

PEFC Case Stories

Demonstrating your achievements – Call for Entries

Introduction

Do you have interesting stories about PEFC that you want to share? Would you like to report on and promote your experiences and best practices related to sustainable forest management and chain of custody certification?

A key part of demonstrating value to PEFC stakeholders is to share with them positive success stories and how PEFC has influenced some aspect of their work. We intend doing this through a series of case stories to be actively promoted and shared at international and national level.

The idea is to build a publicly available library of case stories which can be used in with customers, journalists and other PEFC stakeholders in presentations and reports, at conferences, and in other communication.

Case stories provide insights into the advantages certification offers, while at the same time highlighting and promoting the achievements and excellent work by PEFC customers – by you.

Case studies are usually

- personal or company specific, responding to questions such as “How something affected me/my organization”, “How I/my organization was able to do something or demonstrate something,” “How something added value to me/my organization” etc. because of PEFC certification

- linked to company/organizational processes or performance; maintaining, accessing or securing markets; benefits to forests/nature (environmental, social, economic), etc
- one to two pages of text (500-1000 words), if possible with accompanying photos, graphs and other visual materials

What's in it for me as a contributor?

Case stories allow you to widely share and publicise your best practices and provide hands-on, real life examples of your commitment to corporate social responsibility and sustainable forest management.

They demonstrate your dedication to meeting the expectations of your customers along the value chain, and your support to responsible procurement.

PEFC publishes case stories on its website (pefc.org), prints and communicates them to stakeholders and media, and distributes them globally to its members and stakeholders.

We also feature selected case stories in our newsletters, brochures, annual report, and other marketing material. If your submission has a broad appeal, we may work with you to place it in trade, environment, CSR-related or other appropriate publications.

What we are looking for

Our intention is to provide a group of cases that showcase positive impacts of PEFC certification and associated processes, including, but not limited to, sustainable forest management and chain of custody certification, and national standard setting processes.

We are seeking cases from

- Sustainable forest management certified entities (forest owners/managers)
- Chain of custody certified entities (companies along the value chain)
- National PEFC members (National Governing Bodies) and
- Other entities (certification bodies, NGOs etc)

Format

Feel free to use your own format or draw from the guidelines below:

- **Situation**
- **Information about organisation/company/forest operation** (150 words maximum)
- **Case Background/Context**
What was the driving force/challenge/issue behind the activity? What were the key issues? Who were the stakeholders?
- **Targets**
- **Main Objective of the Case**
What were the goals/targets and objectives of the initiative, qualitatively and/or quantitatively?

- **Activities**
- **Approach & Actions Taken**
What approaches were considered to reach the objectives? What actions were taken? What was the timing of this and who was involved? Detail any partnerships or alliances that were formed.
- **Challenges and Difficulties**
What were the main challenges/difficulties faced? What actions were taken to address these?
- **Results**
- **Outcomes**
What are the main results (positive and/or negative) of this initiative? Please provide quantifiable information where available.
- **Lessons Learned**
What are the main lessons learned from this? What is the future for this project/process or product, based on these lessons?

+ Support Material

- **Photos, Graphics & Video**
Please supply any visual support material.
- **Documentation**
Additional support information should also be forwarded. This could include social/environment reports, annual reviews, and specific documents, reports or press releases relevant to the initiative.

Contact

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