



PEFC ANNUAL REVIEW 2011

Moving Beyond Timber:
A Review of PEFC Activities

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.



Kochi Hasegawa/Dreamstime

ABOUT PEFC

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

PEFC works throughout the entire forest supply chain to promote best practice in the forest and to ensure that timber and non-timber forest products are produced with respect for the highest ecological, social and ethical standards. Thanks to its eco-label, customers and consumers are able to identify products from sustainably managed forests.

PEFC is an umbrella organization. It works by endorsing national forest certification systems developed through multi-stakeholder processes, tailored to local priorities and conditions.

With over 30 endorsed national certification systems and more than 245 million hectares of certified forests, PEFC is the world's largest forest certification system.

PEFC is committed to conserving forests, their invaluable biodiversity, and the communities and families that own, work, and live in and around them.

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LETTER FROM THE SECRETARY GENERAL

“Beyond timber” is the theme of the 2011 Annual Review. And it is a fitting one. It reflects changes that have taken place over the past few years in the forest-based sector, among forest users and uses. It reflects the outlook for forest certification.

When PEFC began its work over a decade ago, the focus of the forest-based sector was much more oriented towards a ‘traditional’ wood and timber heartland with its ‘traditional’ uses and users. In the last few years, there has been a market shift in this focus towards one in which the forest-based sector has a much more prominent role to play in efforts to overcome global challenges.

Today, it is widely recognized that the forest sector has an integral part to play in efforts to combat climate change, achieve poverty reduction, and reconcile the competing imperatives of rising energy demand and the need for emissions reductions, not to mention peak oil. This, in turn, has impacts on sustainable forest management and its certification; and therefore also for PEFC. Just as the forest-based sector is transitioning, so too must certification if it is to keep abreast of changes in the global forest sector.

Certification now has to go beyond timber and this has implications for the work of PEFC. Many of the priorities identified and activities undertaken during 2011 were designed to reflect these changes. But while this document

recaps the activities of last year, it also seeks to look ‘beyond timber’ to the future and set the scene for the organization’s activities going forward.

This is an exciting time for PEFC. In addition to adjusting our focus towards the future, it also requires us to engage with an increasing number of stakeholders from a wide range of sectors who seek to utilize our forests for the benefit of society as a whole. This will create a new dynamic in our activities and in the way we implement them. We look forward to engaging with you as you join us on our journey beyond 2011 and beyond traditional timber users.

Ben Gunneberg

OVERVIEW OF 2011

The United Nations declared 2011 the International Year of Forests. For PEFC, 2011 was the year when many of the emerging challenges for forest certification and for PEFC began to take shape in earnest. This defined the focus of our work for the year and is reflected in the projects and activities we chose to pursue. These challenges have also set the tone for the organization's priorities going forward.

PEFC's work in 2011 brought to the front a number of projects that were conceived and developed in previous years, including the Collaboration Fund, which provided support for regional, national and local initiatives. PEFC has continued to seek to expand the area of certified forest land globally through activities focused on enhancing market demand for certification in those regions where uptake remains low, especially in Africa and parts of Asia.

Following the approval of the revised Sustainability Benchmarks at the 2010 General Assembly in Rio de Janeiro, Brazil, specifically the standards for sustainable forest management and Chain of Custody certification, training and capacity building have emerged as major themes to ensure robust

implementation. These themes will be further developed over the coming years to secure continuously high standards in terms of compliance with certification requirements. Work on certification standards continued throughout 2011, with the two last standards of the original "PEFC Technical Document" expected to be submitted for approval to the 2012 General Assembly. Monitoring of external developments with potential impact on certification, such as the EU Timber Regulation; public and private procurement policies; requirements for wooden biomass; and carbon certification, with relevant information being fed back to the respective working groups, continued.

In terms of marketing, PEFC added a wide range of brochures, presentations, and other communication material to its portfolio. Certified companies and other stakeholders are now able to draw on these tools to better communicate their certified status and promote sustainable forest management.

The pages that follow offer a snapshot of these and other activities conducted by PEFC and set the scene for the organization's work in the future.



Lily61/Dreamstime

PEFC IN FIGURES

245 million hectares of forest

PEFC continues to be the largest forest certification scheme in the world with 245 million hectares of forest certified to the PEFC standard by the end of 2011. This represents an increase of 6.73% or 15 million hectares over 2010. The largest growth was in Belarus, Latvia and Poland.

8,797 Chain of Custody certificates

The number of Chain of Custody certificates delivered grew by 14.43% or 1,109 to a total of 8,797. Again, growth in Europe – France, Spain and the Netherlands – was strongest, but Asia also registered a significant increase. The total number of companies covered by Chain of Custody certification has also risen and stands now at 12,042.

31 endorsed schemes

As of December 2011, PEFC numbered 31 endorsed schemes, 35 national members, 10 international stakeholder members and 7 extraordinary members.

PROJECTS & DEVELOPMENT

PEFC participates in a range of projects focused on stimulating both the supply and demand of certified forest products.

Recognizing the need to expand the area of the world's forest under sustainable forest management, many projects focus on supporting organizations to develop national schemes, promoting recently endorsed national schemes, and building local capacity to implement sustainable practices. Furthermore, a number of projects focus on marketing PEFC to businesses and governments within priority regions to increase awareness and demand for certified products.

In addition to expanding the area of forest under sustainable management, PEFC places significant value in collaboration and partnership opportunities that these projects provide for our organization and for advancing our mission.

COLLABORATION FUND

The PEFC Collaboration Fund is a small grants programme through which PEFC supports members and partner organizations in their efforts to advance sustainable forest management and forest certification around the world. Specifically, the fund supports new approaches or activities intended:

- to raise awareness, communicate, and promote certification or certified products;
- to provide capacity building that enables the expansion of forest certification;
- to lead research relevant to PEFC's Sustainability Benchmarks or the implementation of national standards; and
- to further integrate new products, services and/or approaches into PEFC certification schemes with research and exploration.

In 2011, the PEFC Collaboration Fund awarded more than 100,000 Swiss francs to five projects.

Sustainable Forest Management & PEFC Certification in private forests in Bosnia and Herzegovina Private Forests

Through the Collaboration Fund, PEFC assisted Eko Zona – Šipovo, an environmental organization, to implement a project to raise awareness among foresters of the benefits of certification and facilitate the exchange of certification information and expertise among them. Specifically, it aimed to establish an understanding of the need for certification in private forests to improve competitiveness and the export of timber towards Western European markets and beyond. It is envisaged that in the long-term, the project will encourage the development of a national forest certification system.





Forest Group Certification for small forest owners in the Netherlands

Working with the Ingenieursbureau Evan Buytendijk BV, a small consultancy bureau for the timber industry, the Collaboration Fund is helping to fund a web-based registration tool for applicants of Group Forest Management Certification and to communicate the benefits of PEFC certification.

Introducing Forest Certification to indigenous people as a possible tool for rights recognition

The Collaboration Fund assisted Kadioan Inc, a Philippines-based organization tasked with promoting indigenous resource systems. The project aimed at improving the understanding of forest certification among indigenous peoples in the Philippines; demonstrating the effectiveness and sustainability of indigenous forest management systems and examining the potential for alignment with certification criteria; and providing a learning platform for indigenous communities in forest certification.

Promoting CSA, CSA-PEFC linkages, and certified products

PEFC Canada utilized a grant by the Collaboration Fund to promote the CSA Sustainable Forest Management (SFM) programme; increase awareness of the link between CSA certified forests and certified products carrying the PEFC label; publicize the CSA SFM User Group logo associating CSA SFM Standards and PEFC endorsement and Chain of Custody; and increase the number of PEFC Chain of Custody certificates and PEFC logo users within Canada.

Forests, keepers of time: dealing with historical, cultural and spiritual sites and structures in forests

Through a grant made to the Dutch institute for forests and forest products, Probos, PEFC is helping to raise awareness of the presence and value of historical, cultural and spiritual sites and structures within European forests; and offers guidance on how to recognize, protect and or manage cultural heritage sites and structures within sustainable forests by disseminating best practice and latest science in a language understood by foresters.

SUPPORT FOR REGIONAL, NATIONAL AND LOCAL INITIATIVES

An important part of PEFC's outreach efforts is the support for national and local projects intended to raise awareness and promote certification in countries of strategic importance for the overarching objective of mainstreaming forest certification. In addition to defined target counties and regions, PEFC increased its outreach in Asia, notably in India, Indonesia, Malaysia and Singapore.

China

PEFC in China participated in a wide range of events to raise the awareness of certification, focusing on conferences and workshops for the whole region, such as China Pulp and Recycled Fibre Conference in Shanghai, the China Panel Furniture Development Forum in Changdu, and the Forests, Markets, Policy and Practice – 2011 China Conference that took place in Shanghai. Face-to-face seminars with representatives of the paper, packaging and publishing sectors in Beijing and Hong Kong were also on the agenda, as well as training seminars for companies,

auditors and staff from the China Forest Certification Council (CFCC) and training sessions for certification auditors in the province of Shenzhen.

PEFC also contributed to workshops related to forest certification, organized by the Chinese State Forestry Administration (SFA), and provided continuous support on standards development to the Chinese Forest Certification Scheme (CFCS), with CFCC joining PEFC in 2011.

PROMOTING CERTIFIED CORK

Cork is a natural product from the bark of the cork oak tree, *Quercus Suber L.* Although cork use dates back to the ancient Egyptians, Romans and Greeks, its modern-day use was pioneered in the mid-1600s by Dom Pérignon who used cork to seal his sparkling wine bottles. Cork is an ideal solution for capping bottles as it can maintain its full sealing capacity for more than 100 years.

The majority of today's global natural cork production is based in the Mediterranean region, principally in southern Portugal (52.5% of world's production), Spain, France and North Africa. Some 12 billion natural cork seals are produced each year which, if joined end to end, would circumnavigate the world nearly 11 times over.

If managed appropriately, cork production is a sustainable activity.

The traditional production of natural cork is an environmentally sound process which supports the preservation of grassland forests, Mediterranean biodiversity, small-scale agriculture, rural livelihoods, and fast-disappearing cultural traditions.

In light of their importance, PEFC International has been working with PEFC Spain and other partners to promote cork certification. This initiative looks at both ends of the supply chain – creating demand and awareness among wine producers and retailers about the benefits of using PEFC certified cork, and encouraging forest owners in Portugal, Spain, France and Italy to produce PEFC-certified cork.

In 2011 PEFC Spain signed a collaboration agreement with the Fundación Biodiversidad to take the initiative to the next level.

Through this agreement, PEFC Spain is looking to boost the cork industry by promoting awareness, and creating the conditions for sustainable eco-innovation and sustainable management of cork oak forests as a development opportunity for the cork sector in the green economy. The new phase of the project was launched at a reception featuring wines with PEFC-certified cork stoppers at the Bodega Santa Cecilia in Madrid in early 2012.



Jerrys/Dreamstime/PEFC



Pengyou/Dreamstime

Japan

In Japan meanwhile, through its Tokyo office PEFC participated in several events intended to raise awareness among Japanese stakeholders of the importance of sustainable forest management, some at the request of the Japan International Cooperation Agency (JICA), for private sector companies. PEFC Japan also organized meetings with private sector companies, particularly those operating in the pulp and paper and printing sectors. Through these activities PEFC Japan has been able to reach out to hundreds of companies in the Japanese business landscape.

Russia

The Russian Federation is home to extensive forest cover and supplies the global market with significant volumes of wood and fibre. It is therefore a strategic priority for the growth of PEFC. In partnership with PEFC's national member in Russia, the Russian National Council of Forestry Certification, this initiative undertakes promotional activities to advance the growth and awareness of

PEFC certification in Russia, thereby stimulating supply and demand for certified forest products throughout the country.

The country achieved endorsement of its national standard in 2009, with the first PEFC forest management certificate issued in February 2010 in Leningrad Province, northeast of St. Petersburg, covering 320,000 certified hectares.

During 2011, PEFC worked to deliver an effective and robust certification product in Russia by developing partnerships with NGOs and other organizations working to promote the trade of legal and sustainable products and by building a support network to ensure the products are delivered in a credible way. PEFC also engaged with regional and federal forestry agencies as well as with many producers throughout the country and with some international companies operating in Russia to deliver training, especially for forest owners and forest certification auditors. A further one million hectares of forests are forecasted to add to the area of Russian certified forest in 2012.

The Netherlands

Created in 2008, PEFC Netherlands has worked tirelessly to increase market acceptance, recognition and awareness of PEFC certification in the Netherlands with the support of PEFC International.

There is high demand for certified forest products in the Dutch market. In response to this, much of the focus of PEFC Netherlands has been on encouraging and supporting companies to obtain PEFC Chain of Custody certification. Doing so enables them to supply certified products to their customers and communicate about their sustainable status. In 2011, the Netherlands was one of the countries with the highest growth in Chain of Custody certificates delivered with a 75% increase in one year to 350.

The Netherlands is also home to a small area of forest of approximately 360,000 hectares. PEFC Netherlands has been working to develop a national standard for endorsement by PEFC to encourage forest owners and managers to get their forests certified, a process completed scheduled for completion in early 2012. The national forest certification system is expected to be submitted for PEFC endorsement in 2012.

Africa Development Initiative

Through this initiative, PEFC is seeking to extend PEFC certification in Africa, and particularly in the Congo Basin region, home to the world's second largest rainforest, with 18% of the planet's remaining tropical rainforest cover.

Uptake of certification in the tropical rainforest of the Congo River Basin remains a challenge, which is why certification standards developed locally by forest communities and tailored to their unique circumstances can contribute so much to expanding sustainable practices in the region.

The Gabonese standard was endorsed by PEFC in 2009, and a standard developed by PAFC Cameroon is expected to be submitted for PEFC endorsement in 2012. The hope is that in coming years, this system can be scaled-up and replicated as other countries on the continent seize the opportunity to develop national systems that can be recognized by PEFC.

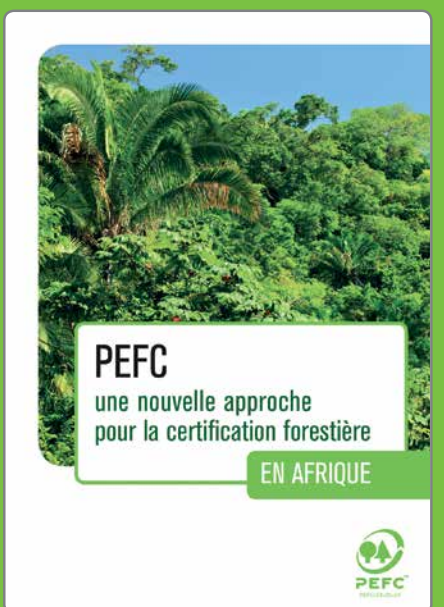
During 2011, PEFC engaged in a number of supplementary initiatives intended to promote uptake of forest certification in Africa and particularly in the Congo Basin, for example Racewood 2011, the premier annual event for members of the timber industry in West Africa, offering a chance to engage with stakeholders from other regions of the globe.

Mid-way through 2011, PEFC participated in a workshop organized by PAFC Gabon – a PEFC-endorsed national forest management standard – on “FLEGT and Forest Certification”, an event intended to explain the relevance of the EU FLEGT system for forest certification in Central Africa and the potential benefits that it could offer the forestry sector.

Furthermore, since 2011, PEFC has been a member of the Congo Basin Forest Partnership (CBFP), a network that aims to contribute to the protection of the region's biodiversity, promotion of good forest governance, and improve the population's living standards.

PEFC UNE NOUVELLE APPROCHE POUR LA CERTIFICATION FORESTIÈRE

A new French-language brochure contains detailed information about forest certification in the Congo Basin and activities by the two African national PEFC members, PAFC Gabon and PAFC Cameroon.



ECOFORAF PROJECT

PEFC is participating in ECOFORAF (Support for eco-certification of forest concessions in Central Africa). This is an initiative funded by the French Fund for the Global Environment (FFEM) aimed at encouraging and enhancing sustainable forest management in Central Africa and extending forest certification, especially in the Congo Basin region. The three year project is aimed at local communities and forest managers, NGOs and corporations. PEFC's participation in the project is focused on improving forest management in the region and enhancing the livelihoods of those who depend upon them.

GROUP CERTIFICATION PROJECT

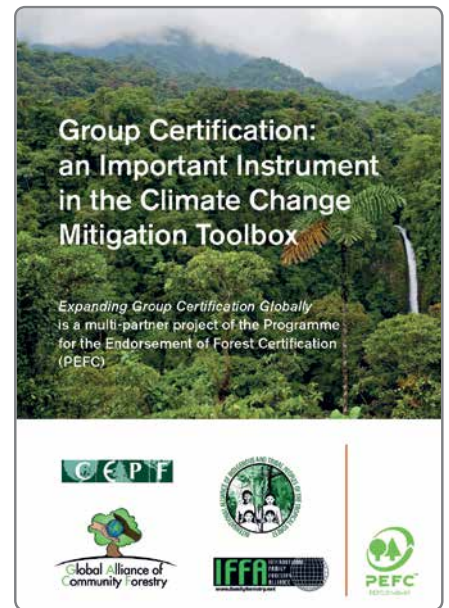
PEFC's Group Forest Certification is a mechanism through which groups of like-minded small forest owners and holders can pool their resources to achieve third-party verified sustainable forest management certification. This system was developed in response to the unique tenure system that characterizes an important proportion of forest areas in developed and developing countries alike. Globally, about 25% of forest area is managed locally by families, communities and indigenous peoples. Group Certification makes certification affordable for small holders when individual certification may be too expensive, allowing them to spread the costs, share the administration and organizational procedures, and provide economies of scale.

ISEFOR: SUPPORTING EFFORTS TO COMBAT THREATS OF INVASIVE PESTS AND PATHOGENS IN EUROPEAN FORESTS

A major threat to European forests today comes from invasive alien species and pathogens resulting from changes in global trade patterns and climate change. If left unchecked, these could compromise the health and productive capacity of European forests and even result in local extinctions of highly vulnerable plant species. Although not directly linked to certification, raising awareness of the problem amongst European forest owners and managers is crucial to the sustainability of forests.

PEFC's 'Expanding Group Certification Globally' project seeks to promote certification in those areas where it is less widespread, but where the sustainable management of forests has taken on increasing urgency in light of efforts to combat climate change and alleviate poverty.

This is a multi-stakeholder project involving PEFC International and several partners. Many are members of the Three Rights Holders Group (G3 Alliance), a platform for collaboration amongst family forest owners, community forestry and tribal and indigenous peoples of the tropical forest, who cooperate to promote locally controlled forestry and sustainable forest management.



The initial phase of this project described the different Group Certification models as established in various European countries; documented their experiences and lessons learned with sustainable forest management and certification; identified key elements necessary to enable and promote Group Certification among small forest owners; and developed an analytical framework based on these findings to move the project to the next level.

Going forward, in 2012, the project will move to the next phase: sharing experiences and promoting cooperation among small forest holders internationally by transferring technology and knowledge and helping to build capacity among small forest owners in other regions of the world.

In light of this, PEFC has been participating in the ISEFOR initiative. Funded by the European Union, ISEFOR stands for Increasing Sustainability of European Forests: Modelling for Security against Invasive Pests and Pathogens under Climate Change. It seeks to address the problems of invasive aliens and pathogens and devise solutions through modelling, predictions and risk management.

PEFC supports these efforts by disseminating the findings and results of the initiative among its stakeholders and forest owners and managers throughout Europe.



INTERNATIONAL BENCHMARKS SECURE SUSTAINABILITY OF FOREST MANAGEMENT

PEFC's Sustainability Benchmarks

To qualify for PEFC endorsement, national forest certification systems have to meet or exceed PEFC's Sustainability Benchmarks, a set of globally-recognized principles, requirements and criteria defining essential elements in national forest certification systems. They underpin the implementation of the PEFC system.

2011 was marked by the revised PEFC sustainable forest management and Chain of Custody standards entering into force, accompanied by a range of training activities at international and national levels. Additional revision work for both of these standards was carried out last year and is expected to continue well into 2012.

SUSTAINABLE FOREST MANAGEMENT (SFM)

PEFC's Sustainable Forest Management standard builds and expands upon globally recognized principles, guidelines and criteria developed by international and intergovernmental bodies¹ addressing requirements for:

- 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; and
- Adherence to all applicable laws.

PEFC was the first global forest certification standard requiring respect for all fundamental ILO Conventions everywhere and to references to the UN Declaration on Indigenous Peoples' Rights and the ILO Convention 169 on Indigenous and Tribal Peoples making it the most far-reaching and inclusive global forest certification standard.

In 2011, additional revision work focused on the Appendix for Tropical Forests. The appendix will seek to address identified topics of specific relevance in the tropics that are not explicitly reflected in PEFC ST 1003:2010, and is expected to be submitted for approval by the PEFC General Assembly in 2012.

More information:
www.pefc.org/standards/sustainable-forest-management

¹ This includes Forest Europe (previously known as the Ministerial Conference for the Protection of Forests in Europe – MCPFE), the International Tropical Timber Organization (ITTO), the International Union for Conservation of Nature (IUCN), and the African Timber Organization (ATO).

CHAIN OF CUSTODY CERTIFICATION

Chain of Custody certification enables the tracking of certified material throughout the production process, from the forest to the consumer, and allows producers and vendors to give assurances about the origins of the wood used in their goods.

Traditionally, Chain of Custody certification has been a management tool detailing the flow of certified material within companies, the associated documentation needed, and the necessary skill set required by people responsible for implementing and maintaining the Chain of Custody.

The revised PEFC Chain of Custody standard that came into force in 2011 implicitly includes requirements for social, health and safety criteria, based on the 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.

Given PEFC's history in promoting social rights in forest management, it is no surprise that PEFC has become the first global forest certification system to positively respond to the demand for improved workers' rights.

The multi-stakeholder working group focused in 2011 on elaborating guidance on social criteria to provide for the consistent implementation of the respective requirements globally, and to address the provisions of the EU Timber Regulation within the PEFC Chain of Custody standard as the most straightforward option for companies to meet the EUTR requirements. This work is expected to continue well into 2012.

SOCIAL REQUIREMENTS

- Workers are not prevented from associating freely, choosing their representatives, and bargaining collectively with their employer;
- Forced labour 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.



EU Timber Regulation

The EU Timber Regulation is part of the European Union Forest Law Enforcement Governance and Trade (FLEGT) Action Plan and makes it an offence to place illegally harvested timber and timber products on the EU market. The regulation entered into force on 2 December 2010 and will apply as of 3 March 2013.

The regulation will apply to everyone trading timber and timber products in the EU, including paper, furniture, wood fuel etc., therefore affecting

thousands of companies of any size producing timber domestically or importing it from outside the EU.

Throughout 2011, PEFC closely monitored on-going negotiations at EU level about the specific provisions concerning the implementation of the EU Timber Regulation, with detailed rules to be adopted by 3 June 2012, and evaluated how PEFC Chain of Custody certification can best meet potential requirements

More information:
www.pefc.org/standards/chain-of-custody

FINAL REVISIONS OF ORIGINAL PEFC DOCUMENTATION

PEFC started the comprehensive revision of its original requirements, the Technical Document, initially adopted in 1999 and modified several times in subsequent years, in 2009. The new standards for sustainable forest management, the standards-development process, group certification, Chain of Custody certification, and logo usage were approved in 2010. In 2011, PEFC established working groups to revise the two remaining annexes of the Technical document, namely, *Annex 6 - Certification and Accreditation Procedures*, and *Annex 7 - Endorsement and Mutual Recognition of National Schemes and their Revision*.

Annex 6 - Certification and Accreditation Procedures

PEFC's certification and accreditation procedures are aligned with requirements set out by the International Organization for Standardization (ISO), the European co-operation for Accreditation (EA) and the International Accreditation Forum (IAF). The working group aims at delivering a PEFC International Standard that sets requirements for certification bodies carrying out sustainable forest management certification. This includes, among others, the competence and structure of certification bodies and auditors, certification procedures, accreditation of certification bodies, and PEFC notification. The revised standard is expected to be submitted for approval by the PEFC General Assembly in November 2012.

Requirements for certification bodies carrying out Chain of Custody certification are defined in a standard jointly developed by PEFC and the International Accreditation Forum, also expected to be approved in 2012.

Annex 7 - Endorsement and Mutual Recognition of National Schemes and their Revision

This document defines requirements for the PEFC assessment of forest certification schemes, including the role of independent consultant, panel of experts, decision making process, validity of the PEFC endorsement and other issues. The revision will incorporate best practices and lessons learnt from more than ten years of experiences and dozens of endorsement processes and also incorporate the existing guidelines *PEFC Council Minimum Requirements Checklist* (GL 2/2010), *Involvement of the panel of experts in the endorsement of national forest certification schemes* (PEFC GL 8/2008), and *Content of the consultant's assessment report for forest certification schemes* (GL 6/2005). The new document is expected to be approved in 2012.



REVISION OF PEFC DOCUMENTATION

Revisions of PEFC International requirements are undertaken 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. They aim at incorporating latest scientific findings, best practices and experiences on the ground, and respond to changing societal expectations.

PEFC standards and guides set requirements for:

- Sustainable Forest Management
- Chain of Custody Certification
- Standard Setting
- PEFC Logo Usage
- Requirements for Certification Bodies
- Endorsement and Mutual Recognition



OUTREACH AND TRAINING

PEFC's outreach and training activities in 2011 revolved around informing and training people in PEFC's new Chain of Custody. In addition to written material, a number of publications, and other material (see *MARKETING, COMMUNICATIONS & ADVOCACY*), PEFC and its members hosted a number of training events around the world, including Switzerland, Japan, Indonesia, China, Malaysia and Spain, complemented by webinars.

Moving forward, PEFC is working to develop a strategy to respond to new requirements on European Accreditation (EA) under ISO 65. The training needs of assessment consultants and Panels of Experts will also be part of the review of the endorsement process.

Similarly, PEFC is looking to develop more comprehensive training modules, and investigating how to scale-up and institutionalize greater focus on training as part of efforts to respond to and better support the needs of members. In this, technical training will remain a

key focus – particularly building auditor capacity, but also company capacity to implement certification. PEFC is also scaling-up marketing training to sales and marketing teams on how to communicate PEFC. The objective is to develop improved training material and toolkits to support organizations developing national standards. Similarly, PEFC will continue to offer training sessions and materials at members' meetings as part of efforts to extend and build capacity.

MARKETING, COMMUNICATIONS & ADVOCACY

Certification is a selling point on a par with product features and quality, and it is businesses along the supply chain that have much to gain from marketing their PEFC certification upstream and downstream. These companies were therefore at the centre of attention of PEFC's 2011 marketing activities, especially by providing additional tools and resources to encourage multiplier effects.

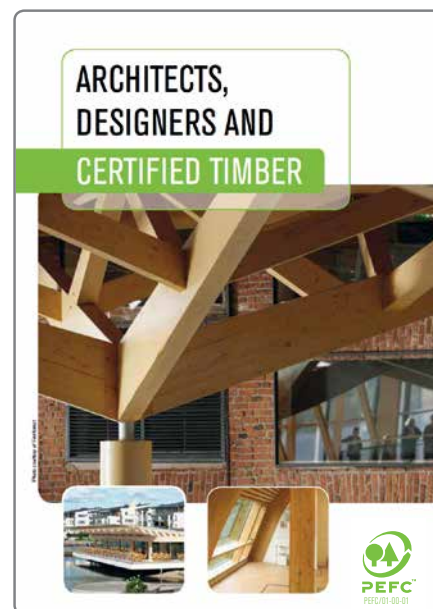
PEFC continued its communications and advocacy with a wide range of stakeholders in international organizations, governments, NGOs, research institutions and others to promote the uptake of forest certification, enhance market access, and contribute to processes on issues within PEFC's core competencies.

REACHING OUT TO CORPORATIONS

Direct contacts to businesses already certified or interested in certification is one of the major tasks undertaken by PEFC staff. Outreach to current customers seeks to learn about their experiences with PEFC and the challenges and opportunities they face in using certification within their own unique business environments.

PEFC also strategically identifies potential customers, especially companies that are consumer-facing or seen as leading in their sector to encourage multiplier effects, thereby likely to encourage further uptake of certification and increase brand recognition.

PEFC has developed a range of communications materials for this purpose, complementing existing brochures with additional resources. The following includes a list of materials available in 2011.



Presentations

- PEFC & Credibility
- Sustainable Forest Management
- PEFC - a Bottom-up Approach

Posters and other

- Sign
- USB stick
- Showcase
- Information card
- Case stories



Sector Specific

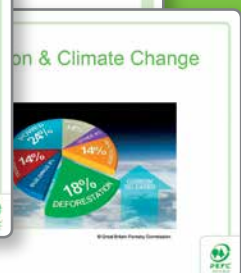
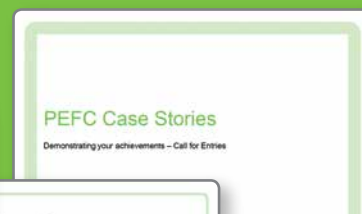
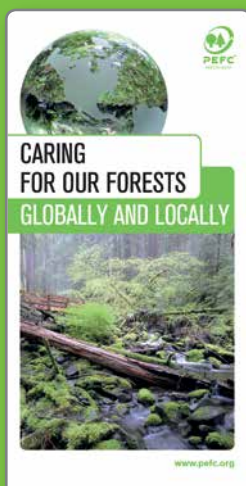
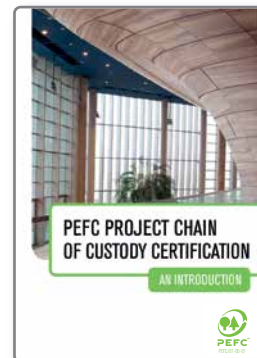
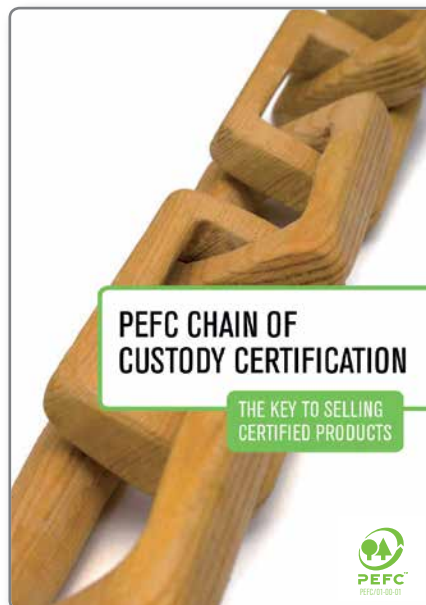
- Certified Wood Solutions for the Furniture Sector - <http://bit.ly/furniture-sector-solutions>
- PEFC – The Responsible Choice - <http://bit.ly/responsible-choice>
- PEFC Certified Paper for the Print, Packaging and Publishing Industries - <http://bit.ly/print-packaging-publishing>
- Architects, Designers and Certified Timber - <http://bit.ly/architects-designers>
- Construction and PEFC Certified Timber - <http://bit.ly/ygnBUA>



Chain of Custody Specific

- PEFC Chain of Custody Certification - The Key to Selling Certified Products - <http://bit.ly/coc-key-to-selling>
- Project Chain of Custody Certification: An Introduction - <http://bit.ly/project-coc-intro>
- Project Chain of Custody Certification: One project, One Message - <http://bit.ly/project-coc>

Passing it Along: Communicating Chain of Custody to Suppliers and Customers - Explains how companies can best utilize PEFC in their marketing and communication activities.





CONTRIBUTING TO POLITICAL PROCESSES AND VOLUNTARY INITIATIVES

There are a wide variety of external process that have a direct effect on market access and the uptake of certification, such as procurement policies; legislative and regulatory actions; and specifications by initiatives such as Green Building Councils.

Globally, all countries that set public procurement policies at the national level accept PEFC as evidence for sustainable forest management, and in 2011 PEFC continued to work with countries such as Finland, Germany, the Netherlands, the UK and other countries for their respective policies. At the local level, PEFC member countries have increased their collaboration with public authorities, with the Dutch leading the way in defining inclusive procurement policies.

DUTCH MUNICIPALITIES LOOK TO THE FUTURE

Responsible procurement of wood and paper is at the heart of a policy statement signed by the Dutch municipalities Vlissingen, Terneuzen, Hulst, and Kapelle in November 2011.

The statement aims to promote sustainable forest management by procuring forest-based products from those forests that are managed in compliance with requirements set out by certification systems such as PEFC and serves as an example for other public authorities and institutions wishing to promote responsible procurement.





PEFC Exhibits at Forest Day during Climate Conference

More than 1,000 forestry experts, activists, policymakers, global leaders and climate change negotiators gathered on the sidelines of the Durban Climate Change Conference (UNFCCC COP 17) for the 5th Annual Forest Day, with PEFC being present.

Stakeholders were especially interested in learning about PEFC's unique bottom-up approach to forest certification. This approach requires PEFC's international requirements to be translated into the unique circumstances of a particular country with extensive stakeholder participation, and gives countries full ownership of their own standards, and ensures true independence.

Social Organizations Major Group Call for Legally Binding Agreement

PEFC, Building and Woodworkers' International (BWI), the International Council for Game and Wildlife Conservation (CIC), the Union of European Foresters (UEF), and the Forest Stewardship Council (FSC) jointly formed the Social Organizations Major Group calling on the Ministerial Conference on the Protection of Forests in Europe in Oslo in June 2011 to collaborate and halt deforestation and forest degradation.

Members of the Social Organizations Major Group recognized that "robust, credible and transparent forest certification systems are effective, voluntary tools providing assurances for sustainable forest management" and welcomed negotiations on a Legally Binding Agreement on Forests in Europe.

Green Building Councils have an increasingly important role to play in promoting forest certification in the construction sector, and consequently PEFC continued its engagement at international and national levels, including personal meetings with the Australian-based World Green Building Council (WGBC) in mid-2011. Nationally, in January 2011, PEFC Italy and the Italian Green Building Council (GBC Italia) signed an agreement to promote best practices in the building industry and encourage use of certified timber for construction. Similarly, during 2011, several Finnish municipalities implemented a sustainable timber procurement policy for their building and construction sectors which recognizes

PEFC. In this, they were joined by Belgium that also pledged to increase the volume of PEFC sustainable timber in its building and construction sector. Finally, Spain and the US State of Maine also committed to using sustainably sourced wood and timber in the construction of public buildings.

As of the end of 2011, Green Building Councils around the world recognize the work of PEFC and hundreds of thousands of certified forest owners. While the United States Green Building Council continues the revision of its LEED standard, which currently excludes PEFC, Pilot Credits 43, introduced in June 2011, weight PEFC equal to other certification systems.

At the intergovernmental and non-governmental level, PEFC continued to engage with organizations including the Forest and Agricultural Organization (FAO), the United Nations Economic commissions for Europe (UNECE), Forest Europe, the International Union for the Conservation of Nature (IUCN), the International Tropical Timber Organisation (ITTO), the World Business Council for Sustainable Development (WBCSD), l'Association technique internationaux des bois tropicaux (ATIBT), ICLEI - Local Governments for Sustainability, Greenpeace, Forest Trends, and Conservation International.

THE RIO FOREST CERTIFICATION DECLARATION

Twenty years ago in 1992, governments came together at the United Nations Conference on Environment and Development (UNCED) in Rio de Janeiro, Brazil, to discuss and agree how best to achieve sustainable development. The result of this conference was the Rio Declaration, which comprised five main documents, including one on “Forest Principles”. Despite a Preamble stating that “Forests are essential to economic development and the maintenance of all forms of life” and their relevance to sustainable development, governments failed to agree upon a globally enforceable framework for sustainable forestry. Forest certification was created to fill this gap and in the last two decades has become one of the key tools to promote sustainable forest management.

Now, as the world prepares to meet once more for the United Nations Conference on Sustainable Development – Rio+20 (UNCSD) in June 2012 - to take stock of the achievements over the last 20 years, PEFC has increased its efforts to promote the sustainable management of forests, especially of those in globally sensitive areas outside Europe and North America. The result is the Rio Forest Certification Declaration, a declaration of 10 principles of forest management with a strong recognition of the importance of social issues.

The Declaration opened for signatures in November 2010 in Rio de Janeiro, and throughout 2011 PEFC promoted it at every opportunity through its outreach and advocacy activities, during training activities and workshops, and through its different publications and websites.

The Rio Forest Certification Declaration, which has been signed by hundreds of people worldwide, has now been translated into six languages. It has been delivered to Rio+20 for inclusion in the final document of the Conference. The text of the full Declaration is available for consultation and signature at www.rioforestcertificationdeclaration.org and www.rfcd.org.

Going forward, PEFC intends to continue to promote the uptake of the Declaration and implementation of the principles it contains, especially in those regions of the world where forest certification remains weak.

THE 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

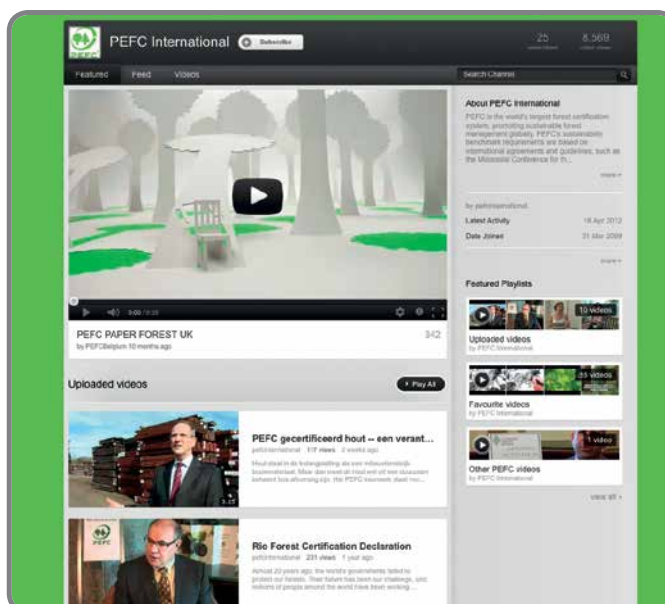
ONLINE COMMUNICATIONS AND SOCIAL MEDIA

PEFC's website is becoming an important source of information on forest certification, with visits to the websites increasing by 16 percent compared to 2010 and more than 9,200 people subscribed to PEFC newsletters by the end of 2011.

In total, PEFC published more than 110 news articles, keeping stakeholders abreast of the latest information from the world of certification, and adding an additional 15 case stories to a rapidly growing library of practices in Chain of Custody and forest certification.

Social media is an important element in PEFC's outreach activities, and the organization is present on:

- Twitter: www.twitter.com/PEFC
- LinkedIn: www.linkedin.com/company/programme-for-the-endorsement-of-forest-certification-pefc
- Facebook: www.facebook.com/PEFCInternational
- Youtube: www.youtube.com/user/pefcinternational
- Scribd: www.scribd.com/PEFCInternational



PEFC IS A MEMBER AND/OR HAS CONSULTATIVE STATUS WITH SEVERAL ORGANIZATIONS, INCLUDING:

- Congo Basin Forest Partnership (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 MEMBERSHIP STATS / FACTS & FIGURES

STATISTICAL DATA (AS PER END OF DECEMBER, 2011)

TOTAL CERTIFIED AREA:

245.1 million hectares

This is an increase of 6.75% from last year's 229.6 million hectares.

TOTAL CHAIN OF CUSTODY:

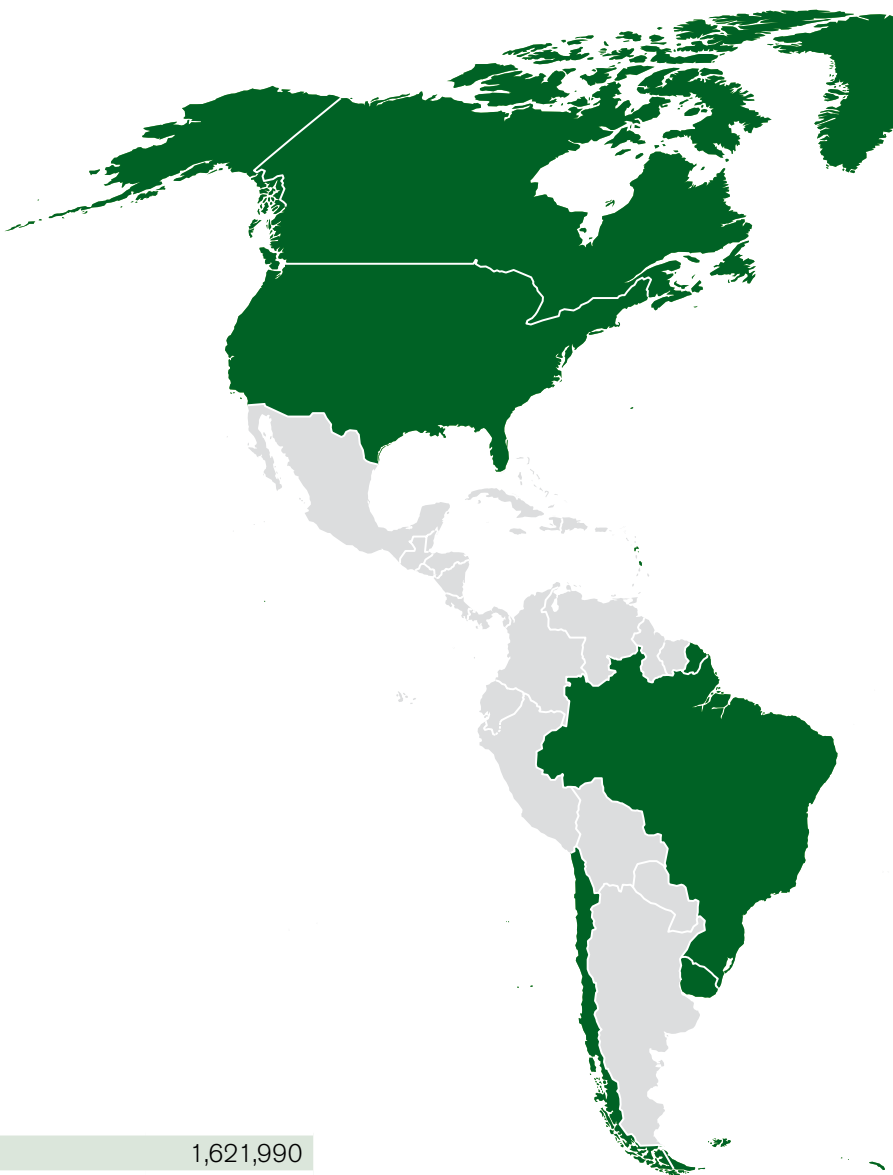
8,797

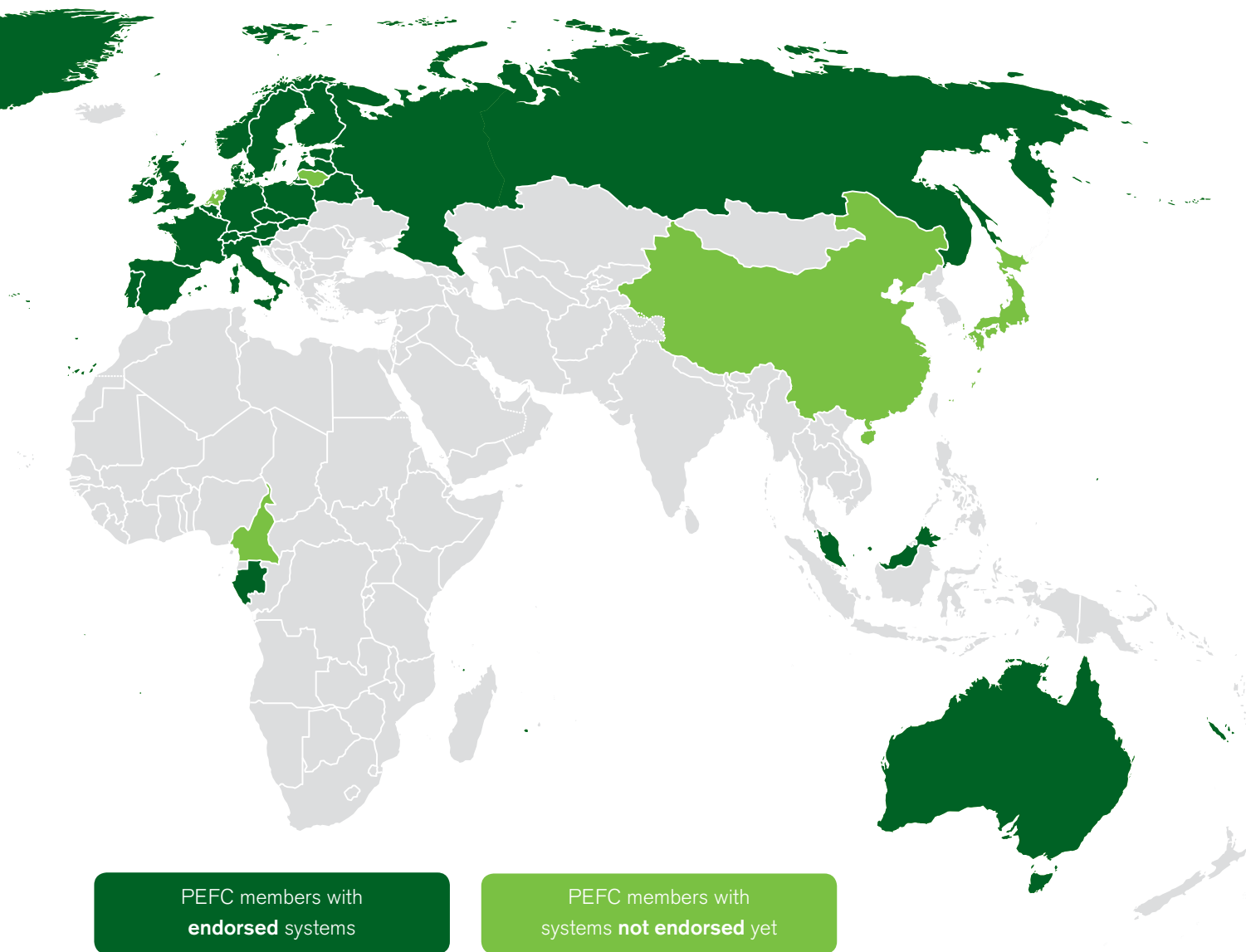
This is an increase of 14.3% from last year's 7,695 Chain of Custody certificates.

PEFC CERTIFIED FOREST AREA (AS OF 31 DECEMBER 2011)

| COUNTRY | HECTARES |
|----------------|------------|
| Australia | 10,069,605 |
| Austria | 857,398 |
| Belarus | 7,773,600 |
| Belgium | 286,475 |
| Brazil | 1,260,164 |
| Canada (CSA) | 56,881,155 |
| Chile | 1,913,521 |
| Czech Republic | 1,883,149 |
| Denmark | 234,789 |
| Estonia | 878,468 |
| Finland | 21,068,333 |
| France | 4,970,110 |
| Germany | 7,395,066 |
| Italy | 742,914 |

| | |
|--------------------|--------------------|
| Latvia | 1,621,990 |
| Luxembourg | 28,439 |
| Malaysia | 4,646,068 |
| Norway | 9,115,902 |
| Poland | 4,000,734 |
| Portugal | 216,918 |
| Russia | 177,396 |
| Slovak Republic | 1,226,302 |
| Spain | 1,461,424 |
| Sweden | 14,561,289 |
| Switzerland | 206,083 |
| UK | 1,298,047 |
| USA (ATFS) | 10,852,845 |
| USA + Canada (SFI) | 79,496,752 |
| TOTAL | 245,124,936 |





SYSTEM NEWS

New PEFC Endorsements

- PEFC Ireland
- PEFC Uruguay
- PEFC Belarus - Chain of Custody Standard

PEFC Re-Endorsements

- PEFC France
- PEFC Sweden
- PEFC Austria
- SFI
- PEFC Canada
- PEFC Latvia
- CERFLOR (Brazil)

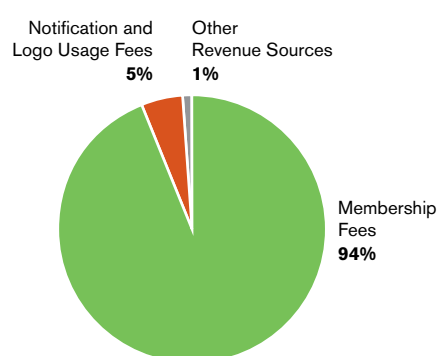
CHAIN OF CUSTODY CERTIFICATES

Top three countries with the most Chain of Custody certificates issued

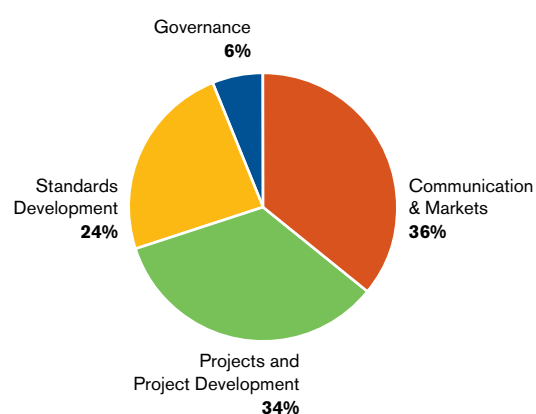
| COUNTRY | CERTIFICATES |
|----------------------------|--------------|
| France | 1,997 |
| UK | 1,324 |
| Germany | 1,263 |
| ... and 53 other countries | 4,213 |
| TOTAL | 8,797 |

BUDGET

INCOME SOURCES (2010)



EXPENDITURES (2010)



In 2010, PEFC operated on a total income of CHF 2,538,409 and closed the year with a loss of CHF 103,058.

BOARD MEMBERS

CHAIRMAN



William Street is currently Chief of Staff 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 current position, his experience with the forestry sector is extensive. It includes: Director of Research and Education of the International Woodworkers of America, US, the largest US forest and mill workers union; and Director of the Global Wood and Forestry Programme for the International Federation of Builders and Woodworkers (now Builders and Woodworkers International), a global trade union federation.

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 Masters of Science in Politics & Government from the University of Oregon and has written on poverty reduction and sustainable forestry.

Term of Office until: 2012

VICE-CHAIRMEN



Sheam Satkuru is Director of the Malaysian Timber Council with responsibility for Europe. Ms. Satkuru 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 Forest Director of the Finnish Central Union of Agricultural Producers and Forest Owners (MTK) and a representative of family forest owners in several national and international forest policy bodies and organizations. He is a forestry graduate from the University of Helsinki.

Term of Office until: 2013



BOARD MEMBERS



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 draws on eight years' experience as Secretary General of the Confederation of European Forest Owners (CEPF) and is currently on the Board of IFFA, the International Family Forest Alliance, and a Senior Policy Advisor to the Consortium of the German Forest Owner Associations.

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, and is a member of the Council of the Commonwealth Forestry Association; he is currently Chairman of PEFC UK.

Term of Office until: 2014



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

Term of Office until: 2014



Karen Brandt is Vice President for Market Affairs of the Sustainable Forestry Initiative (SFI). Before that she led the BC Market Outreach Network, an agency of the British Columbia Government. Ms. Brandt's forest experience includes six years as Senior Manager with the BC Ministry of Forests.

Term of Office until: 2013



Genevieve Chua has been working in the paper industry since 1990. After working for KPMG as an Audit Supervisor, she became Chief Financial Officer for PaperlinX, Singapore, before assuming her current role of Managing Director.

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.

Term of Office until: 2013



Julian Walker-Palin is a retail specialist. He has been 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



Hans Drielsma is Executive General Manager of Forestry Tasmania, the government owned business enterprise which manages Tasmania's State forests. A professional forester by training and Fellow of the Institute of Foresters of Australia, he is also Director of Australian Forestry Standard Ltd.

Term of Office until: 2012



Michael Proschek-Hauptmann is Managing Director of the Umweltdachverband, an umbrella organization of 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: 2012

PEFC STAFF



Ben Gunneberg, Secretary General

A graduate of Aberdeen University and a chartered forester with a Masters in Business Administration from the Open University, Ben has spent most of his working life in the forest sector where he started 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. He 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.



Will Ramsay, Communications Officer

Will holds a BA in International Environmental Policy from the Open University, and has worked in the environmental field since 2005 when he started at Green Cross International in Communications. He joined PEFC at the beginning of 2009.

PROJECTS & DEVELOPMENT UNIT



Sarah Price, Head of Projects & Development

A graduate of Yale University and the University of British Columbia, Sarah has over ten years of experience in the field in South America, Southeast Asia and North America. Before joining PEFC, Sarah worked for The Forest Trust (TFT) and The Forest Dialogue (TFD).



Rémi Sournia, Projects & Development Officer

Rémi holds a Master's degree in Environment and Agronomy from AgroParisTech, France. He has worked in the sustainable development field since 2006. Prior to joining PEFC, he worked for The Forest Trust (TFT) as Coordinator of the European Union project Timber Trade Action Plan (TTAP).

TECHNICAL UNIT



Michael Berger, Head of Technical Unit

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



Christian Kämmer, Technical Officer

Christian holds a degree as a Forest Engineer from the University of Applied Science in Göttingen, Germany. He joined PEFC full-time as a Technical Officer after working as a Research Assistant on a temporary basis.

FINANCE & ADMINISTRATION



Gill Parker, Finance

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



Doris Dinkova, Finance Officer

Doris holds a Master in the Goldsmith's trade from the National Art School, Berne, Switzerland. Prior to joining PEFC she worked in several multinational companies including the Heinz Group and WeightWatchers. Doris joined PEFC in 2011.



Natalie Faulkner, Office Manager

Natalie joined PEFC International after 22 years in the US and Mexico working for several multinational companies. Nathalie is Office Manager and Executive Assistant to the Secretary General.

PEFC INTERNATIONAL MEMBERS

ENDORSED MEMBERS (AS OF 31 DECEMBER, 2011)

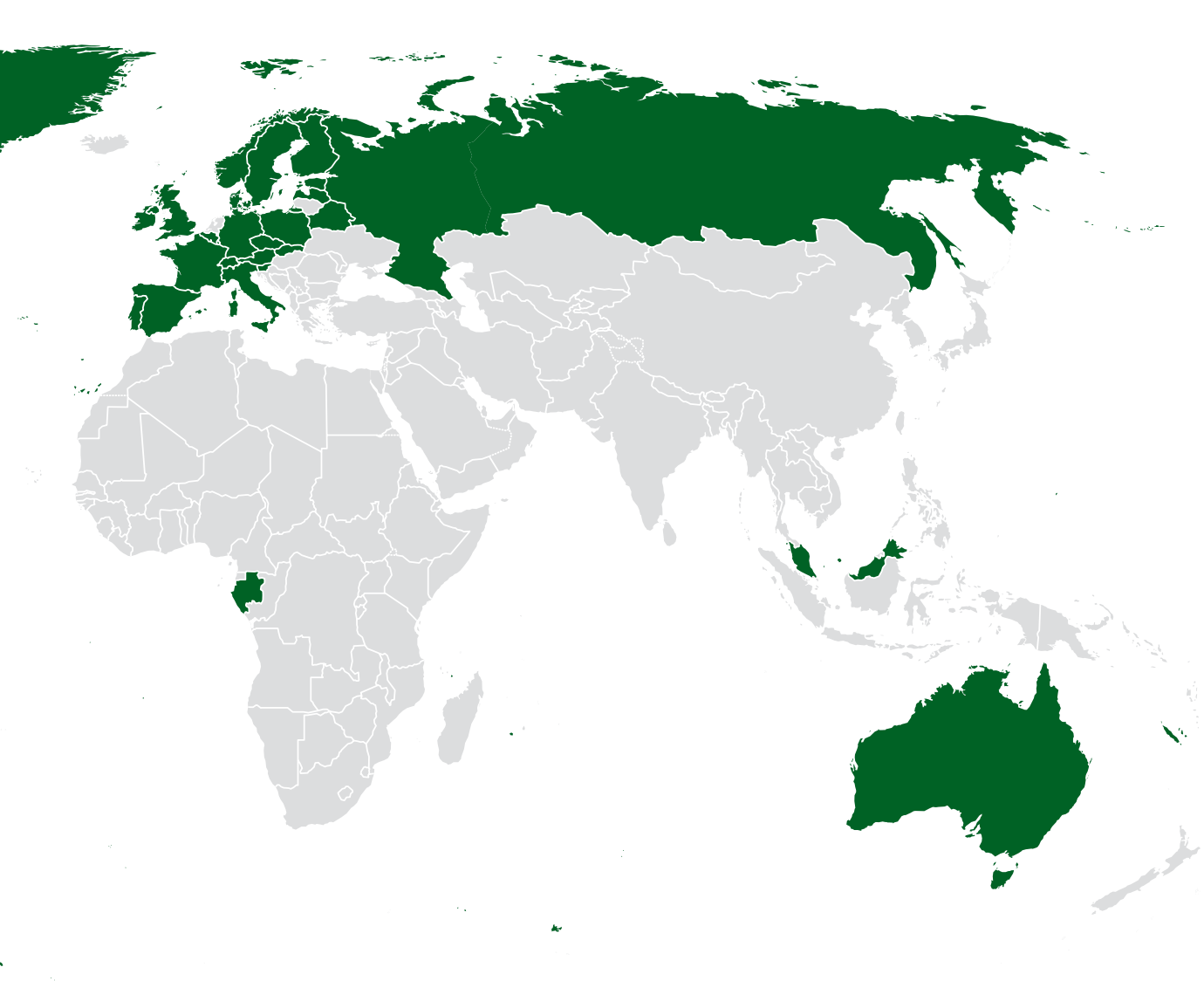
| COUNTRY | NAME |
|-----------------|--|
| Australia | Australian Forestry Standard |
| Austria | PEFC Austria |
| Belarus | Belarusian Association of Forest Certification |
| Belgium | PEFC Belgium |
| Brazil | Brazilian Forest Certification Programme (CERFLOR) |
| Canada | PEFC Canada |
| Chile | 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 | PAFC Gabon |
| Germany | PEFC Germany |
| Ireland | PEFC Ireland |
| Italy | PEFC Italy |
| Latvia | PEFC Latvia |
| Luxembourg | PEFC Luxembourg |
| Malaysia | Malaysian Timber Certification Council (MTCC) |
| 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 | American Tree Farm System (ATFS) Sustainable Forestry Initiative (SFI) |
| Uruguay | Sociedad de Productores Forestales del Uruguay |

International Stakeholder Members:

- APP Timber
- 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)
- International Family Forestry Alliance (IFFA)
- Metsä Group
- StoraEnso



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)
- Union of Silviculturists of Southern Europe (USSE)



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