

# BENEFITS OF SOURCING PEFC-CERTIFIED PACKAGING

## AVAILABILITY

Incorporating PEFC in your sourcing policies unlocks access to the world's largest supply of certified forest-based materials.

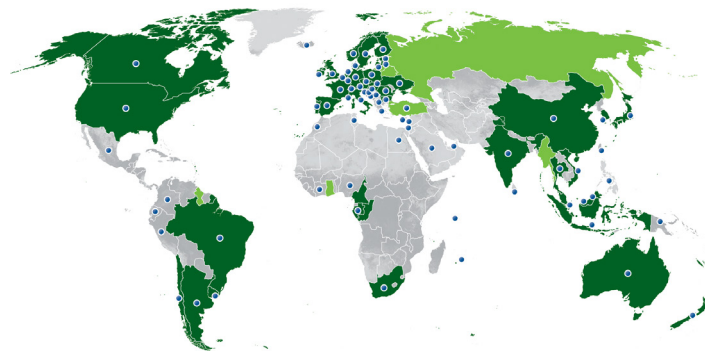
### Quick facts

- ✓ PEFC is the world's largest Sustainable Forest Management (SFM) certification system
- ✓ **71% of the world's certified forests are certified** to PEFC Standards
- ✓ **280 million hectares** of forest area are PEFC certified
- ✓ PEFC certification is a standard of choice for public timber procurement
- ✓ **55 national members** have joined forces under the PEFC Alliance, and through this collaborative effort, we will continue to work together to expand the area of certified and sustainably managed forests.

### Supply chain

With over 25,000 companies and organisations holding chain of custody certifications in more than 70 countries globally, finding a certified supplier couldn't be easier.

Companies who obtain PEFC chain of custody certification may benefit from improved supply chain security and access to a vast number of suppliers, representing the largest source of certified materials available globally



- Countries with available PEFC certified materials
- Upcoming countries with available PEFC certified materials
- Countries where chain of custody certificates have been issued

## PEFC IS DEDICATED TO FORESTS AND THEIR CONTRIBUTION FOR A SUSTAINABLE WORLD FOREVER

### Protects forests from deforestation

How does choosing a PEFC-certified product protect forests? We need to use our forests. If we don't, the land will be used for other purposes, such as cattle ranches or soy plantations. Buying certified and responsibly sourced forest products, such as wood and paper, gives the forest value, creates demand, and provides a financial incentive to keep a **forest a forest**.

Equally important, **forests are renewable**, and PEFC-certified forests are managed in a manner that ensures that they will be there for generations to come. Harvesting rates are balanced and forests are given the chance to regenerate naturally.

### Supports reforestation

By procuring or sourcing certified materials from sustainably managed forests, you are supporting the reforestation of existing areas and appropriate afforestation.

Halting deforestation and increasing forest restoration is imperative for limiting global warming to 1.5°C. Forests represent one of the largest, most cost-effective climate solutions available today.

Managing and restoring forests can contribute to economic growth, poverty alleviation, food security, clean water, climate resilience and adaptation, biodiversity conservation, and other ecosystem services.

Strong forest governance is essential to protecting and sustainably managing the world's forests.

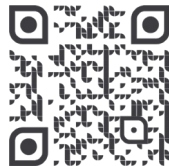
To understand the requirements of the PEFC global sustainability benchmark, visit <https://tree.es/PEFC-SFM-standard>

## PEFC SUPPORTS LOW CARBON ECONOMIES

**Forests are at the heart** of the transition to low-carbon economies.

Sustainable forest management is also focused on maintaining and enhancing carbon sinks, and contributing towards and can contribute towards greenhouse gas emissions reduction goals.

On the other hand, sustainable forest management, in addition to generating socio-economic benefits, provides fibre, timber, and biomass for wider use of wood products to substitute more fossil fuel intense products.



INCLUDE PEFC IN YOUR SOURCING POLICY

# Responsible Packaging

## AN INTRODUCTION TO PEFC FOR END-USERS



Promoting Sustainable Forest Management

[www.pefc.org](http://www.pefc.org)



# PEFC: YOUR ASSURANCE OF RESPONSIBLY SOURCED PACKAGING

## Why choose PEFC

### PEFC sets the global standard for sustainable forest management

- ✓ **World's leading** forest certification system and the system of choice for small-forest owners
- ✓ **Safeguards** biodiversity, ecosystems & helps mitigate climate change
- ✓ **Supports** forest-dependent livelihoods and local communities
- ✓ **Robust, pragmatic & cost-effective**

### Enables responsible supply chain management

- ✓ **Independent & impartial**, strict separating standard-setting, certification and accreditation processes
- ✓ **Transparent system** of traceability through an independent, third-party certification process

### Offers global impact and availability

- ✓ **71%** of all global certified forests are PEFC certified<sup>1</sup>
- ✓ **Over 280 million** hectares covered by PEFC<sup>2</sup>
- ✓ **25,000+ chain of custody** certified companies in **70+ countries**<sup>2</sup>
- ✓ **Tailored** local customer service through 55 National members

### Recognised around the world

- ✓ **Globally accepted** in public and private procurement policies
- ✓ **Global organisations and companies use PEFC** as a benchmark for sustainable forest management
- ✓ **Consumers trust and expect labels**
  - **80%** want companies to use them<sup>3</sup>
  - **55%** of consumers are aware of the PEFC label<sup>4</sup>

### Writing the story of humans and nature

- ✓ **Delivering social value**, respectful and inclusive of the specific needs of smallholders, workers and local communities
- ✓ **A robust alliance** of national forest certification systems
- ✓ **Over two decades** of forest management expertise thanks to global and local stakeholder engagement



Sustainable forest management protects **biodiversity**, helps to **mitigate climate change**, and reduces soil erosion and desertification – all of which are good for the planet, and for local communities that live in, and depend on forests. When forests are managed sustainably, they become a **truly renewable resource**.



The PEFC label ensures that certified packaging is sourced responsibly through the PEFC chain of custody mechanism. Raw materials are traced, tracked and verified through rigorous independent third-party audits. PEFC standards ensure safe working conditions for foresters, manufacturers and workers.



Recycling remains an **important part of the solution of sustainable packaging**. The need for tree-based products is increasing, and producing recyclable packaging and/or using recycled materials helps reduce the productive demand on forests. When used as a **supplement** to PEFC-certified virgin fibres, recycled materials can help meet market demand for forest materials sustainably. In this way, recycled materials and certified forest materials **both contribute** to a responsible packaging solution for your brand.

**PEFC certification adds value to your business**

- ✓ Traceability solutions
- ✓ Legal Compliance
- ✓ Meet customers expectations
- ✓ Enable access to global markets
- ✓ Supports:
  - Local forests
  - Local communities
  - Local workers
  - Local economies
- ✓ Supports the United Nations Sustainable Development Goals
- ✓ Internal management system that can be integrated with existing ISO systems



**INCLUDE PEFC IN YOUR SOURCING POLICY**

Brands that choose PEFC-certified packaging can clearly communicate their **sustainability credentials** to their customers. PEFC certification is rigorous, impartial and globally respected, enabling your company to demonstrate a clear commitment to responsible sourcing of forest-based products in your ESG reporting.

Packaging is often the first point of contact with your customers, with an estimated 70% of purchasing decisions are made at the point of sale. Communicate your sustainability efforts towards safeguarding forests and their benefits to society.

By **including PEFC** in your procurement policies and using the PEFC label on your certified packaging, you can communicate your sustainability actions to your customers.

You **don't have to choose between PEFC** and other certifications. In fact, inclusive procurement policies give you more supply flexibility and a greater chance of reaching your certified source target.

**Find certified suppliers in the PEFC database**

[www.pefc.org/find-certified](http://www.pefc.org/find-certified)



We're here to help!  
PEFC International, [www.pefc.org](http://www.pefc.org)  
[packaging@PEFC.org](mailto:packaging@PEFC.org) +41 (0) 22 799 45 40

**Choosing PEFC means sourcing the most widely available certified materials on the market.**