

MAKING  
CERTIFICATION  
**SMART**

**PEFC Forest Certification Week**

Helsinki • Finland • 13-17 November 2017



# PEFC Week 2017 Newsletter







# Welcome to PEFC Week!

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

It has been fantastic to see the breadth of innovative activities undertaken by our members. Whether it is reaching out to the public with exciting and interactive installations, or branching out into new areas of certification, I am truly impressed. Sustainable community forest management is being pioneered in Indonesia and there has been a big step towards PEFC-certified forest area in Africa. If you visited a European forest this summer, you might have seen stunning sculptures made of forest material, or even wishes written in sand winding along a path. Turn the page to get a taste of what the PEFC alliance has been up to in 2017.

At our PEFC International office in Geneva we continued to work tirelessly on the revision of our international standards. We review and revise our standards every five years to ensure they continue to meet expectations, best practices and scientific advances. Of course, we do not do this work alone. All standards are developed by multi-stakeholder working groups, with all decisions made by consensus. From strengthening social requirements in the sustainable forest management standard to updating our endorsement procedures, a lot is set to change. Read on to see the main changes expected and how you can get involved.

Through our project work and partnerships around the world, we are pushing the boundaries of sustainable forest management. From advancing forest certification to supporting the development of new technologies with our members and partners, we continue to learn and evolve. In particular, I am excited to see how the six projects supported by the 2017 PEFC Collaboration Fund will progress over the next few years. Our project work has increased significantly in recent years, far more than can be fitted into this short newsletter. If you want to discover more, then please head to our website, and if you want to get involved, then let us know!

Finally, I am delighted to share with you the 12 winning photographs from our Experience Forests, Experience PEFC photo contest. These amazing images were selected from the more than 11,000 photos entered into our global contest – I hope you enjoy them as much as I do!

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



Ben Gunneberg





# Making Certification Smart

During this year's PEFC Forest Certification Week we will have the chance to explore the theme: making certification smart. Innovation and technology is all around us, but how often do we stop and consider how we could better use it to support forest certification? Our Stakeholder Dialogue will do exactly that. Bringing together the PEFC family, partners and technology providers, we will have the perfect opportunity to see, discuss and learn how technology can help us overcome barriers and reach new horizons.

Bring your big ideas and complex challenges and let's work together to re-imagine how forest certification might re-equip for the next decade.



## About PEFC

PEFC, the Programme for the Endorsement of Forest Certification, is the world's leading forest certification system. 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 and make a positive choice by choosing them.

As an umbrella organization, PEFC endorses national forest certification systems developed through multi-stakeholder processes and tailored to local priorities and conditions.





# Making Certification Smart: 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 individuals, for a world in which people manage forests sustainably.

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

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

However, our members do much more than just run their national system: from developing innovative ways for engaging the public, young and old, to venturing into new areas of certification.

Thanks to **PEFC Germany's** "Forest of Wishes" campaign, people from around the country could share their personal wishes for the forests of the future. Action artist Gijs van Bon then brought the most popular wishes to life! Drawn in sand, hundreds of wishes wound their way through the forest. At the end, a tree was planted for every wish in Brilon, the German PEFC Forest Capital 2017. The campaign was supported by five partners: Bauhaus, toom, WestRock, Ostheimer and Decker.

With their innovative Wood'Kit, **PEFC Belgium** are using activities to encourage children from across the country to get out into their local forests and streams. Fun and educational, the Wood'Kit is helping to bring youngsters and forest managers closer together.



The **Sustainable Forestry Initiative** (SFI) became the new home of Project Learning Tree, an award-winning environmental education programme that uses trees and forests to increase youth understanding of the environment and actions they can take to conserve it. Since 1976, Project Learning Tree has trained 700,000 educators to help students learn how to think, not what to think, about complex environmental issues.

Work continued on the **South American Promotions Initiative** as our members established a framework to strengthen certification in the region, enhanced their technical skills and planned marketing and communication activities. Chile, Argentina and Uruguay held their third regional meeting and there was a Chain of Custody training course in Argentina with local certification bodies.

Beekeepers in Uruguay may soon be producing PEFC-certified honey! **PEFC Uruguay** signed an agreement with the Administrative Regulatory Commission (CAR) to carry out a pilot plan to implement PEFC Chain of Custody for beekeeping production in PEFC-certified forest areas.

A first for PEFC in Africa, **PAFC Gabon Week** took place in September, funded by IDH. Auditors received training, preparing for the first sustainable forest management audits in Africa – with one already carried out by the end of September. Several forest operators also attended a two-day information session: some plan to have their own operations audited by the end of the year, while others came out with a new perspective on certification.

**PAFC-Congo** became the PEFC national member for the Republic of Congo.

*"With its careful balance of the environmental, social and economic benefits forests provide to the local forest owners and communities as well as society at large, we are convinced that PEFC certification is the right choice for our country."*  
Brice Séverin Pongui, Chairman, PAFC-Congo

**NEW  
members  
in 2017**

Strolling through the PEFC-certified forests of Stenico, northern Italy, this summer, you would have come across some fantastic works of art. Part of the annual "BoscoArteStenico", supported by **PEFC Italy**, artists let their imagination run wild, creating sculptures and installations from material found in the wood or out of linden tree trunks.



**Hungary** achieved PEFC endorsement of its national forest certification system.

*"It has been more than 15 years since the first initiative to introduce PEFC forest certification in Hungary. We are thrilled to have achieved this long-awaited endorsement. The latest process was funded and closely supported by the PEFC Collaboration Fund, which was vital to facilitate the co-operation of stakeholders."*

Endre Schiberna,  
Hungarian Forest  
Certification Non-profit Ltd.



As part of Helsinki Design Week, **PEFC Finland** teamed up with architect and environmental artist Marco Casagrande to showcase the future of living. In Helsinki city centre, PEFC Wood Works x Tikku constructed a micro-size apartment house on one parking slot in just one night. Even better, all the wood used in the installation came from sustainably managed, PEFC-certified, forests!



**The Council for Sustainable Forest Management and Certification in Bulgaria** became the PEFC national member for Bulgaria.

*"The benefit of PEFC is that we are responsible for the development of our own national forest certification system. This means we can ensure that our specific needs are taken into account, which is particularly important for our many small- and family-forest owners."* Antony Stefanov, the Council for Sustainable Forest Management and Certification in Bulgaria



**Korea Forest Certification Council (KFCC)**, one of our newest members, will be visible throughout next year's Olympic Winter Games in PyeongChang, Republic of Korea, with the KFCC label on many of the printed materials.

**Double A**, a major pulp and paper producer in Thailand, became a PEFC International Stakeholder member.

*"In PEFC, Double A has found the right organization through which we can promote our trees outside forests based agroforestry, as well as be part of a global system where constant knowledge can be gained through appropriate networking and deliberation."* Thirawit Leetavorn, Senior Executive Vice President, Double A



**South African Forestry Assurance Scheme** became the PEFC national member for South Africa.

*"The complexity and cost of the certification options that currently exist prevents many smaller operations from achieving certification. There is an urgent need to develop a standard that is more relevant to our plantation forestry, particularly for smaller scale operations. This is where PEFC comes in."* Craig Norris, Forest Technology Manager, NCT Forestry



**The Indonesian Forestry Certification Cooperation** (IFCC) pioneered sustainable community forest management in Indonesia with the development of certification requirements adapted specifically for community forests.

The new requirements, developed with the support of the PEFC Collaboration Fund, have been submitted to PEFC for endorsement.



**New Zealand's** first forest owners achieved PEFC certification. Over 400,000 hectares of forest – about 20% of New Zealand's plantation forest estate – are now PEFC-certified!







# Collaboration, inspiration and transparency: revising our international standards

The development of international standards is at the centre of what we do. These standards form the basis for nearly all of our 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.

## Why are we revising our standards?

Time does not stand still. Best practices and experiences evolve, scientific and technological knowledge advances, and society's expectations change. We need to ensure that our standards keep up with this changing world. This is why we review and revise our standards every five years.

## Progress so far

### **Sustainable Forest Management (ST 1003)**

This standard is the basis for the requirements that forest owners must meet to achieve PEFC forest certification at local level, making it one of our most important standards. A significant change is the preparation for the inclusion of certification for Trees outside Forests (ToF). This will make PEFC certification accessible to the millions of farmers and smallholders that do not own or manage forests, but trees on agricultural or settlement land that are currently outside the scope of certification. Social requirements will also be strengthened, with greater inclusion of human rights, the living wage and gender equality.

### **Group Forest Management Certification (ST 1002)**

Balancing the need for robust implementation of our requirements with the need to be as resource efficient as possible, is key to successful group certification. Group certification enables smallholders to pool resources and work together to achieve certification. This means that not all forest owners are audited, making internal sampling an extremely important process and therefore the focus of the changes to this standard. The revised standard will provide an innovative framework for internal monitoring and auditing in certified groups. This will include minimum requirements for internal auditing as well as strengthening the process itself.

### **Procedures for Forest Management Certification (ST 1004, new)**

Independent certification bodies are responsible for checking whether a forest owner fulfils PEFC requirements before awarding them with PEFC certification. This new standard, which expands the scope of the previous PEFC document Annex 6, will significantly strengthen this process. Competencies of auditors, such as a requirement for regular training, will be further specified. There will also be requirements on audit time and scope. This new standard is based on ISO 17021, the accreditation norms for certification bodies operating management system certification.

### **Standard Setting (ST 1001)**

This standard outlines the processes and steps that must take place during the national standard setting process. One of the areas identified for further improvement was periodic reviews. Periodic reviews aim at ensuring that national systems are consistently updated to meet national and international expectations. A periodic review includes a gap analysis, public consultation and consideration of feedback received while the standard is in force. Based on such periodic reviews, national standards can be revised or reaffirmed, the latter meaning that they can remain valid for another five-year period.





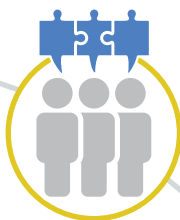
## Get involved!

Public consultations for many of our new and revised standards will be underway within the next few months. We need your input! This is your chance to make comments and give direct feedback, no matter where in the world you live. Every comment made will be considered.

### Upcoming consultations:

- Group Forest Management Certification – *planned for December 2017*
- Procedures for Forest Management Certification – *planned for December 2017*
- Chain of Custody of Forest Based Products – *planned for March/April 2018*
- Sustainable Forest Management – *planned for March/April 2018*

For more information, head to:  
[treee.es/standardsrevision2017](http://treee.es/standardsrevision2017)



### Endorsement of National Systems (GD 1007)

The endorsement procedures have been aligned with the national cycle of five-year periodic reviews. Rather than an endorsement expiring after five years, national systems must achieve milestones in order to retain their endorsement. The first milestone is the timely start of the periodic review at the latest five years after national approval of the standard. In terms of assessment, there will be specific processes for revised and reaffirmed systems, with the assessment of revised systems focusing on changes, making it shorter and lowering costs. To encourage more stakeholders to provide feedback during the international public consultation, we will organize a webinar to introduce the system and highlight the main aspects (and introduced changes for revised systems).

### PEFC Logo Usage Rules (ST 2001)

Getting the PEFC label on certified products while enhancing the protection of the PEFC trademark is the rationale for many of the changes to this standard. The PEFC Label Generator, which makes it straightforward to create print-ready versions of the PEFC label, is set to become mandatory, minimizing the potential for the incorrect usage of our label. The standard will also need a name change, as it will apply to the 'PEFC' initials as well as the PEFC logo, helping to prevent the misuse of our initials by certified entities. We have also kept retailers in mind, developing procedures to make it easier for them to use the PEFC label on certified products.

### Chain of Custody of Forest Based Products (ST 2002)

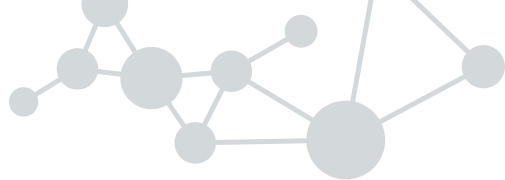
With nearly 20,000 PEFC Chain of Custody certified companies worldwide, this standard has a tremendous impact. There are several improvements for multi-site organizations, such as reducing internal auditing efforts where possible and increased flexibility through moving credits across sites. The percentage-based method will also be simplified. Improvements will be made to the Due Diligence System (DDS) by strengthening the risk assessment indicators and by broadening the scope of the controversial sources definition.

### ISO High Level Structure for management system standards

An important change to the Sustainable Forest Management and Group Forest Management Certification standards will be the adoption of the ISO High Level Structure for management system standards. This expresses our decision to better benefit from well-established management systems for sustainable forest management certification. On the ground, this will mean forest owners and group managers can take full advantage of the benefits of existing or to be established management systems.

*Note: The majority of these standards are still in the revision process, so it is possible that not all the changes mentioned here will be in the finalized documents.*





# Pushing boundaries: projects and partnerships

PEFC uses projects to support the growth of forest certification around the world. Through designing and supporting projects 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.

Projects also provide the opportunity for PEFC, our members and our partners to innovate. Through trying new approaches, pushing boundaries into new places and building creative solutions, we learn. Here are a few of our project highlights.



## Exploring the potential of forests in fashion

The world of sustainable forestry never stands still, and we are always looking to involve new sectors and enable the certification of new products. In recent years, we have turned our attention to fashion.

Forests provide materials and fibres for many of the common consumer products we use today: high heels and handbags made from cork, wooden frames for eyeglasses, and rayon and viscose items in our wardrobes. However, we need to ensure that the forest based materials used to make our clothes originate from sustainably managed forests, and furthermore, that they are made in a sustainable and ethical manner.

In 2014, we were part of the **UNECE/FAO Forestry and Timber Section** 'Forest 4 Fashion' event in Geneva. Together with PEFC members and the UNECE, we continue this work, bringing the trend to a wider audience, while ensuring that forest-based materials originate from sustainably managed forests.

Our Collaboration Fund supported **PEFC Italy** as they teamed up with the **Institute for Italian Design** to bring the sustainable ethos of PEFC into the fashion world. PEFC Italy worked with teachers and fashion students to create a collection of clothes and accessories made entirely from wood and wood-based products, incorporating the use of production scrap and practices that support the use of eco-materials.

Through this collaboration, PEFC Italy and the Institute for Italian Design promoted the clothing range, culminating with a public fashion show in Perugia. Beautiful and innovative clothes and accessories, all made out of materials from PEFC-certified forests, were showcased in front of a packed out audience. The final goal of this project is to place the PEFC label on the clothes, creating the very first PEFC fashion brand!

## PEFC and remote sensing

Remote sensing is an increasingly important tool within the forestry sector. With high quality satellite imagery now freely available, land managers and forest certification systems need to explore how to best use this up-to-date spatial information.

But how many of the criteria and indicators for sustainable forest management can be evaluated using remote sensing? Answering this question was the focus of a project by **Forgis Oy**, supported by the PEFC Collaboration Fund.

An expert analysis of the forest management requirements of the Finnish Certification System found four (17%) of the criteria could be evaluated using

remote sensing. Importantly, these four are the most complicated for reliable verification in the field, with their evaluation usually based on sampling. However, using remote sensing, auditors could evaluate the entire certified area – something that would be prohibitively expensive to do through field audits. In addition, it saves considerable time during the audit process, increases the transparency of certification and ensures the tracking of all the most-sensitive forest management operations.







This analysis was only possible thanks to the development of an online platform that interprets satellite imagery and monitors forest change. Over time, the platform could support stakeholders to analyze the change in forest management within Finland. In the long term, opportunities exist to roll out the use of this platform or others, in additional countries.

We will be exploring this innovation and many others during the 2017 PEFC Stakeholder Dialogue, with the aim of increasing the use of innovative approaches within certification processes.



## Innovative, exciting and pioneering: the 2017 PEFC Collaboration Fund

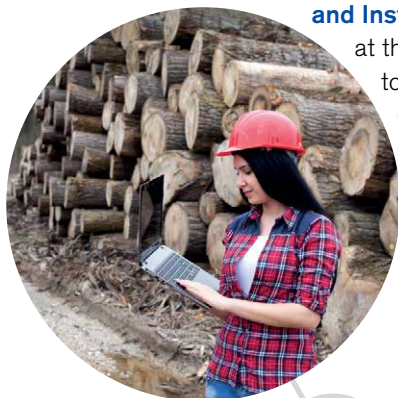
A growing urban population means our forests can seem very far away. However, the link between forests and cities has never been more important. The relationship between the two is at the heart of several of this year's winning Collaboration Fund projects.

We are supporting **Pilot Projects Design Collective** as they link the largest and most influential cities with socially and ecologically important forests. Partners will harness urban resources and consumer power to support community and family-based sustainable forest management.

Charcoal is a major fuel source in Cambodian homes. As more people move to the cities, consumption will rise. We are therefore assisting **GERES** (Group for the Environment, Renewable Energy and Solidarity) as they develop a traceability system to ensure that sustainably produced charcoal makes it onto the urban market.



Globalization and the lure of cities continue to draw young people away from rural areas, leaving forest communities without their next generation of forest workers. We are supporting an exciting project by the **International Forestry Resources and Institutions** (IFRI), embedded at the University of Michigan, to develop new approaches to engage youth in forestry.



Our Collaboration Fund has a long history of supporting the development of national forest certification systems. This year we are helping the **Croatian Forest Research Institute** (CFRI) develop their national system, with particular focus on ensuring forest certification is accessible to the country's growing number of private forest owners.

In India, we are assisting our national member, the **Network for Certification and Conservation of Forests** (NCCF), to raise the profile of forest certification and develop the market for certified products. This will help to ensure demand for certified forest products once the first forest owners achieve PEFC certification.

Encouraging cooperation is a core aim of the Collaboration Fund. Led by **PEFC Denmark**, we are supporting our PEFC members in the Nordic and Baltic region as they seek to increase the effectiveness of their joint operations. From coordinated marketing activities to building capacity, this project will help to increase the reach of PEFC certification in this region.

### Partner with us!

Do you have an idea for a new approach or solution that could support the growth of sustainable forest management and its certification?

This is the origin of many PEFC projects – start the conversation with us and let's see how we can collaborate around it!

Contact us at  
[development@pefc.org](mailto:development@pefc.org)





“Forests are complex habitats and that is why I like them; the fact that every time you walk through one, everything is a little different and there is always something new to discover.”



**Gareth Goldthorpe**

2017 PEFC  
Photographer  
of the Year

# EXPERIENCE FORESTS, EXPERIENCE PEFC



For the first time ever, in 2017 our PEFC national members came together to run a global photo contest. These contests received more than 11,000 photographs, leaving our members with the tricky task of choosing their national winners.

As well as winning a fantastic national prize (like a weekend for two in a certified forest!), the best photos from all the national contests entered the international contest, to compete for the 2017 PEFC Photographer of the Year Award.



From the more than 80 photographs received from the national contests, we managed to choose our favourite 12: all of which you can see on this double-page spread.

With his stunning photo *Morning Star* taken in Bellecombe forest in France, we chose Gareth Goldthorpe as our 2017 PEFC Photographer of the Year!

“Hard work in the forest is often the only way of making a livelihood in rural areas.”

*Tony Potaš*

“Forests are natural heritages that we must protect.”

*Anuradha Marwah*

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## **Morning Star** (Gareth Goldthorpe)

*Bellecombe forest, near Yssingaux, Haute-Loire, France*

ggoldthorpe@gmail.com  
www.garethgoldthorpe.com

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## **Hard Work** (Tony Potaš)

*Tatranská Kotlina, Slovakia*

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## **Woody Fancy**

(Mukhopadhyay Somenath)

*Birbhum, West Bengal, India*

sanam\_mukho@yahoo.co.in  
www.flickr.com/photos/24874715@N03

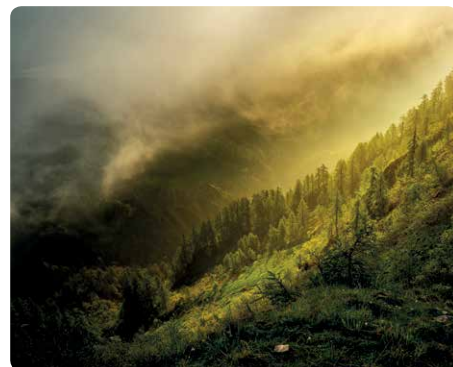


“Without forests,  
our Mother Earth could not exist.  
Not even people could exist.”

*Fabio Becorpi*

“The forest is where I go to relax.  
Just walking through them always  
makes me feel better.”

*Aleš Krivec*



### Wondering Babies of Boreal Owls

(Miroslav Saniga)  
Vel'ká Fatra National Park, Slovakia  
[www.saniga.sk](http://www.saniga.sk)

### Light in the Forest (Fabio Becorpi)

Montefoscoli, Pisa, Italy  
[www.fabiobecorpi.com](http://www.fabiobecorpi.com)

### In the Fog (Aleš Krivec)

Under Krvavka peak, Karawanks mountain range, Slovenia  
[www.dreamypixel.com](http://www.dreamypixel.com)

### The Joy of Living the Nature's Breath (Paolo Salvadori)

Maria Pia, Alghero, Sardinia, Italy  
[psalvadori@live.com](mailto:psalvadori@live.com)  
[www.paolosalvadori.com](http://www.paolosalvadori.com)

### Water Bombing (Sapto Nugroho)

Suligi Hill Forest, Riau, Sumatra, Indonesia

### Autumn in the Forest! (Marco Bertolini)

Beigua Geopark, Liguria, Italy  
[shunka84@yahoo.it](mailto:shunka84@yahoo.it)  
[www.shunkanature.it](http://www.shunkanature.it)

### Panorama (Špela Kurnik)

Tolsti vrh, Slovenia

### Tangled Trunks (Anuradha Marwah)

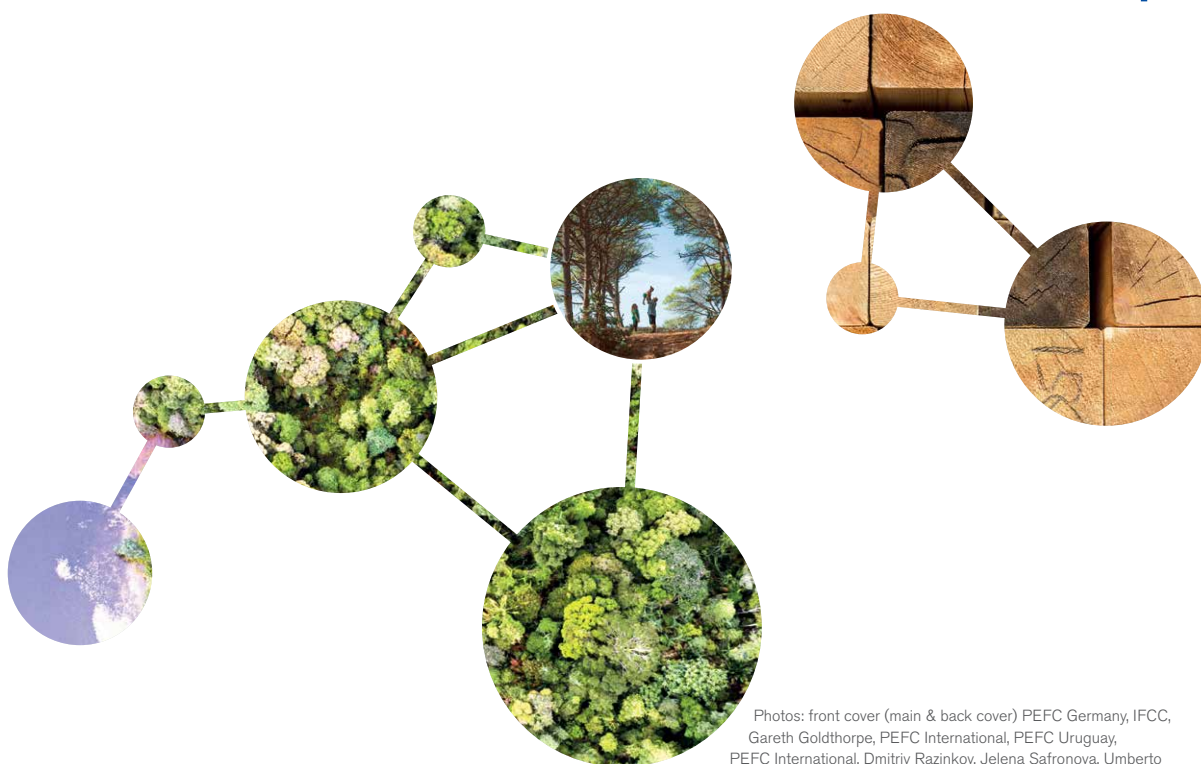
Dhikala, Corbett National Park, Uttarakhand, India  
[anu\\_marwah@hotmail.com](mailto:anu_marwah@hotmail.com)  
[www.anumarwah8.wixsite.com/anumarwah](http://www.anumarwah8.wixsite.com/anumarwah)

### Sunrise in Summer (Robert Sommer)

Glaskogen Nature Reserve, Sweden  
[robert@sommerblende.de](mailto:robert@sommerblende.de)  
[www.sommerblende.de](http://www.sommerblende.de)



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



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