

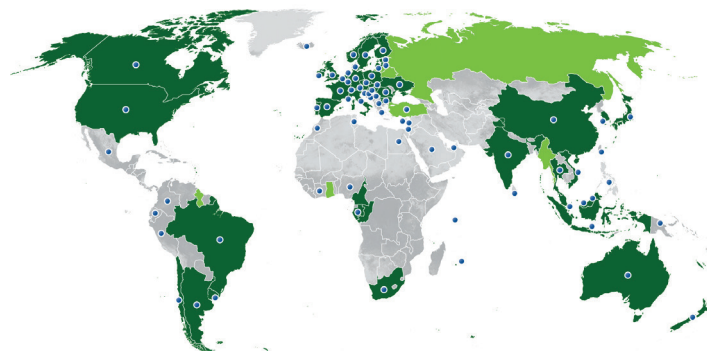
# BENEFITS OF SOURCING PEFC-CERTIFIED PACKAGING

## 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 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 sustainably managed forest.



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

### Supply chain

Find a PEFC-certified forest/materials supplier via our free-to-use 'Find certified' database.

Find certified suppliers in the PEFC database

<https://pefc.org/find-certified>



## PEFC BRINGS GLOBAL BENEFITS

### 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 rejuvenate naturally.

### Supports reforestation

By procuring or sourcing certified materials from sustainably managed forests, you are supporting the reforestation of existing areas and in some cases, cleared forests.

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.

## MEET YOUR CUSTOMERS SUSTAINABILITY EXPECTATIONS

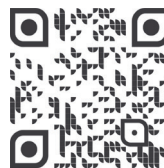
With the increased demand from brands and retailers for certified packaging, it has become increasingly important to gain chain of custody certification, so you are **equipped to meet the demands of your customers**.

**Demonstrate your best practices.** PEFC can help connect you with suppliers of certified raw materials, as well as help you get certified.

**Reach out to us today to start your certification journey.**

## Contact your local PEFC National Governing Body

<https://pefc.org/for-business/supply-chain-companies>



\*PEFC/GfK Global Consumer Survey - Aug. 2022

\*\* 55 members, with 48 endorsed national certification systems



## AN INTRODUCTION TO PEFC FOR SUPPLIERS



Promoting Sustainable Forest Management

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



# PEFC: YOUR CERTIFIED SOLUTION FOR 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 protect the climate
- ✓ **Supports** forest-dependent livelihoods and local communities
- ✓ **Robust, pragmatic & cost-effective**

### Enables responsible supply chain management

- ✓ **Independent & impartial**, strict separation of 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>
- ✓ Local, regional and national representation through 55 national members

### Recognised around the world

- ✓ **Globally accepted and recognised within** 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

- ✓ **People-centric**, 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 workers
  - Local communities
  - Local economies
- ✓ Supports the United Nations Sustainable Development Goals
- ✓ Internal management system that can be integrated with existing ISO systems



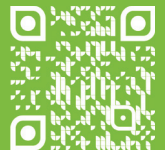
As a supplier of packaging materials, you choose PEFC certification, when you enter a responsible supply chain.

It's a way to demonstrate to your buyers that you are actively protecting forests. And when they procure your packaging, **they are, too**.

- ✓ **Certification is the foundation** of that responsible sourcing. By getting certified, you meet market demands and regulatory requirements.
- ✓ **Certification is increasingly a global norm**, and obtaining PEFC certification is the best way to ensure uninterrupted market access.
- ✓ **Keeping pace with changes:** PEFC is working towards full compliance with EUDR.
- ✓ **PEFC certification allows you to keep pace** with these changes and meet the increasing expectations of your buyers.
- ✓ **Availability and freedom of choice**, you have access to a large supply of PEFC-certified wood and non-wood forest products.
- ✓ **Use of the PEFC logo**, widely recognised, to demonstrate your responsible sourcing.

## 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

**Get PEFC certified to access and sell more certified material**