projects to continually evaluate the potential of technology and innovation to improve the forest certification process.

#### Remote Sensing

With remote sensing an increasingly important tool within the forestry sector, we are working with Forgis Oy as they develop an online platform to monitor the sustainable management of forests in Finland using open-source satellite imagery.

The project looks to assess the potential of remote sensing to monitor compliance of certification requirements within the forest. Towards this objective, project partners have established an online platform which interprets satellite imagery and can monitor forest change over time. Using the online platform, the project considered all the forest management requirements of the Finnish Forest Certification System to identify which specific indicators could be assessed remotely.





While field audits will always have a critical role within the certification process, the project demonstrates the potential of remote sensing technologies as an additional tool to ensure the compliance of forest owners and inform ongoing monitoring. In the long term, we hope to further pilot test the platform in Finland, and explore opportunities to roll out its use in other countries.

*Other projects: Sustainable Woody Biomass; Trees Outside Forests; Life Cycle Assessment; Malaysia Monitoring Procedures; Carbon Stocks in Tropical Forests*

## Access for all: ensuring smallholders are able to certify their forests

With 30% of the world's forest area managed by small-forest owners, communities and indigenous peoples, it is vital these forests are managed sustainably and that their owners can achieve certification of their sustainable practices. Through our group certification projects around the globe, this is what we aim to accomplish.



### Smallholder Group Certification

Understanding and addressing the challenges faced by small-forest owners is core to implementing sustainable forest management. Our Smallholder Group Certification project works to establish enabling conditions that could expand certification amongst small landholders.

Building on the work already done through our four pilot projects in Malaysia, Nepal, Thailand and Viet Nam, we brought an international group of forest experts to Madrid to share solutions and support each other in designing group certification models appropriate to their country. With group certification, there are significant benefits if the certification model addresses the specific needs of a group. Over the two-day field dialogue, participants were introduced to the different working models, such as regional certification, which has shown significant promise for expanding certification at the landscape level and facilitating entry of small-forest owners.

The field dialogue gave an insight on the practical ways forest owners in Spain are supported in pursuing certification, accessing forest management plans and delivering sustainable forest management. At the end of

the two days, participants headed home, taking the new knowledge, experience and ideas back to their countries, ready to continue developing and expanding group certification.

*Other projects: Group Certification Tools; Indonesia, Portugal, Latvia and New Zealand Group Certification*

## Increasing awareness throughout the forest products sector

For the uptake of forest certification to truly take off, all actors within the forest products supply chain need to understand their role in enabling and promoting sustainable forest management. Thanks to our projects, we have been able to reach a number of different actors, from processing companies to brand owners, even forestry students, forest food producers and restaurant owners.

### South America Initiative

In South America, we are represented by our four members in Argentina, Brazil, Chile and Uruguay. They all have endorsed systems which collectively cover 4.7 million hectares of forest. These national systems are all well-established and deliver robust certification programs.

Building on these technical strengths, our South American members feel the time is right to further profile and promote PEFC within the marketplace. Through enhanced regional cooperation, they are working to increase their marketing capacities at national level, strengthen PEFC's position within the region and intensify their relationship to PEFC internationally.



The South America Initiative works at multiple levels to support our members to build capacity, plan marketing campaigns and enhance coordination at national, regional and international levels. It will enable PEFC members in the region to initiate new marketing activities and grow demand for PEFC certification and certified products.

*Other projects: Asia Promotions Initiative; Wild Food Products; Future Forest Managers*





## PEFC Collaboration Fund



In 2015, our Collaboration Fund went truly global, as we selected four winning projects in Portugal, Guiana Shield & Amazon, Indonesia and Ghana. These projects will support smallholder accessibility to PEFC certification, expand our global representation and deepen scientific understanding of carbon stocks in managed tropical forests.



### ← Reaching Portugal's small-forest owners through group certification

Small-forest owners dominate Portugal's forest landscape, but uptake of certification has remained low. The Fund is therefore supporting Forestis, the Portuguese Forest Association, to make certification more accessible to the many thousands of small-forest owners in the country.



### ← Indonesia's community forests: learning from the past to improve the future

The certification of Indonesia's community forests continues to be a challenge. Yet, with increasing levels of timber production and more than 3.4 million households relying on these forests for their livelihoods, their sustainable management is more relevant than ever. Responding to this challenge, we are supporting IFCC to develop community forest certification to lay the way for local forest communities to achieve certification.



### ← Building on the Ghanaian national standard to advance forest certification in the country

With a Ghanaian national standard for sustainable forest management already in place, we are supporting the National Working Group on Forest Certification in their work to address potential gaps and prepare their national forest certification system for PEFC endorsement.



### ← Generating new knowledge on carbon stocks in managed tropical forests

While little is known about the effect of timber extraction on carbon stocks and timber recovery in tropical forests, this knowledge is vital for the sustainable management of these forests. Making a change from the Fund's more traditional projects, we are supporting a CIRAD-led project that looks to generate this much needed new knowledge.





# The right choice: PEFC

PEFC is trusted by businesses, public authorities, governments, organizations and consumers alike to provide them with the assurance that the products they purchase and utilize are responsibly sourced, with minimal impact on the environment and the world's forests.

## → PEFC helps new ministry building achieve gold

PEFC-certified wood is at the heart of the Gold-rated Federal Ministry of Education and Research building in Berlin. From wooden doors and furniture fittings, to roofing and window frames, wood from sustainably managed, PEFC-certified forests can be found throughout this new structure.

## → Specialist school chooses PEFC-certified timber

150 children with profound and multiple learning difficulties have been welcomed into their new specialist school in London made from PEFC-certified cross-laminated timber (CLT). Originating in Austria, the spruce and pine CLT was sourced and manufactured by PEFC member Stora Enso Wood Products.

## → PEFC tops new sporting arena

The beautiful wooden battens found underneath the new roof of the Margaret Court Arena are all made from local and PEFC-certified Victorian Ash, supplied by PEFC Chain of Custody certified Australian Sustainable Hardwoods (ASH). Margaret Court Arena has since won the Public Architecture Award (Alterations and Additions) at the 2015 Australian Institute of Architecture Victorian Awards and has been awarded LEED Gold Certification.

## Focus on marketing

This year, we moved our marketing strategy forward, focusing on facilitating and harmonizing the marketing activities of the PEFC alliance, as well as growing outreach and support to brand owners and manufacturers.

We began by assessing opportunities to take advantage of potential synergies between the many activities undertaken by our National members. This included the review of existing toolkits and proposing new tools such as an e-learning platform, as well as increasing the effectiveness of knowledge and information sharing processes.

Advancements in internal cooperation, in addition to an increase of resources dedicated to marketing, have enabled us to better coordinate our outreach activities. As a result, we were able to increase our presence at conferences and trade shows relevant for marketing, hold more effective meetings with companies and trade associations interested in utilizing and promoting PEFC, and provide better support to PEFC-certified entities.







### ← Award winning packaging

Delta Packaging won a KFC supplier award after switching to PEFC-certified board. The printed folding carton packaging manufacturer won a Global Connectivity award at a KFC Supplier event in recognition of the company's swift and effective transfer of KFC raw material to the PEFC process.



### ← Winery's forests gain PEFC certification

Thanks to the excellent management of the forest in line with the principles of sustainable forest management, Spain's Abadía Retuerta winery has achieved PEFC certification of its forest area. Enhancing their care of the environment by becoming members of initiatives such as PEFC represents one of the current cornerstones of the company's CSR.



### ← Baby's first PEFC moments

From beds and sofas to cabinets and desks, all furniture in the new mother and child center of Amsterdam is made from PEFC-certified wood supplied by interior constructor Herman Thijs B.V. The new center, called the Anna Pavilion, opened in 2015 as a part of the Onze Lieve Vrouwe Gasthuis (OLVG) hospital.



### ← PEFC-certified paper in the news

The Belgian newspaper De Streekkrant became the first newspaper in the country to carry the PEFC label. From now on, all 48 editions of the newspaper will be printed on PEFC-certified recycled paper.



### ← Even the bees have a quality home

The Casa dell'Ape (or House of Bees) in Val di Sole, Italy, is the first beekeeping company in the world to receive PEFC certification, thanks to its use of wood from PEFC-certified, sustainably managed forests to build their bee hives.



### ← PEFC at Christmas

St Peter's Square in Vatican City, London's Trafalgar Square, Piazza Duomo in Milan and the Grand-Place of Brussels; cities across Europe once again turned to local, PEFC-certified forests for their Christmas trees, ensuring that the chosen tree came from a well-managed, sustainable forest.



### ← CPET: UK Government gives PEFC top scores

PEFC-certified timber and wood-derived products continue to meet the UK government criteria for legal and sustainable timber, with PEFC demonstrating the highest level of compliance, according to the latest evaluation through the UK Central Point of Expertise on Timber (CPET). The evaluation against the UK Government Timber Procurement Policy (TPP): Criteria for Evaluating Certification Schemes (Category A Evidence) Fourth Edition, October 2014, concluded that PEFC achieved scores of 100% for legality criteria and over 90% for sustainability criteria. As such, PEFC is recognized as continuing to deliver requirements for both legality and sustainability. Overall, PEFC has a 96% compliance with the UK criteria, more than any other forest certification system.



### → The first PEFC-certified harpsichord

Sweet music could be heard as the world's first PEFC-certified harpsichord serenaded visitors to the MADE Expo in Milan. This unique musical instrument was made by the "Fratelli Leita" – craftsmen who restore and build musical instruments. The main body of the instrument is made from PEFC-certified spruce wood, with other types of timber, such as walnut and hornbeam, for special components.



### → Eating out sustainably

If you are visiting Spain's Balearic Islands, head to Cashbah, a sustainable restaurant with dishes from PEFC Spain's award winning recipe book "Tastes of Sustainable Forests" on their menu, as well as PEFC-certified chopping boards and tableware.

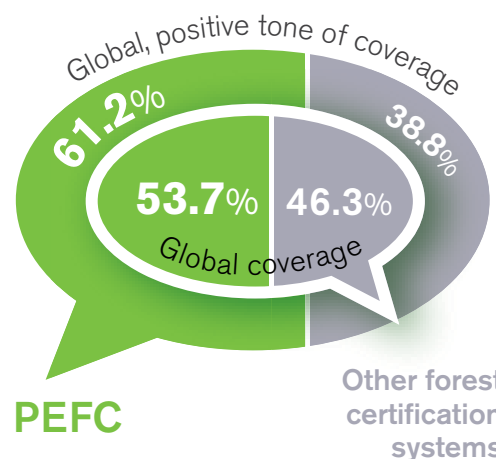


### → PEFC in the media

Thanks to our bottom-up approach, we not only tailor national forest management standards to country-specific priorities and conditions, but can also reach out to local media more effectively. Through local media, we engage with communities and people on the ground and communicate the benefits of sustainable forest management and forest certification.

In 2015, the PEFC brand – including National members – was mentioned in more than 11,000 online publications, according to Meltwater Media Intelligence, reaching a potential audience of more than 17.6 billion people. Our Share of Voice, which compares the mentions of the PEFC brand with competitors, exceeds 50% globally (outside of the United States), and reaches almost 58% for non-English publications, with most reporting in German, Chinese, French, Spanish, Italian, Dutch and Finnish.

#### Share of mentions of forest certification systems in online publications:



Source: Meltwater Media Intelligence

### → WWF study highlights strength of PEFC

With PEFC meeting more than two-thirds of the WWF CAT (Certification Assessment Tool) indicators, WWF's latest report shows that PEFC forest management requirements are to a large extent aligned with WWF's own vision and objectives. The WWF CAT shows that PEFC meets 70% of the "Standard Strengths" indicators, which cover sustainable forest management related issues such as biodiversity, water and soil, worker's rights, and community relations. The alignment between the WWF CAT "System Strengths" indicators and PEFC requirements dealing with issues such as governance and conformity assessment is less pronounced, due to the narrow focus that WWF has applied to these indicators.







# ASSURING QUALITY



## Expanding our scope

We continually strive to ensure our system is the best it can be, from the regular revision of our international standards to the development of new approaches to make certification more accessible and relevant to a wide range of stakeholders.

### Developing a certification system for trees outside forests



Hedgerows, single trees, and even street trees in cities; trees outside forests improve the quality of urban and rural livelihoods, are vital wildlife and biodiversity corridors, and provide crucial income generating opportunities for farmers and smallholders. It is therefore essential that these trees are managed sustainably and included within certified forest product value chains. In response, we have begun exploring an approach that will enable certification of trees outside forests. As part of the process, we gathered experts from Africa, Asia, Europe, Latin America and North America to share their experiences and give advice as we look to develop an approach that will be affordable, scalable and accessible.

### Greenhouse gas emission data transfer

There is growing demand for biomass used in energy production to be from sustainable sources and delivered with credible and transparent information on greenhouse gas (GHG) emissions. A Task Force has been established to develop a voluntary mechanism for the transfer of GHG emission related data along the PEFC-certified supply chain. The objective of the Task Force is to develop a set of technical requirements, which can be used as a strictly voluntary tool for data transfer.

### Second Edition of Certification Body Requirements – Chain of Custody Standard

As part of our continuing efforts to apply best practices in conformity assessment, we updated the “Requirements for Certification Bodies operating Certification against the PEFC International Chain of Custody Standard” (PEFC ST 2003:2012 Second Edition). This Second Edition takes advantage of the significant improvements of the new ISO/IEC 17065, especially in terms of impartiality to ensure that conflicts of interest do not exist.

### ISO Chain of Custody

We continue to participate in the ISO Project Committee 287 for the development of an ISO Chain of Custody standard for wood and wood-based products. As a Liaison Member, we are working alongside other Liaison Members and national delegations from ISO Members on the new ISO document. In order to contribute to a coordinated approach which considers the experience and market interests of the PEFC Chain of Custody certificate holders, we applied for Liaison membership in a very early stage of the process. In November, the Committee discussed the comments on the first committee draft which was out for voting by the ISO members. Following the voting results, significant changes were included in the next draft, to be further discussed at the next meeting.

## Looking forward to 2016

### Major revision of PEFC requirements in 2016-2017

The next two years will be busy as we begin the major undertaking of revising some of our core standards. The revision work will be conducted predominantly through six working groups with a balanced representation of stakeholders, and will include several public consultations. The objective is to finalize the revision process by the end of 2017.





## Delivering training

We provide a range of training opportunities through our PEFC International team in Geneva; from essential technical training for auditors, to supporting our members as they expand their communications and marketing outreach, and much more. This training is just the tip of the iceberg, as each PEFC member carries out training tailored to their specific situation, reaching forest owners, companies and auditors, to name just a few.

### Ensuring the robustness of our standards and their implementation

Training auditors to ensure consistent implementation of PEFC requirements was, as always, a key aspect of our training schedule for 2015. We traveled to Japan and Malaysia for Chain of Custody individual auditor training, held in cooperation with PEFC Asia Promotions Initiative and the Malaysian Timber Certification Council (MTCC), respectively. We also held online trainings for those unable to attend sessions in person.

The assessment process of national forest certification systems was the focus of our training session with the PEFC Registered Assessors. Held as an intensive three day session, this new format enabled us to walk through the assessment process with the assessors, identifying areas to improve the quality and transparency of both the reporting and the assessment process itself.

We also held our annual experience exchange with the Panel of Experts, and provided four webinars for accreditation body representatives, covering an introduction to PEFC, forest management certification, Chain of Custody and the Due Diligence System (DDS).

To further improve the delivery and reach of our training, we have begun the development of an online training platform. The platform, to be launched in 2016, will provide complementary web-based training for Chain of Custody auditors in combination with the in-person or online auditor trainings. In addition, the platform will be expanded to provide training to our members on specific topics.

### Expanding PEFC capacity through internal trainings

We continually seek to provide training for our members. Our two main meetings of the year, PEFC Forest Certification Week and the Members Meeting, give us an excellent opportunity to host a range of training activities. In 2015, this included courses on conversation and selling skills to empower our members as they meet with influencers and companies.



Throughout the year, we carried out training to introduce and familiarize our members with a range of internal communication and collaboration tools. We provided individual support to members developing websites using our international template, which is available free of charge. We also continued to give revision training for national systems planning the revision of their certification system documentation.

### One-on-one system development support

As an increasing number of countries look to establish national forest certification systems in line with PEFC requirements, we provide support throughout the development process. In addition to comprehensive support given to stakeholders in numerous countries, we designed training sessions specifically for Ghana and Morocco to help the countries progress through the system development process.



# PEFC MEMBERSHIP

**272 million hectares**  
of forests globally  
are PEFC-certified

North America and Asia both achieved the biggest increase in PEFC-certified forest area, growing by over 7 million and 6 million hectares, respectively. With China alone gaining 5.6 million certified hectares, Asia more than doubled its area of certified forests.

**750,000**  
forest owners globally  
are PEFC-certified

## Statistics, Facts and Figures

**20 countries**  
are developing  
a PEFC system or  
preparing to apply  
for endorsement



### PEFC-certified forest area (as of 31 December 2015)

COUNTRY	HECTARES
Australia	10,400,000
Austria	2,936,144
Belarus	8,818,500
Belgium	298,500
Brazil	2,797,161
Canada (CSA)	40,955,511
Chile	1,926,997
China	5,620,093
Czech Republic	1,771,299
Denmark	257,777
Estonia	1,028,712
Finland	17,582,892
France	8,034,570
Germany	7,321,376
Indonesia	727,078
Ireland	376,108

COUNTRY	HECTARES
Italy	824,863
Latvia	1,683,604
Luxembourg	32,859
Malaysia	4,662,967
Norway	9,142,702
Poland	7,277,704
Portugal	255,335
Slovak Republic	1,251,266
Slovenia	31,220
Spain	1,890,706
Sweden	11,354,853
Switzerland	224,887
UK	1,351,505
USA (ATFS)	8,300,185
USA + Canada (SFI)	112,558,121
Uruguay	367,438
<b>TOTAL</b>	<b>272,062,933</b>

### Chain of Custody certificates

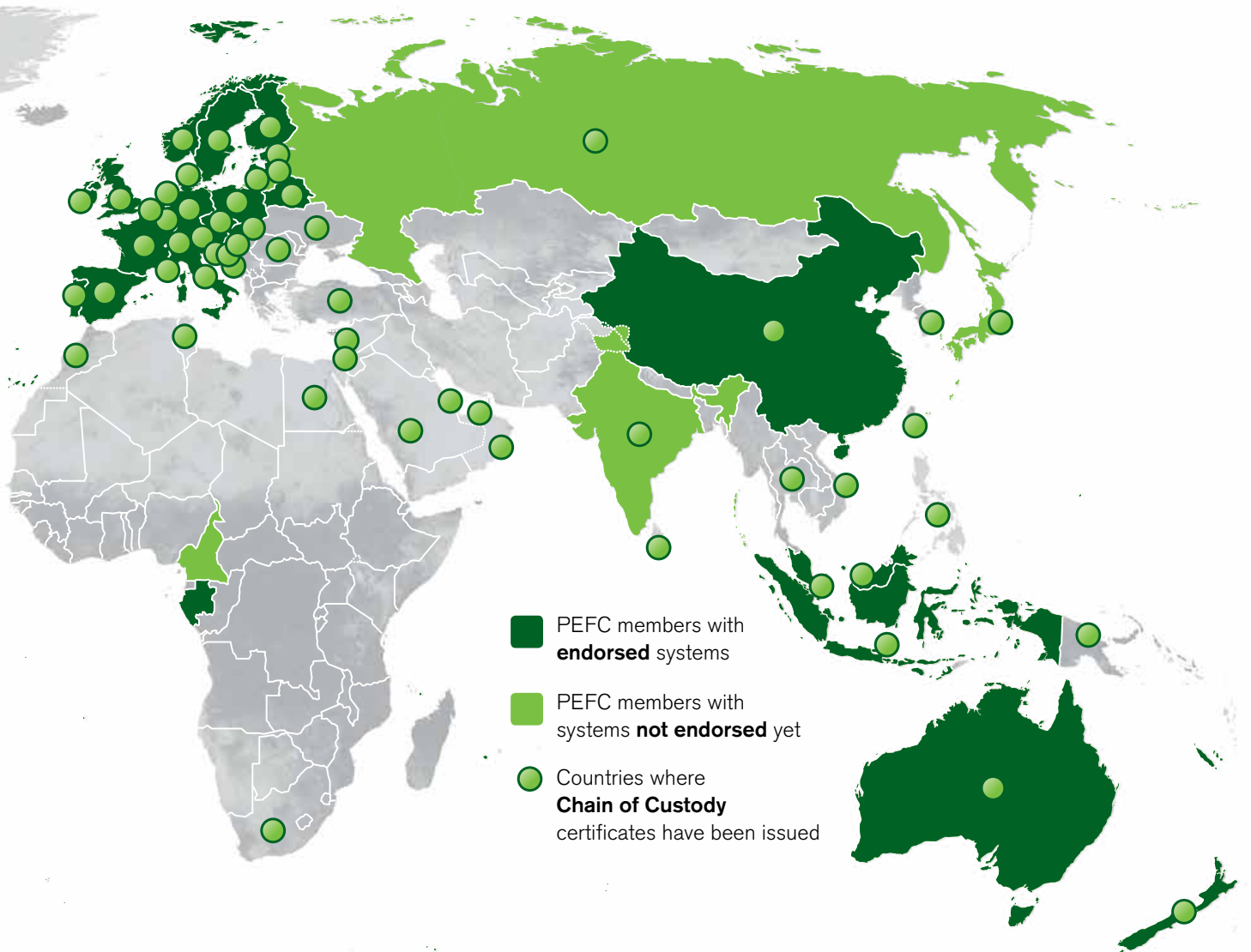
Top three countries with the most Chain of Custody certificates issued:

COUNTRY	CERTIFICATES
France	2,045
Germany	1,639
UK	1,127
... and more than 60 other countries	5,933
<b>TOTAL</b>	<b>10,744</b>





over **17,700** companies in the world benefit from PEFC's Chain of Custody certification



### PEFC Chain of Custody certificates per country (as of 31 December 2015)

Relative sizes of country names correspond to number of certificates



New locations in 2015 appear in green







## Statistics, facts & figures – continued

### Endorsed members (as of 31 Dec. 2015)

Country	Name	Website	Email
Argentina	Argentine Forest Certification System (CERFOAR)	<a href="http://www.cerfoar.org.ar">www.cerfoar.org.ar</a>	<a href="mailto:info@cerfoar.org.ar">info@cerfoar.org.ar</a>
Australia	Australian Forestry Standard (AFS)	<a href="http://www.forestrystandard.org.au">www.forestrystandard.org.au</a>	<a href="mailto:info@forestrystandard.org.au">info@forestrystandard.org.au</a>
Austria	PEFC Austria	<a href="http://www.pefc.at">www.pefc.at</a>	<a href="mailto:info@pefc.at">info@pefc.at</a>
Belarus	Republican Association of Forest Certification System		<a href="mailto:olch_75@mail.ru">olch_75@mail.ru</a>
Belgium	PEFC Belgium	<a href="http://www.pefc.be">www.pefc.be</a>	<a href="mailto:info@pefc.be">info@pefc.be</a>
Brazil	Brazilian Forest Certification Programme (CERFLOR)	<a href="http://www.inmetro.gov.br/qualidade/cerflor.asp">www.inmetro.gov.br/qualidade/cerflor.asp</a>	<a href="mailto:LSSouza@inmetro.gov.br">LSSouza@inmetro.gov.br</a>
Canada	PEFC Canada	<a href="http://www.pefccanada.org">www.pefccanada.org</a>	<a href="mailto:wooding@shaw.ca">wooding@shaw.ca</a>
Chile	Chile Forest Certification Corporation (CERTFOR)	<a href="http://www.certfor.org">www.certfor.org</a>	<a href="mailto:alaroze@certforchile.org">alaroze@certforchile.org</a>
China	China Forest Certification Council (CFCC)	<a href="http://www.cfcs.org.cn">www.cfcs.org.cn</a>	<a href="mailto:cfcc@cfcs.org.cn">cfcc@cfcs.org.cn</a>
Czech Republic	PEFC Czech Republic	<a href="http://www.pefc.cz">www.pefc.cz</a>	<a href="mailto:info@pefc.cz">info@pefc.cz</a>
Denmark	PEFC Denmark	<a href="http://www.pefc.dk">www.pefc.dk</a>	<a href="mailto:info@pefc.dk">info@pefc.dk</a>
Estonia	Estonian Forest Certification Council	<a href="http://www.pefc.ee">www.pefc.ee</a>	<a href="mailto:info@pefc.ee">info@pefc.ee</a>
Finland	PEFC Finland	<a href="http://www.pefc.fi">www.pefc.fi</a>	<a href="mailto:office@pefc.fi">office@pefc.fi</a>
France	PEFC France	<a href="http://www.pefc-france.org">www.pefc-france.org</a>	<a href="mailto:contact@pefc-france.fr">contact@pefc-france.fr</a>
Gabon	PAFC Gabon		<a href="mailto:ondorose@yahoo.fr">ondorose@yahoo.fr</a>
Germany	PEFC Germany	<a href="http://www.pefc.de">www.pefc.de</a>	<a href="mailto:info@pefc.de">info@pefc.de</a>
Indonesia	Indonesian Forestry Certification Cooperation (IFCC)	<a href="http://www.ifcc-ksk.org">www.ifcc-ksk.org</a>	<a href="mailto:sekretariat@ifcc-ksk.org">sekretariat@ifcc-ksk.org</a>
Ireland	PEFC Ireland	<a href="http://www.pefc.ie">www.pefc.ie</a>	<a href="mailto:william@pefc.ie">william@pefc.ie</a>
Italy	PEFC Italy	<a href="http://www.pefc.it">www.pefc.it</a>	<a href="mailto:info@pefc.it">info@pefc.it</a>
Latvia	PEFC Latvia	<a href="http://www.pefc.lv">www.pefc.lv</a>	<a href="mailto:ansis.actins@pefc.lv">ansis.actins@pefc.lv</a>
Luxembourg	PEFC Luxembourg	<a href="http://www.pefc.lu">www.pefc.lu</a>	<a href="mailto:pefc@privatbesch.lu">pefc@privatbesch.lu</a>
Malaysia	Malaysian Timber Certification Council (MTCC)	<a href="http://www.mtcc.com.my">www.mtcc.com.my</a>	<a href="mailto:info@mtcc.com.my">info@mtcc.com.my</a>
Netherlands	PEFC Netherlands	<a href="http://www.pefcnederland.nl">www.pefcnederland.nl</a>	<a href="mailto:info@pefcnederland.nl">info@pefcnederland.nl</a>
New Zealand	New Zealand Forest Certification Association (NZFCA)		<a href="mailto:am.mcewen@xtra.co.nz">am.mcewen@xtra.co.nz</a>
Norway	PEFC Norway	<a href="http://www.pefc.no">www.pefc.no</a>	<a href="mailto:olav.veum@skog.no">olav.veum@skog.no</a>
Poland	PEFC Poland	<a href="http://www.pefc.pl">www.pefc.pl</a>	<a href="mailto:pefc@ibles.waw.pl">pefc@ibles.waw.pl</a>
Portugal	PEFC Portugal	<a href="http://www.pefc.pt">www.pefc.pt</a>	<a href="mailto:cffp@cffp.pt">cffp@cffp.pt</a>
Slovak Republic	PEFC Slovakia	<a href="http://www.pefc.sk">www.pefc.sk</a>	<a href="mailto:info@pefc.sk">info@pefc.sk</a>
Slovenia	Institute for Forest Certification	<a href="http://www.pefc.si">www.pefc.si</a>	<a href="mailto:info@pefc.si">info@pefc.si</a>
Spain	PEFC Spain	<a href="http://www.pefc.es">www.pefc.es</a>	<a href="mailto:pefc@pefc.es">pefc@pefc.es</a>
Sweden	PEFC Sweden	<a href="http://www.pefc.se">www.pefc.se</a>	<a href="mailto:svenskepefc@pefc.se">svenskepefc@pefc.se</a>
Switzerland	PEFC Switzerland	<a href="http://www.pefc.ch">www.pefc.ch</a>	<a href="mailto:info@pefc.ch">info@pefc.ch</a>
United Kingdom	PEFC UK	<a href="http://www.pefc.co.uk">www.pefc.co.uk</a>	<a href="mailto:info@pefc.co.uk">info@pefc.co.uk</a>
United States	PEFC USA: American Tree Farm System (ATFS), Sustainable Forestry Initiative (SFI)	<a href="http://www.treefarmssystem.org">www.treefarmssystem.org</a> <a href="http://www.sfiprogram.org">www.sfiprogram.org</a>	<a href="mailto:rachel.dierolf@sfiprogram.org">rachel.dierolf@sfiprogram.org</a>
Uruguay	PEFC Uruguay	<a href="http://www.pefc.com.uy">www.pefc.com.uy</a>	<a href="mailto:info@pefc.com.uy">info@pefc.com.uy</a>

### Non-endorsed members (as of 31 Dec. 2015)

Country	Name	Website	Email
Cameroon	Cameroonian Association of the Pan African Forestry Certification		<a href="mailto:christine.nkene@pafc-cameroon.org">christine.nkene@pafc-cameroon.org</a>
India	Network for Certification and Conservation of Forests (NCCF)	<a href="http://www.nccf.in">www.nccf.in</a>	<a href="mailto:info@nccf.in">info@nccf.in</a>
Japan	Sustainable Green Ecosystem Council (SGEC)	<a href="http://www.sgec-eco.org">www.sgec-eco.org</a>	<a href="mailto:info@sgec-eco.org">info@sgec-eco.org</a>
Lithuania	PEFC Lithuania	<a href="http://www.forest.lt/pefc">www.forest.lt/pefc</a>	<a href="mailto:certification@forest.lt">certification@forest.lt</a>
Russia	PEFC Russia	<a href="http://www.pefc.ru">www.pefc.ru</a>	<a href="mailto:ryschkow@mail.ru">ryschkow@mail.ru</a>





## SYSTEM NEWS 2015:

### Received endorsement:

- New Zealand Forest Certification Association (NZFCA)

### Under assessment for endorsement:

- Sustainable Green Ecosystem Council (SGEC) – Japan

### Received re-endorsement:

- Australian Forestry Standard (AFS)
- Estonian Forest Certification Council
- PEFC Finland
- PEFC Poland
- PEFC Portugal

### Under assessment for re-endorsement:

- Republican Association of Forest Certification System – Belarus
- Chile Forest Certification Corporation (CERTFOR)
- PEFC Germany
- PEFC Latvia
- Malaysian Criteria & Indicators for Forest Plantations (standard)

- PEFC Norway
- PEFC Russia
- PEFC Slovakia
- Sustainable Forestry Initiative (SFI)

### New International Stakeholder member:

- Asia Pacific Resources International Holdings Ltd. (APRIL)

## International Stakeholder members:

- APP Timber
- Asia Pacific Resources International Holdings Ltd. (APRIL)
- Association Technique Internationale des Bois Tropicaux (ATIBT)
- Building and Wood Worker's International (BWI)
- Confederation of European Forest Owners (CEPF)
- Confederation of European Paper Industries (CEPI)
- Earth Focus Foundation
- European Network of Forest Entrepreneurs (ENFE)
- European Timber Trade Federation (ETTF)
- European Tissue Symposium (ETS)
- FIBRIA
- International Council of Forest and Paper Associations (ICFPA)
- International Family Forestry Alliance (IFFA)
- International Paper
- Meadwestvaco
- Metsä Group
- Purinusa Ekapersada (APP)
- RECOFTC
- Smurfit Kappa
- Stora Enso
- Suzano Pulp and Paper
- Union of Silviculturists of Southern Europe (USSE)
- Weyerhaeuser Company

## Extraordinary members:

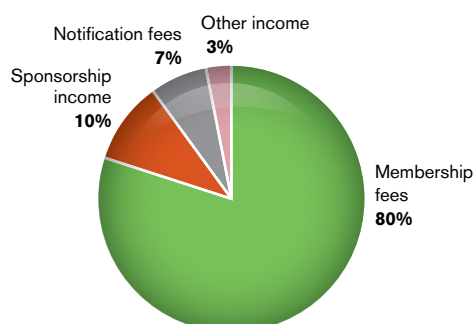
- European Confederation of Woodworking Industries (CEI-Bois)
- European Landowners' Organization (ELO)
- Fédération Européenne des Communes Forestières (FECOF)
- Manufacturers of Educational & Commercial Stationery European Association (MECSEA)
- Union of European Foresters (UEF)

## Financial information

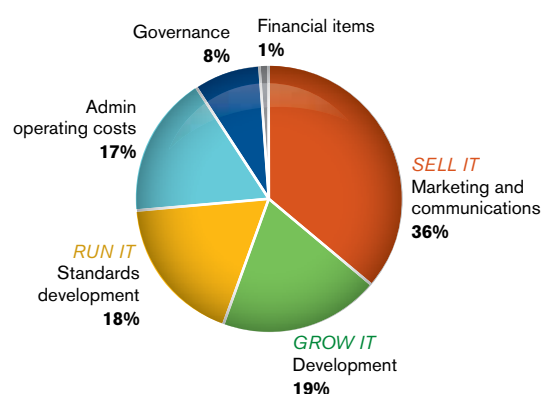
### Budget summary:

In 2014, PEFC operated on a total income of about CHF 4.1 million.

### Income sources (2014)



### Expenditure (2014)





## Board of Directors

### VICE CHAIRMEN



#### **Natalie Hufnagl-Jovy**

Senior Policy Advisor with the Consortium of the German Forest Owner Associations (AGDW), from 1999-2007 Secretary General of the Confederation of European Forest Owners (CEPF) and former Board member of IFFA

*Current Term of Office: 2013-2016*



#### **Sheam Satkuru-Granzella**

Director of the Malaysian Timber Council (MTC), Europe; Barrister with a Masters in international trade law/regulations; experienced in policy/legal analysis, international negotiations and advocacy, representing the Malaysian and tropical forestry and timber industry

*Current Term of Office: 2014-2017*

### BOARD MEMBERS



#### **Pedro Albizu**

Member of the Smurfit Kappa Paper Spain executive committee, Director of Wood-Biomass and Energy Sourcing and member of ASPAPEL (Spanish Pulp and Paper Association) and CEPI forest committees

*Current Term of Office: 2013-2016*



#### **Olivier Bertrand**

President of a regional organization in Limousin for forest owners, Vice President of Fransylva and CEPF, President of the Commission for Sustainable Development, Former Member for EU Committee of the Regions

*Current Term of Office: 2013-2016*



#### **Genevieve Chua**

Managing Director of paper merchandising group Spicers Singapore and Spicers Asia and Honorary Treasurer of the Print & Media Association of Singapore

*Current Term of Office: 2013-2016*



#### **Juan Carlos Jintiach**

Works with COICA, the Coordinator of Indigenous Organizations of the Amazon River Basin, and is a focal point in the indigenous people's caucus within the UNFCCC

*Current Term of Office: 2013-2016*



#### **Riikka Joukio**

Senior Vice President of Sustainability and Corporate Affairs at Metsä Group and an active member in several forest industry related associations

*Current Term of Office: 2014-2017*



#### **Brian J. Kernohan**

Director of Policy & Environmental Advocacy with Hancock Natural Resource Group directing the global stewardship program

*Current Term of Office: 2015-2018*



#### **Dieter Koenig-Woehl**

Member of the Board of Stora Enso Wood Products in Austria and Member of the standing committee of the European Federation of Building and Woodworkers (EFBWW) for the past 5 years

*Current Term of Office: 2015-2018*



#### **Peter Latham, OBE**

Chairman of James Latham PLC and former Chairman of the Forests Forever Committee of the Timber Trade Federation and PEFC UK

*Current Term of Office: 2014-2017*







**Joseph Lawson**

Former Global Director of Sustainable Forestry for MeadWestvaco Corporation

*Current Term of Office: 2014-2017*



**Hervé Le Boulter**

Head of Forest Policy for France Nature Environnement (FNE), the umbrella organization for environmental NGOs in France; Expert in the Research Department of ONF (State Forest Service, France) climate change policies

*Current Term of Office: 2014-2017*



**Michael Proschek-Hauptmann**

Managing Director of the Umweltdachverband, the umbrella organization for environmental NGOs in Austria, and former EU Policy Coordinator in Brussels and Vienna and Policy Officer at WWF Austria

*Current Term of Office: 2015-2018*



**Julian Walker-Palin**

Managing Director of ETANTE Limited and former Head of Sustainability for Walmart in Europe

*Current Term of Office: 2013-2016*

## PEFC International



**Ben Gunneberg**

CEO / Secretary General

### Communications Unit



**Thorsten Arndt**

Head of Communications



**Hannah Price**

Communications Officer

### EU Affairs



**Xavier Noyon**

EU Affairs

### Finance & Administration



**Natalie Faulkner**

PA to CEO & Office Manager



**Gill Parker**

Finance Manager



**Simon Clark**

Finance Officer

### Marketing



**Fabienne Sinclair**

Marketing

### Projects & Developments Unit



**Sarah Price**

Head of Projects & Development



**Rémi Sournia**

Projects & Development Officer



**Richard Laity**

PEFC Southeast Asia, Projects & Development Officer

### Technical Unit



**Michael Berger**

Deputy Secretary General & Head of Technical Unit



**Christian Kämmer**

Technical Officer



**Johan Vlieger**

Technical Officer



**Marta Martínez Pardo**

Technical Officer





**PEFC Council**

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

**t** +41 22 799 45 40

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



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