



Sustainable Landscapes for Sustainable Livelihoods

PEFC Forest Certification Week

Bali • Indonesia • 14-18 November 2016



PEFC Week 2016 Newsletter





Welcome to PEFC Week!

It is my pleasure to present you with the PEFC Week newsletter. I hope that this gives you a glance of some of the key highlights and achievements of PEFC and our national members over the last year.

One of the core strengths of PEFC is that we are a global organization with local reach, with our “national members” taking ownership of their national forest certification systems. This ownership of local activities is key to the strong commitment of local stakeholders, organizations and individuals, and their contribution to the overall objective of PEFC: a world in which people manage forests sustainably.

While at the heart of the work of national members is developing and running their national forest certification systems, their activities don't stop there. National members undertake a wide range of actions to involve stakeholders, ensuring that people like you and me are aware of the importance of responsible forestry and the value that PEFC provides and, importantly, that we all feel equally welcome to engage in an open, transparent and inclusive manner. Turn the page to read some of the activities by our national members in 2016.

At international level, we endorse national forest certification systems based on the globally recognized PEFC Sustainability Benchmarks. These benchmarks are revised regularly, with the involvement and support of everybody interested.

The latest revision process is underway now, and set to be completed in 2017. Read on to see our progress and how you can get involved.

The activities of PEFC International are not limited to standards and system endorsement. There is a lot more to what we do: from improving market conditions for certified products, to advocacy and communication, advancing knowledge, capacity and collaboration, through to projects that support the development of national systems and working with smallholders to ensure their full inclusion in our vision. As you will see later, 2016 was an especially pivotal year for us in Asia.

Finally, I am delighted to share with you some examples showing how momentum is gathering throughout all our activities: from the increasing prevalence of the PEFC label on products and our acceptance in ever more public and private procurement policies, to our progress in Asia.

I invite you to turn the page and explore the world of PEFC!



Ben Gunneberg





Sustainable Landscapes for Sustainable Livelihoods

This year our PEFC Forest Certification Week is all about sustainable landscapes for sustainable livelihoods. But what does this mean, and why are we focusing on it?

With 7 billion people living on the planet, demands for food and fiber continue to mount. Agriculture, conservation, development and other land uses all compete for space. What we see now is the increasing recognition of the essential role that forests and trees play in providing solutions to these complex, global challenges. The role of forests has been further reinforced within the United Nations Sustainable Development Goals (SDGs) and the Paris Climate Accord.

But with this global attention there also comes a call to action for the forest sector to exercise leadership and support the delivery of more ambitious forest-based solutions. Together we need to demonstrate that sustainable forestry and forest certification can contribute beyond traditional boundaries to accelerate sustainable development.

PEFC Forest Certification Week, which brings together forest experts from around the world, will be a great starting point, but we must continue to work together to ensure we can further the impact of forest certification to promote sustainable landscapes where trees deliver maximum positive impacts to people and the environment.

About PEFC

PEFC, the Programme for the Endorsement of Forest Certification, is a leading global alliance of national forest certification systems. We were founded by small- and family forest owners to demonstrate excellence in sustainable forest management.

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

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



Enabling sustainability in forests around the world: the PEFC alliance

PEFC is a global organization with local reach. We are a worldwide alliance that strives, through the commitment of national forest certification systems, NGOs, associations, companies and committed individuals, for a world in which people manage forests sustainably.


At the heart of our work is the endorsement of national forest certification systems, and it is our national members who are responsible for developing and running the system in their country. We choose to work this way because we believe that while the concept of sustainable forest management is global in nature, its implementation is local.

Through the national systems, we can ensure that the sustainable forest management requirements of each country are tailored to the specific forest ecosystems, the legal and administrative framework, the socio-cultural context and other relevant factors.

However, our members do much more than just run their national system, take a look!



2016 saw many new organizations join the PEFC alliance, both national members and international stakeholder members. Our international stakeholder members perform a vital supporting role to our work, and include companies, organizations and associations whose principles and objectives are in line with ours.



Members
before 2016



NEW members
in 2016

1. PEFC Canada awarded the Algonquin Park Forest Advisory Group with the 2016 Stewardship Award for their leadership and personal commitment to the development and certification of good forestry practices.

2. Sustainable Forestry Initiative Inc. (SFI) awarded grants for 19 projects to help further understanding of the conservation benefits of managed forests, and to strengthen the connection between communities and forests.

WestRock Company: a leading global packaging company, providing paper and packaging solutions in consumer and corrugated markets.

3. CERFOAR (Argentina), **CERFLOR** (Brazil), **CERTFOR** (Chile) and **PEFC Uruguay** gathered alongside certified companies, procurers, retailers and the media to strengthen PEFC in the South American marketplace and raise awareness of the value of PEFC certification.

4. Sustainable business models and brands took to the stage for **PEFC Spain's** GREENtoGOLD international seminar.

5. PEFC Belgium celebrated the International Day of Forests by teaming up with Revolve to bring stunning photographs of forests into the heart of Brussels.



The **European Confederation of Agricultural, Rural and Forestry Contractors (CEETAR)**: represents the interests of around 150,000 companies and nearly 600,000 workers.

The **European Biomass Association (AEBIOM)**: an international nonprofit organization aiming to develop a sustainable bioenergy market based on fair business conditions.

6. **PEFC Netherlands** celebrated as the country's first forest owners achieved PEFC sustainable forest management certification.

7. **PEFC Germany** will roll out a new marketing campaign for certified companies by 2017, providing a wide range of services, from classical image elements to innovative online and print components.

8. **PEFC Italy**, together with Interpol and other partners, undertook an influential project to strengthen anti-corruption instruments to fight illicit activities in forest and forest-related sectors.

9. The **Hungarian Forest Certification Non-profit Ltd.** became the national member for Hungary. Their system has been submitted to PEFC and is expected to be endorsed in 2017.

Connecting Natural Values and People (CNVP): an international organization with expertise in forestry and rural development, focused specifically on the Balkans.

10. Fashion was in the spotlight in September as **PEFC Finland** brought together paper and clothing in spectacular style.

11. Following a successful PEFC Collaboration Fund supported project, **PEFC Latvia** welcomed the first private forest owners to achieve PEFC certification.



Delivering impacts in the forest and beyond: an Asian focus

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, we carry out a wide range of projects around the world.

Through innovative methods and partnerships adapted to local conditions, we have enabled stakeholders to develop national forest certification systems, increased the area of sustainably managed forests, grown market demand for responsibly produced products and improved access to forest certification for forest owners, from the large to the small.

Though we work around the world, 2016 was a particularly pivotal year for our work in Asia – take a look and see for yourself!

PEFC progressing in Asia

In the last year, over 6.7 million hectares of forest in China and Indonesia have come under PEFC sustainable forest management certification. This is added to the almost 4 million hectares of Malaysian forests that have been certified for several years, making PEFC the largest forest certification system in Asia. With the Japanese national forest certification system achieving PEFC endorsement earlier in 2016, certified hectares in Japan are expected soon.

Other countries are set to join in the near future. India and Republic of Korea became PEFC national members within the last year, while Thailand will join soon. We are also working with Laos, Mongolia, Myanmar, Nepal, the Philippines and Viet Nam, all of which are at various stages of the journey towards PEFC membership and endorsement.

Supporting national stakeholders

Supporting the establishment of national stakeholder-led platforms to be responsible for the development of national forest certification systems is a key component of our work in Asia.

As countries move along the system development process, we tailor our support to each country's

specific needs and situation. From more broad information for countries just starting the process, such as Mongolia, Myanmar, Nepal and the Philippines, to more detailed information for those closer to completion, including India, Republic of Korea, Thailand and Viet Nam.

This year also saw us receive financial support from the Prince Albert II of Monaco Foundation to accelerate the establishment of a forest certification system in Nepal.

Driving innovation in forest certification

As every country is different, each one facing their own challenges to achieving sustainable forest management and forest certification, we continue to develop and implement different approaches and methods – as one size does not fit all.

In Thailand, we are supporting stakeholders develop their national system, with the specific needs of the country's smallholders in mind. With a large amount of 'forest-based' materials not coming from forests, but from trees outside of forests, the project will design innovative mechanisms that will enable these landowners gain certification.

In Indonesia, we are partnering with the Indonesian Forestry Certification Cooperation (IFCC) to make forest certification more accessible within community forests. More than 3.4 million households rely on these forests for their livelihoods, but forest certification continues to be inaccessible. The project will therefore help stakeholders to develop a new community forestry standard and group certification procedures.

Complementing the Vietnamese government's national ambitions, we are partnering with national and international stakeholders to build the capacity of smallholders, cooperatives and provincial cooperative alliances in central Viet Nam. We are working closely with the Thua Thien Hue Cooperative Alliance to provide them with technical support and assistance as they develop a cost-effective model for group certification in the country.





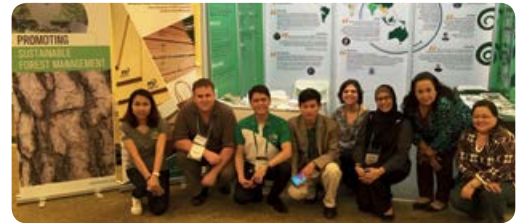
Growing the demand for certified products

While forest certification ensures that the forests are managed responsibly, Chain of Custody certification is needed to track the products from the forest to the consumer. There has been a steady rise in the number of PEFC Chain of Custody certificates in Asia, with almost 1000 certificates issued by mid-2016. Just 10 years ago, there were no certificates in this region.

A key way we raise awareness, build capacity and encourage the uptake of PEFC certification in Asia is through our two PEFC offices in China and Japan. While our original focus was on these two countries, growing interest and demand for PEFC has meant we have expanded our activities over the last few years to deliver the support needed to increase certification throughout the region.

Outreach activities are conducted on a regular basis, this year that includes Asia-Pacific Forestry Week in the Philippines and Asian Paper 2016 in Thailand. These high profile events are complemented training events, seminars, workshops and one-on-one meetings with key stakeholders that we deliver in cooperation with partners in the region.

In Viet Nam we opened a PEFC Support Desk at the Handicraft and Wood Industry Association (HAWA) office to act as a center point for providing technical support to the furniture processing hotspot of Ho Chi Minh City and adjacent provinces.



Making the best even better: our international standards evolve

The development of international standards is at the center of what we do. These standards form the basis for nearly all of our other activities, from endorsing national systems to providing certification solutions.

Every one of our standards goes through a detailed and rigorous development process and is revised on a regular basis. In each case, the development and revision process is consensus-driven, open and transparent, and involves all the relevant stakeholders.

When developing or revising a standard, we make sure that everyone affected by the standard is represented in the process. Furthermore, we ensure that there is always balanced representation of stakeholders, so that no one interest can dominate.

The process in action!

The revision of our standards takes place every five years, to ensure that they continue to incorporate the latest knowledge, best practices and evolving stakeholder expectations. The latest revision process is underway now: starting in early 2016 and set to be complete by 2017.

The majority of our standards are under revision, these are:

- Sustainable Forest Management
- Group Forest Management Certification
- Standard Setting
- PEFC Logo Usage Rules
- Chain of Custody of Forest Based Products
- Requirements for Certification Bodies conducting PEFC Chain of Custody certification
- Endorsement and Mutual Recognition of National Systems and their Revision

Keeping sustainable forest management up-to-date

Our sustainable forest management standard is at the core of what we do. It reflects what stakeholders globally consider as sustainable forest management, and provides the basis for the requirements that forest owners or managers must meet to achieve PEFC forest certification at local level. We therefore need to ensure that it continues to meet the demands and expectations – now and in the future.

One of the latest developments within forest certification is the ambition to enable the certification of trees outside forests (ToF). The working group has already discussed the need for the different ToF production systems to be better represented in our standard.

Another important consideration is the potential development of a Certification Guide for non-wood forest products (NWFP) to enable PEFC certification of products such as wild food and cork. We are also looking to strengthen the certification of ecosystem services, and will soon begin a pilot project to gather further information.

Conversions are also in spotlight as the working group explores the development of innovative approaches that balance sustainable natural forest management with plantation conservation benefits.

Finally, we will strengthen the social aspects of the standard, with new requirements aimed at fair wages and gender equality.

How you can get involved

While our 2016-2017 standards revision process is well underway, there are still many ways that you can get involved - just have a look at the diagram to the right to see what suits you.

Find out everything about the current standards revision process, from the key talking points to the latest news: www.treee.es/standardsrevision2016

Contact us! If you have any questions, please get in touch:

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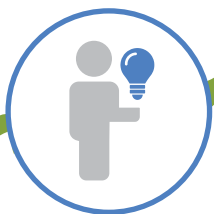
Make sure our standards meet your expectations

Whoever you are, no matter your background, nationality or career, you can help to shape our international standards, making sure they reflect your needs. Just take a look at how you can get involved.

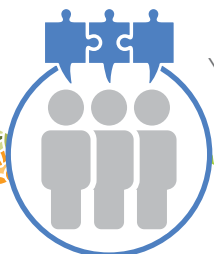
At the start of any standard development or revision, we need a working group to lead the process. Everybody can **nominate a representative** to be in a working group. This is your chance to get someone who represents your interests – or yourself – into the process.



Once we are underway, you can comment on and discuss specific issues arising from some of the standards by joining an **expert forum**. These are open to everyone and provide valuable advice to the working group.



You can also meet with fellow stakeholders during our **stakeholder conferences**, which are held in different locations around the world. Come and join the discussion about the direction of the standard and give your input.



About half way through, the working groups will have an enquiry draft standard ready for a **public consultation**. This is when we need you! Read the draft, make your comments and give direct feedback. Every comment made will get an answer.



After several meetings, taking into account all your comments and advice, the working group will make a **final draft of the standard**. This must be **approved** by the PEFC General Assembly before it is **published**.



Our standards are developed by **working groups**. These consensus-driven groups will meet several times throughout the process. We make sure, with your help, that these groups represent everyone affected by the standard. What's more, the members not only bring their own knowledge and experience, but that of their network too.





Building on the past for a bright future: examples of progress

With almost twenty years behind us, a lot has changed at PEFC, but our vision has remained the same: a world in which people manage forests responsibly. Recent years have seen momentum gather throughout all our activities: from the increasing prevalence of the PEFC label on products and our acceptance in ever more public and private procurement policies, to the progress in Asia that we covered earlier. Just look at the number of new members to have joined the PEFC alliance in the last years! Here we bring together a few of our highlights from 2016.

PEFC Collaboration Fund reaches the next level

2016 marked the sixth edition of our PEFC Collaboration Fund, a small grants program aimed at encouraging locally relevant progress in sustainable forest management and fostering collaboration and dialogue amongst different actors.

This year we received more project proposals than ever before and it was extremely exciting to see the breadth of solutions and innovations that our members and forest partners are putting forward.

We selected six excellent projects, from working with the Federation of Thai Industries to bring Thailand's rubber sector into forest certification, to supporting KoFPI as they increase market awareness of forest certification and PEFC in the Republic of Korea.

In South Africa we are assisting NCT Forestry as they create an innovative new approach to ensure the country's smallholders can achieve certification. In the Southern US we are supporting the American Forest Foundation roll out a landscape management plan to enable small-forest owners within the Red Hills of Florida gain certification.

With a long history of supporting the development of national forest certification systems, this year was no different, as we begin supporting the Philippine Center for Environmental Protection and Sustainable Development as they lead the national system development process.

In a move away from the more traditional Collaboration Fund projects, 2016 will also see us enter into the world of fashion, as we support PEFC Italy's innovative 'Forests for Fashion' project.

Green Building's LEED Credit promotes sustainable forestry

The green building movement – from architects and builders to specifiers and planners – are now benefitting from an expanded range of responsibly sourced timber and forest products eligible for Leadership in Energy and Environmental Design (LEED).

The U.S. Green Building Council (USGBC) issued an Alternative Compliance Path (ACP) earlier this year rewarding building projects that use “wood products from certified sources as defined by ASTM D7612-10”, which includes PEFC. The ACP will apply to all LEED v4 rating systems including Homes v4 and to all LEED 2009 rating systems.

We are looking forward to innovative construction projects that are both LEED and PEFC Project Chain of Custody certified.

Australia's illegal logging regulation recognizes PEFC

PEFC-certified companies are now recognized as automatically meeting the due diligence requirements in Australia's Illegal Logging Prohibition Regulation 2012. Under this regulation, importers of regulated timber products, and processors of Australian harvested logs, are required to establish and maintain a documented due diligence system.

Australia's Department of Agriculture and Water Resource has determined that under the PEFC Chain of Custody standard, certified businesses are required to maintain an equivalent due diligence system. This means that PEFC-certified businesses can rely on their existing business practices to comply with the due diligence system requirements under the illegal logging regulation.



Mäihä leads the way for Nordic PEFC project certification

Following in the footsteps of Italy, Spain and the UK, this year the first Nordic PEFC project certified building was unveiled. The beautiful wooden apartment block, Mäihä, built with modules of PEFC-certified cross laminated timber (CLT) from Stora Enso, was revealed at Finland's Seinäjoki Housing Fair.

"With it being the first PEFC-certified property in the Nordic countries, this building project has been both interesting and challenging," said Pia Tilli, DNV GL, the independent certification body responsible for verifying the origin of the materials.

"The high quality and their refusal to compromise is clear to see in the beautiful finishing and final output. And despite the tight schedule, this PEFC project was completed as planned."

"One of the advantages of wood construction is speed. The foundations were started in November, and just half a year later the building was ready," said Timo Mantila, Chief Executive Officer of Lakea Oy, the company in charge of construction, highlighting a benefit of building with wood.



PEFC project certification allows companies to take advantage of PEFC certification for their projects, enabling the independent verification of the use of certified timber in a one-off project, despite not all parties involved being certified. ✓

Innovative partnership to reach consumers

PEFC-certified, sustainably managed forests are the source of Crédit Agricole's new sustainable cheque books. Crédit Agricole, a leading retail bank in Europe, reaffirmed their commitment to sustainable forest management and met their customers' expectations by choosing PEFC-certified paper.

The choice of PEFC is "a major issue, as the responsible management of forests is an important tool in the fight against climate change," said Stanislas Pottier, Director of Sustainable Development for Crédit Agricole S.A.



PEFC: stronger together

As a global organization, it is vital that no matter where we are in the world, we can all work together efficiently and effectively: this makes collaboration key. Though this might not be our most obvious activity, we do a lot of work behind the scenes to develop the skills of the PEFC alliance and continue to improve our internal communication and coordination.

Take our marketing work as an example. In the last year we have developed an e-training course to help our members advance their influencing skills as they go out to meet with companies. We have also built a range of tools that will enable companies to promote PEFC themselves, with the first step our new video - Forests Matter: The why and the what of PEFC for companies.



For more information
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