



PEFC NEWS

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PEFC Gains Significant Increases in Certified Area

More and more Latvian and Polish forest owners are demonstrating their commitment to sustainable forest management practices by obtaining PEFC certification.

"Almost half of Poland's Forests are now PEFC certified. Only one year after the first PEFC certificate was issued in Poland, more than 4 million hectares of forests are now certified to PEFC," explained Ben Gunneberg, PEFC International Secretary General.

And with an unprecedented demand for PEFC certification in the past year, "almost half of Poland's forests are now certified to PEFC," said Krzysztof Jodlowski, the Chairman of PEFC Poland.

This demand is not entirely surprising: In Poland, the PEFC standard is the only forest management standard that has been developed by local stakeholders in a participatory process. It incorporates the knowledge of



Polish forest managers with their long history and tradition of responsible practices and therefore best meets local requirements and expectations.

The first PEFC certificate in Poland, covering an area of 316,000 hectares, was issued to the Regional Directorate of State Forests (RDLP), Radom, back in January 2011. "PEFC

certification not only confirms the sustainability of our forest management practices in line with globally accepted benchmarks,

but it also allows us respond to increasing requests for PEFC certified timber," highlighted Adam Wasiak, Head of RDLP Radom, when receiving the certificate.



Latvia likewise has celebrated an increase in PEFC certified area – with one million hectares of forests now certified. All state-owned public forests in Latvia are managed in compliance with PEFC's internationally recognized Sustainability Benchmarks.

The Latvian State Forests (LVM) manages a total of 1.4 million hectares of forests, of which about 25% are protected.

"Our goal is to demonstrate that beyond the protected area itself, all forests managed by LVM are managed responsibly, with due consideration for the environmental, social and economic benefits they provide," said Roberts Strīpnieks, Chairman of the Board of LVM.

"With more and more companies in Latvia interested in obtaining PEFC Chain of Custody certification, we are expecting a soaring demand for certified timber," added Mr. Strīpnieks. "We've therefore sought PEFC certification for all our forests."

"PEFC is proud that Latvian and Polish forest owners are becoming PEFC certified, and thereby providing assurances of the providence of their wood to the global marketplace," concluded Mr. Gunneberg.

2012 Small Grants Programme Supports Forest-Related Initiatives, Proposals Invited

“Given the overwhelming interest in our 2011 PEFC Collaboration Fund, we are pleased to announce our 2012 small grants programme,” said Sarah Price, Head of Projects and Development at PEFC International.

“The success of 2011’s programme raises the bar for projects applying for the 2012 Collaboration Fund, but we are confident that there are many good initiatives out there that deserve the support of this Fund.”

The PEFC Collaboration Fund is a competitive, matching grants programme for PEFC members and partner organizations to promote sustainable forest management and forest certification around the world. The Fund’s objectives are to:

- stimulate new innovative approaches which contribute to PEFC International strategic priorities;
- provide co-funding that leverages funding from additional sources.
- act as a catalyst for locally relevant projects which embody PEFC International’s mission of ‘a world where people manage forests sustainably;’
- encourage the establishment of new partnerships amongst organizations and/or the strengthening of existing partnerships;

The Collaboration Fund is open to proposals by PEFC members and other non-profit organizations for new and innovative projects; and the submission deadline is 25th February 2012. Project partners may also include private and public sector organizations.

Proposals requesting a PEFC Collaboration Fund contribution of up to 40,000 CHF and have a project timeframe of up to two years will be considered. Grantees must provide evidence of at least 35% additional co-funding from other sources towards the overall project budget.

“We are thrilled so far with this year’s projects, which are doing excellent work in quite different yet equally important areas, and we’re very much looking forward to the project proposals for the 2012 Fund,” emphasized Ms. Price. In total, five initiatives received financial support through PEFC in 2011:

- “Sustainable forest management & PEFC certification in Bosnia and Herzegovina private forests” by Eko Zona – Sipovo (Bosnia and Herzegovina)
- “Forest group certification for small forest owners in the Netherlands” by the Ingenieursbureau Evan Buytendijk (Netherlands)
- “Introducing Forest Certification to Indigenous People as a possible tool for Rights recognition” by Kadioan (Philippines)
- “Promotion of CSA, CSA-PEFC Linkages, and Certified Products” by PEFC Canada (Canada)
- “Forests, Keepers of Time. Dealing with historical, cultural and spiritual sites and structures in forests” by Stichting Probos (Netherlands).

“We are also increasing our efforts to secure additional funding for future years, and are in the process of identifying potential sponsors to maintain and potentially increase funding availability,” Ms. Price concluded.

Further Information - <http://bit.ly/xIUaCF> or contact development@pefc.org, tel. + 41 22 799 4540

From Rio to Aichi to Rio: 10 Principles to Maximize Benefits of Forest Certification

The market thrives on competition, a concept that also applies to certification schemes.



PEFC International illustrates the

importance of certification and the benefits it can bring. As only a small proportion of the world’s forests are certified, having a number of reliable players working towards the same goals of sustainability and viability can only be of benefit to companies and other stakeholders.

Much like a forest, new ideas sometimes take a long time to grow and mature. Over time, both forests and ideas become more complex and diverse. Likewise, as a healthy tree that has roots spread in all directions, so the concept of sustainable forest management needs has

been drawing from many different sources to produce a specific result.

Today it is accepted that sustainable forestry relies on three integrated and equally important concepts: those of economic viability; ecological soundness; and social justice. To miss any one of these elements dooms any attempt to achieve sustainability in forest management, just as in development.

But this knowledge - given the life span of many trees or human cultures – is a relatively new concept. It wasn't that long ago that we did not understand how necessary it was to have a convergence of the three pillars of sustainability. Today many activities that aim to promote sustainability still focus primarily on one pillar, sometimes with adverse effects on the others.

The concept of sustainable development and the interrelationship of the three pillars was originally popularized in the 1987 Brundtland Report, yet it was at the Rio Earth Summit in 1992 where the idea finally took hold. The Rio Earth Summit also led to the initial efforts to define sustainable forest management in the precisely titled "Non-Legally Binding Authoritative Statement of Principles for a Global Consensus on the Management, Conservation and Sustainable Development of all Types of Forests." The message coming out of the Rio Earth Summit — that nothing less than a transformation of our attitudes and behaviour would bring about the necessary changes — was heard by millions around the world.

The message reflected the complexity of the problems facing us, and governments recognized the need to redirect international and national plans and policies to ensure that all economic decisions fully took into account environmental and social impacts.

The Summit resulted in five documents that have fundamentally influenced the way our global society views sustainable development:

- The overarching document, the Rio Declaration, defines the rights of people to development, and their responsibilities to safeguard the common environment
- The Agenda 21 document has become a blueprint for action by all types of organizations and initiatives globally, nationally, and locally
- The Convention on Biological Diversity (CBD), and the Framework Convention on Climate Change (UNFCCC) have both become legally binding documents
- The fifth document, the Forest Principles, is the least well known, yet with its preamble stating that "Forests are essential to economic development and the maintenance of all forms of life," its relevance to the overall concept of sustainable development appears self-evident. Governments, however, could not agree on a globally enforceable framework for sustainable forestry.

The challenges facing the world's forests, and the inability of governments to act, resulted in the birth of the idea of forest certification. This voluntary mechanism provided forest owners with a framework to implement the spirit of the Forest Principles, with guidance on how to manage forests sustainably, and with the opportunity to

demonstrate and validate their responsibly practices through independent certification.

Over time, forest certification has become one of the most important tools for the global society to promote sustainable forest

"The challenges facing the world's forests, and the inability of governments to act at the first Earth Summit in Rio twenty years ago, resulted in the birth of the idea of forest certification. This voluntary mechanism provided forest owners with the opportunity to demonstrate and validate their responsibly practices through independent certification.

"Yet the movement has stalled: Only nine percent of the world's forests, and only two percent of tropical forests, are certified. What is needed is a common set of principles, a set of principles that provides guidance to all of us about what is needed to better promote forest certification and its continuous growth to advance sustainable forest management" Ben Gunneberg, Secretary General of PEFC International at the Regional Preparatory Meeting in Geneva in December, 2011 <http://bit.ly/wM9TUG>

management. However, despite major strides in certification, only nine per cent of the world's forests have been certified and 90% of these are in Europe and North America. Similarly, despite some progress in alleviating poverty around the world, population growth means that, in real terms, the number of people living below the poverty line remains high. Poverty is a major cause of deforestation and illegal logging. This situation is further complicated in rapidly emerging economies where land tenure rights have been, to date, ill-defined, weak and still evolving.

Certification, such as PEFC— the Programme for the Endorsement of Forest Certification, is one of the mechanisms that offer the potential to contribute to improving livelihoods, particularly in developing countries, and to assist in lifting people out of poverty. Certification is a mechanism that will also assist us in moving towards the Aichi Biodiversity Targets, notably that by 2020 forests are to be managed sustainably and forest loss is to be halved. This, however, requires us to mainstream forest certification throughout the world and especially in the Global South. To achieve this, all forest certification systems and stakeholders must seek to ensure that our collective efforts to expand forest certification are additive and not duplicative, contributing to an expansion of the overall total certified forest area.

"What is needed is a common set of principles, a set of principles that provides guidance to all of us about what is needed to better promote forest certification and its continuous growth to advance sustainable forest management.

In a world where deforestation continues unabated in many nations, stakeholders must collaborate whenever possible. While PEFC is the larger of the two global forest certification systems, we must utilize the different approaches offered for the betterment of society as a whole. We must agree on a common framework to guide forest certification and its stakeholders in their actions. The Rio Forest Certification Declaration, launched in 2010 in Rio de Janeiro, is based on the idea that a common set of principles is needed, a set of principles that provides guidance to all of us about what is needed to better promote and expand forest certification.

It recognizes in its preamble that "The challenge of safeguarding the environmental, social and economic benefits that the world's forests provide is critical for life on Earth. It requires a world in which people manage forests sustainably, a world that recognizes the integral and interdependent nature of our planet, a world that acknowledges and values the significance of rural communities, indigenous peoples, and families that depend on forests for their livelihoods" and states ten principles as a common framework to maximize the benefits that forest certification can offer to society:

- Human beings are at the centre of sustainable forest management
- Recognize and respect national sovereignty in the design and implementation of sustainable forest management policies and standards

- Protect the complexity of forest ecosystems, forest-dependent economies, and rural culture by adopting integrated forest management plans and policies
- Contribute to poverty reduction through empowerment of the poor
- Open and accessible stakeholder processes are essential
- Transparency, inclusiveness, and collaboration are fundamental prerequisites for global sustainability
- Utilize the benefits of renewable and climate-smart forestbased products
- Rely on science, local experience, and traditional forest-related knowledge to advance sustainable forest management
- Use a precautionary approach to prevent irreversible damage
- Promoting global acceptance of sustainable forest management through voluntary programmes and education is the fastest path to healthy forests and vibrant rural communities.

The Rio Forest Certification Declaration picks up on ideas that have previously emerged in other documents, including the 1992 Rio Declaration, the Universal Declaration of Human Rights, Agenda 21, the UN Charter, and the Forest Principles, to establish a framework that all stakeholders should be able to support.

The Aichi Biodiversity Targets require us to manage forests sustainably, and to balance the environmental, social and economic pillars of sustainability. Without all three, forests will not be protected, family foresters cannot thrive, forest dependent communities cannot exist, illegal logging will not be abated, and carbon pollution will not be mitigated.

Forest certification has proven to be one of the most effective and successful mechanisms to promote sustainable forest management. This movement needs further support and guidance, and principles such as those outlined in the Rio Forest Certification Declaration may provide the necessary framework to allow forest certification to thrive and further develop.

As the Aichi Biodiversity Targets require the commitment of all of us, so does forest certification. With only nine per cent of the world's forests certified as sustainably managed after 17 years of forest certification, and over 90% of these forests located in the Global North, it

behoves all of us to identify and remove the barriers for expanding sustainable forest management and its certification, especially in the Global South.

"Forest certification has proven to be one of the most effective and successful mechanisms to promote sustainable forest management. This movement needs further support and guidance, and principles such as those outlined in the Rio Forest Certification Declaration may provide the necessary framework to allow forest certification to thrive"

Forest certification, guided by globally applicable principles such as those laid out in the Rio Forest Certification Declaration, should be integrated in the work of all stakeholders in order to best contribute to the achievement of the Aichi Biodiversity Targets.

The Rio Forest Certification Declaration represents PEFC's contribution to the Outcomes of the Rio+20 Conference and was submitted to the United Nations Conference on Sustainable Development in November 2011.

We still need your support – sign the Declaration at www.rfcd.org.

TECHNICAL

PEFC to Ensure Alignment with EU Timber Regulation

PEFC's International Chain of Custody standard will ensure that PEFC-certified companies meet the requirements of the forthcoming EU Timber Regulation (EUTR), which will enter into force in March 2013.

The EUTR will make it illegal to place illegally harvested timber and timber products on the EU market. The legislation will require that due diligence is applied to all timber first placed on the EU market and also that traders, further down the supply chain, keep track of who timber or timber products were bought from, and where applicable, who they were sold to. The regulation will apply to everyone trading timber and timber products in the EU, including paper, furniture, wood fuel etc., therefore affecting thousands of companies of any size producing timber domestically or importing it from outside the EU.

The PEFC Board of Directors decided to revise the PEFC International Chain of Custody Standard to ensure that all

certified companies meet the EU TR requirements. In close coordination with the EU Commission, PEFC has performed a gap analysis as input for the Chain of Custody working group on the 1st February 2012.

"PEFC-certified companies can be confident that the EUTR requirements will be covered through their Chain of Custody certification," said Michael Berger, Head of Technical Unit at PEFC International. "PEFC certification may also be the most straightforward option for currently uncertified companies to meet the EUTR requirements."

Further Information - <http://bit.ly/AEzN7j>

France Continues to Enjoy PEFC Endorsement

PEFC International announced last week that the revised French national forest certification system has successfully achieved re-endorsement by the PEFC General Assembly. The endorsement is valid until 2017.

The French standard was revised over a period of 18 months in an extensive, consensus-driven process with participation of actors from all parts of society.

"More than 52,000 forest owners in France are certified to PEFC and take pride in their sustainable forest management practices," said Marc-Antoine de Sèze, President of PEFC France. "The unique experiences of these forest owners were very beneficial in the revision process and, combined with the comprehensive input by other participants from non-profit and business organizations, the science community, labour unions, have led to further improvements to the standard."

Changes to the 2012-2017 include the harmonization of national sustainable forest management criteria for forest owners, a further strengthening of audits for system evaluation both for forest owners and operators, and increased technical support at both national and local levels. Globally, the new French standard enables increased production while better preserving forest resources.

Following the approval of the revised standard at national level, an independent assessment verified the



compliance of the French system with PEFC International's Sustainability Benchmarks.

The endorsement process, which is unique in the world of forest certification, also included a global public consultation and a Panel of Expert review.

"PEFC is the certification system of choice in France and recognized by companies and consumers alike for our work in promoting sustainable forest management" said Mr de Sèze. "However, we would not be successful if it was not for forest owners their forests in sustainably, in line with PEFC requirements. We certainly appreciate their enthusiasm, engagement and continuous commitment to going the extra mile and demonstrating responsibility through PEFC certification."

PEFC is the world's largest forest certification system and the certification system of choice for small- and family forest owners. About 5 million hectares of forests and 2600 companies in France are PEFC-certified.

Further Information - <http://bit.ly/ABeUgD>

North America's Sustainable Forestry Initiative Endorsed by PEFC

The Sustainable Forestry Initiative® (SFI®) Inc. announced in November that its forest certification standard has once again met the rigorous third-party assessment of the Programme for the Endorsement of Forest Certification (PEFC).

"PEFC International's endorsement reinforces our position as an internationally respected programme with tough requirements to strengthen forest practices and support communities across North America," said SFI President and CEO Kathy Abusow. "We are proud to be recognized by PEFC, and to be part of a global network with national members in 34 countries who share our commitment to sustainable forest management."

Independent, non-profit SFI Inc. manages the largest single forest standard in the world – the 195 million acres/79 million hectares certified to the SFI 2010-2014 Standard in North America account for one-third of PEFC's total certified area. The PEFC endorsement means fibre from SFI-certified forests will continue to be accepted as certified content for both PEFC and SFI Chain of Custody labels.

PEFC is an umbrella organization that endorses national forest certification systems developed collaboratively by diverse stakeholders, and tailored to local priorities and conditions. To date, PEFC has recognized certification standards in 29 countries, accounting for about 602 million acres/244 million hectares of certified forests. The endorsement process involves an independent expert assessment and a 60-day public comment period before recommendations are made to the PEFC board and its members. Forests certified to standards endorsed by PEFC are inspected annually by independent auditors.

"The SFI programme is an important certification programme in addressing the unique needs of North America's forests and communities, and it is an important contributor to working with PEFC to address the challenges facing forests globally," said PEFC Secretary General Ben Gunneberg. "Only forest certification schemes like SFI that meet our rigorous meta-standard and are developed in an open, transparent manner through a multi-stakeholder process are endorsed by PEFC."

Other North American standards endorsed by PEFC are the CAN/CSA-Z809 Sustainable Forest Management Standard, the CAN/CSA Z804 Sustainable Forest Management Standard for Woodlots and other Small Area Forests, and the American Tree Farm System. Three-quarters of all certified forests in Canada and the United States are to PEFC-endorsed standards and are eligible for SFI and PEFC Chain of Custody labels.

Further Information - SFI®- <http://sfiprogram.com/>



NEW MEMBERS

First Asian-Based Company Joins PEFC International as International Stakeholder

With Malaysian-based APP Timber (initially incorporated as Asia Panel Products hence "APP Timber"), PEFC International is pleased to welcome the first Asian-based company in its membership. Headquartered in Kuala Lumpur, APP Timber specializes in the supply of imported timber-related products for the Asian timber industry.



"We appreciate the commitment to sustainable forest management and forest certification that APP Timber is demonstrating through its membership in PEFC," said Ben Gunneberg, PEFC Secretary General. "There is a growing interest in forest certification in Asia, with Malaysia featuring the only internationally recognized national forest certification system in Asia and China joining PEFC earlier in 2011. We are looking forward to collaborating with APP Timber."

APP Timber sells logs, sawn timber, components and veneers, and provides expertise to Asian manufacturers. Customers are mainly producing furniture, flooring, doors and other products which are predominantly exported to the USA, Europe and Japan. In addition, APP Timber provides a range of wood products to the domestic building industry. APP Timber also provides export service of Asian-made products to overseas buyers.

"We are committed to long-term forest management to ensure productive, healthy forests for future generations, and we believe that this requires all parties involved in the production of wood products to work together," emphasized Michael Hermens, Managing Director of APP Timber. "PEFC is an organization based on social dialogue, and thus it is only natural for a company such as APP Timber to support its activities."

International Stakeholder membership is open to entities operating in two or more countries, or legally registered as international organizations. Companies, organizations and associations whose principles and objectives are supportive of PEFC are welcome to apply. International

Stakeholder members have the same rights and obligations as all other PEFC members.

Current International Stakeholder members include:

- APP Timber
- Building and Wood workers' International (BWI)
- Confederation of European Forest Owners (CEPF)
- Confederation of European Paper Industries (CEPI)
- Earth Focus Foundation
- European Network of Forest Entrepreneurs (ENFE)
- European Tissue Symposium (ETS)
- International Family Forestry Alliance (IFFA)
- Metsaliitto Group
- StoraEnso

Further Information - <http://bit.ly/t9NYJw>

BOARD NEWS

PEFC UK Chairman Appointed OBE

Peter Latham, the Chairman of leading timber merchants James Latham plc and PEFC UK and recently elected PEFC International Board Member, has been awarded an OBE (Officer of the British Empire) in the New Year's Honours List.

The Most Excellent Order of the British Empire is one of the British orders of chivalry and Peter's award of OBE is in recognition for services to the UK wood industry and over 20 years' dedication to sustainable timber sourcing and forest management.



As well as heading one of Britain's oldest timber companies – James Latham began importing hardwoods into Liverpool in 1757 – Peter Latham is a former Chairman of Forests Forever (the environmental committee of the Timber Trade Federation), a member of the Council of the Commonwealth Forestry

Association (the world's longest established international forestry organization) and Chairman of PEFC UK.

Throughout his long career in the timber industry, Peter Latham has demonstrated a strong commitment to sustainable forest management by advocating that the UK timber industry should commit to only sourcing legal and sustainable timber products and he has long understood that forests contain some of the most valuable and bio-diverse ecosystems on the planet. He has constantly advocated that if forests are to continue to deliver the full range of benefits that people and nature rely on, they need to be conserved and managed properly.

Under his personal direction, James Latham plc developed an industry-leading responsible procurement policy to ensure that they only purchase timber from legal and sustainable sources. James Latham plc was also an early adopter of timber certification and was one of the first to implement both FSC (Forest Stewardship Council) and PEFC (Programme for the Endorsement of Forest Certification) Chain of Custody certification.

Peter Latham's contribution to the development of PEFC UK has been huge. Real progress can be measured in terms of demand for chain of custody certification. When he took up his position on the PEFC UK Board, less than 100 companies were certified and now the number stands at over 1,300. The effect of this is that UK consumers are now able to purchase an increasing range of timber and paper products bearing the PEFC logo as an assurance of legal and sustainable sourcing.

Peter Latham has also generously given his time and experience to support both public and private sector measures to ensure that Britain leads the way in responsible timber procurement. He helped develop and implement the UK Government's timber procurement policy – CPET (Central Point of Expertise on Timber) and has led several DFID-funded (Department for International Development) timber trade delegations to Africa and East Asia, to better understand the issues surrounding illegally logged timber, the environmental damage it causes and its impact on developing nation's economies and governance.

Further Information - <http://bit.ly/zBSyGM>

Developing Country Representative Elected as Vice Chair to PEFC Board of Directors

The PEFC General Assembly has approved the recommendations of the Nominations Committee and elected with Mrs. Sheam Satkuru-Granzella a developing country representative as Vice Chair to its Board of Directors.

The General Assembly also (re-)elected representatives from environmental organizations, forest owners, and industry as members of its Board of Directors for a three year term from 2011-2014.

Vice Chair of the Board of Directors

Sheam Satkuru-Granzella is Director of the Malaysian Timber Council with responsibility for Europe. Sheam is a specialist in international trade with strong experience in legal and policy analysis relating to the timber and forest industries, communication and public relations.



Members of the Board of Directors

Sébastien Genest is the Honorary Chairman of France Nature Environnement (FNE), the French National Federation of some 3,000 local and regional environmental NGOs, with close to one million supporters. Sébastien is also on the Board of the National Office of Forests (ONF) and is a Director of PEFC France.



Natalie Hufnagl-Jovy draws from eight years of experience as Secretary General of the Confederation of European Forest Owners (CEPF) and is currently a on the Board of IFFA, the International Family Forest Alliance, and a Senior Policy Advisor to the Consortium of the German Forest Owner Associations.



Peter Latham, OBE, is Chairman of James Latham plc, one of Britain's oldest timber companies. He is a former Chairman of the Forests Forever Committee of the Timber Trade Federation, and is a member of the Council of the Commonwealth



Forestry Association, and currently the Chairman of PEFC UK.

Joseph Lawson is the Global Director of Sustainable Forestry, for MeadWestvaco Corporation, and has over 30 years' experience in environmental and natural resource management. Joseph holds degrees in Forest Resource Management and Landscape Architecture/Regional Planning.



Further Information - <http://bit.ly/xCRCiG>

GENERAL NEWS

China – A New Model for Sustainable Forest Management

"The Chinese culture is one of the world's oldest cultures in the world, considered to have existed for more than 5000 years. It is also considered one of the world's most complex cultures. Any culture that old surely knows a lot about sustainability," highlighted former International Tropical Timber Organization (ITTO) Executive Director and current Malaysian Timber Certification Council (MTCC) Chairman Dato' Dr. Freezailah in a statement delivered on behalf of PEFC at the recent Asia-Pacific Forestry Week 2011 in Beijing.

"It is therefore appropriate for China to develop a new model for sustainable forest management, a model that does not only fall in place with one-size-fits all approaches, but that go beyond traditional thinking and address a wider range of sustainability issues, sustainability issues that are of relevance to the unique Chinese cultural, societal, economic and environmental conditions."

The statement was delivered at the "International Workshop on Forest Certification" side event, jointly organized by the Chinese Academy of Forestry (CAF), the State Forestry Administration (SFA) and the PEFC China Office.

The statement elaborated on ways of how countries such as China can best become involved with international forest certification systems at a time when forest

certification is already the market norm for many portions of the globe.

Full text of the statement:

Thank you, it is indeed an honour and a privilege to have been invited by you to participate in today's events. I also wish to thank our gracious hosts for the wonderful lunch. I have the pleasure of providing this statement on behalf of PEFC, the Programme for the Endorsement of Forest certification, which is the world's largest forest certification system.

Twenty years ago not a single hectare of forest was third party certified as sustainably managed. Fifteen years ago none of the world's largest forest products corporations or their major customers had corporate departments whose only function was to address issues of sustainability. Ten years ago if you walked up to the average citizen and started talking to them about a carbon footprint they would have thought you were talking about drawing an outline of their foot with a carbon filled pencil.

Yet today if you want to sell forest products to many EU governments you must prove you can meet their PPP. To import forest products into the US you must pass a due diligence test to prove you have sourced your wood fiber from legal sources. Almost every major global corporation that sells products to consumers have Corporate sustainability officers, and in order to meet national legislation regarding legality, sustainability, and carbon reduction increasingly you must have your products certified by an independent third party. In the private sector various architectural trade associations are creating incentives for using forest products sourced from sustainably managed forests. Multinational companies seek to protect their brand image by proactively requiring certification. Likewise even capital markets and investors are seeking investment opportunities where environmental as well as economic returns are provided.

The rate of growth of Chain of Custody certificates that document that the forest material you are using in your products was sourced from a sustainably managed forest is exponential. In 2007 there were about 9,000 Chain of Custody certificates; today that number exceeds 25,000 which does not take into consideration group certification which is permitted in several countries. Today more than 40% of all globally traded pulp is sourced from certified forests.

As the carbon issue continues to gain support among voters in developed markets, certification will be

increasingly relied upon to provide baseline data and to provide forest management strategies that protect the carbon sequestration functions of forests.

The success of forest certification in the global north has exceeded anyone's expectations. And while its development in the global south has been slower it is gaining wide acceptance.

Tropical forest countries are recognizing the need to be in control of their own forests. In 2002 only 6.4 million hectares of tropical forest were certified today it exceeds 20 million. Malaysia has an internationally recognized national forest certification system as does Brazil, and Chile.

China, perhaps the world's largest market for most forest products has developed its own national standard and has recently joined PEFC.

These are excellent developments. By the close of this decade it is easy to imagine that forest certification will be absolutely required for practically all forest products traded on the international market.

As such I think the question facing many of you in this room is not, "if" you will become involved with a forest certification programme, but rather the question now is "how" you will become involved.

I understand that by the end of the year, China will have already certified 3 million hectares of forests and plans to submit its forest certification system for PEFC endorsement shortly.

The Chinese culture is one of the world's oldest cultures in the world, considered to have existed for more than 5000 years. It is also considered one of the world's most complex cultures. Any culture that old surely knows a lot about sustainability.

China is developing a new model for development around the world. China is marking a path for other nations around the world who are trying to figure out not simply how to develop their countries, but also how to fit into the international order in a way that allows them to be truly independent.

It is therefore appropriate for China to develop a new model for sustainable forest management, a model that does not only fall in place with one-size-fits all approaches, but that go beyond traditional thinking and address a wider range of sustainability issues, sustainability issues that are of relevance to the unique

Chinese cultural, societal, economic and environmental conditions.

PEFC, as an international umbrella organization, offers national forest certification systems such as the Chinese the opportunity to enjoy international recognition for their unique approach to sustainable forest management while allowing it to remain truly independent.

PEFC as the world's largest forest certification system offers a number of advantages to China, to the already endorsed 30 national forest certification systems, and to any other interested national system interested in joining PEFC.

PEFC's unique bottom-up approach to forest certification allows sovereign nations to maintain voice and control over their future. By being in charge of their national system, they have the ability to both have a voice and effective control of how the international standards will be applied in their country will be decided with them.

China has much to offer the world in terms of helping to define more precisely where the balance between economic, environmental, and social concerns is. In those places where the economic factors have controlled forest management and practices in the past the result seems to be a rapid rise in the power of those most concerned about environmental issues resulting in a stalemate of political policies or worse in political solutions being imposed on the forest products sector. To date, development of forest sustainability standards and the notion of where the balance is has been dominated by developed western countries. This has led to a rather one-sided notion of what sustainable forestry is and what standards certification should encourage or protect. China's unique history, its view of life, and the culture that results would bring a much-needed different perspective to the certification debate.

It is critical that certification be sophisticated enough to recognize that one size and one approach, especially a western driven one, does not preclude other approaches and other methodologies. It is so important that China as a major consumer and an expanding producer of forest products enter this debate with your unique perspective and culture sooner rather than later.



Forest certification is already the market norm for many portions of the globe and is fast becoming the norm in others. We, at PEFC, the world's largest forest certification system and the only one which promotes and supports the development of national based systems, looks forward to the engagement with China with great anticipation.

Further Information - <http://bit.ly/AhXc9u>

Beyond Timber: Italian Truffles Achieve PEFC Certification

White truffles from Muzzana del Turignano, a small town in Northern Italy between Trieste and Udine, have become the world's first truffles to obtain PEFC certification.

"While the main focus of PEFC as the world's largest forest certification system is promoting sustainable forest management and certified timber, the importance of certified so-called 'non-timber forest products' cannot be underestimated," said Antonio Brunori, Secretary General of PEFC Italy. "These products often represent a significant source of income for rural communities (all over the world) and are an integral part of local people's lives. In addition help in increasing their connection to the forest, that is certified for its sustainable management: this certification of one of its products will help them in communicating their territory and natural resources, enhancing the value for tourism and hospitality activities."

"Furthermore, non-wood forest products allow us to better inform the public about the benefits of certification as people can relate more to forest derived products such as truffles, essential oils, mushrooms and even beer - products that they can experience with all of their senses. Timber products such as wooden beams, paper, or furniture tend to be of a more 'functional' nature and therefore do not convey the message of sustainability that well," Mr. Brunori continued.



The truffles are harvested by-hand in the region's PEFC-certified "Baredi Forest" - covering over 160 hectares of communal land.

The Muzzana white truffle boasts a unique odour and is

considered to be very tasty and of high value to chefs everywhere, and has a retail value of around €3,000 per kilo.

Certification of the truffles was pioneered by the "Associazione Muzzana Amatori Tartufi" (Muzzana Amateur Truffle Association) and involves a system that assigns 'barcodes' to each and every truffle harvested on behalf of the association. In addition to originating from PEFC-certified forests, this system also ensures that the truffles come from local forests, namely the Baredi Forest.

"The white truffle is the most valued of all underground fungi and represents a great example of the value that non-wood forest resources offer to local communities," said Enore Casanova, President of PEFC Friuli-Venezia Giulia. "Only local people with the required skills and experience in harvesting are allowed to pick these certified truffles, and we are very proud to have harvested the first PEFC-certified truffles in the world."

Further Information - <http://bit.ly/yH4UJh>

Australian Forestry Standard Protects Forest Values

Safeguarding the biodiversity values that forests provide is at the heart of PEFC's approach to sustainable forest management, Ben Gunneberg, Secretary General of PEFC International, said in a statement in December. "Responsible forestry must ensure that the benefits that forests provide are maintained and enhanced, that our children can enjoy the same or more forest values that we enjoy today."

Recent statements by local NGOs claim that the Australian Forestry Standard (AFS), which is endorsed by PEFC, does not sufficiently protect 'high conservation value forests' and 'primeval forests'. "PEFC has strict requirements concerning the protection of ecologically important forest areas," said Mr. Gunneberg. "The Australian Forestry Standard has achieved endorsement by PEFC and meets our requirements."

PEFC International's Sustainability Benchmark includes a number of requirements safeguarding critical forest areas, including

- Areas that are in or contain rare, threatened or endangered ecosystems

- Areas containing globally, regionally and nationally significant concentration of biodiversity values, endangered species
- Areas that provide basic ecosystem services in critical situations (e.g. watershed protection, erosion control)
- Globally, regionally or nationally significant large landscape-level areas where viable populations of most if not all naturally occurring species exist in natural patterns of distribution and abundance
- Areas fundamental to meeting basic needs of local communities (e.g. subsistence, health),
- Areas critical to local communities' traditional cultural identity

PEFC's endorsements process is unique and applies a level of rigour unmatched in the world of forest certification. The Geneva-based organization requires all standards to be developed at national level in consensus-driven, multi-stakeholder processes and subject to a national public consultation.

To achieve endorsement (or re-endorsement) by PEFC, national standards must submit to a comprehensive and thorough assessment process, including independent evaluation and public consultation. A full final report of this process is then made publicly available. The endorsement is normally limited to five years only and requires national standards to be revised in order to be eligible for re-endorsement.

A permanent mechanism, the complaints and appeals process, is available to stakeholders at all times to enable them to monitor compliance of endorsed national systems with PEFC's Sustainability Benchmark and draw attention to non-compliance at any point in time.



"We are committed to investigate any potential non-compliance, yet any such investigation can only take place based on evidence. The claims made by the NGOs have unfortunately so far not been backed up by any such evidence," said Ben Gunneberg. "We are therefore confident that forests managed in compliance with the AFS standard are sustainable,

safeguarding biodiversity values and balancing environmental, social and economic interests."

Further Information - <http://bit.ly/xPnbh6>

SCA's Forests Achieve PEFC Certification

"There is growing demand for PEFC certified products, both sawn timber and fibre-based products. Obtaining PEFC certification for the management of our forest holdings allows us to satisfy the demand from an increasing number of customers specifying PEFC," said Mats Sandgren, President of SCA Skog.



PEFC certification was conducted simultaneously with a 2011 FSC audit by SP Technical Research Institute of

Sweden. The certification is valid for all SCA Skog's five forest districts.

PEFC's sustainable forest management criteria are large parts aligned with FSC's criteria. In some areas, however, they require greater commitment than before, SCA reported. SCA must, among other things, require contractors involved in harvesting, silviculture and planning to obtain PEFC contractor certification to continue to receive work assignments from SCA.

"We congratulate SCA for achieving PEFC certification and for raising the bar for its sustainable forest management activities even further," commented Ben Gunneberg, Secretary General of PEFC International.

PEFC, the Programme for the Endorsement of Forest Certification, is an international not-for-profit, non-governmental organization dedicated to promoting sustainable forest management through independent third party certification.

SCA Skog is responsible for forestry management of SCA's extensive forest holding and wood procurement to SCA's Swedish forest industry operations. SCA's forest holding comprise 2.6 million hectares in northern Sweden, of which 2 million hectares is managed for timber production.

SCA Skog is part of SCA's Forest Products business area, which produces publication papers for newspapers,

magazines and catalogues, as well as pulp, solid-wood products and renewable energy, in addition to offering cost-efficient transport solutions to SCA's units.

Further Information - <http://bit.ly/xporab>

On the Ground 2011 – The Controversy of Greenpeace et al.

PEFC has rejected the main allegations contained in the “final” version of the report “On the Ground 2011 – The controversies of PEFC and SFI,” released by a coalition of well-known FSC supporters. The report originally appeared on the FSC website. FSC, the Forest Stewardship Council, is an alternative, competing certification system.

PEFC already responded to the initial report, and has updated its response to reflect modifications in the final version of the report.

Greenpeace et al.'s main allegations include that PEFC lacks transparency, that stakeholders are inadequately involved, and that the complaints procedures are inadequate. In response to these allegations, Ben Gunneberg, Secretary General of PEFC International, said : "On the Ground 2011 contains a number of errors and misleading statements, and PEFC rejects Greenpeace et al.'s main allegations."

PEFC would like to reiterate that it believes that collaboration beats confrontation – every time. We take all criticism regarding our organization very seriously and endeavour to cooperate fully with those who seek to understand or enquire about our work and achievements.

Both PEFC and Greenpeace share a common vision – sustainably managed forests. A major difference between Greenpeace and PEFC, however, is that Greenpeace is



a pressure group that uses campaigns as a principle means to achieve its goals, whereas PEFC, a membership organisation engaged in

multi-stakeholder standard setting, uses social dialogue to further its objectives.

We have carefully reviewed the On the Ground 2011 report and responded point-by-point, clarifying inaccuracies and misleading suggestions in our response, as we are constantly striving to improve our performance and accountability wherever possible. We have also included Further Information - on some aspects where we clearly have a different outlook than Greenpeace about the solutions to the problems of forest certification.

"Any form of dialogue between stakeholders must be held in an open, transparent and truthful manner, and be based on the best intentions in order to be truly constructive and bear fruit," emphasized Mr. Gunneberg. "We sincerely hope that, notwithstanding the criticism of those who do not share the same perspective, we can engage in constructive, forward-looking dialogues for the benefit of forests and people."

Further Information - <http://bit.ly/qbwJ8N>

Christmas in Brussels & London

The City of Brussels highlighted its support for sustainable forest management with a PEFC certified Christmas tree. Every year over the festive period, a colossal Christmas tree adorns the Grand Place in Brussels.



2011 was no different, and the tree came from a PEFC-certified forest, which means that the forest is sustainably managed and has a bright future ahead of it – something that appeals to the city.

"In this way, we are showing that you can preserve tradition whilst respecting our planet that we are leaving to future generations," explained Philippe Close, President of VisitBrussels, and Brussels' Deputy Mayor and Head of Tourism.

The Christmas tree, which came from a PEFC certified forest in the Walloon region, stood in the centre of the Grand Place over the festive period, and attracted many visitors and tourists. By opting for a PEFC certified Christmas tree, the city of Brussels promotes sustainability and increasing environmental awareness among young and old alike - a fitting gesture for Christmas time.

At the same time, the festive season kicked-off in sustainable style with the lighting of the iconic Trafalgar Square Christmas Tree in central London on 1st December. The traditional annual gift from Norway to the



UK for its support and help during World War 2 was the 65th in the series of trees donated by Oslo's population to the citizens of London.

The tree was harvested from a community-owned, PEFC-certified forest from the Ostmarka area just outside Oslo. The fantastic 55-year-old Spruce measured 22 metres and was felled during a special ceremony on 18th

November, where the Mayor of Oslo, Fabian Stang was joined by Susan Burbridge, the Mayor of Westminster and UK Ambassador to Norway Jane Owen. Local children from Lutvann School and the International School of Oslo, were also on hand to get the Christmas spirit started by singing Carols before the tree was carefully cut and lifted by crane to begin its journey to London.

"Each year is special because of the story behind Norway's annual gift to the UK," said Thomas Hussum of PEFC Norway. "But as the International Year of the Forest draws to a close, it is fitting to note that the tree felled for London has come from a PEFC-certified forest. This is very important for everyone involved as Norwegian forest owner's work hard to protect the forest resource for generations to come while producing a solid supply of quality, sustainable timber for the rest of the world."

Being from a PEFC-certified area ensures that the forest from which the tree was taken is managed under strict controls and guidelines, to ensure that the forest and products leaving it are legal and sustainable. PEFC is a unique global certification system which works by endorsing national forest certification systems. These are

developed by working collaboratively at ground level with all interested stakeholders and tailored to local priorities and conditions.

The Lord Mayor of Westminster, Councillor Susie Burbidge, said: "I would like to thank the people of Oslo for this wonderful tree, the gift of which is a tradition that I know goes back many years, and has come to represent not only the start of Christmas, but also of a long-standing friendship between Norway and Great Britain. I am looking forward to lighting up the tree here in Trafalgar Square, the heart of Westminster, and am honoured to welcome all of our residents and our visitors to share with us the start of the festive season."

Dutch Municipalities Look to the Future

Responsible procurement of wood and paper is at the heart of a policy statement signed by the Dutch municipalities Vlissingen, Terneuzen, Hulst, and Kapelle, on Zeeland's Sustainability Day in November.

The statement aims at promoting sustainable forest management by procuring forest-based products from those forests that are managed in compliance with requirements set out by certification systems such as PEFC.

"We appreciate this joint effort from the four municipalities to promote sustainability," commented Kees Boon, Chairman of PEFC Netherlands. "By accepting various forms of evidence, including certification, this initiative enables the signatories to promote sustainable forestry while maintaining the widest possible supply of responsible sourced products."



The policy statement requires suppliers to demonstrate that paper and wood-based products are responsibly sourced. This can be done for example through PEFC Chain of Custody certification. Chain of Custody certification outlines requirements for tracking certified material from the forest to the final product, thereby providing assurances that wood originates from PEFC-certified, sustainably managed forests.

"We are very proud that we have been a part of this vital way of ensuring the sustainability of the world's forests for future generations, and we look forward to providing support to the different municipalities over the coming years," concluded Mr. Boon.

Further Information - <http://bit.ly/soXkTw>

Furniture & Certification: A Long Road Ahead

Furniture stores in Germany show little interest in promoting the sustainability of the furniture they are selling, according to a recent survey published in January 2012 during the imm furnishing fair in Cologne, Germany. Even though half of the surveyed stores confirmed that they sell certified furniture, they often fail to educate consumers of the benefits of forest certification.

The study sought to provide information on the importance and distribution of forest certification in stores and was undertaken by Systain Consulting on behalf of PEFC Germany. The results were presented in January at the imm furnishing fair in Cologne, one of the most important furnishing fairs in the global primary furnishing market.

The study found that almost three-quarters of the wood used in the furniture originated from Europe. While 41% of all stores carry PEFC-certified furniture (with 27% stocking FSC certified products), the sustainable origin of the furniture is often not mentioned. Only a third of stores actively communicate the sustainable sourcing of their furniture in their external communication.

"We are surprised that furniture stores do not, on the whole, highlight the sustainability of the products they are selling, which we believe is a disservice not only to consumers, but also to furniture manufactures," said Dirk Teegelbekkers, Secretary General of PEFC Germany.

"By neglecting to mention certification, furniture stores are failing to convey the good practices of their suppliers, and consumers are



left unaware of the fact that the wood used in PEFC-certified furniture originates from well-managed forests," Mr. Teegelbekkers emphasized.

Given the lack of information provided by stores, it is not surprising that the study found only 3% of all consumers ask sales staff about the origin of the wood from sustainable sources, added Mr Teegelbekkers. "We need to collaborate more closely with furniture stores to assist them better in providing information about the benefits of PEFC certification, and we are inviting corporate and non-profit partners to support us in these efforts."

Further Information - <http://bit.ly/xwMP0A>

SFI Supports National Green Building Certification for Habitat for Humanity Homes

The National Housing Endowment has announced 10 of the 25 Habitat for Humanity homes will be certified to the ANSI/ICC 700-2008 National Green Building Standard thanks to a community grant from Sustainable Forestry Initiative® (SFI®) Inc.

"Several Habitat for Humanity affiliates and other builders of affordable homes across the country have already seen the inherent value of having their homes Green Certified by the NAHB Research Centre, and the SFI grant will allow us to expand the benefits even further," Michael Luzier, President and CEO of the NAHB Research Centre, said.

Luzier said green certification needs to be accessible for homes in all price ranges. "That's why our certification is more affordable and not as time consuming as other national certifications while delivering the same third-party credibility and rigor," he said. "There is also an NAHB members' discount for Habitat for Humanity affiliates."

"At SFI, we care about our communities and the environment, and we are proud to support this important endeavour," said Kathy Abusow, President and CEO of the independent SFI forest certification programme. "The National Green Building Standard recognizes wood from all credible third-party forest certification standards, including SFI, making it easier for builders to build with North American wood."



"Habitat welcomes this initiative because we build sustainably to take better care of our environment, our homeowners

and our volunteers," said Matt Clark, National Director, Construction Technologies, for Habitat for Humanity International. "We want to reduce each home's monthly and life cycle costs, and increase efficiency and durability while providing healthy environments. Working with partners like the NAHB Research Centre and SFI helps us improve the quality of our homes and the building process."

Habitat for Humanity affiliates that want to be considered under the programme should contact the NAHB Research Centre. Homes must not have been previously registered with the Research Centre for certification, and construction must have started in 2011 and be completed by April 30, 2012.

The NAHB-Habitat initiative is funded through an SFI community grant, part of the SFI Conservation and Community Partnerships Grant Programme. To date, SFI Inc. has committed more than \$1 million for grants to help build knowledge, support landowner outreach, strengthen global supply chains, and deliver countless benefits in forests and communities across the United States and Canada. Partner contributions will leverage additional resources, raising the total value of the projects to \$4.2 million.

Further Information - <http://bit.ly/yrYk1M>

U.S. Study Shows Benefits of Wood as Green Building Material

"Using wood obtained through sustainable forestry practices in green building applications promotes a healthy environment and a strong economy," a recently released report by the U.S. Forest Service indicates.

"To take advantage of this win-win opportunity, [...] stakeholders must overcome existing misconceptions about wood as a green building material and help lead

the research and development efforts on green building materials," according to the study. The objective of the study, Science Supporting the Economic and Environmental Benefits of Using Wood and Wood Products in Green Building Construction, was to summarize the scientific findings that support the environmental and economic benefits of using wood and wood products in green building construction.

"[H]arvesting, transporting, manufacturing, and using wood in lumber and panel products in building yields fewer emissions – including greenhouse gases – than the resource extraction, manufacture and use of other common building materials," the study found.

"Sustainable forest management can produce stronger, healthier forests that serve as a 'carbon sink' to clean air of greenhouse gases and purify drinking water for wildlife[...]. Harvested trees can find value in wood products and systems for green building construction that continue to benefit the environment."

In a news release announcing the study, the U.S. Department of Agriculture (USDA) highlighted that sustainability of forest products can be verified using any credible third-party rating system, referencing the PEFC-endorsed U.S.-based Sustainable Forestry Initiative (SFI) and the American Tree Farm System (ATFS), as well as the Forest Stewardship Council (FSC).

However, the study also found that despite documented advantages, most building professionals and members of the public do not recognize wood as a renewable resource, or the role efficient wood utilization plays in mitigating climate change and promoting healthy forests.

"An 'all hands' approach of policy makers, government agencies, industry, academia, and private landowners will be needed to advance scientific knowledge, to bolster development and dissemination of new technologies, and to raise awareness and use of wood in green buildings," the study states.

"We welcome the study and its call to stakeholders to advance the understanding of the importance of sustainable forest management and the benefits of forest products," said Ben Gunneberg, Secretary General of PEFC International, the world's largest forest certification system. "We have a long history in engaging in social dialogue to further the knowledge of the sustainability benefits that certified timber and forest products offer."

Further Information - <http://bit.ly/zYoh1N>



State Buildings to Use of Wood from PEFC-Certified Sources

The Governor of the U.S. State of Maine, Paul LePage, signed an executive order in December directing that "any new or expanded state buildings shall incorporate 'Green Building' standards that give certification credits equally to forest products grown, manufactured, and certified under the Sustainable Forestry Initiative Standard (SFI), Forest Stewardship Council (FSC), American Tree Farm System (ATFS), and Programme for the Endorsement of Forest Certification (PEFC) systems."

"This policy is an important development in our common endeavour to promote the advancement and recognition of certified sustainable forest management in the use of wood in construction." said Ben Gunneberg, Secretary General of PEFC International.

With only 9 % of the world's forests certified to sustainable forest management systems such as PEFC, inclusive green building policies are of significant importance in advancing the use of certified wood, arguably the world's most environmentally friendly building material.

The policy breaks new ground by effectively giving notice to green building councils with discriminatory policies to stop artificially blocking wood from certified sustainable sources or risk being bypassed. Internationally, a wide range of green building councils in a number of countries, including Belgium, Canada, Germany, Italy, Japan, Singapore, Spain, the UK and the US are already promoting the use of wood through inclusive policies.

However, the United States Green Building Council (USGBC) has been slow in changing its policy. While its Pilot Credit 43, released in June 2011, recognizes all forest certification standards, its LEED (Leadership in Energy and Environmental Design) green building certification system has maintained an exclusive approach and only accepts FSC, risking the advancement of sustainable forest management by effectively acting as a disincentive for the construction industry to use wood.

"It sends a strong message to US Green Buildings Council (USGBC), whose 2012 version of LEED is currently undergoing development, to recognize all forest certification standards such as PEFC (including SFI,

ATFS, and CSA) and FSC equally in its LEED rating system," added Mr Gunneberg.

In a news release announcing the new executive order, Governor LePage stated "We believe that by supporting the full range of forest certification programmes, we are advancing Maine's forest industry and the interests of our forest landowners in local, national, and global competition for market share... We are also protecting our valuable natural resources and traditional outdoor heritage."

More than 2.8 million hectares (seven million acres) are certified to the PEFC-endorsed SFI Standard in Maine. Globally, about two-thirds of the total certified forest area is managed in compliance with PEFC International's Sustainability Benchmarks.

Footnotes

Buildings are of fundamental importance in the climate change debate as they account for almost 40 per cent of the total carbon dioxide emissions in the United States. Studies estimate that carbon dioxide emissions wood-based buildings are 20 to 50 per cent lower than emissions associated with comparable steel- or concrete-based buildings.

The USGBC in June released Pilot Credit 43 which recognizes all forest certification standards but is limited to non-structural materials and is only a pilot. Builders, architects and others who appreciate the value of recognizing multiple forest certification standards are encouraged to post comments about Pilot Credit 43 on the LEED user site.

Further Information - <http://bit.ly/xwjRpp>



CASE STORIES

Charpente Houot - Certified Since 2009

Charpente Houot is a French company specialized in the conception, construction and implementation of wooden frames and structures. The company CEO, Philippe ROUX, describes their experience with PEFC certification and its benefits.



Why did you choose to get PEFC certified?

Charpente Houot was one of the very first companies in the wooden construction business to obtain PEFC certification in France. From the outset, it seemed to us that this approach

which brings together economic, ecological and social imperatives dovetailed neatly with our own concerns for sustainable development. We also wanted to respond to a strong level of demand from our customers. PEFC certification allowed us to offer assurances about the origin of our wood and our own use of materials that contribute to the sustainable management of forests.

What are the commercial costs and benefits of certification?

In our particular case, the costs of certification were not relevant because certified wood is no more expensive than non-certified wood. Certification simply represents an extension of our daily activities that can be turned into an investment. To begin with, certification required an investment in terms of time, however as it becomes integrated, this "time investment" is amortized. The implementation of the Chain of Custody was facilitated by the fact that several of our suppliers (notably the sawmills at the start of the supply chain) were already PEFC certified. Finally, the cost of certification remains marginal in relation to company turnover and its impact in terms of our customers.

In the beginning, some of our customers were indifferent to certification; we therefore started a campaign to explain its benefits. Whereas other customers were impatient for us to become certified.

A lot of our work is for the tertiary sector: And we are involved in the creation of structures aimed at the general public (leisure centres, restaurants, retirement homes, etc.).

PEFC certification therefore comes with important economic benefits: it enables us to retain our traditional markets while at the same time responding to new demand from the public and private sectors. Using the PEFC logo on our products allows us to offer guarantees about their origin and adds value. Further down the chain, PEFC certification allows our customers in turn to communicate their commitment to sustainability to their own customers.

What changes has PEFC certification brought within your own company?

PEFC certification has been very well received within the company and has helped us to generate greater internal cohesion. In the medium term, our core business is evolving. We are increasingly moving from simply creating wooden frames and structures towards assembly requiring a great number of certifications and audits. PEFC certification fits in neatly with these new challenges facing our company, and has, since 2009, been an integral part of our activities opening up pathways to new business activities and skills. As part of this, for example, in the last two years we have launched a programme to assess the carbon footprint of our activities.

Further Information - <http://bit.ly/Ar0orZ>

Danish Furniture Manufacturer Tvilum Promotes PEFC Certification

Danish furniture maker, Tvilum, is one of the world's foremost producers of do-it-yourself assembly, flat-pack furniture. Based in Faarvang, the company specializes in the production of 'storage-type' furniture – shelving, cupboards, and kitchen cabinets, among others.

The furniture is made from chipboard and medium density fibre (MDF); a small amount of which have solid wood fronts. A 'no-brand' company, Tvilum has no direct sales, but supplies to other well-known furniture outlets and dealers.

Environmental, economic and social sustainability are a very important part of the company ethos. Today, 34% of



Tvilum's total energy consumption is carbon-neutral; all chipboard waste is recycled, with 8% of waste wood being used

to generate heating and 92% recycled into new boards; and most of their production takes places in Denmark, further reducing the company's environmental footprint. Furthermore, Tvilum took the step of removing PVC from all its products and packaging as far back as 1994 and today its furniture is PVC-free.

Tvilum first became certified to a forestry standard in 2002. This decision was driven in large part by a segment of the company's customer base which made sustainably-sourced products a condition of their continued custom. Tvilum was of course happy to comply with this request as environmental sustainability was already a very important part of its philosophy.

The decision to become certified and only purchase supplies from sustainably managed sources yielded several benefits, not least in terms of customer loyalty and a broadening of the customer base. Yet, gradually the company was unable to source enough material to satisfy the volume of demand – some 12 million pieces per year. This led Tvilum to seek other sources of sustainable wood.

Accordingly, in 2006, the company became certified to the PEFC standard. The decision was motivated in part by the fact that PEFC is the world's largest certification system by area of forest with some 239 million hectares, thereby guaranteeing Tvilum a secure and sustainable supply of certified wood.

Today, 99% of the products sold by Tvilum are PEFC-certified; the company applies the percentage-based calculation to its products and is able to claim unreservedly that 70% of the wood and wood-based raw materials in its products are from sustainably managed sources.

The company has also achieved PEFC Chain of Custody certification which offers guarantees about the traceability of its products. Today, the company purchases wood from Denmark and Germany and, increasingly from Spain as well.

Becoming PEFC certified has been beneficial to Tvilum both in terms of being able to secure the aforementioned customer base and guaranteed supply of sustainably-sourced raw materials. In addition to these advantages, certification has also enabled Tvilum to become an advocate for sustainability and to promote the PEFC standard both upstream and downstream in its own supply chain. Tvilum has been active in promoting PEFC certification among Danish forest owners.

Similarly, it is actively working with chipboard mills to encourage uptake of certification in this sector too. Although the financial crisis has had an impact on sales, with concerns for environmental sustainability taking something of a backseat to the imperative of economic sustainability, today, the sector is recovering and concerns for the environment are once again close to the heart of consumers. So, Tvilum has in the last decade transitioned from a company that sought certification in response to customer demand, to one that encourages uptake of certification among its own suppliers.

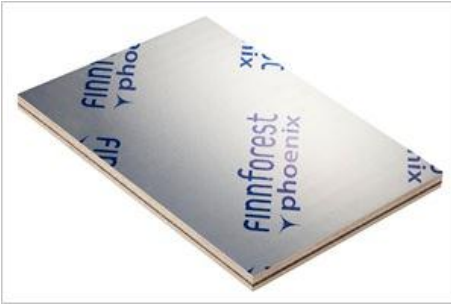
Further Information - <http://bit.ly/zLqauW>

Finnforest Provides PEFC Certified Plywood for the Transport Sector

Based in Finland, Finnish forestry company Finnforest is part of the Metsäliitto Group. Founded in 1934, Metsäliitto is a cooperative owned by no less than 130,000 private Finnish forest owners. With sales in the region of Euros 5 billion per year, a staff of about 14,000 and production units and offices in 30 countries, it is the tenth largest forest industry group in the world.

Finnforest's core businesses include the supply of wood products for industrial construction, the automotive sector, the home furnishings sector; wood pulp from both soft- and hardwood for magazine paper, fine paper, and speciality paper; primary-fibre boards and papers for customers in the consumer packaging, communications and advertising sectors; and tissue paper and cooking paper products for household and professional uses. The main market for the consortium's products is Europe, however it is also expanding further afield to countries like China, for example.

Earlier this year, under the Finnforest brand, Metsäliitto launched a range of PEFC plywood specifically for



transport sector. Aimed at the railways interiors sector, the plywood consists of a composite panel made from Birch and Spruce sourced

from sustainably managed forests in Finland and covered with an aluminium combination coating. Ranging from 4-45 mm in thickness, the panels are strong and rigid while also being lightweight. They are fire resistant and have been tested to French and Spanish fires standards. This makes them an ideal material for the walls and floors of vehicles including carriages, trailers, buses and trains.

In recent years, demand from the automotive and transport sectors for 'green' products has risen exponentially as the sectors seek to become more sustainable, partly in response to customer demand.

Sustainability is a key concern of Finnforest and its parent group Metsäliitto. It forms the basis of the company's strategy as well as an essential part of its mission, vision and values. All Finnforest plywood products have been PEFC certified since 2001; the company also has ISO 9001 and ISO 14001 quality certifications.

The company has also integrated sustainability into all its business activities, including sustainable forestry and wood procurement. The company actively promotes sustainable forest practices, including certification.

For Finnforest, achieving certification was not a difficult choice or indeed a difficult process. One of the company's principles is and has always been to know the origin of its wood – the company sources mainly from Finland and does not purchase tropical hardwoods. Achieving Chain of Custody certification was not therefore a big challenge, though it did require some technical changes to its data systems.

Metsäliitto procures about 18 million m³ of wood per year, mainly from Finnish forestry operations. To be able to provide assurances about the origins of its wood across the entire company, and not just Finnforest, Metsäliitto also had to ensure that all its database systems were able to calculate the percentage of certified wood automatically for the entire company. A challenge that the group has successfully met.

In addition to responding to customer demand, securing client loyalty and enhancing sales of its products, certification has also enabled Finnforest to communicate to its customers the importance of sustainability and sustainable forest management. To this end, it has proved to be an excellent communications tool.

Further Information - <http://bit.ly/rW9JrB>

PEFC and the Monkeys!

What could possibly link PEFC to monkeys?

Well, for a start, both are partial to forests. But now, Netherlands company PressArt has engineered a new link: monkey-resistant, PEFC-certified signage. We caught up with PressArt's Peter-Pim Stolker to find out what more about this monkey business.

Dutch company PressArt specializes in the design and manufacture of wood-based, graffiti resistant, graphic products ranging from signage to laminate work surfaces and exhibition stands to furniture.

These products, pioneered by PressArt, involve taking certified wood (70%) and paper and compressing them together at very high temperatures with a melamine resin to create very strong, very resistant laminate sheets. These are then printed with all manner of images and designs, depending on the final product, and assembled in their final form. Clients include companies, local authorities, environmental organizations, zoos and wildlife authorities among others.

Thanks to their high tolerance to UV rays, PressArt-Plate-UV® is ideal for outdoor use. PressArt-Plate-UV signs are used to signpost hiking trails, and to print maps, plans, images and photographs for permanent outdoor display. Plate-UV boards are used to create durable work surfaces and flooring, while planks of PressArt-Plate have been used to build strong furniture, including tables and chairs for use in bars and nightclubs as well as outdoor picnic tables.



In one of the most innovative uses to date, PressArt has succeeded in creating – where others had failed – primate-

resistant laminate plates that have been used in the monkey enclosure Apenheul zoo.

Due to close collaboration with its partners, PressArt has a high production capacity – the company can produce as many as 5,000 plates in one day – and uses significant volumes of wood fibre and paper. All the wood and wood-based materials used by PressArt are PEFC-certified from sustainable sources. In addition, PressArt itself has been PEFC-certified for the last 3 years.

Implementing PEFC certification across the company was not a difficult process as PressArt was already sourcing PEFC-certified products. And today, its own PEFC-certified status yields several advantages.

PressArt is the only Netherlands-based company making PEFC-certified signage; this gives it an important competitive advantage over others in its sector. PressArt's products are also accepted by government procurement policies and the company has been widely accepted by environmental organizations. In 2010, PressArt was awarded the People Planet Profit prize of the World Wide Fund for Nature (WWF) which recognizes companies and others whose actions and products yield benefits at the so-called Triple Bottom line: for people, the planet and profit.

Thanks to its PEFC-certified status, PressArt's Peter-Pim Stolker estimates that demand for its products is increasing by an average of 5% year-on-year. Among its customers also include PEFC-Netherlands, PEFC-France, PEFC-UK and PEFC-International, all of whom have purchased PressArt products! In an increasingly competitive and economically constrained world, this is an encouraging result. As for the monkeys, three years after their enclosure was adorned with laminate signs, they have failed to make a dent in them!

Further Information - <http://bit.ly/AdRKZ3>

UPM: Linking the Bio and Forestry Industries through Sustainability

Finnish company UPM is a European leader in fibre and biomass-based industries with businesses in the areas of Energy and Pulp, Paper, and Engineered Materials.

The company is fully committed to environmental sustainability: in addition to ensuring that its products are made from renewable raw materials and recyclable, UPM



also seeks to ensure by-product synergies wherein it uses by-products of its production processes as raw materials for its own goods.

This commitment has recently found expression in the development of UPM ProFi composite material, an innovative and environmentally sound material produced from wood fibres and plastic. The result

is an aesthetically-pleasing, solid composite that is both tough and humidity resistant and can be used for decking, facades and flooring. Made from a combination of recycled paper and plastic from label stock production, UPM ProFi combines the best characteristics of wood fibres and plastics. Importantly, it offers a second life to surplus paper and plastic residuals from other industrial processes to make products for exterior use that are recyclable, PVC-free, non-toxic with a low carbon footprint. Crucially, this second life contributes to keeping such residuals out of landfills. The Composite is manufactured in Lahti, Finland and Bruchsal, Germany.

In 2011, UPM ProFi obtained PEFC Chain-of-Custody certification for its composite material. This offers guarantees that the raw materials used in the manufacture of UPM ProFi can be traced to sustainably managed forests. The PEFC certification also demonstrates that the raw materials are from 100% recycled sources.

Although the decision to seek PEFC Chain-of-Custody certification dovetails perfectly with the company's commitment to sustainability, it was also driven in part by customer demand.

"Our customers have expressed a need to verify UPM ProFi's environmental performance by an independent third party," commented Markku Koivisto, Director of UPM ProFi. "For customers and the industry PEFC is well known and one of their main interests. With this certificate we can assure that wood fibres in our composite material originate from sustainable sources."

UPM's PEFC Chain-of-Custody certification is the latest of several recognitions and awards bestowed upon the company. Also in 2011, UPM Composites were confirmed in compliance with EU Quality requirements making the company eligible to use the CE label on its composite

terrace system. While in 2010, the company received the Green Good Design Award for its outdoor flooring product, UPM ProFi Deck. This was followed up by the Sustainable Innovation Management Prize received at the 2010 Best Innovator Awards held in Germany.

UPM employs around 24,500 people and has production facilities in 16 countries.

Further Information - <http://bit.ly/z6975V>

Weyerhaeuser Sawmills Offer PEFC Certified Plantation-Grown Wood

Popular for their beauty and resilience, tropical hardwoods are in high demand. Yet their use raises very real issues about sustainability, not least because of the length of time the trees take to mature, concerns about unsustainable practices and illegal logging.

Now, international forestry products company, Weyerhaeuser, offers a truly sustainable alternative in the form of PEFC-certified plantation-grown Lyptus® wood.

Demand for hardwoods has been steadily increasing over the last two decades, driven by emerging economies in Asia and South America and growing global consumerism. As demand has gone up, so too have concerns about its sustainability and growing environmental impacts.

Conscious of the challenges posed by growing demand for tropical hardwoods, international forest products company Weyerhaeuser joined forces with Brazilian partner Aracruz (now Fibria) to form Aracruz Produtos de Madeira S.A., to produce a sustainable, plantation-grown product with many of the advantages of tropical hardwoods, but with careful attention to minimizing their shortcomings. The result is Lyptus® timber.



Lyptus® is a naturally-occurring hybrid of two species of Eucalyptus tree, Eucalyptus grandis and Eucalyptus urophylla. Similar in appearance to many species of tropical hardwoods, Lyptus® also shares many of their physical attributes, including durability and good resistance to the elements, making it good for cabinet making, joinery, construction and outdoor

uses such as decking. Crucially, the trees reach maturity in an average of 14-16 years compared to the 60-plus years that it takes for many hardwoods like mahogany and oak to mature.

Lyptus forests are 11 times more productive than unmanaged temperate forests and can produce up to 30 times the volume of lumber per hectare per year. Once harvested, the Lyptus® lumber and decking are produced by the Aracruz Produtos de Madeira S.A. (APM) sawmill. Weyerhaeuser became a majority shareholder in the mill in 2004 and has since invested in the management of the mill and in helping to improve the product.

First developed by Aracruz (now Fibria) in 1997 and tested in several markets, Lyptus® is today grown in plantations situated near the east coast of Brazil. The plantations cover an area of approximately 400,000 hectares. Lyptus has been designed to be environmentally-friendly throughout the value chain, from the planting to the harvesting, processing and distribution. One of the particularities of these plantations is their location in an area once densely covered by Native Atlantic Coastal Forests. Decades of unsustainable forestry practices have served to deplete the natural forest. As part of efforts to enhance and restore the native ecosystems, the plantations include 'set asides' of native forest species. Thus, out of the 400,000 hectares, 260,000 hectares are planted with Eucalyptus and the remaining 140,000 are planted with native forest species. Thanks to this, the plantations are also helping to restore the native forest.

The operation also supports local livelihoods. Fibria maintains its own eucalyptus seed banks and nurseries. Local communities help to raise seedlings that are then sold back to the plantations for planting. Similarly, every effort has been made to render the mill sustainable. Trees are converted to lumber and by-products. The mill uses the residuals in the boilers for heating the kilns and sells some to other companies who use it for biomass energy.

The Fibria plantations are certified to CERFLOR, the Brazilian national sustainable forestry standard which has been endorsed by PEFC-International, while the sawmill has achieved PEFC Chain of Custody certification. While Lyptus® wood is gaining in popularity on its own merits, its certified status too is yielding benefits.

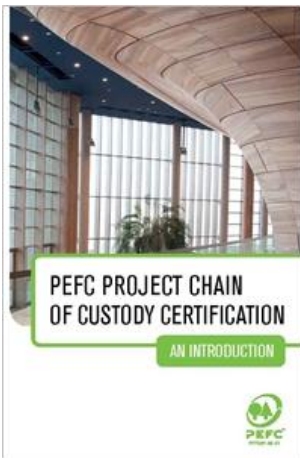
Certification offers assurances that the wood is from sustainably managed sources. Thanks to its unique properties and certified status, demand for Lyptus® is growing strongly in South America, North America and Europe. It is today also increasingly recognized by public procurement policies. Distributed in the UK by WoodlinkUK, its appeal was further confirmed at this year's Royal Horticultural Society Chelsea Flower Show in London, where it was a key feature of the 'Monaco Garden', one of this year's Gold Medal Winners. The

garden's eye-catching Lyptus® wood decking proved a particular hit with the judges and visiting public alike.

Further Information - <http://bit.ly/yTvkak>

PUBLICATIONS

Introducing PEFC Project Chain of Custody Certification



PEFC's Chain of Custody (CoC) certification is now well-known and established. Indeed, some 9,000 companies and businesses worldwide have achieved Chain of Custody certification.

Chain of Custody certification is a mechanism for tracking certified material from the forest to the final product. It offers assurances that all the wood or wood-based inputs in

a product or product range originated from sustainable sources. CoC certification is especially useful for businesses and organizations involved in long-term or continual provision of goods and services, including but not limited to, furniture manufacturers, wood and timber suppliers, sawmills, printers, etc.

But what of those who are involved in a one-off or short-term project? Can they too take advantage of the benefits of PEFC's CoC certification? The answer is a resounding: Yes!

As part of efforts to complement PEFC's CoC certification and make it available to a wider constituency, PEFC has introduced Project Chain of Custody Certification.

Project CoC certification is a mechanism whereby contractors and others involved in shorter-term projects are able to obtain Chain of Custody certification for the timber that they use.

Project CoC is particularly suited to projects such as new build commercial and office buildings; private and social housing projects; renovation and refurbishment schemes; airports and railway stations; schools, playgrounds, skate parks and sports arenas; boats and harbours; event and

trade show infrastructure (stages, seating, stands, etc.); civil engineering projects such as bridges and tunnels; and others.

As part of efforts to assist organizations seeking to obtain Project Chain of Custody certification, PEFC has published two brochures about the scheme. The first, entitled PEFC Project Chain of Custody Certification: An Introduction, offers an overview of the mechanism, including how it works, to whom it applies and a list of the different steps involved in applying for and achieving Project Chain of Custody Certification.

A second, longer publication, entitled PEFC Project Chain of Certification: One project, One Message, is much more technical. It covers much of the same information, but also goes into a greater level of detail about the Accounting Method, the Management System, and Social, Health and Safety Requirements. It also explains in detail the process and steps required to achieve Project Chain of Custody certification.

Further Information –

Project Chain of Custody: An Introduction - <http://bit.ly/xUsNOu>

PEFC Project Chain of Certification: One project, One Message - <http://bit.ly/wPapJ2>

Sustainability Guidance for the Furniture Sector

One of the most common usages of wood is in the global furniture sector. This is not surprising; wood is a beautiful, warm, easy to work with and, if properly sourced, renewable. Added to this, innovation in wood technology and design processes are opening up pathways to new uses for wood. All these factors therefore combine to make wood a major part of total furniture sales worldwide.

This situation, of course, is not without its challenges. As demand for furniture and wood products increases, driven by growing wealth in emerging economies, among others, ensuring that the



wood used by the furniture industry is obtained from sustainable sources is more important than ever.

PEFC's new publication, *Certified Wood Solutions for the Furniture Sector*, has been produced with these considerations in mind. A brochure aimed at the furniture manufacturing industry, this document seeks to highlight the importance of sustainably sourced wood and wood-based products for the sector.

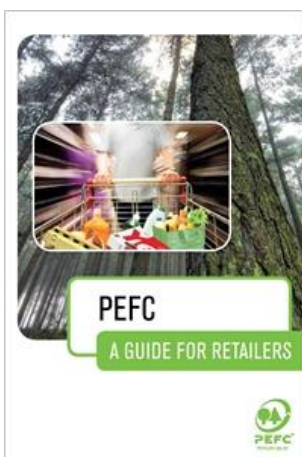
Certified Wood Solutions for the Furniture Sector has been written for furniture makers and members of related industry sectors, as well as other interested parties.

Further Information - <http://bit.ly/zDvCgP>

Retailers Making a Difference in the Forest

As concern about the future of the planet and the challenges facing us continue to grow, the public at large is increasingly searching for ways in which it can make a difference, a prospect which at times seems daunting. However, one area where members of the general populace can and do contribute is through the purchase of sustainably produced, certified goods.

PEFC's recent publication, *A Guide for Retailers*, recognizes that the retail sector is in a unique position to make a difference in the forest by ensuring that the products it offers, and indeed the materials it uses in its own facilities and infrastructure (buildings, shelving, etc.), are sourced and manufactured from sustainably managed forests. The sector also has a tremendous opportunity to capture a share of the growing market for sustainably produced goods.



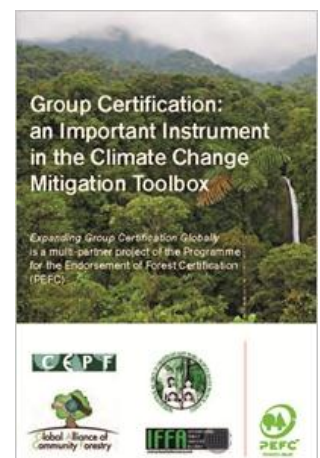
A Guide for Retailers is a brief and uncomplicated guide. It describes for the sector how PEFC certification and the simple act of being able to label their goods with the PEFC logo can benefit them. Notably, the simple act of providing goods certified to PEFC standards can help secure customer loyalty, enhance brand image and increase market share.

The Guide also describes in simple terms how the retail sector can support responsible forest management by, among others, promoting the importance of certification and goods sourced from sustainably-managed sources throughout its own supply chain, through its own suppliers and customers.

Further Information - <http://bit.ly/ycWLVV>

Group Certification: An Important Instrument in the Climate Change Mitigation Toolbox

"There is a strong link between climate, forests, and sustainable livelihoods," said Sarah Price, PEFC International's Head of Projects and Development, at Forest Day, which took place in December, 2010, in connection with the Durban Climate Conference.



"With about one-quarter of the world's forests managed locally by families, communities, and indigenous peoples, it is essential that tools like forest certification are made accessible to these important stewards of the world's forests that often depend on forest resources for their livelihoods"

By offering assurances that forests are sustainably managed, forest certification seeks to halt their unsustainable use and degradation. It also enhances their quality and the livelihoods of those who depend upon forests by connecting them to preferential markets for forest products and services ranging from carbon to timber, and ensuring benefit sharing and economic opportunities at a local level.

Yet the cost of forest certification – both direct and indirect – are often prohibitive for smallholders, which is why PEFC, the Programme for the Endorsement of Forest Certification, pioneered the Group Certification approach. Group Certification is a mechanism through which groups of small forest landholders can pool their

resources and work together to achieve third-party verified sustainable forest management certification.

The Expanding Group Certification Globally project seeks to encourage and facilitate uptake of Group Certification among small forest owners and managers throughout the world. In particular, it seeks to promote certification in those areas where it is less widespread, but where sustainable management of forests has taken on increasing urgency in light of efforts to combat climate change and alleviate poverty.

“Internationally, nearly one million small forest owners have achieved PEFC certification through the Group Certification mechanism. This number is testament that Group Certification is possible for small landholders, and that it is a powerful and cost-effective mechanism for promoting forest conservation and sustainable management,” emphasized Ms. Price.

“Experience also shows that Group Certification can stimulate and significantly contribute to improving rural livelihoods. The knock-on effects in terms of incentives to conserve and sustainably manage forests makes Group Certification an effective complement to REDD+. These benefits make Group Certification an important instrument in the climate change mitigation toolbox”, she concluded. The project successfully completed its first phase and will move to implementation later in 2012 – provided that funding is secured.

Project Participants

The multi-partner project brings together the Programme for the Endorsement of Forest Certification (PEFC) and several partners. Many are members of the Three Rights Holders Group (G3 Alliance), a platform for collaboration among family forest owners, community forestry and tribal and indigenous peoples of the tropical forest that promotes locally controlled forestry and sustainable forest management.

- Confederation of European Forest Owners (CEPF)
- Global Alliance of Community Forestry (GACF)
- International Alliance of Indigenous and Tribal Peoples of the Tropical Forest (IAITPTF)
- International Family Forestry Alliance (IFFA)
- Programme for the Endorsement of Forest Certification (PEFC)

Further Information - <http://bit.ly/zxdBSu>

MEETINGS

PEFC Joining Forces with PrintCity for Drupa

PEFC, the world's largest forest certification system, is joining forces with PrintCity at Drupa 2012 to inform exhibitors and visitors of the benefits of forest certification for the print sector.

“We cordially welcome PEFC to the Lean and Green area in the centre of Hall 6” says Rainer Kuhn, Managing Director of PrintCity. This joint stand served as the central source of information for the print and graphics sector about the advantages of sourcing paper sustainably.

To accommodate the needs of a diverse and international audience, representatives from six different national PEFC organizations, in addition to PEFC International, namely Belgium, Germany, Netherlands, Spain, the United Kingdom and the United States, were present on different days to answer questions and provide in-depth information.



“The cooperation with PrintCity offers us the unique opportunity to further our engagement with a wide range of

stakeholders from the print industry,” said Thorsten Arndt, Head of Communications at PEFC International. “The industry has made substantive strides in the past few years towards greater sustainability. PEFC is eager to support this transformation, which is becoming ever more important with an increasing number of customers and consumers paying attention to the environmental attributes of the products they are purchasing.”

Interest in PEFC Chain of Custody certification, which is required for a company to demonstrate that it is sourcing responsibly, and demand for PEFC-certified paper is continuously increasing. “PEFC certification makes business sense, and we hope to be able to encourage further companies to show their support for sustainable forest management by obtaining PEFC Chain of Custody certification,” emphasised Mr. Arndt.

Further Information - <http://bit.ly/vydo3k>

PEFC Stakeholder Dialogue Recognizes the Real Value of Forest Products in a Changing Climate

“Shifting our economy to a green economy will require a radical transformation throughout all aspects of our society,” said Sten Nilsson during his keynote address at November’s annual PEFC Stakeholder Dialogue.

“With the forest sector’s reliance on renewable resources, it is uniquely placed above competing sectors to lead this transformation. But we need to do better at demonstrating forest solutions in greening the economy and advancing the innovation in our sector.”

The event, held in Montreux, Switzerland on 10th November 2011, attracted almost 100 stakeholders from every corner of the world to hear a line-up of international speakers on a wide range of subjects including life cycle assessment, carbon footprint, forestry standards, and innovative forest products and services.

Attendees considered the many positive attributes of the forest sector, and worked to deliver a stronger understanding of the broader sustainability agenda that responsible corporations are striving towards. The dialogue sought to address a disconnect between those concerned and invested in implementing sustainable forest management, and many users of that same fibre who are rather pre-occupied with a broader range of sustainability issues spanning water, carbon, health, social justice and natural resources.

In this context, forests and forest products are just one issue for them amongst many. But maintaining healthy forests in our landscapes creates positive impacts to all facets of our life thereby contributing to different aspects of sustainability. The dialogue re-enforced that all stakeholders need to work together to distribute this message and improve the recognition of forests and



forest products within our society’s pursuit of sustainability.

Representatives from private sector consortiums including the

World Business Council for Sustainable Development (WBCSD), The Sustainability Consortium, and consulting firms including Quantis and BioIntelligence Services presented a wide range of emerging initiatives, collaborations and techniques. By incorporating tools like Life Cycle Analysis (LCA), and carbon or water footprinting, companies are better placed to make well-informed decisions during product design and production phases.

These tools also present opportunities to communicate the sustainability credentials of a product to consumers. This topic was well discussed and debated by dialogue participants who grappled with ways to balance assessment complexity and scientific rigour, with the practice of using simplified logos and labels to communicate on product packaging.

“For forest certification to stay relevant, we need to understand all the different ambitions companies have towards integrating sustainable supply, production and consumption,” commented Ben Gunneberg, PEFC International. “The sourcing of sustainable forest products is an essential part of exercising corporate responsibility, but we need to ensure such actions are rewarded within the tools companies are utilising to measure and mitigate their sustainability impact. Moreover, we need to position forest issues as overarching many sustainability issues, through forests’ provision of multiple values and benefits to society. We need to find new means for communicating this, and the momentum behind establishing a green economy may offer such opportunity.

Summing up the day, Sarah Price re-emphasised the need to green the whole economy so that the population of 7 billion that will become 9 billion can thrive. “The forest sector can contribute but needs confidence to do so” she concluded.

Further Information - <http://bit.ly/zsFil0>

PEFC and African Timber

“PEFC is a viable alternative for forest certification system in Africa”, said Sarah Price at Racewood 2011 in Pointe-Noire, Republic of Congo.

Racewood is a unique event that promotes partnerships between timber importers and African producers of tropical wood. The fourth edition of the event, which took place at the end of September, brought together over four

hundred participants from four continents seeking opportunities for collaboration on economic, technological and environmental issues.



"Africa, especially the Congo Basin, enjoys high priority for PEFC," emphasized Mrs. Price. "There is an urgent need

to promote sustainable forest management of the region's forests, which are among the most biodiverse and valuable forests in the world."

Explaining the low visibility of PEFC in Africa, M. Rémi Sournia, Projects and Development Officer at PEFC International, stressed that PEFC is the only global forest certification system that requires countries to develop their own national standards. "It is of fundamental importance to us that our international requirements are translated to the unique circumstances of a particular country, that countries have ownership of their own standards, and that they are truly independent. This means that they need to develop their own standards, which sometimes is a slow and laborious yet necessary process."

Currently, there is an existing PEFC endorsed standard in Gabon, and PAFC Gabon, the national PEFC member, also participated in Racewood. PAFC Cameroon, another PEFC member in Africa, has recently completed a national standard development process with stakeholders, with the intention to submit it for PEFC endorsement as early as 2011.

"We have been positively surprised by the huge interest and positive feedback we've been receiving at Racewood," said Mrs. Price. "We hope that in the coming years, stakeholders in other countries will seize the opportunity to develop national certification systems in line with PEFC requirements. We are certainly very supportive of any such developments that aim for local initiatives to gain international recognition."

Further Information - <http://bit.ly/tlYsHV>

Image: Rémi Sournia, PEFC International Projects & Development Officer (right), talks to Henri Djombo, Minister of Sustainable Development, of Forest Economy and of Environment of the Republic of Congo (left)

PEFC Exhibited at Forest Day, Gathering of World's Top Climate Change & REDD+ Experts in Durban

More than 1,000 forestry experts, activists, policymakers, global leaders and climate change negotiators gathered on the sidelines of the Durban Climate Change Conference (UNFCCC COP 17) for the 5th Annual Forest Day to discuss how forests can be better harnessed to slow the pace of global warming and help communities adapt to the changing environment.

Sustainable forest management is a key element in strategies to maintain the forest carbon stock, and forest certification as a globally recognized instrument providing assurances for responsibly management practices provides effective means against deforestation and forest degradation.

PEFC as the world's largest forest certification system was present at the Forest Day 5 Exhibition and can be found at Booth 8. If you would like to meet with us outside of Forest Day, please contact us directly.

Forest Day - which has become one of the leading annual global platforms on forests and climate change - had a special focus on the role of African forests in mitigating and adapting to climate change.

"Africa, especially the Congo Basin, enjoys high priority for PEFC," said Sarah Price, Head of Development at PEFC. "There is an urgent need to promote sustainable forest management of the region's forests, which are among the most biodiverse and valuable forests in the world and essential in combating climate change."

PEFC is the only global forest certification system that requires its international requirements to be translated into the unique circumstances of a particular country, requires stakeholder participation, gives countries full ownership of their own standards, and ensures that they are truly independent.



“This means that countries need to develop their own standards, which sometimes is a slow and laborious yet necessary process,” explained Thorsten Arndt, PEFC Head of Communications. “Nonetheless, there cannot be a shortcut to this process. PEFC is committed to bottom-up, participatory processes that are also relevant to many other mechanisms in the climate change arena.”

Forest Day is convened by the Centre for International Forestry Research on behalf of the Collaborative Partnership on Forests. The year's event is hosted jointly with the Government of South Africa, through the Department of Agriculture, Forestry & Fisheries. 2010's Forest Day in Cancun attracted more than 1,500 people, including 106 journalists and 276 climate change negotiators, and featured the Mexican President as keynote speaker.

Further Information - <http://bit.ly/wuDypy>

Those interested in exhibiting with Eco-Products 2012 should contact the PEFC Asia Promotions office.

Further Information - <http://bit.ly/x81gbF>

PEFC at Eco-Products 2011

The 13th Eco-Products, organized by Nihon Keizai Shinbun (Japan Economic Journal) and co-sponsored/supported by several Ministries including the Japanese Economic Federation Organization, the Chamber of Commerce, and the Tokyo Prefectures, is one of the biggest eco-related exhibitions in Asia.

Around 180,000 people visited during the 3-days of the show, which PEFC Asia Promotions has participated in every year for the past 8 years, but it was the first time that the PEFC Asia Promotions office was there as a group to represent PEFC jointly with four PEFC Chain of Custody certified companies.

At the stand, PEFC Asia Promotions provided visitors with an explanation on forest certification and Chain of Custody using 3 panels, and the co-exhibitors displayed certified chopsticks, pallets, furniture and printed matters. With all of these materials, products, people and the lively atmosphere, the PEFC stand drew much attention of the visitors.

