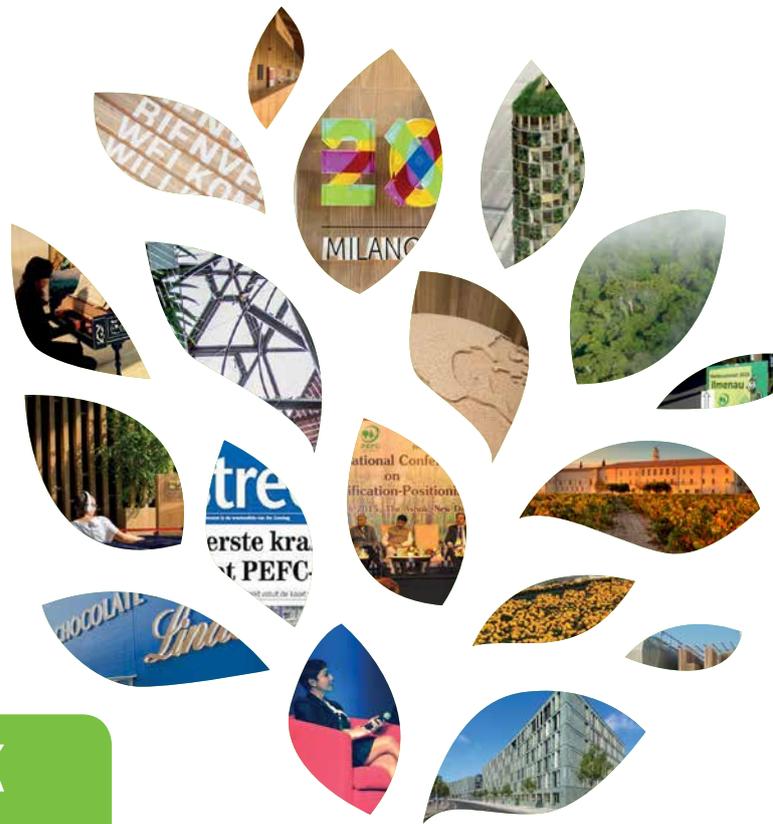




# FOREST CERTIFICATION PEFC™ WEEK 2015

Montreux, Switzerland, 7-10 December 2015



## WELCOME TO THE PEFC WEEK NEWSLETTER!

With the 2015 Climate Conference (COP 21) in Paris underway now, the contribution of forests to tackling climate change is high on the agenda of this year's PEFC Forest Certification Week.

"We need a global agreement at COP 21 with clear actions and firm commitments, outlining effective pathways to address climate change," said Ben Gunneberg, CEO of PEFC. "These commitments must recognize the multiple benefits of forests and encourage policies that promote sustainable forest management and the use of certified forest products. This will enable PEFC as the world's leading forest certification system to further enhance its contribution to tackling climate change, safeguarding forest ecosystems and sustainable livelihoods."

Sustainable forest management, and the use of products certified to originate from sustainably managed forests, are considered key elements in mitigating climate change. Forests not only store carbon, but also supply wood, which itself stores carbon, and can be used as a substitute for fossil fuels and for non-renewable materials such as plastics, steel or concrete. Different from such alternative materials, wood products from sustainable forests are essentially carbon neutral: the carbon released at the end of their life cycle has previously been captured while the tree was growing.

"Companies, governments and consumers around the world already value the contribution that PEFC provides to protect forests and fight climate change. The recent PEFC/GfK Global Consumer Survey demonstrated that consumers want companies to label their products, and that consumers trust PEFC. Companies are increasingly adopting procurement policies that specify PEFC and governments around the world recognize the credibility that the PEFC label provides, with most recently the UK government highlighting that PEFC has the highest level of compliance with its respective sustainability criteria," said Mr. Gunneberg.

"In Paris, we now need firm commitments that clearly recognize the multiple benefits that sustainably managed forests provide. We need firm action that promotes the uptake of public policies promoting sustainable forest management, forest certification, and the use of certified forest products. We need to send strong signals to the private sector and consumers alike to act on their preference, to choose certified forest products over non-renewable materials, and to make a conscious choice for PEFC-certified products to ensure a more equitable sustainable future for our planet," emphasized Mr. Gunneberg.



## Choosing PEFC



### PEFC-certified wood helps new ministry building achieve gold

PEFC-certified wood is at the heart of the new Gold-rated Federal Ministry of Education and Research (BMBF) building in Berlin, Germany. From wooden doors and furniture fittings, to roofing and wooden windows, wood originating from sustainably managed, PEFC-certified forests can be found throughout the new building.

### Delta Packaging

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



### Specialist school chooses PEFC-certified timber

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



### Abadia Retuerta winery

Thanks to the excellent management of the forest and its products (wood, pine nuts, mushrooms and herbs) in line with the principles of Sustainable Forest Management, the Abadía Retuerta winery has achieved PEFC certification.

"Some years ago, we took the decision to enhance our care of the environment by becoming members of initiatives such as PEFC and spending part of our time on maintaining the flora, fauna, forest, water," commented Elena Revilla, Marketing and Communications Coordinator. "This is so important to us that we can state without hesitation that it represents one of the current cornerstones of the company as far as CSR is concerned."



### The first PEFC-certified harpsichord

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



### De Streekkrant

The Belgian newspaper De Streekkrant has become the first newspaper in the country to carry the PEFC label. From now on, all 48 editions of the newspaper will be printed on PEFC-certified recycled paper. "We intend to contribute to the future of forests," highlights Roularta CEO, Rik De Nolf.





## Milano 2015

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

### France

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

### Slow Foods

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

### Canals and guardrails

5km of PEFC-certified larch could be found fencing the Expo's canals, while PEFC-certified spruce was used for the guardrails and bridge edges.

### Media Center

From the building's core, to the stairs, façade and the finishes, PEFC-certified spruce played a key role in the construction of the Expo Media Center.

**and many more...**





# PEFC Members

1. **SFI** and its partners across North America set a new **GUINNESS WORLD RECORDS** title, planting 202,935 trees in one hour. In celebration of SFI's 20th anniversary, the PEFC International Board of Directors traveled to the US to hold their Board meeting in conjunction with the SFI Annual Conference.

6. "Cuisine from the Forests", the recipe book produced by **PEFC Spain** to showcase the merits of wild food products, was declared the Best Sustainable Cookbook in Spanish by the jury of the Gourmand World Cookbook Awards.

7. **PEFC UK** launched a new certification tool designed to enable small and medium-sized woodland owners to participate in forest certification. The online tool was launched at a special Press Lunch, part of the 2015 Members Meeting in London.



2. **ATFS** announced a joint effort by American Forest Foundation, the Florida Forest Service and the University of Florida for a pilot landscape management plan to encourage sustainable forestry and bring more wood grown on family-owned forests into the sustainable global supply chain.

3. **CERFOAR, CERFLOR, CERTFOR** and **PEFC Uruguay** gathered alongside forestry sector representatives from around the continent to focus on the expansion of forest certification and the uptake of PEFC-certified products in the region.

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

5. **PAFC Cameroon** held a national public consultation for the Cameroonian forest management certification standard and are now pilot testing the forest management standard.



8. **PEFC Netherlands** produced five fun animations to highlight the importance of certified wood to the general public.

10. In **Finland**, the Finnish Forest Certification Scheme became the first ever system to achieve PEFC endorsement for the fourth time.

12. 5.3 million hectares of forest in **China** came under PEFC certification. The country also celebrated the CFCC and PEFC logos together on a product for the first time in China, with the launch of Asia Symbol's "Paper One" copy paper.

9. Ilmenau became the latest town to be elected by **PEFC Germany** as the German "Forest Capital", beating five other cities to lift the award for 2015.

13. Japan took the next step towards endorsement, as the **Sustainable Green Ecosystem Council** (SGEC) submitted the Japanese Forest Certification System to PEFC. The Japanese system is expected to be endorsed in 2016.

14. In Malaysia, **MTCC** celebrated 14 years of safeguarding and promoting tropical timber certification in partnership with its diverse local stakeholders. To celebrate, MTCC hosted a special Stakeholder Dialogue and Appreciation Dinner.

15. **Indonesia** welcomed the first PEFC-certified forest area as two major pulp and paper companies in the country – APRIL and APP – achieved IFCC sustainable forest management certification.

16. **AFS** paid tribute to Richard Stanton with the award of the inaugural Richard Stanton Memorial Award for Excellence.

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

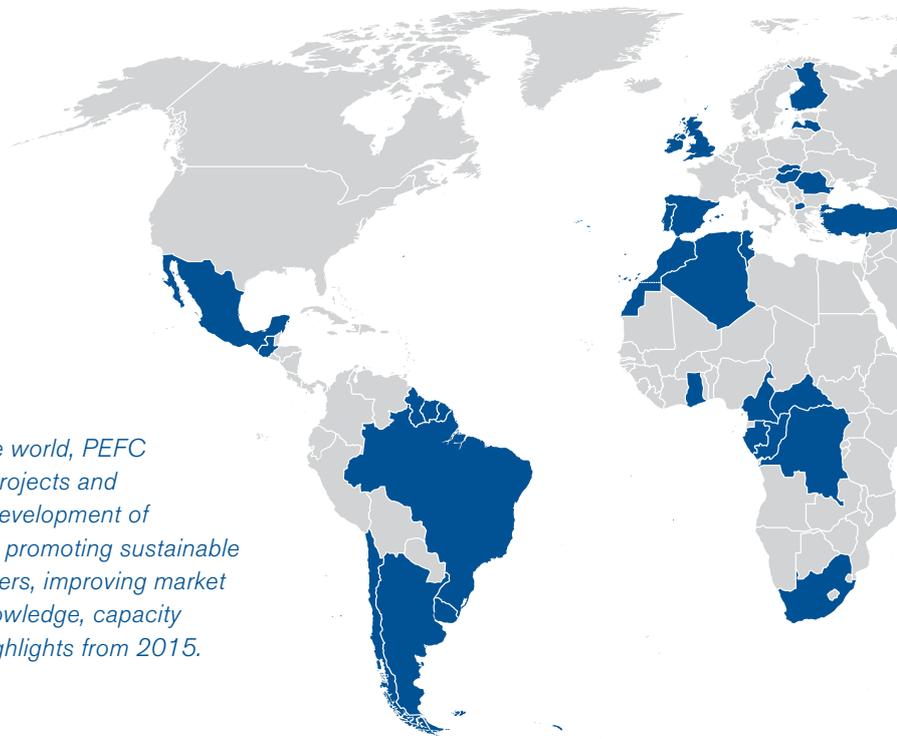
17. The **New Zealand Forest Certification Association** achieved endorsement of its national forest certification system.



11. India is latest country to join the PEFC alliance, as the **Network for Certification and Conservation of Forests** (NCCF) became the National member. Stakeholders in the country are now actively working on the development of an Indian forest certification system.

*In memory of our dear colleague Richard Stanton, Australian Forestry Standard*

# International project highlights



As national certification systems emerge around the world, PEFC actively cooperates with an expanding portfolio of projects and partnerships. In addition to directly supporting the development of national certification systems, our projects focus on promoting sustainable forest management – especially amongst smallholders, improving market conditions for certified products, and advancing knowledge, capacity and collaboration. Here we feature a few project highlights from 2015.

## Congo Basin

A pre-audit was completed in Gabon in June, taking PEFC one step closer towards certification in Africa. The pre-audit brought together a team of international experts to assess four Gabonese concessions of Rougier against the PAFC Gabon standard. The company will use the findings to ensure their compliance with the Gabonese standard during the full audit planned for 2016.



Elsewhere in Africa, PAFC Cameroon has begun to pilot test the Cameroonian forest management standard. We have also travelled to the Democratic Republic of Congo (DRC) and the Central African Republic (CAR), meeting with various stakeholders in order to continue bringing certification to the heart of African forests.

## India

The sustainable management of India's forests took a significant step forward in March with the launch of the development process for the Indian national forest



certification system during a well-attended conference in New Delhi. The next step was taken just months later when the Network for Certification and Conservation of

Forests (NCCF) became PEFC's National Member in India. Organizations from around the country have their pledged support, and stakeholders are now actively working on the development of the Indian forest certification system.

## Viet Nam

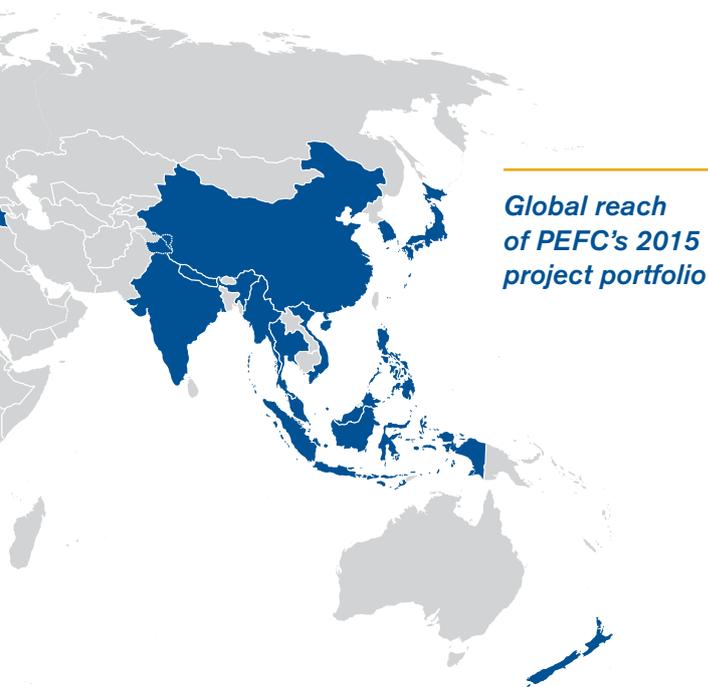
Viet Nam has been a hub for PEFC activities this year. Building on our ongoing project supporting smallholders and designing improved group certification models in central Viet Nam, we have been working closely with the Vietnamese Academy of Forest Science (VAFS) as they begin to administer the national certification system. From the market side, we've been working with companies to support their supply chain readiness for PEFC certification. Private sector



engagement will continue to expand, especially through enhanced cooperation between PEFC and HAWA, the Handicraft & Wood Association, to promote PEFC Chain of Custody certification throughout their membership.

## Nepal

The Prince Albert II of Monaco Foundation selected PEFC's project titled, "Establishing Nepal's Forest Certification System to Promote Sustainable Management" to receive funding, starting 2016. Green Foundation Nepal, our local project partner and a well-established organization within the country, is expected to take on the role of the Nepalese National member and has been undertaking preparatory activities throughout the year.



Global reach  
of PEFC's 2015  
project portfolio

Get ready for  
the 2016 competition  
- opens January!



PEFC COLLABORATION  
FUND 2015

small investments > big impacts

## PEFC Collaboration Fund

*In 2015 our Collaboration Fund went truly global, as we awarded 90,000 CHF to four projects in Portugal, Guiana Shield & Amazon, Indonesia and Ghana, leveraging a further 60,000 CHF from co-funding. These projects will support smallholder accessibility to PEFC certification, expand our global representation and deepen scientific understanding of carbon stocks in managed tropical forests.*

### Reaching Portugal's small-forest owners through Group Certification

Small-forest owners dominate Portugal's forest landscape, but their uptake of certification to date has remained low.



The Fund is therefore supporting Forestis, the Portuguese Forest Association, to make certification more accessible to the many thousands of small-forest owners in the country.

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

The certification of Indonesia's community forests continues to be a challenge, despite their increasing levels



of timber production and more than 3.4 million households relying on them for their livelihoods. Responding to this challenge, we are supporting IFCC to develop community forest certification which will lay the way for local forest communities to achieve certification of their forests.

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

With a Ghanaian national standard for sustainable forest management already in place, we are supporting the National Working Group on Forest Certification to adapt



the work they have done so far in order to move towards a national forest certification system ready for PEFC endorsement.

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

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





# Advocacy

## World Forestry Congress

PEFC joined numerous others as the world's forestry community headed to South Africa for the World Forestry Congress in October. From speaking at key sub-theme dialogues to organizing and participating in a range of thought provoking side events, PEFC took an active role in this important week's events.

"Innovation in forestry needs to ensure that it benefits humankind," said Ben Gunneberg, CEO of PEFC International, at the dialogue on 'Growing better trees for the needs of humankind'.

The PEFC booth provided an opportunity for Congress visitors to gather together to converse and share perspectives on the critical issues currently shaping forestry and certification globally.



Highlighting the importance of wood as a construction material, PEFC sponsored the winning Tall Wood Housing project as part of the FAO's international wood design competition TREEHOUSING.

Strengthening locally controlled forestry was the focus of just one of the many side events organized by PEFC and our partners.

## Forest Europe

PEFC calls for a strengthened FOREST EUROPE to respond adequately to today's and tomorrow's challenges as well as opportunities, with renewed and enhanced contribution to the sustainable forest management in Europe and beyond.

PEFC also supports a FOREST EUROPE that reaches out beyond the traditional forest sector and actively involves interests of relevance for landscape level land management approaches, the bio- and circular economy, climate change mitigation and renewable energy, non-wood forest products, etc.

These formed part of our statement at the 7th Forest Europe Ministerial Conference. This Ministerial Conference for the Protection of Forests in Europe brought together high-level representatives to discuss issues of the highest relevance regarding current challenges for European forests and the forest sector.





## PEFC's technical update

### **Second Edition of Certification Body Requirements - Chain of Custody Standard**

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

### **GHG Emission Data Transfer**

In response to the growing demand for biomass used in energy production to be from sustainable sources and delivered with credible and transparent information on GHG emissions, in 2015 we established a Task Force to develop a voluntary mechanism for the transfer of GHG emission related data along the PEFC-certified supply chain. The objective of this newly established Task Force is to develop a set of technical requirements, which can be used as a strictly voluntary tool for data transfer.

### **Public Consultation on Guidance on Social Requirements in Chain of Custody Certification**

The consultation on PEFC's Guidance on Social Requirements in the Chain of Custody delivered many useful comments for the final development of this document. We are now compiling and preparing the comments for the Chain of Custody and Labeling Working Group to use for the development of the final draft version of the document in December.

### **PEFC Technical Training**

This year we travelled to Japan and Malaysia for Chain of Custody individual auditor training, held in cooperation with PEFC Asia Promotions Initiative and MTCC, respectively. We also held online trainings, predominately for auditors based in Australia and Japan. The annual training of PEFC Registered Assessors, experience exchange with the Panel of Experts, and Revision Training for national systems planning their five year revision were also part of this year's training program. In addition, we provided four webinars for accreditation body representatives, covering PEFC introduction, forest management certification, Chain of Custody and DDS.

### **ISO Chain of Custody**

PEFC continues to participate in the development process for an ISO Chain of Custody standard for wood and wood-based products.

## **Looking forward to next year**

### **Major Revision of PEFC Requirements in 2016-2017**

The next two years will be busy as we begin the major undertaking of revising our requirements for Sustainable Forest Management, Group Forest Management Certification, Certification Bodies conducting Forest Management, Standard Setting, Chain of Custody and Labeling, and Certification Bodies conducting Chain of Custody certification, as well as the procedures for the Endorsement and Mutual Recognition of PEFC systems.

The revision work will be conducted mainly through six working groups with a balanced representation of stakeholders, and will naturally include several public consultations. The objective is to finalize the revision process by the end of 2017.

# What others say...

## CPET: UK Government gives PEFC top scores

*PEFC-certified timber and wood-derived products continue to meet the UK government criteria for legal and sustainable timber, with PEFC demonstrating the highest level of compliance, according to the latest evaluation through the UK Central Point of Expertise on Timber (CPET).*



The evaluation against the UK Government Timber Procurement Policy (TPP): Criteria for Evaluating Certification Schemes (Category A Evidence) Fourth Edition, October 2014 concluded that PEFC achieved scores of 100% for legality criteria and over 90% for sustainability criteria and as such is recognized as continuing to deliver requirements for both legality and sustainability. Overall, the evaluation demonstrated PEFC to have a 96% compliance with the UK criteria, with FSC achieving 94%.

“These very high scores demonstrate the significant progress made in international forest certification since the first evaluation conducted in 2004. Both FSC and PEFC have made substantial improvements to their schemes since 2010, reflected in the scores awarded,” Defra writes in the final report.

“The results highlight that PEFC delivers excellence,” said Ben Gunneberg, CEO of PEFC International. “We appreciate this recognition of our work and the work of our stakeholders in undertaking sustainable forest management, in making a real difference for the people and communities who depend on forests - globally and locally.”

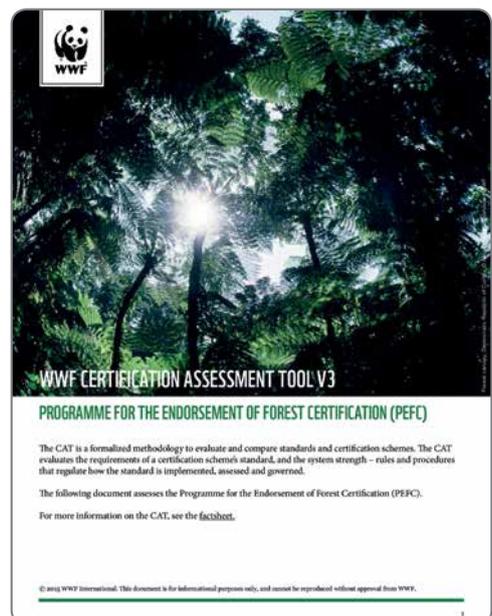
## WWF study highlights strength of PEFC

*With PEFC meeting more than two-thirds of the WWF CAT indicators, WWF's latest report shows that PEFC forest management requirements are to a large extent aligned with WWF's own vision and objectives.*

The WWF CAT shows that PEFC meets 70% of the “Standard Strengths” indicators, which cover sustainable forest management related issues such as biodiversity, water and soil, worker’s rights, and community relations.

The alignment between the WWF CAT “System Strength” indicators and PEFC requirements dealing with issues such as governance and conformity assessment is less pronounced, due to the narrow focus that WWF has applied to these indicators.

“We appreciate that the results clearly demonstrate the value of the work of PEFC, thereby recognizing the efforts of hundreds of thousands of certified forest owners who promote sustainable forest management worldwide,” said Ben Gunneberg.





## Sustainable packaging matters!

*It is a fact, consumers want the products they purchase to come in sustainably-sourced and environmentally-sound packaging. 2015 saw a range of studies and surveys into just this...*

More than 75% of consumers say that environmentally sound packaging has an influence on the beverage brand they buy, according to **Tetra Pak's Environment Research 2015**. The global survey revealed a growing appetite among consumers for products that tick the right environmental boxes. When asked about recent purchasing habits, two-thirds said they have bought environmental products, even when they cost more, while around the same proportion have avoided specific brands or items due to environmental concerns.

Packaging continues to hold significant importance for global consumer satisfaction, with a strong link to purchase intent and brand loyalty, according to the **'Packaging Matters' study by MeadWestvaco Corporation**. How consumers behave is strongly correlated to packaging satisfaction: consumers who are completely satisfied with packaging are more likely than their less satisfied peers to purchase and use products frequently, shop frequently, and try something new because of packaging.

In the UK, over half of consumers prefer their groceries and fresh produce to be available in paper-based packaging, according to the **Confederation of Paper Industries (CPI)** commissioned **YouGov Poll**. The findings also suggest that paper-based packaging materials have a positive effect on consumers' purchasing decisions, with 46% saying they were more likely to purchase an item if the packaging was paper-based, compared to 47% who said it would make no difference.

These surveys all further underline the findings from the first **PEFC/GfK Global Consumer Survey**, which showed a real desire from consumers around the world to purchase products from demonstrably sustainable sources. For the majority, the use of certification labels was key: more than 80% wanted companies sourcing certified material from sustainable managed forests to use certification labels and over half (54%) considered certification labels as the most reassuring proof that environmental and sustainable development considerations have been taken into account.

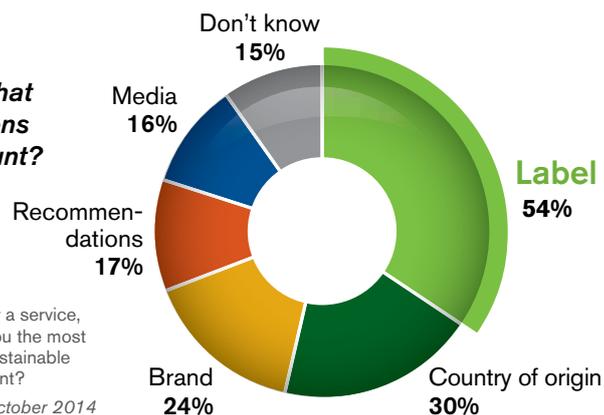


**What reassures you most that environmental considerations have been taken into account?**  
(% of consumers)

Base: 1,000 men and women aged 16+ years per country.

Question: When purchasing a product or a service, which of the following criteria reassure you the most that environmental considerations and sustainable development have been taken into account?

PEFC/GfK Global Consumer Survey, October 2014



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



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