



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.

OUR DESIRED IMPACT BY 2030

The PEFC Alliance is widely recognised as contributing to healthy forests, healthy forest communities, healthy forest workers and a healthy forest economy, with the intention to lead the growth of certified area thanks to a 15% global increase in PEFC-certified area and maintain a continued support to smallholders. Companies from across the value chain, public and private end-users value the engagement with PEFC to achieve responsible sourcing.

FOUR STRATEGIC PATHWAYS

To achieve our 2030 Desired Impact, we have identified four Strategic Pathways that will shape the work and direction of the PEFC Alliance over the coming years:

-  Strengthen and expand a credible and empowered PEFC global alliance
-  Demonstrate sustainability impact
-  Provide innovation
-  Provide recognised solutions to society through the market

KEY NUMBERS

4 Strategic Pathways 

14 Key Performance Indicators 

VALUES

ETHICAL & RESPONSIBLE

COLLABORATIVE

RESPECTFUL & EMPOWERING

THOUGHT LEADER

FORWARD-LOOKING

FOCUS AREAS



Climate change



Conservation & regeneration



Biodiversity



Smallholders

www.pefc.org

