



PEFC ANNUAL REVIEW **2019**



20 YEARS
CARING FOR
OUR FORESTS

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Mission Statement



Vision:
A world which values
the full contributions of
sustainable forests.



Mission:
PEFC is committed to unlocking
and building on the full contribution
of forests for a sustainable world.

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About PEFC

PEFC, the Programme for the Endorsement of Forest Certification, is the world's leading forest certification system. More than 300 million hectares of forests are certified to PEFC's internationally recognized Sustainability Benchmarks, supplying more than 20,000 chain of custody certified companies with responsibly sourced timber and non-timber forest products. PEFC was founded by small and family forest owners to demonstrate excellence in sustainable forest management.

For more information, please visit: www.pefc.org



Letter from the CEO/Secretary General



We are living in challenging times for our planet and humankind. Climate change, the extinction of species and a growing disconnect between rural and urban communities are only some of the challenges the world is facing today. The good news is that our forests can be part of the solution.

“The good news is that our forests can be part of the solution.”

Ben Gunneberg

Storing nearly 300 gigatonnes of carbon in their biomass, the world's forests play a major role in the mitigation of climate change. Forests are home to over 80% of terrestrial species of animals and plants, and, with over a quarter of our modern medicines originating from tropical forests alone, are vitally important for all of us.

Part of the mission of the PEFC alliance is to create a dialogue within society which empowers people to understand better the benefits of the forest areas that we are helping to maintain, and which are going to be crucial for the survival of our species. We are dedicated to raising awareness and uniting rural and urban communities in their combined vision and efforts to safeguard our forests and optimise their sustainable use.

Since our foundation 20 years ago, we have evolved and developed with respect to demonstrable impacts on people and nature. Collectively, we are committed to further unlocking and building on the full contribution of forests to a sustainable world.

In 2019, PEFC kept growing and moving forward, as we completed the revision of three key standards and continued to **focus our engagement** in emerging issues and industries, such as the circular economy and the construction and textile sector.

We are diligently working to improve further our **communications effectiveness** with stakeholders, raising awareness on the enormous impact that forests can have on achieving the United Nations Sustainable Development Goals (SDGs), as well as being part of the climate smart solutions needed to mitigate climate change challenges. This work includes online campaigns, videos and photo contests, in addition to other tools.

We are **driving innovation**, using novel technological approaches and engaging in emerging issues thanks to our projects and partnerships. We are also committed to testing new collaborative approaches and to helping our members increase their collaborative effectiveness, creating a whole that is greater than the sum of its parts.

I hope you enjoy this edition and it gives you a snapshot insight into some of the work undertaken by the PEFC alliance, our partners and stakeholders in general around the world.

Ben Gunneberg



PEFC turns 20 – celebrate with us!

2019 was a very special year for the PEFC family, as it marked our 20th anniversary!

20 years ago, European small family forest owners came together to create an international forest certification system that had their needs at heart. On **30 June 1999**, PEFC was born.

A look back to our beginnings

In the late 1990s, the need for sustainable forest management was generally recognized and widely discussed. Forest certification had already existed before the foundation of PEFC, but was designed primarily for large-scale forest owners, and therefore unaffordable for small- and family forest owners. What was missing were forest certification systems that took into consideration the large differences between forests, local traditions and cultural expectations, as well as the needs of small-, family and community forest owners.

PEFC was born as the Pan-European Forest Certification. Starting with only 12 members from Europe, the PEFC family began to grow and thrive right away. Only one year after the foundation, the first national systems were endorsed and first hectares certified.

More and more members joined, and in 2003 we changed our name to Programme for the Endorsement of Forest Certification, to do justice to our increasingly international membership.

One year later, we welcomed the first PEFC-certified forest area outside Europe, as Australia and Chile achieved PEFC endorsement. Only six years after our foundation, we had 100 million hectares of certified forest and PEFC became the world's largest forest certification system.



2009



2001

Forest owners can achieve PEFC certification as we endorse the first national forest certification systems.



2002

We publish the first PEFC Chain of Custody guidelines.



2004

The first non-European national systems achieve PEFC endorsement.



2005

First African and Asian national systems endorsed, both in tropical countries.



30 June 1999

2000

2001

2002

2003

2004

2005

2006

2007

2008

2009



2001

PEFC (Pan European Forest Certification) officially established.



1999

We change our name to 'Programme for the Endorsement of Forest Certification'.

2003



100 million hectares of PEFC-certified forest area.

2006



200 million hectares of PEFC-certified forest area.

2009





2019

Of course we did not stop there. From regular standards revisions and new technologies, to international projects and collaborations with various sectors, we keep working to make the best even better. The PEFC family keeps growing, expanding over six continents, lately gaining new members in Africa and Asia. We are proud to count 53 national members, 30 international stakeholder members and more than 300 million hectares of PEFC-certified forests worldwide.

Our 20th anniversary marked the beginning of a yearlong celebration, culminated by our most impressive PEFC Week ever in the Marienberg Fortress in Würzburg, Germany, where the PEFC journey had begun back in 1999.

Let us celebrate 20 successful years of caring for our forests, and together look forward to the next 20 years!

The hashtag **#20yearsofcaring** provides a collection of the global activities of the PEFC family.

20 YEARS CARING FOR OUR FORESTS



2019



2015



2018



| 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|--|------|------|------|---|------|---|------|---|------|
| Social aspects introduced into our chain of custody certification. | | | | 10,000 PEFC chain of custody certified companies. | | 300 million hectares of PEFC-certified forest area. | | 40 national forest certification systems are PEFC endorsed worldwide. | |

Chain of Custody standard aligned with the European Union Timber Regulation (EUTR).

2010



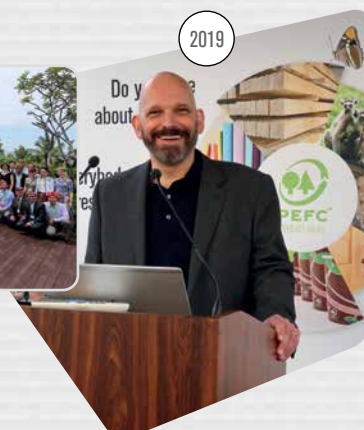
2014



2016



2019



The growth and development of 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 that values the contribution of sustainable forests to our planet and our lives.

The PEFC alliance continues to grow. In 2019, we welcomed five new members to the family. **Vietnam**, **Myanmar**, **Guyana** and **Ukraine** became our newest national members, and **Sappi International** joined PEFC as an international stakeholder member.



New members



Vietnam Forest Certification Office became the national member for Vietnam

“Being part of the PEFC family will help us to promote forest certification in Vietnam, and to meet the requirements of domestic and international markets.”

Bui Chinh Nghia, Vietnam Forest Certification Office (VFCO)



Myanmar Forest Certification Committee became the national member for Myanmar

“By becoming a PEFC member, we send a message to the world and show our commitment to sustainable forest management through an internationally recognized system.”

Barber Cho, Myanmar Forest Certification Committee (MFCC)



Association National Voluntary Forest Certification System became the national member for Ukraine

“PEFC-certified forests will help the Ukraine to transform from a timber producing country to the producer of final products. The market requires sustainable and traceable products. Increased demand for the final product will lead to new investments and growth of our economy.”

Mariya Maha, Association National Voluntary Certification System



We welcomed Sappi International as the 30th international stakeholder member

“Credible, internationally recognised, robust forest certification systems like PEFC are fundamental to Sappi's commitment to sustainability.”

Steve Binnie, CEO of Sappi

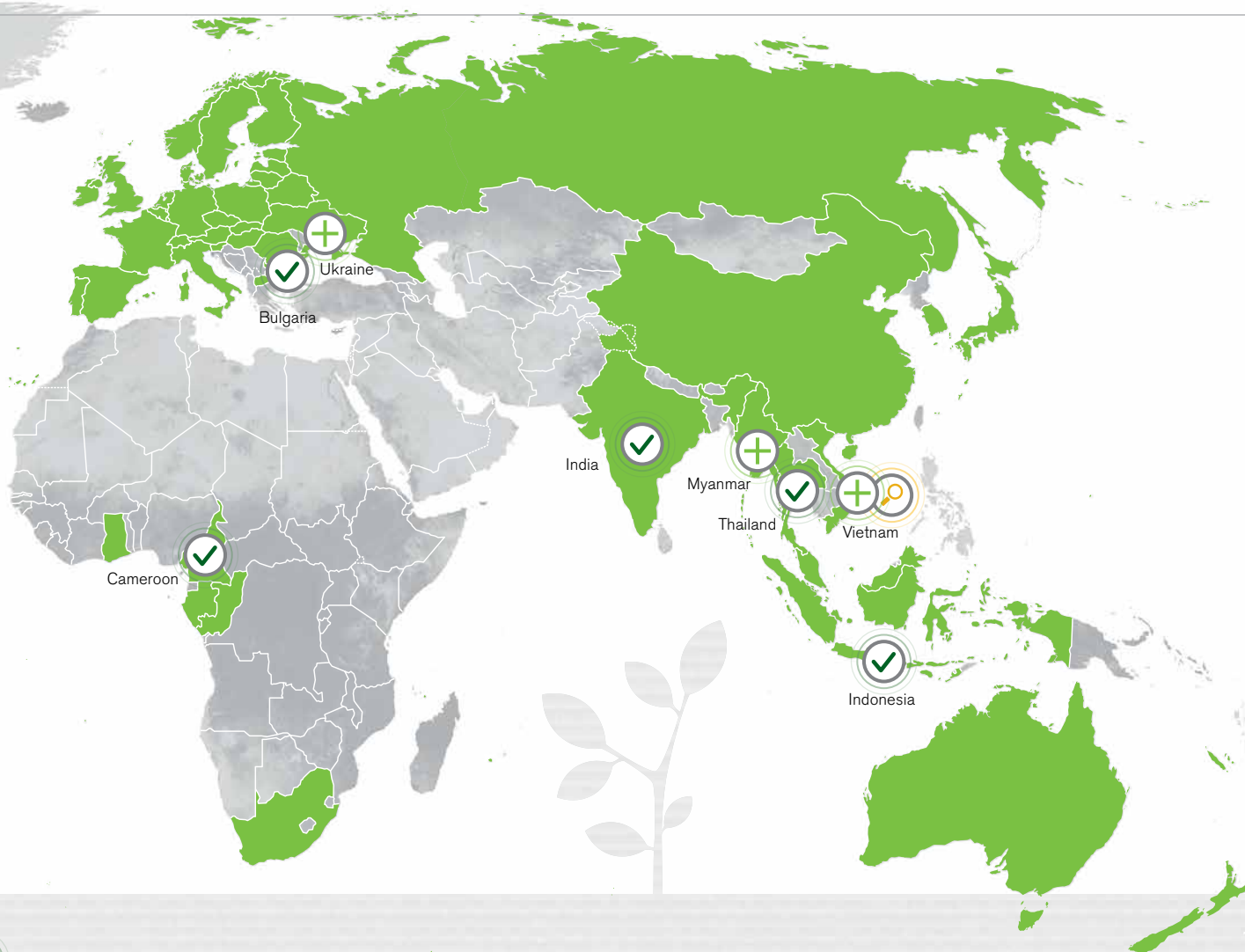


Guyana Forestry Commission (GFC) became the national member for Guyana

Top prizes for growth



With an increase of more than 23 million hectares, the **Sustainable Forestry Initiative (SFI)** took top prize for growth in PEFC-certified forest area in 2019. The **China Forest Certification Council (CFCC)** won the award for biggest growth in chain of custody certificates.



India achieved PEFC endorsement of its national forest certification system

“PEFC endorsement is a landmark achievement for India, as we have long felt the need for such a country specific and internationally benchmarked forest certification system.”

Vijai Sharma, Network for Certification and Conservation of Forests (NCCF)



Thailand achieved PEFC endorsement of its national forest certification system

“We are looking forward to the first PEFC-certified hectares in Thailand, and to continue our collaboration with strong partners.”

Sakchai Unjittikul, Thailand Forest Certification Council (TFCC)



Bulgaria achieved PEFC endorsement of its national forest certification system



Indonesia achieved PEFC endorsement of its Community Forestry Standard



Sustainable Forestry Initiative (SFI) and American Forest Foundation (AFF) achieved PEFC endorsement for their Small Lands Group Certification Module – a joint standard and an innovative way to enable small- and family forest owners in North America to achieve forest certification



Cameroon achieved PEFC endorsement of its national forest certification system



The independent assessor continued the assessment of the Vietnamese national forest certification system, in preparation for PEFC endorsement.

At the heart of our work is the endorsement of national forest certification systems. In 2019, **India**, **Thailand**, **Bulgaria** and **Cameroon** achieved PEFC endorsement of their national systems. **Indonesia** opened opportunities for smallholders through the endorsement of its Community Forestry Standard and **SFI** and **AFF** through the Small Lands Group Certification Module, enabling small- and family forest owners in North America to achieve forest certification.

Driving Innovation

We need to drive innovation to accelerate the uptake of forest certification and position it as a global tool. In 2019, we continued to revise our standards to further strengthen PEFC's Sustainability Benchmarks. We also worked in partnerships to encourage the use of technology innovations, as well as regional collaboration between our members and potential future members.

Revising our international standards

Our international standards form the basis of most of our activities. Each of them goes through a detailed and rigorous revision process on a regular basis. This process is consensus-driven, open and transparent, and involves all the relevant stakeholders.

The latest series of revisions started in 2016. Since then, seven documents have been revised and one more is in the revision process. In 2019, we completed the revision of three key standards. The standards have been approved by the PEFC General Assembly and entered into force on 14 February 2020.

Chain of Custody of Forest and Tree Based Products (ST 2002)

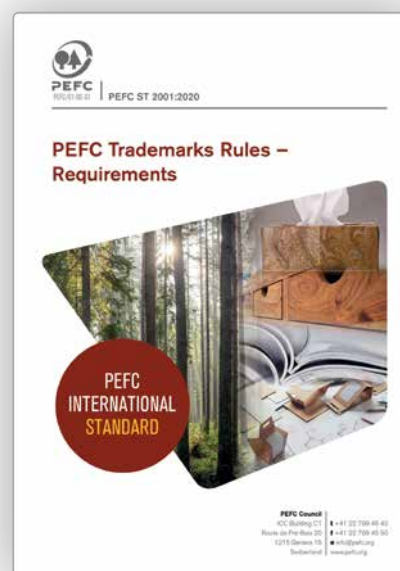
This standard lays out the requirements for chain of custody certification for forest- and tree-based products – the conditions a company must meet in order to achieve PEFC certification. PEFC chain of custody establishes the link from the forest to the market, tracking forest-based products from sustainable sources to the final product.

The changes in the revised standard have made PEFC chain of custody certification more resource-efficient and environmentally friendly, while retaining the robustness of the system. Most notable is the expansion of the definition of controversial sources – material not to be used in certified products.

PEFC Trademarks Rules (ST 2001)

The revised standard aims at strengthening the consistent use of our PEFC trademarks, while making it easier for consumers to understand what the PEFC logo stands for. The PEFC Label Generator will become mandatory for the creation of all PEFC labels, and while the new requirements make the use of our trademarks more robust, they will also provide flexibility to PEFC trademarks users.

There are also additional label messages for the PEFC off-product label, providing companies, brands and forest owners alike with different options when communicating their certification or use of certified material.





Requirements for Certification Bodies operating Certification against the PEFC International Chain of Custody Standard (ST 2003)

Auditors conducting PEFC chain of custody certification are now subject to additional training requirements. This further safeguards the integrity of the conformity assessment process, and ensures that specifics concerning PEFC requirements are accurately verified. The standard reflects our commitment towards gender responsive standards.



Getting ready for the future

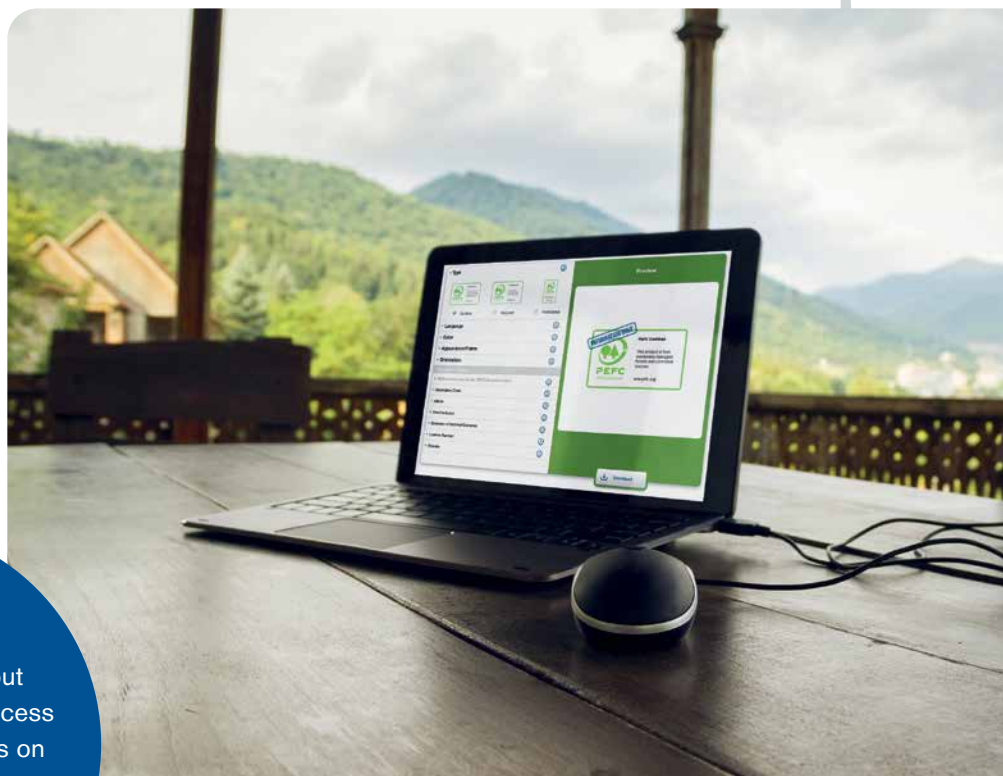
We are in the process of designing a technological pathway for the future. This includes a new model for our database to improve data gathering and analysis workflow. The model emphasizes standardization and will include a geospatial component.

We are also looking into new tools to facilitate forest certification. We are testing various technologies, including blockchain to trace information along the supply chain, and satellite data and remote sensing as additional tools to ensure the compliance of forest owners and assist ongoing monitoring.

Revision of the Label Generator

With the revised PEFC Trademarks standard entering into force, the use of the PEFC Label Generator will become mandatory for entities creating a PEFC label. The Label Generator is a free and easy to use online tool that enables the quick creation of PEFC trademarks aligned with our graphic requirements.

We are in the process of developing a new version of the PEFC Label Generator. The move to the new Tatamee architecture will not only improve the technical and security aspects, but will also increase the user experience and the future expandability of the product. Companies will move to the new Label Generator once they are certified against the 2020 version of the PEFC Chain of Custody standard.



Find out more!

Find out everything about the standards revision process and the revised standards on

tree.es/standardsrevision2019

Unlocking opportunities globally

Through a number of projects and novel approaches, we seek to open new opportunities for our members and partners, as well as forest owners globally. Through increased collaboration and innovative tools, we enable them to expand their reach and make the most of their resources.



Focus on regional collaboration

In a new pilot approach, PEFC members and potential members are increasing their regional collaboration to maximize their impact.

Under the name '**PAFC Congo Basin**', our national members for Cameroon, Congo and Gabon have joined forces in developing a regional certification system. The shared language, the same forest and similar forest legislation in the three neighbouring countries make it possible for **PAFC Cameroon**, **PAFC Congo** and **PAFC Gabon** to share one system. The regional system will substitute the national systems from Cameroon and Gabon, while it will be the first ever for the Republic of Congo.

PAFC Congo Basin system development is led by our international stakeholder member **ATIBT** and supported by **Olam** and the PAFC members. The project is funded by PPECF (Programme de Promotion de l'Exploitation Certifiée des Forêts), a joint programme of **KFW**, the German Development Bank and the **COMIFAC**, the Commission of Forestry Ministers of Central Africa.

The management of the system will be centralized and administered by a single regional coordination, increasing the efficiency of the system's implementation and facilitating external communication and outreach.

A similar approach is taken in the Balkan region, where our national members for **Slovenia** and **North Macedonia** are working together with **Bosnia-Herzegovina** to develop a regional system. Led by the **Institute for Forest Certification**, our national member for Slovenia, this new approach will enable a wider and more efficient development of forest certification throughout the Western Balkans. The regional system will be designed in a way that gives other interested countries in the region the possibility to join.



Better together

These regional collaborations are an innovative solution that enable organizations to reduce the cost of developing and running national forest certification systems. By collaborating within regional clusters, our members can pool together their human and financial resources, as well as share their knowledge.

Trees outside Forests certification is advancing

With the approval of the revised Sustainable Forest Management benchmark standard in 2018, we expanded the scope of PEFC certification outside forests. With the requirements for the certification of Trees outside Forests (TOF) tailored to the conditions of trees growing at low density on agriculture and settlement land, PEFC certification opened up to millions of farmers and smallholders. Enabling the certification of TOF will help to eliminate market barriers, support farmers and tree growers, and increase income.

Following the approval of the international standard, several PEFC national members are developing their own TOF certification system, adapted to local conditions. Our members for **India, Thailand, Australia, New Zealand, Italy** and **Spain** are working on their national TOF systems, while **PEFC Italy** will additionally develop a TOF standard for urban forests in 2020.

The new standard for Trees outside Forests gives us the necessary tools to move towards a more inclusive landscape approach.



TreeTalker – giving a voice to the trees

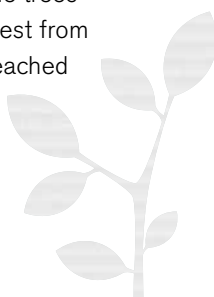
PEFC Italy launched TreeTalker, a small-scale monitoring network developed in collaboration with the **Foundation Euro-Mediterranean Center on Climate Change (CMCC)** and supported by the PEFC Collaboration Fund. The network uses innovative Internet of Things technologies to monitor tree growth and health, and serves as an early warning system for forest managers.



TreeTalker sensors are attached to selected trees within the forest. They measure various parameters, such as growth, water transport from roots to leaves and absorption of carbon dioxide, and turn those signals from the tree into scientific information.

This information enables forest managers to act faster and adapt their practises in response to any changes within their forest. It also enables certification bodies to carry out their verification process more efficiently, thereby helping to improve the certification process.

The signals sent by the trees can be transformed into sounds. The possibility to 'listen to the trees' encountered great interest from around the globe and reached over 86 million people on various channels.



2019 PEFC Forest Certification Week

Once a year, the PEFC alliance gathers for a week to exchange opinions, discuss key issues and opportunities and vote on the most important decisions of our organization.



This year, on the occasion of our 20th anniversary, we came back to a significant place of our history. It was in Würzburg, Germany, where not only one of our first meetings took place, but also the PEFC logo was presented for the very first time. The Würzburg meeting from 1999 proved to be a turning point in our history. It was the moment when everyone involved committed to the creation of PEFC: there was no turning back!

20 years later, we came back to this place to celebrate the achievements from 20 years of caring for forests globally and locally. The stunning Marienberg Fortress, rising above the city of Würzburg, welcomed 150 representatives from PEFC members from around the world, for the biggest PEFC Week ever.

Working together for a sustainable future

PEFC Week is a chance for everybody to share information about activities, experiences and plans for the future.

While Monday and Tuesday were dedicated to workshops for our members, Wednesday saw our General Assembly voting on the key decisions of our organization and welcoming two new national members into the PEFC family. On Thursday, PEFC Week opened up to the public, for the 2019 PEFC Stakeholder Dialogue.

Over the week, our members and guests not only discovered the fortress, but also saw the 12 winning photos from the 2019 Experience Forests, Experience PEFC photo contest. In the foyer of the fortress, a memory lane featured photos of the last 20 years of PEFC history, inviting participants to look back to the early days and the development of our organization.



'Certification and Sustainability: from Niche to Mainstream' – our Stakeholder Dialogue

While it is important to remember our history, we also want to look forward to the future.

Over the past years, PEFC Week has grown to feature one of the most important public dialogues on forest certification and sustainable forest management: the PEFC Stakeholder Dialogue.

Under the theme 'Certification and Sustainability: from Niche to Mainstream' the 2019 Stakeholder Dialogue looked ahead to the next 20 years. What are the next steps towards moving certification and sustainability from niche to mainstream? What are the options of forest certification to improve accessibility and increase impact in forest management and beyond?

Our Stakeholder Dialogue elaborated on these questions from different perspectives.

Connecting communities and working together

In the opening session, Ben Gunneberg, CEO of PEFC International, emphasized the importance of working together as a society to tackle the environmental and social challenges of our time.

"47% of the population still think that cutting down a tree is a bad thing. There is a disconnect between the rural and the urban communities," he explained.

"Our job is to create a dialogue so that the forestry sector and rural communities are not regarded as the villains of society, but as climate heroes."

Moving forest certification forward

Through the three main sessions, we moved from the consumer along the supply chain back to the forests.

Session one saw representatives from international companies discuss the importance of sustainability labels for brands and retailers, while session two focused on the potential impact, opportunities and challenges for conformity assessment.

The last session of the day showed us the perspective of forest owners and land managers, and the opportunities for innovation in forest certification and landscape management.



"A lot of the changes that we need to see are already technically possible. It's the will to say that we want to deliver against these things in a consistent manner. That is the strength of certification."

Julia Young, WWF



"PEFC has a structure that is suited to the needs of family forest owners. The bottom-up perspective enables the small-scale rural businesses."

Sven-Erik Hammar, Confederation of European Forest Owners (CEPF)

For more information
about the 2019
Stakeholder Dialogue, visit

treee.es/2019SD
or pefcweek19.org



Focused engagement

World
Architecture
Festival
Amsterdam

WAF AWARDS 2019

Best Use of Certified
Timber Prize

Sponsored by PEFC

As a worldwide alliance, we continually work to enhance our collaboration and resources to amplify our collective impact. We bring together different actors from the forest-based supply chain, improving the position of forest products in the market. In 2019, a focus of our engagement was within the construction industry, the circular economy and the furniture sector.

Designing the future with sustainable timber

Architects around the world are embracing timber for their constructions, due to its many benefits for people, cities and the planet. In recent years, new developments in engineered timber have opened new possibilities for the construction sector, allowing us to build taller, faster and more precisely with wood.

Through our '**Designing the future with sustainable timber**' campaign, we bring together a range of stakeholders to help promote the use of certified timber in construction.

Using timber for construction instead of steel and concrete could reduce global CO₂ emissions by 31%. (UNECE)

For the second time, we partnered with the World Architecture Festival (WAF), and supported the **Best Use of Certified Timber Prize**. The prize rewards architects and project teams for their use of certified timber as a main construction material for buildings outstanding in sustainability, innovation, quality or aesthetics.

→ **First prize** went to **Pingelly Recreation and Cultural Centre (PRACC)**, designed by **iredale pedersen hook architects** and **Advanced Timber Concepts**.



Overlooking the small town of Pingelly in Western Australia, the winning building serves as a meeting point for the local community. The facility consists of four pavilions containing a sports hall, event spaces, bars, a community kitchen and a cultural centre. Certified hardwood was used throughout the building in flooring, decking, cladding and panelling.

In addition to the winning project, the jury honoured **Turó de la Peira's Sports Centre** by **Arquitectura Anna Noguera** with a highly commended prize. The project consists of a swimming pool and a sports court, and has a warm and inviting atmosphere thanks to the use of wood.

The Best Use of Certified Timber Prize, supported by PEFC, is back in 2020!

Enter your project or contact us for more information at fabienne.sinclair@pefc.org!



Several of our national members are also involved in our global construction campaign, helping to amplify the PEFC impact.

PEFC UK invited delegates from across the construction sector to a forest field trip, highlighting the link between certified forests and sustainable construction and the importance of certification.

→ **Australia's** largest infrastructure project, Sydney Metro Northwest, achieved PEFC/Responsible Wood project certification.

PEFC-certified timber was used at seven metro stations and four multi-story parking structures.



PEFC Spain organized a technical session at the REBUILD 2019 construction fair in Madrid. Several architects and construction experts presented their projects, emphasizing the value of forest certification for mitigating climate change. PEFC Spain was also present at the Building Barcelona Construmat fair, informing architects and engineers about the benefits of choosing PEFC-certified timber for their construction projects.

Why build with wood?

Wood is a unique renewable, reusable and recyclable material. While concrete, steel, cement and glass emit large amounts of carbon dioxide, wood stores it and helps reduce our ecological footprint. This makes it a powerful weapon in our fight against climate change and helps us support the UN Sustainable Development Goals (SDGs).

Timber buildings can be constructed quickly and are fire- and earthquake resistant, making certified timber an ideal material for all kinds of constructions.

Using timber for construction instead of steel or concrete could reduce global fossil fuel consumption by up to 19%. (UNECE)



Sustainable furniture from certified sources

The furniture sector continued to be an important focus area throughout 2019.

VFCS, our national member for **Vietnam**, and PEFC were present at the **Vietnam International Furniture & Home Accessories Fair** (VIFA Expo) in March in Ho Chi Minh City, Vietnam. At our PEFC booth, participants from different wood associations and companies were invited to discuss the importance of sustainably managed forests for the furniture sector.



VFCS and PEFC International highlighted the potential of sourcing PEFC-certified timber to meet the needs of international markets at the **Vietnam International Furniture Exhibition** (VIFA) in November in Ho Chi Minh City. In addition, we held a seminar on 'Market Demand and Availability of PEFC/VFCS Certification', discussing possibilities to increase demand and demonstrate the availability of PEFC supply and acceptance globally. We also highlighted the responsibilities of each individual actor in providing a sustainable supply chain while meeting the demand.



A circular economy starts in a sustainably managed forest

Did you know that the world's forests absorb roughly 2 billion tonnes of CO₂ each year? They store it as carbon in their biomass, where it stays, even after the trees have been harvested. Using forest-based products instead of carbon-intensive materials such as plastics for every-day objects can contribute to mitigating climate change.



Together with several of our national members and other partners, we work to raise awareness about the enormous potential of forest-based materials within the circular economy, helping to ensure the world's forests can deliver their full contribution to our climate change actions.



A future without plastics

We collaborated with UNECE (United Nations Economic Commission for Europe), FAO (Food and Agriculture Organization) and Uusi puu – the New Wood Project, in the organization of the exhibition **'Forests and the Circular Economy. A future without plastics'**. Within the halls of the UN in Geneva, we highlighted some of the many carbon neutral and renewable alternatives to oil-based plastics that the forest sector can offer.

The world's forests store about 296 gigatonnes of carbon in their biomass – the amount that all cars in the world emit in 50 years.
(UNECE)



Together with Huhtamaki and PIVETEAUBOIS, we presented a range of forest-based materials. Besides PEFC-certified, plant-based and renewable paper cups and straws, we also showcased cross laminated timber (CLT), an innovative solution for the construction sector.



Forests for Fashion

Through **'Forests for Fashion'**, a joint initiative with **UNECE** and **FAO**, we link forest-based materials to the world of fashion. Throughout 2019, we and several of our national members were present at various events presenting the forest solution for sustainable fashion.

Wood-based fibres produce up to 13 times less carbon emissions than polyester.
(UNECE)

PEFC UK hosted the event **'From Forest to Wardrobe'** attended by over 60 professionals from leading fashion brands, retailers and textile suppliers.

We had a stand at the **Copenhagen Fashion Summit**, highlighting the PEFC chain of custody solution to trace fibres from sustainably managed forests to fashion brands.



Mercedes Benz Fashion Week

in Madrid saw a collection by Spanish fashion designer María Lafuente with dresses made of PEFC-certified textiles, supplied by Textil Santanderina, on the catwalk.

We teamed up with Sustainable Forest Initiative (SFI) to join the Textile Exchange Sustainability Conference in Vancouver, Canada. At the Manmade Cellulosic Fibers Round Table, we discussed **“What makes forestry sustainable?”** and highlighted the important social impact of forests for people, and especially Indigenous Peoples, around the world.



Watch out in 2020
as we launch our
latest campaign

Look for **#ForestsStay**
to learn more!

About 60 million
Indigenous People –
*roughly the population
of Italy* – are almost wholly
dependent on forests
and forest resources.
(World Bank)



Linking sustainable forestry to the packaging industry at the Consumer Goods Forum

Sustainable packaging and certification solutions within the circular economy were on the agenda for the **Consumer Goods Forum's Sustainable Retail Summit** that took place in October in Berlin.

PEFC International, PEFC Germany and **Sustainable Forest Initiative (SFI)** hosted a special session showcasing innovative sustainable packaging solutions and its link to sustainable forest management. We also highlighted the potential of forest certification to achieve corporate sustainability objectives and support the UN Sustainable Development Goals (SDGs).

To join PEFC sectorial marketing campaigns in 2020, please contact us at fabienne.sinclair@pefc.org.



Increasing communications effectiveness

Forest certification is one of the few tools that can directly connect the consumer to the forest, enabling all of us to help make a difference to the world's forests through buying a certified product. Reaching out to consumers by telling the story of PEFC through our communications is an increasingly important aspect of our work.

EXPERIENCE FORESTS, EXPERIENCE PEFC

For the third time, our 'Experience Forests, Experience PEFC' photo contest invited photographers and forest lovers from around the world to show us their best forest photos – and again, we received thousands of stunning images, showing the beauty and diversity of our forests. From trees, wildlife and picturesque landscapes, to work and play in the forest – the winning photos take us on a discovery tour through forests around the world.

From April to June, our members in 13 countries ran national photo contests. The winners of these contests not only won a fantastic national prize, but also entered the international contest to compete for the '2019 PEFC Photographer of the Year' Award.

The Award went to Sonia Fantini, for her beautiful image 'Autumn colours', taken at Lake Bordaglia in the Friuli Venezia Giulia region in Italy. Only one week after she had taken the photo, a violent storm destroyed most of the region's forests, flooded roads and isolated villages, making our winning photo a memory of the beauty of the region before the storm.

The top 12 images star in our 2020 photo calendar and were on display at PEFC Week, bringing the magical world of forests into the Würzburg Fortress.

Discover the
top 12 photos:

[tree.es/
photocontest2019](https://tree.es/photocontest2019)



Sonia Fantini, 2019 PEFC
Photographer of the Year



Meeting the Humans of the Forests

In our micro documentary series Humans of the Forests (HoF), people around the globe who are in touch with forests in their daily lives share their stories with us. The second instalment takes us to Chile, where we meet three people who depend on the forest for their livelihoods – in very different ways.

We meet **Sonia Carrasco**, an indigenous Mapuche woman. She and her family are gatherers and live from what nature and the forest give them. Gathering fruits and medicinal herbs has given her and other Mapuche women economic independence, and allowed them to set up a small business.

Next, we meet **José Daniel Cáceres**, who has been working in the forest for 40 years, never losing his love for it. The forest has given him a lot: experience, knowledge and a job to support his family, but most of all the feeling of being free.

Also **Nancy Gallego**, a forest fire monitor in Southern Chile, shares her story with us. Every morning, she climbs up an observation tower to look out for forest fires. Nancy was Chile's first female fire monitor, and overcame her fear of heights in order to do the job she loves.

Chile was our second destination, after the first instalment had taken us to Italy, where we learned how a PEFC-certified forest gave new life to a village destroyed by an earthquake. To hear the full stories, head to YouTube and meet the Humans of the Forests!



Check out
the latest videos:
treee.es/HOF
and follow us
on Instagram:
[humansoftheforests](https://www.instagram.com/humansoftheforests)



Helping our members go visual

Throughout 2019, videos became an increasingly important element of our communication. Besides the video series Humans of the Forests, we seek to make PEFC more accessible to the public through user generated videos by our members and stakeholders. Through a **new video app**, they are invited to capture impressions from their meetings, fairs, events and of course from forests around the world. Additional video editing tools enable our members to create and disseminate their own videos.



A second focus in 2019 was on facts and figures. In the newly launched campaign **#ForestFactFriday**, we share interesting and surprising facts around the world's forests. Head to Facebook, Twitter or Instagram and let us surprise you!





PEFC Membership

Statistics, facts & figures

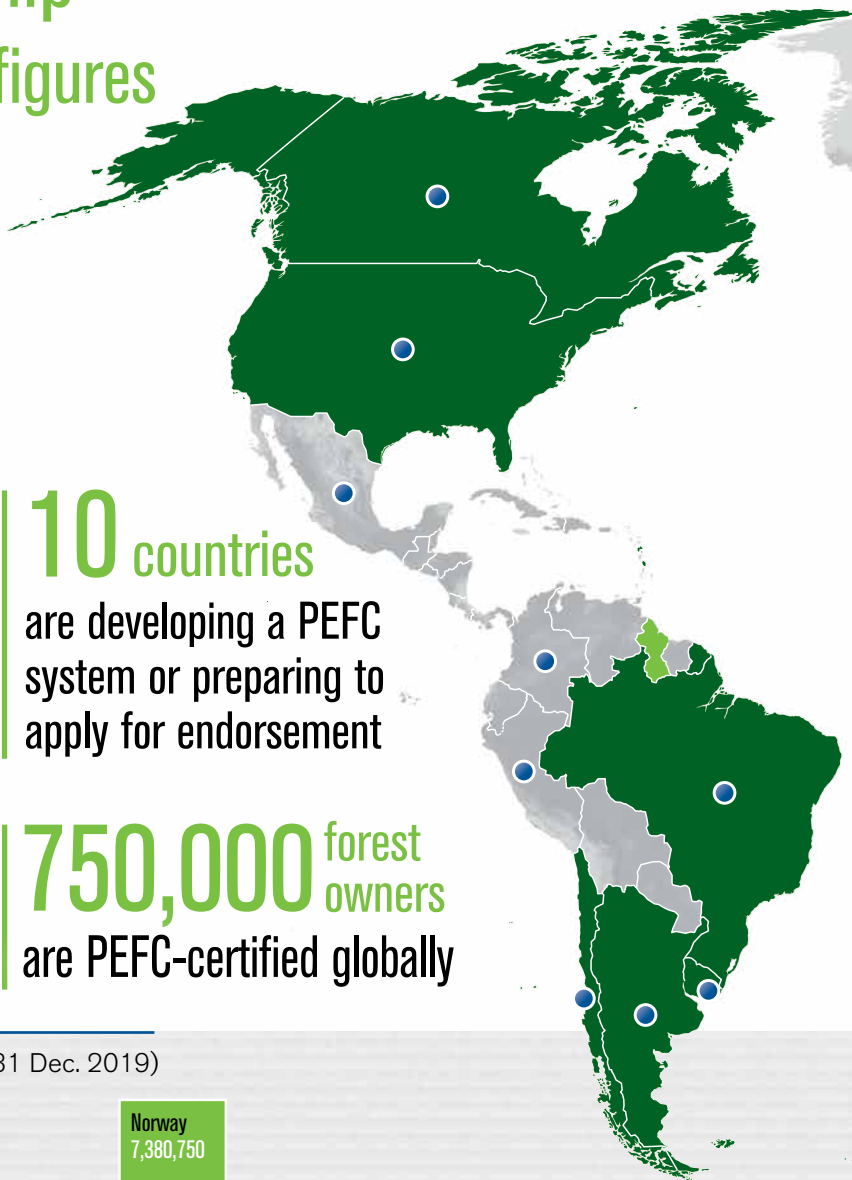
National members represent PEFC
in **53** countries

326 million hectares
of forests globally
are PEFC-certified

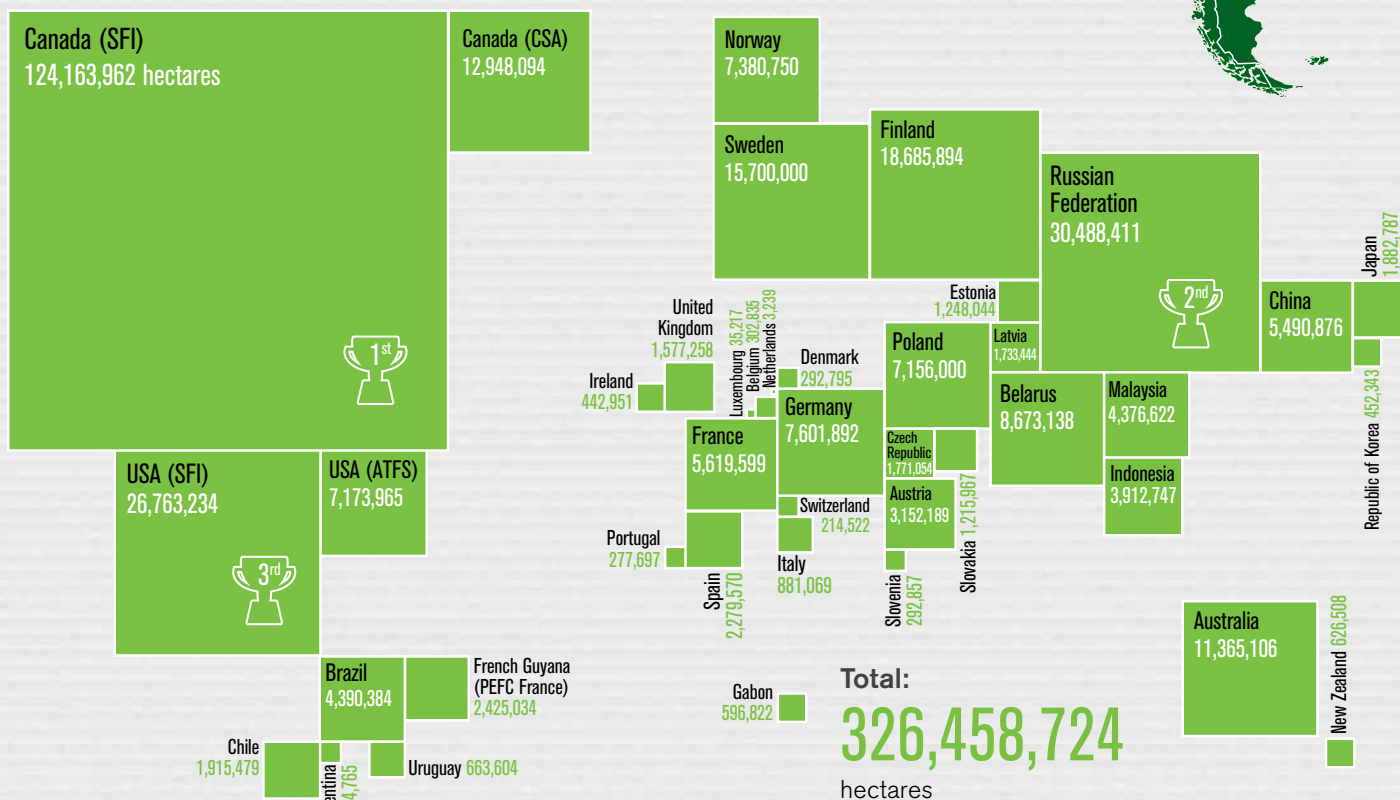
We welcomed the first certified forest area in the Republic of Korea – more than 450,000 hectares achieved PEFC certification. **Russia** saw the biggest percentage increase in PEFC-certified forest area, growing almost 47% from 20,694,095 to 30,488,411 hectares. Europe and the Americas both saw increases in their PEFC-certified area, thanks in particular to growth in **Russia**, and the **USA and Canada** respectively

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

750,000 forest
owners
are PEFC-certified globally



PEFC-certified forest area per country (as of 31 Dec. 2019)





PEFC members

Endorsed members (as of 31 Dec. 2019)

| Country | Name |
|--------------------|---|
| Argentina | Argentine Forest Certification System (CERFOAR) |
| Australia | Responsible Wood |
| Austria | PEFC Austria |
| Belarus | Republican Association of Forest Certification System |
| Belgium | PEFC Belgium |
| Brazil | Brazilian Forest Certification Programme (CERFLOR) |
| Bulgaria | Council for the Sustainable Forest Management and Certification in Bulgaria |
| Cameroon | Cameroonian Association of the Pan African Forestry Certification |
| Canada | PEFC Canada, Sustainable Forestry Initiative (SFI) |
| Chile | Chile Forest Certification Corporation (CERTFOR) |
| China | China Forest Certification Council (CFCC) |
| 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 |
| Hungary | Hungarian Forest Certification Non-profit Ltd. |
| India | Network for Certification and Conservation of Forests (NCCF) |
| Indonesia | Indonesian Forestry Certification Cooperation (IFCC) |
| Ireland | PEFC Ireland |
| Italy | PEFC Italy |
| Japan | Sustainable Green Ecosystem Council (SGEC) |
| Latvia | PEFC Latvia |
| Luxembourg | PEFC Luxembourg |
| Macedonia | The Council for Sustainable Forest Management in the Republic of Macedonia |
| Malaysia | Malaysian Timber Certification Council (MTCC) |
| Netherlands | PEFC Netherlands |
| New Zealand | New Zealand Forest Certification Association (NZFCA) |
| Norway | PEFC Norway |
| Poland | PEFC Poland |
| Portugal | PEFC Portugal |
| Republic of Korea | Korea Forestry Promotion Institute (KoFPI) |
| Romania | PEFC Romania |
| Russian Federation | PEFC Russia |
| Slovakia | PEFC Slovakia |
| Slovenia | Institute for Forest Certification |
| South Africa | South African Forestry Assurance Scheme (SAFAS) |
| Spain | PEFC Spain |
| Sweden | PEFC Sweden |
| Switzerland | PEFC Switzerland |
| Thailand | The Federation of Thai Industries (F.T.I.) |
| United Kingdom | PEFC UK |
| United States | PEFC USA: American Tree Farm System (ATFS), Sustainable Forestry Initiative (SFI) |
| Uruguay | PEFC Uruguay |

Non-endorsed members (as of 31 Dec. 2019)

| Country | Name |
|-------------------|--|
| Ghana | Working Group on Forest Certification |
| Guyana | Guyana Forestry Commission (GFC) |
| Lithuania | PEFC Lithuania |
| Myanmar | Myanmar Forest Certification Committee (MFCC) |
| Republic of Congo | PAFC-Congo |
| Ukraine | Association National Voluntary Forest Certification System |
| Vietnam | Vietnam Forest Certification System (VFCS) |

SYSTEM NEWS 2019:

Received endorsement:

- Network for Certification and Conservation of Forests (NCCF) (India)
- The Federation of Thai Industries (F.T.I.)
- Council for the Sustainable Forest Management and Certification in Bulgaria
- Cameroonian Association of the Pan African Forestry Certification

Under assessment for endorsement:

- Vietnam Forest Certification System (VFCS)

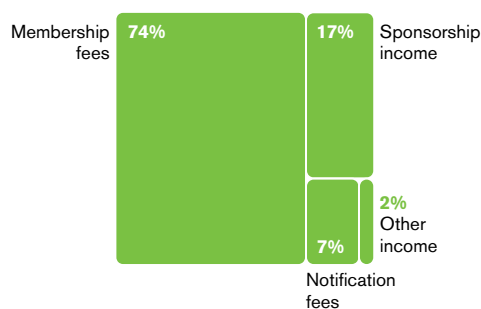
Received re-endorsement:

- PEFC Luxembourg

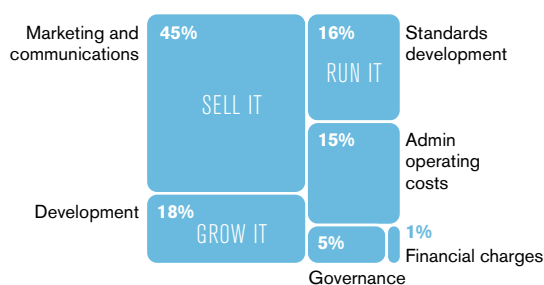
Financial information

Budget summary: In 2018, PEFC operated on a total income of about CHF 5.3 million.

Income sources 2018



Expenditure 2018

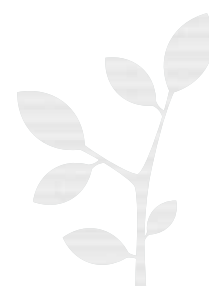


International Stakeholder members:

- APP Timber
- Aracuo
- Asia Pacific Resources International Holdings Ltd. (APRIL)
- Association Technique Internationale des Bois Tropicaux (ATIBT)
- Bioenergy Europe
- Building and Wood Worker's International (BWI)
- Confederation of European Forest Owners (CEPF)
- Confederation of European Paper Industries (CEPI)
- Connecting Natural Values and People (CNVP)
- Double A
- European Confederation of Agricultural, Rural and Forestry Contractors (CEETTAR)
- European Panel Federation (EPF)
- European Pulp Industry Sector Association AISBL (EPIS)
- European Timber Trade Federation (ETTF)
- European Tissue Symposium (ETS)
- International Council of Forest and Paper Associations (ICFPA)
- International Family Forestry Alliance (IFFA)
- International Paper
- Metsä Group
- Mondi
- Olam International
- Purinusa Ekapersada (APP)
- RECOFTC
- Sappi
- Smurfit Kappa
- Stora Enso
- Suzano Pulp and Paper
- Union of Silviculturists of Southern Europe (USSE)
- WestRock Company
- Weyerhaeuser Company

Extraordinary members:

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



PEFC International team



Ben Gunneberg
CEO / Secretary General

Communications



Thorsten Arndt
Head of Communications



Hannah Prins
Communications Manager



Anja Gehr
Junior Communications Officer

Finance



Gill Parker
Finance Manager



Silvana Neva
Finance Officer

Administration



Natalie Faulkner
PA to CEO & Office Manager

Marketing



Fabienne Sinclair
Head of Marketing



Julia Kozlik
Marketing Officer



Huong Maggi
Junior Marketing Officer

Development



Rémi Sournia
Development Manager



Thomas Seyvet
Junior Development Officer

Technical



Michael Berger
Deputy Secretary General & Head of Technical



Matthew Parkan
Technical Officer



Lise Favre
Junior Technical Officer



Marta Martinez Pardo
Technical Manager



Linda Matole
Technical Officer

EU Representation



Xavier Noyon
EU Affairs

Asia Support



Richard Laity
Southeast Asia Development



Benson Yu
PEFC Asia Promotions China



In 2019, our dear colleague **Simon Clark**, a long-standing and highly valued member of our team, passed away after a short, severe illness. Simon is sorely missed in our office, but will always stay in our hearts and memories.



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