



# PEFC NEWS

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## Germany, UK Reconfirm Acceptance of PEFC

PEFC, the world's largest forest certification system, continues to be accepted for public procurement in Germany and the UK.

With the publication of the decisions in Germany respectively in the UK, all European countries that have developed national procurement policies or action plans – Austria, Denmark, Belgium, Finland, France, Germany, the Netherlands, and the UK – remain inclusive in their procurement policies and recognize that both global systems, PEFC and FSC, provide adequate evidence for legality and sustainability.

“Both schemes have made improvements since the last assessment in 2008, passing the new social criteria and ensuring that the ‘conversion’ and ‘national implementation’ criteria were met”, CPET, the Central Point of Expertise on Timber, wrote in a communiqué announcing the results of the 2010 assessment.

“PEFC is the most assessed forest certification system globally, and has repeatedly demonstrated that it complies with sustainability criteria not only at international level, but also at national levels”, said Ben Gunneberg, Secretary General at PEFC International. “The assurance of sustainability that PEFC provides is very much appreciated by the market, with two-third of all certified timber imported in countries such as the UK being PEFC-certified.”

Mr. Gunneberg also noted CPET’s proposal to utilize PEFC’s publicly available assessment reports of national certification system in its own assessment. “We welcome the use of these assessment reports, which are produced by independent assessors and part of PEFC’s rigorous

endorsement process,” commented Mr. Gunneberg. “They are publicly available for exactly this purpose: To allow stakeholders to verify how national certification systems meet PEFC’s Sustainability Benchmarks.”

Forest stakeholders have been working hard over the past two years to further improve the PEFC standards, efforts that culminated into the approval of four revised standards at the 2010 PEFC General Assembly in Rio de Janeiro, Brazil.

Modifications included a number of clarifications and additions to PEFC’s sustainable forest management requirements, modifications that could not be captured by CPET. Similarly, it was not possible for CPET to assess modifications to PEFC’s revised Chain of Custody standard, a standard that, unique in forest certification, includes social requirements aimed at protecting the basic rights of workers.



## PROCUREMENT

### Austria Adopts Responsible Procurement Action Plan, Specifies PEFC

Following a recommendation by the European Commission, Austria adopted a national Action Plan on responsible procurement, detailing criteria for sixteen product groups. PEFC certification is specified as a valid proof of sustainability for wood-based products



The objective of the Action Plan is to mainstream responsible procurement among public authorities in Austria, with public tenders expected to set preferences for products meeting the sustainability criteria outlined in the Action Plan.

"We are pleased that PEFC certification is recognized as evidence for sustainability for timber and forest-based products in Austria," said Volker Schnäbele, PEFC Austria Secretary General. "This initiative is in line with existing public procurement policies already established in countries such as the Germany, Italy, France, Finland, and the UK, all of which specify PEFC and FSC for public procurement."

"In addition, more and more companies and organizations are establishing responsible procurement policies and practices and are obtaining PEFC-certification," remarked Mr. Schnäbele. "While these activities are laudable, it is important to move closer to a harmonization of such policies in order to mainstream forest certification."

Forests are considered instrumental in tackling societal challenges such as climate change. Sustainable forest

management is also an important factor in global efforts to alleviate poverty, especially in developing countries. Forests contribute to the subsistence of an estimated 1.6 billion people globally, including about 60 million indigenous people and their communities, who directly depend on forest resources for their livelihoods.

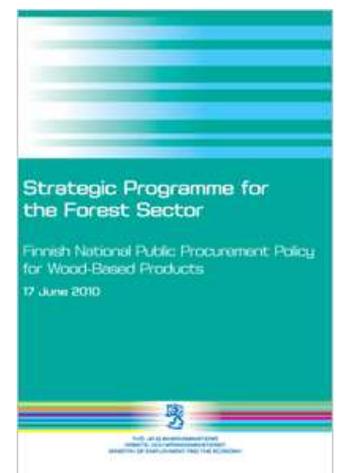
"Harmonization of public and private procurement policies that promote inclusive approaches to certification is expected to provide a major boost to the uptake of forest certification in the market place, which in turn will assist organizations such as PEFC in promoting sustainable forest management globally – and locally," concluded Mr. Schnäbele.

### Finnish Procurement Policy Aims at Harmonization of Approaches; Recognizes PEFC, FSC

With the goal to support the harmonization of guidelines for public procurement of wood-based products within the EU, Finland launched its public procurement policy for wood-based products in 2010.

The policy, which is now available in English, specifies that forest certification systems such as PEFC and FSC are accepted for the verification of sustainably produced wood.

The policy emphasizes that there are varying approaches to public procurement in EU Member States, which "present a number of challenges, and the need for harmonization is increasing as more and more countries implement their own steering mechanisms." Finland's goal is therefore to "support the harmonization of guidelines for the public procurement of wood-based products within the EU", and the Finnish public procurement recommendations have been drawn up to be compatible with the EU Public Procurement Directive.



"PEFC Finland welcomes the arrival of the Finnish public procurement policy as

an important tool to encourage public authorities to take sustainability considerations into account in their tenders," said Auvo Kaivola, PEFC Finland Secretary General. "With Finnish public procurement estimated to be worth approximately 23 billion Euros, it has the potential to have a significant impact on the well-being of society."

Mr. Kaivola emphasized that "we especially appreciate the call for harmonization of public procurement policies across the EU. Private companies are already moving towards a more harmonized and inclusive approach concerning sustainable procurement, supporting the further uptake of forest certification and assisting organizations such as PEFC in promoting sustainable forest management in Finland and abroad."

The Finnish public procurement policy was drafted by a multi-stakeholder steering group consisting of Different Ministries (Ministry of Agriculture and Forestry, Ministry of the Environment, Ministry of Finance), expert organizations (Central Union of Agricultural Producers and Forest Owners, Motiva, Confederation of Finnish Industries EK, Finnish Forest Industries Federation), public procurement representatives (Association of Finnish Local and Regional Authorities, Hansel Ltd, City of Espoo) and the WWF.

**Further Information:** <http://bit.ly/ee1LIY>

## TECHNICAL

### Revised Logo Usage Toolkit Provides Guidance for Consistent and Credible Communication

The Logo Usage Toolkit (Second Version, December 2010) is applicable to companies that have been certified to PEFC ST 2002:2010. Logo users which have obtained Chain of Custody certification against Annex 4 of the PEFC Technical Document are required to use the First Edition of this Toolkit.

The Toolkit is designed to assist logo users in applying the logo and labels consistently in terms of design and layout, and in line with PEFC's technical requirements and branding. It reflects the changes to the revised PEFC Logo Usage Rules (PEFC ST 2001:2008 v2), which were approved by the PEFC General Assembly in November

2010. Changes include the label claim text as well as the treatment of recycled material for labelling purposes.

The PEFC logo and labels are globally trusted marks, assisting businesses, consumers, forest owners and managers, and other stakeholders in identifying and promoting merchandise and goods from forests that are managed sustainably.

Using the logo and label enables companies and forest owners to:

- demonstrate commitment to sustainable development and corporate social responsibility
- attract environmentally and socially-minded customers and consumers
- help generate demand for products from PEFC-certified forests
- highlight engagement in sustainable forest management

**Further Information** <http://bit.ly/eWNP7z>



### Revised PEFC Standards Published

The Programme for the Endorsement of Forest Certification (PEFC), whose standards govern the certification of two-thirds of the total global certified forest area, has published revised standards for sustainable forest management, chain of custody, standard setting, group certification, and logo usage. The standards were approved at the 14th PEFC General Assembly.

"The revised standards represent a milestone for forest certification, especially in terms of social requirements,

transparency, and stakeholder participation," said Ben Gunneberg, PEFC Secretary General.

The revised standard on sustainable forest management addresses important issues such as conversion, chemicals, GMOs, ecologically important forest areas, customary and traditional rights, and the UN Declaration on Indigenous Peoples Rights and ILO Convention 169. PEFC's requirements for the development of national standards clarifies and further defines criteria related to transparency and public information, and recognizes the nine major groups defined by the Agenda 21 (CSD Major Groups) as the stakeholder groups involved in or concerned by sustainable forest management. The revision process is summarized in the development and global public consultation reports.

The revised Chain of Custody standard and logo usage rules incorporate the experiences of ten years of certification by thousands of companies globally. Major changes include the recognition of recycled material within PEFC claims, and the inclusion of social requirements. These social requirements provide an additional layer of confidence to consumers and buyers that elementary rights of workers in companies along the supply chain have been respected, thereby minimizing business risk for companies along the supply chain. The revision process is summarized in the development report (<http://bit.ly/eZQuFt>).

## PEFC to Investigate Options to Eliminate Uncertified Material from Labelled Products

"PEFC International is committed to the objective of working towards PEFC labelled products being comprised entirely of certified material," said William Street, Chairman of PEFC International. "PEFC already requires the highest minimum percentage for certified material in labelled products of any global forest certification system, but ideally labelled products should contain 100% certified material."

The PEFC logo and labels are globally trusted trademarks, assisting businesses, consumers, forest owners and managers, and other stakeholders to identify and promote merchandise and goods from forests that are managed sustainably. The PEFC label on a product indicates that a minimum of 70% of the content is certified, with the 'uncertified' part required to comply with a set of 'due diligence' requirements such as that the

timber has been harvested legally and does not come from controversial sources.

"Even though 70% certified content is the best in the world, it is not good enough. This is why PEFC is developing a roadmap to move to 100% as soon as possible. Existing and potential supply chain limitations currently prevent us from increasing this threshold to 100%, but it is important to outline a roadmap of how to get there," explained Mr. Street. "Our objective is to promote sustainable forest management, which needs to comply with more than 200 PEFC Sustainability Benchmarks and cannot be compared with the handful of requirements that timber used for the uncertified part of labelled products need to meet."

PEFC intends to investigate the following issues towards reaching the vision:

1. Existing and potential supply chain limitations currently preventing PEFC from reaching the vision of achieving 100% certified content.
2. How these limitations might be addressed.
3. Demand side requirements concerning the certified and uncertified content of labelled products.
4. Appropriate actions needing to be realized, leading to a stepwise approach to achieving the vision in line with the findings of the investigation.

In the meantime, PEFC will comprehensively review its Due Diligence System in 2011, incorporating best practice requirements to further improve the safeguards applying to the uncertified content in PEFC labelled products.



## GENERAL NEWS

### PEFC Endorses Rio Forest Certification Declaration

“While the forest certification movement can certainly be proud of the achievements of the past twenty years, we realize it is mainly forest owners in developed countries that benefit from certification,” said William Street, Chairman of PEFC International. “Much of the certified area is located in the Northern Hemisphere, and it remains challenging to provide access to forest certification especially to locally-controlled forests in tropical countries, managed by families and communities that depend on their resources for their livelihoods.”

Forest certification is recognized as one of the most important voluntary mechanism promoting sustainable forest management, yet there are significant barriers for forest managers in developing countries, such as a lack of capacity to undergo certification audits and maintain operations to a certification standard.

“Overcoming these and other barriers requires collaboration among all forest stakeholders, forest certification systems, CSD Major Groups, and governments” emphasized Mr. Street. “While activities by different stakeholders are usually driven by the same objective of promoting sustainable forest management, they may have detrimental effects if they don’t consider their overall, global impact.”

“The linkage between deforestation and poverty is strong, compelling, and in need of specific attention by all forest stakeholders. The same is true for the linkage between deforestation, climate change and loss of biodiversity. By recognizing the importance of these interrelationships and beginning the process of codifying them into forest certification standards that have been proven to make a real difference on the ground, we can achieve our vision of people living in harmony with forests as well as managing them sustainably.”

To enable forest stakeholders to better assess the overall effects of their actions, to strengthen joint initiatives, to encourage the pooling of limited resources, and to promote complementary activities, PEFC has endorsed the Rio Forest Certification Declaration, which contains ten principles intended to guide the future development of sustainable forest management and forest certification around the world.

The Declaration emphasizes that “[t]he 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.”

“After twenty years of forest certification, only one percent of the global supply of wood from certified forests originates from the tropical forests, forests that are among the most biodiverse ecosystems on our planet and support an estimates 60 million indigenous people who depend on forests for their subsistence. Society rightly expects forest stakeholders to collectively act to promote sustainable forest management in the tropics, and the Declaration will hopefully serve as a framework for all and provide guidance that will improve our actions,” concluded Mr. Street.



**Further Information** Read the Declaration in full at the end of this Newsletter.

### PEFC Launches Small Grants Programme, Calls for Proposals by 26th February 2011

Building on a PEFC cornerstone of ‘Think Global – Act Local’, PEFC is pleased to announce the first call for proposals for the PEFC Collaboration Fund. The Fund seeks to support members and partner organizations in their dedicated efforts to advance sustainable forest management and forest certification around the world.

“Through the Collaboration Fund, we are looking to support locally relevant advancements in sustainable forest management”, explained Sarah Price, Head of Projects and Development at PEFC International. “We recognize innovative ideas and solutions at a local level can often be scaled up for global application, and the Fund seeks to catalyse this interaction.”



The Fund also represents an important element of PEFC's contribution to the UN International Year of Forests 2011, which celebrates people's action to sustainably manage the world's forests.

The Funds objectives are to:

- stimulate new innovative approaches which contribute to PEFC International strategic priorities;
- 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;
- provide co-funding that leverages funding from additional sources.

PEFC members and other non-profit organizations are encouraged to submit proposals for new and innovative projects by 26th February 2011. 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 up to two years will be considered. Grantees must provide evidence of at least 25% additional co-funding from other sources towards the overall project budget.

“An additional goal of the Fund is to foster existing and facilitate new partnerships among forest stakeholders,” emphasized Ms. Price. “With the total area of certified forests globally having stalled at around 9% in recent

years, partnerships and collaboration are needed to provide an important boost to the forest certification movement.”

**Further Information** <http://bit.ly/fJVHJN>

## PEFC Supports Youth Conference on Climate Change

PEFC is pleased to have supported the "Global Youth Conference – Climate Change and Sustainable Development."

"Forests have a huge potential in tackling climate change, but they are also severely threatened by its potential effects – temperature change, precipitation, expansion of distribution ranges of pests. At the same point in time, forests are the most biodiverse terrestrial ecosystems," said Thorsten Arndt, Head of Communications at PEFC International.



"Forest certification is an important tool in promoting sustainable forest management and therefore in fighting climate change. However, with forest certification being a fairly abstract concept, we value the opportunity to discuss with youth the contribution that we can make when it comes to climate change and sustainable development."

The Global Youth Conference, organized by the Earth Focus Foundation, provided young people the opportunity and space to discuss climate change and its implications for sustainable development with a range of invited experts and peers. By creating an informal but stimulating space for discussion, the conference encouraged open and candid debate on the challenges that currently face humanity and the imperative need for active response.

The aim of the Conference was to send a clear and unequivocal message to negotiators at the December Climate Change Conference in Cancun that young people expect the planet's protection be placed ahead of all other interests in order to reverse the worst effects of climate change in the short-term and ensure long-term sustainable development.

"Organizations such as PEFC, which are often not well known among youth, offer a tremendous contribution toward our overall common goal of promoting sustainable development," said Nicola Spafford-Furey, Vice President at the Earth Focus Foundation.

"Yet forest certification is one of the areas where youth can easily make an important difference and support the movement by looking for a certification logo such as PEFC or FSC when buying products containing wood."

**Further Information** <http://bit.ly/bgjzbx>

## NATIONAL NEWS

### USGBC: The Way Forward - SFI Statement on Forest Certification Benchmark Vote

The US Green Building Council (USGBC) announced that the Forest Certification Benchmark did not pass the member ballot process. "The conclusion of the benchmark process marks a new opportunity to work with the USGBC and other interests to find an alternative and workable solution moving forward, one that works for USGBC's members and at the same time recognizes the benefits of wood in green building and the proof point offered by forest certification." said Kathy Abusow, SFI Inc. President and CEO.

SFI Inc encourages the USGBC to work with all stakeholders including forest conservation and forest certification experts, small family forest landowners, social and environmental interest groups, government agencies, and designers and builders. We hope for a swift end to this issue so we can support one another in promoting green building and recognizing the value of wood and all credible forest certification standards as a proof point of responsible forestry.

For companies looking to use SFI-certified wood, there are a number of green building programmes available in North America that promote the environmental benefits of wood and have an inclusive approach to forest certification. SFI will continue work with governments across North America at the municipal, state, provincial and federal level to promote green building choices. Currently one-third of all LEED projects are for government-owned or occupied buildings. For now the building community should forgo the one point in the certified wood credit and use SFI-certified products in LEED buildings to demonstrate their pride and support for North American forests, communities, and jobs.

### Forest Certification Progresses in China

More than 3.4 million hectares of forests in China are expected to become certified under the Chinese national forest certification system, CFCC (China Forest Certification Council), in 2011, following an agreement between the Beijing Zhonglin Tianhe Forest Certification Center and the Yichun Forest Authority announced.

According to the agreement, the Yichun Forest Authority is committed to certify all fifteen forest management units under its oversight, totalling an area of 2.67 million



hectares in 2011. In 2010, already more than 700,000 hectares of forests underwent CFCC certification pre-assessments and audits in Northern and Southern China.

China currently has the highest afforestation rate of any country or region in the world, increasing its forest cover from 12% twenty years ago to more than 20% in 2010. With more than 200 million hectares of forest, China is one of the most forested countries globally, and is continuing to implement policy measures to increase the quality and quantity of its forests.

The agreement was presented at a recent press conference in Beijing with participation of Mr. Zhang Yongli, Deputy Minister of the State Forestry Administration (SFA), Mr. Wang Aiwen, Mayor of the City of Yichun, Mr. Wang Wei, General Secretary of CFCC, and Mr. Benson Yu, Director of the [PEFC China Initiative](#).

The agreement follows the expression of intention by the CFCC at the PEFC General Assembly in November 2010 that it expects to apply for PEFC membership in 2011 and submit the scheme for endorsement, a move that was very much welcomed by PEFC and its members.

**Further Information** <http://bit.ly/hDslme>

## Poland Issues First PEFC Certificate for Forest Management

Responding to increasing customer and consumer demand for PEFC-certified timber, the Regional Directorate of State Forests (RDLP) Radom, one of 17 Polish State Forest Directorates, has successfully obtained PEFC certification after third-party audits verified that its forest management practices are in compliance with PEFC's Sustainability Benchmarks.

"PEFC is an ideal choice for Polish forests. As the only sustainable forest management standard in Poland entirely developed by local stakeholders, the Polish PEFC standard has been able to take advantage of the vast knowledge and experiences of Polish forest managers with their long history and tradition of responsible practices, to best meet local requirements and expectations," said Thorsten Arndt, Head of Communications at PEFC International, at the hand-over ceremony.

The certificate was handed over to by UDT-CERT, a Polish certification body, to RDLP Radom during a



conference dedicated to nature protection and forest management. The conference was organized by the Polish Ministry of Environment and the General Directory of State Forests, and attended by more than 120 executive forest managers and representatives from environmental institutions.

"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.

Demand for PEFC-certified products remains strong, with two-thirds of all certified timber imported into countries such as the UK or the Netherlands being PEFC certified.

"We are confident that the availability of PEFC certified timber will send a strong signal to Polish companies to obtain PEFC chain of custody certification", said Tomasz Zawila-Niedzwiecki, Director of the Forest Research Institute (Instytut Badawczy Leśnictwa – IBL) Poland. "While at the moment most PEFC certified companies in Poland are subsidiaries of international businesses, it is now time for Polish companies to take advantage of the benefits that PEFC certification offers, especially given the expected increase in PEFC-certified forests and timber volumes."

In addition to the 316.000 hectares of PEFC-certified forests of RDLP Radom, it is expected that an additional 180.000 hectares of forest managed by RDLP Warsaw will obtain PEFC certification shortly.

## Room for Alternatives in Forest Certification

"There is room for different forest certification systems in Finland," noted PEFC Finland's Chairperson Ritva Toivonen on the completion of Finland's FSC standard.

"It's good that alternative forest certification systems exist, as long as they are credible and the intrinsically-related verification process is done by an independent and competent assessor," says Toivonen.

"The shared goal of PEFC and FSC is to promote ecologically, economically and socially sustainable

forestry. In that respect, we share the same cause even though the systems are structurally different."

PEFC certification is present on all continents and the system is used by different groups of forest owners, like



small forest owners, companies, municipalities and states.

"A growing number of companies that

manufacture wood-based products in Finland and around the world are participating in PEFC. As more and more PEFC-labelled products are introduced to the markets, consumers will also have better chances of making eco-conscious choices," says Auvo Kaivola, Secretary General, PEFC Finland.

The first PEFC system forest certification assessments in Finland were made back in 2000, and PEFC certification now covers over 95% of Finland's commercial forests.

In line with PEFC regulations, national standards are always created and revised through extensive and transparent collaboration by all interested parties. Finland's PEFC standard was revised in 2008-2009. The working group included 40 stakeholder groups through which e.g. forest owners, outdoor recreation associations, the Sami people, forest sector employees and entrepreneurs, consumers, and trade and industry provided input on the goals they felt important to be included in the revised standard.

"For us, PEFC forest certification is above all a people's matter, not an organizations' matter," says Toivonen. "Participating in voluntary certification or buying a certified product ultimately depends on people wanting to make responsible decisions." Finland's new PEFC standard received international endorsement last July.

PEFC is the forest certification best suited for Finnish forestry because, among other reasons, it includes the option for the owners of private forests to apply for certification together with other forest owners.

"Individual certification of small forested areas is expensive and doesn't support the achievement of the ecological goals as well as group certification does. Group certification makes certification possible for owners of all sizes of forests," says Kaivola.

With regional group certification, securing the diversity of the forest flora and fauna and the multipurpose use of forests can be planned more efficiently than with individual certification of small forests.

## Green Building Council Italia to Promote Certified Wood

The Italian Green Building Council (GBC Italia) has become the latest in a long list of sustainable building initiatives to recognize the benefits of forest certification, and has signed an agreement with PEFC Italy to promote best practices in the building industry and to foster the use of certified timber in construction.

"With buildings estimated to be responsible for about 40% of primary energy consumption in Europe, organizations such as GBC Italia can, through their standards and codes, help reducing the environmental footprint of buildings. Timber can play an important role in this context as it has the lowest embodied CO2 of any building material and can be sustainably sourced from PEFC-certified forests," said Antonio Brunori, Secretary General of PEFC Italy.

The agreement between GBC Italia and PEFC Italy states that the two organizations



- commit to raising awareness of sustainable building practices and to promoting low environmental impact practices, as well as increasing the use of certified and locally sourced wood in building industry; and
- agree to promoting the benefits of forest certification and certified wood products in the building sector, especially in areas where PEFC forest certification is strongest thereby supporting local producers and encouraging sustainability as local level.

"The initiative between GBC Italia and us highlights the potential benefits that forest certification and certified wood products offer and represents an important step towards promoting greater sustainability of the building sector in Italy. With the construction industry being the largest buyer of timber products, it also signals forest owners that sustainable forest management and certification is in high demand and valued by society," explained Mr Brunori.

With this agreement, the Italian Green Building Council joins many respected green building initiatives that recognize certified wood as an excellent choice for green building, including the Australian Green Building Council, the Code for Sustainable Homes and BREEAM in the UK, the US-based ANSI/ICC 700-2008:National Green Building Standard and the ANSI-GBI 01-2010 Green Building Assessment Protocol for Commercial Buildings, Built Green Canada, Green Globes, or CASBEE (Japan).

## Continuing Growth for Certified Paper

PEFC UK is continuing its outreach programme to the publishing community and exhibited at this year's MediaPro 10 to promote the PEFC programme more widely to the creative community and the corporate print buying sector.

Experts were on hand to provide information on PEFC-certified papers and the assurances that they can provide to discerning consumers and businesses who are demanding greener products.

With the majority of the UK's leading paper merchants now able to offer a range of PEFC certified papers, it is no wonder that now almost 500 printers have been awarded PEFC Chain of Custody certification.

More and more publishers and brand owners are now opting to use the PEFC logo on their publications as an assurance of responsible paper sourcing. Demand for the PEFC logo continues to grow, and this year alone has seen PEFC becoming ever more visible, as trusted household names such as Argos, Boden, British Airways, First Choice, Matalan, National Westminster, John Lewis, Debenhams, Tesco, Asda, Nectar, Airmiles, Lakeland and most recently The Economist and The Big Issue have used the PEFC logo on their customer-facing publications.



PEFC International is a framework for the mutual recognition of credible national or regional forest certification schemes that have been developed based on internationally recognised requirements for sustainable forest management. Since its launch in 1999, PEFC International has become the largest forest certification umbrella organization covering national schemes from all over the world, delivering hundreds of millions of tonnes of certified material onto the global marketplace to meet the ever increasing demand for certified wood-based products.

PEFC International now endorses twenty eight national certification schemes across the globe. The 230 million certified hectares managed by these member schemes are now delivering millions of tonnes of certified material into the global marketplace to meet the ever increasing demand for certified wood-based products.

## SFI Conference - the Power of Partnerships

The immense value of strong and diverse partnerships that yield benefits for forests, communities and markets across North America and around the world was evident throughout the 2010 Sustainable Forestry Initiative (SFI) Annual Conference.

"Partnerships breathe life into our programme and drive the importance of what we do home for many people," SFI President and CEO Kathy Abusow told delegates at the conclusion of the conference. "Partnerships with groups from Habitat for Humanity to Time Inc. to the National Fish and Wildlife Foundation allow us to get involved in so many projects we're proud of."

The conference celebrated partnerships at every link of the supply chain — with more than 200 delegates representing large and small landowners, government officials, professional foresters, conservation groups,

academia, aboriginal communities, auditors, buyers, forest products companies, and biologists. Topics included collaboration to meet market demands; partnerships to tackle global issues, strengthen local communities and achieve conservation goals; and emerging issues such as carbon offset markets. Delegates learned about the new SFI Conservation & Community Partnerships Grant programme, developments in the green building market, and trends in the international arena

Recent reports show the growing convergence among many of the largest third-party forest certification programmes. The United Nations Economic Commission for Europe (UNECE) and Food and Agriculture Organization (FAO) 2009/2010 Forest Products Annual Market Review says that "over the years many of the issues that previously divided (certification) systems have become much less distinct." For the second year, the report noted the rapid rise in SFI Chain of Custody certification — with 976 certificates in May 2010, up from 500 in January 2009, and more than 2,000 certified locations, up from just 48 at the start of 2007.

"About 20 years ago, there was a sense that the forest sector was the main cause of forest degradation," Benjamin Singer, forest affairs officer, UN Forum on Forests Secretariat, told the conference. "We now know it is actually a good source for solutions. It's important to understand that forests are for people, for local communities — something certification can reinforce."

Alabama received the 12th annual SFI Implementation Committee achievement award for innovative activities that strengthen forest practices and raise awareness about the benefits of using wood from responsible sources.

"Close to half of the 950 implementation committee members are involved not because their organization is an SFI programme participant, but because they understand the relevance and value of what we do," Abusow said. "They know that they can, and are, making a difference. They are working to meet the needs of

communities across the United States and Canada, arranging training sessions and workshops for loggers and family forest owners to expand the reach of responsible forest management."

## Certified Tropical Timber Available to Belgian Buyers

With the arrival of the first shipment of PEFC-certified tropical timber in Belgium, responsible companies and consumers interested in buying tropical timber and wood-based products originating from forests certified as being managed sustainably can take advantage of wider choices.



PEFC-certified timber from Malaysia has only become available in 2009 with the endorsement of the Malaysian Timber Certification Scheme (MTCS) by PEFC, following an independent assessment verifying compliance of the Malaysian national forest management requirements with PEFC's internationally recognized Sustainability Benchmarks.

"The availability of PEFC-certified timber from Malaysia is very important for us as Belgium is, after the Netherlands and the UK, the third largest importer of Malaysian timber in Europe," said Vanessa Biebel, Secretary General of PEFC Belgium. "Given the increasing demand from responsible consumers for wood that meets the strict environmental, social and economic requirements of PEFC's Sustainability Benchmarks, we welcome this first shipment of certified timber from Malaysia."

The timber was delivered to Denderwood, an East Flanders-based importer of tropical hardwood. "There is a strong customer demand for timber from Malaysia. Thanks to the availability of PEFC certification, we have been able to increase our supply of timber from sustainably managed forests, something that our customers will very much appreciate," explained Filip D'Haeseleer, who is in charge PEFC certification at



Denderwood. "We hope to increase the percentage of PEFC-certified timber to 80% within the next two years."

"Additional demand for PEFC-certified timber from Malaysia will support PEFC's activities in advancing certification in the country," Mrs. Biebel added. "While the certification movement has its origins in efforts to protect tropical forests, over 90% of the world's certification takes place in the temperate forests of Europe and North America. Yet tropical forests offer the most benefits to tackling some of society's biggest challenges, including climate change, which makes the task of mainstreaming forest certification especially in the tropics so important."

## Gabon: Involving Timber and Wood Workers Unions in PEFC Certification

Forest certification and its social and economic requirements can offer substantial benefits to forest workers, participants at a training workshop in Gabon found.



The workshop "Timber and Woodworkers' Unions and Forest Certification in the Congo Basin: Status and Prospects in Gabon," organized by the Building and Wood Workers' International (BWI) with the LO-TCO Secretariat of International Trade Union Development Co-operation brought together more than twenty representatives of three trade union federations from the forestry, veneer, sawn timber and woodworkers to build capacity about the opportunities that PEFC certification offers for workers.

"Forest Certification has become an indispensable tool for the promotion of timber in most western markets, but unfortunately the advantages it offers not only for trade, but also for forest workers, have not yet been well promoted among the timber and woodworkers' unions in Gabon," said Dr. Rose Ondo Ntsame, President of PAFC Gabon. PAFC Gabon is the first national forest certification system that has achieved global recognition through PEFC, the world's largest forest certification system and certification system of choice for small- and family forest owners.

Overcoming this gap has been one of the objectives of the workshop, Abdoul Karim Ouedraogo, Coordinator of BWI for francophone Africa explained. He emphasized that forest certification is an important instrument in ensuring decent work conditions and fair remuneration, and highlighted that "it is time that workers' interests in forest certification are safeguarded by workers themselves, thus workers should become involved at all levels in the process."

Timber unions pledged, in a statement, to establish a national forum for timber and wood workers in Gabon to strengthen participation and input into activities and processes related to timber and forests in Gabon.

"The social and economic pillars of sustainable forest management are tremendously important in countries such as Gabon as they offer substantial benefits to the well-being on the people working in forests," commented Sarah Price, Head of Development at PEFC International. "The importance of these social aspects is often overlooked in developed countries, which makes it even more important for global certification systems such as PEFC to collaborate with labour unions to raise awareness of potential benefits."

## Vatican Receives PEFC Certified Christmas Tree

For the 2<sup>nd</sup> year in a row, the Christmas tree in St. Peter's Square in Vatican City came from a PEFC-certified, sustainably managed forest. 2010's tree, a 34 meter spruce, originates from forests in Alto-Adige in South Tyrol, an autonomous region in Northern Italy.

The 94 year old tree was installed by a dozen labourers and some heavy machinery. In addition, fifty smaller spruces and firs arrived in Rome, and decorated the Vatican museum. These trees were harvested in forests surrounding Luson, close to the city of Brixen in South Tyrol, the area where Pope Benedict XVI.'s mother was born and where the Pope enjoyed a number of summer holidays.

The Christmas tree was decorated with over 3000 Christmas decorations and 1500 lights. The Vatican Christmas Tree, which is one of the most photographed Christmas trees in the world, was lit in the presence of Pope Benedict XVI.



The idea of a Christmas tree in St. Peter's Square comes from the late Pope John Paul II, who introduced the first tree in 1982, four years after assuming the papacy. Now, each year, the Vatican accepts a tree donated by a different European country. Last year's tree came from a PEFC certified forest in the Walloon Region of Belgium.

encourages the use of recycled products, vegetable-based inks and bio-degradable polythene wrapping. These efforts are beginning to yield results with Clear Sound & Vision reporting a significant rise in awareness and demand among its customers for sustainable packaging. Customers are also actively embracing PEFC and other certified products through the company. Going forward, company executives predict that demand for certified products will continue to rise.



## Clear Sound & Vision Promotes Certification and Certified Products

UK-based project management company Clear Sound & Vision Ltd has been successfully encouraging its customers and suppliers to seek out and source certified products.

Founded in 1997, Clear Sound & Vision specialises in providing production solutions and packaging for the music, media and film industries. Activities include designing and managing the production of packaging for CD, DVD, vinyl products and elaborate boxed sets as well as producing brochures, catalogues, books and associated merchandise. Other products include DVD inlays and CD booklets as well as the labels used on the vinyl discs themselves. CSV works closely with designers and members of the print industry. Every year the company buys and sells over £1.5million worth of printed materials. This volume is likely to grow as customers increasingly turn away from plastic and polypropylene packaging (e.g. "jewel box" CD cases) towards ever more environmentally-friendly cardboard and wood-based packaging.

Clear Sound & Vision has received PEFC accreditation and Chain-of-Custody certification. Many of CSV's client's products now bear the PEFC logo. In addition to sourcing products from sustainably-managed sources, the company takes painstaking efforts to ensure that the UK and Europe-based printers with which it works use certified products where possible.

In addition to sourcing certified products the company also actively promotes the benefits of using certified goods among its customers and suppliers. CSV also

## CASE STORIES

### AbitibiBowater Making a Difference on the Ground through Stakeholder Engagement

Based in Montreal, Quebec, AbitibiBowater Inc. is the third largest pulp and paper company in Canada and the eighth largest publicly traded pulp and paper manufacturer in the world. It manages the largest area of publicly-owned forest land in Canada, a total of some 19.5 million hectares.

Through its 21 pulp and paper mills and 24 wood products facilities in the Canada, the US and South Korea it produces a range of newsprint, commercial printing and packaging papers, pulp and wood products. It is one of most important recyclers of old newspapers and magazines in the world.

The company is committed to ensuring sustainability – ecological, economic and social – in all its operations. In particular it is keen to protect the wildlife, fish, plants, soils and water resources on the land under its management. It also makes efforts to conserve biological diversity and to protect the area under its management for other land uses including recreational purposes and cultural heritage.

As part of this, AbitibiBowater works with a wide range of stakeholders such as customers, suppliers, employees, shareholders, communities – indigenous groups like First Nation and Native American groups – governments and NGOs in all areas of its activities including the cooperative management of sustainable forest licenses, engineering, production, forestation, road access, harvesting, silviculture and transportation.

The company is a firm believer in the value of Sustainable Forest Management (SFM) principles and certification and supports mandatory certification on public land. Adherence to SFM standards provides assurances that wood and fibre products are sourced from responsibly-managed forests. Of the 10% of global forests that have been certified, 40% are in Canada.



AbitibiBowater recognizes several certification standards. These include the Canadian Standards Association (CSA), the Sustainable Forests Initiative (SFI), and the American Tree Farm Systems (ATFS), all fully endorsed by the Programme for the Endorsement of Forest Certification schemes (PEFC). In addition, it recognises the Forest Stewardship Council (FSC). As of end 2008, all the woodland under the company's management had been certified to independent, third-party audited standards, mainly CSA and SFI which are fully endorsed by PEFC. In addition, 12 of the company's pulp and paper mills have achieved Chain-of-Custody (CoC) to internationally-recognized CoC standards including PEFC. Plans are afoot to obtain CoC certification for more of its plants.

As part of its commitment to stakeholder engagement for SFM, in 2003 the company created the Lac St. Jean CSA Public Advisory Group, a voluntary initiative comprised of 27 local stakeholders drawn from companies, clubs and associations, workers' groups, environmental groups, fauna and flora reserve protection associations, indigenous peoples' organizations, and representatives of municipal authorities. This group of stakeholders was formed originally as part of efforts to secure CSA certification for 4.3 million hectares of forest land in two parts of the Lac St. Jean area, namely Lac St. Jean and Peribonka. Both areas include sites of exceptional biodiversity, cultural and spiritual value; the protection of all three values has been identified as a key indicator of SFM. In 2008, the area was modified to include new

tenures covering 3.2 million hectares in the Lac St-Jean area.

Since its creation, the Lac St. Jean CSA Public Advisory Group has made significant and sustained contributions to identifying improvements in SFM practices resulting in a number of measurable successes.

One of these successful outcomes has been the inclusion of the White Mountain Valley area in the

network of protected areas in the province. In June 2006, Nature Québec lodged a request with the Public Advisory Group to consider special conservation measures for the White Mountains Valley area, a region of particular scenic beauty popular for recreation activities. In particular, Nature Québec was keen to see this area included

in the network of protected areas of the province so as to ensure that wood exploitation would not negatively impact on the area in any way. The Advisory Group requested that the Quebec Ministry of Sustainable Development, Environment & Parks include the site in its proposals for extending the province's network of protected areas.

The successful outcome of this initiative resulted in a request being submitted by the Regional Government to the Advisory Group for the conservation of three other special sites. These sites included La Chute Blanche (or White Falls), a place with a unique scenic value; the River Micosas' streamsides, tributaries rich in Landlocked Salmon (a species of freshwater salmon); and the area home to the largest Yellow Birch in Québec. The Advisory Group took on board the requests, examined the sites and their natural features, and analysed the impacts of commercial forestry activities at all three sites. Following on from this, special conservation measures have now been integrated into the 5-year forest management plan (2008-2013).

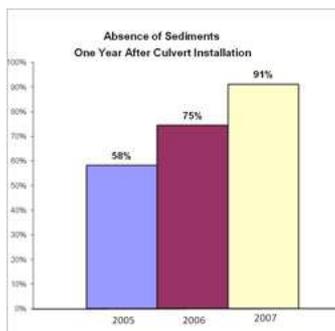
In the coming years, the Québec Ministry of Natural Resources and Wildlife plans to propose new sites for special consideration. And thanks to the Lac St. Jean Advisory Group's conservation successes, the Ministry has requested the Group's cooperation for analyses of new proposals as well as their possible integration in forest management planning.

Another very important aspect of SFM is minimising contamination of water sources around forestry operations. In this vein, the Lac St. Jean Advisory Group has also been solicited to consider ways to minimise sedimentation in water courses on the land managed by AbitibiBowater. The Group's work in this area began in February 2005 with the adoption of an indicator as part of efforts to reduce sedimentation from the road network on the land under AbitibiBowater's management.

As a first step in these efforts, the Group began by conducting an assessment of the magnitude of the problem represented by run-off and sedimentation of the water courses running through the region, particularly in those areas where culverts had been installed to direct the flow of water through the water courses. It then drew up an action plan with a series of measures aiming at reducing the occurrence of sediments in the water courses and in a 20-metre buffer zone along the stream one year after the installation of culverts.

Following this, a series of recommendations was made and a sampling assessment method developed and implemented. This allowed major sources of sedimentation to be identified. Subsequently, recommendations were made to improve water flow and reduce sedimentation from the surrounding areas.

These recommendations were implemented on the ground by forestry operators. They have yielded considerable positive results. In the first place, assessments carried out in 2007, two years after this initiative was first implemented, showed that the number of streams without any sediment within the 20m buffer on both sides of the culvert, increased from 58% to 91% (see graph, below). There is every reason to believe that improvements in sedimentation will continue to be seen year-on-year. Remarkable on the success of this forest-management initiative, one commentator noted "Maintaining water quality is an important element of sustainable forest management. This new approach has clearly allowed achieving significant improvements while involving on the ground operators."

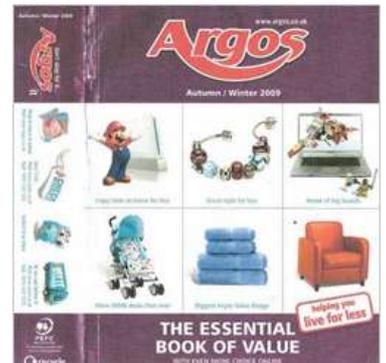


Clearly, in the years since its creation, the Lac St. Jean CSA Public Advisory Group has played an important role in identifying improvements in SFM practices in the Lac St. Jean forests and contributed to the health of

the forest areas under the management of AbitibiBowater. For AbitibiBowater too, the creation of the multi-stakeholder Public Advisory Group has yielded several benefits. It has helped the company to better define some of its operational practices, contributed to the protection of the sites under its management, improved the social acceptability of the company, facilitated sales of its products, and improved exchanges of information and dialogue among all stakeholders. Overall, the creation of the Public Advisory Group and the successful outcomes of its initiatives have resulted in a win-win situation for all concerned stakeholders as well as for the forests.

## Argos – Responsible Paper Procurement

Part of the Home Retail Group, the Argos stores and their catalogue are arguably among the most recognisable brands in the UK retail sector. Argos numbers some 750 stores across the UK and Northern Ireland and in any one year some 17 million – or two-thirds – of UK households have an Argos catalogue.



In 2009-2010, Argos used more than 120,000 tonnes of paper in its publications including its catalogue. As a major consumer of wood and wood-based products, Argos takes its commitment to sustainability seriously and has taken steps to ensure that its activities and processes throughout the value chain are environmentally respectful. The Argos catalogue is now PEFC certified.

All the paper used in the Argos catalogue is either certified by PEFC or an alternative certification scheme (84%) – showing that it comes from legal, well-managed sources – or recycled (16%). To ensure that these standards are met the company purchases its paper supplies through a central print procurement team. The team will only begin negotiations with a paper supplier if it can prove that it has the necessary recognised certification. The company also insists that suppliers have the processes in place to ensure complete traceability of the products that are purchased from them.

The Argos catalogue is 100% recyclable. It can be easily and inexpensively locally recycled after use. Old catalogues are highly sought after by newspaper print manufacturers who use them as raw material to produce newspapers.

The Argos policy on sourcing certified and recycled paper yields several benefits. It contributes towards avoiding illegal deforestation. It also provides assurances to the 130 million annual Argos customers about the source of the paper used for the catalogue. Market research has demonstrated that customers look for evidence of certification of the products they purchase, while certification influences consumer choices. Having a catalogue that is 100% recyclable allows the company to reduce the volume of waste from its activities by providing a raw material for another sector, for instance the newspaper sector.

In addition to seeking certification for the Argos catalogue, the company has also implemented several other policies that demonstrate its commitment to sustainability. As part of its policy to only stock wood and wood-based products from certified, legal, controlled or recycled sources, the company collaborated with the China branch of a global NGO on the "Green Wood Initiative", a series of three seminars on responsible timber sourcing for suppliers in Shanghai, Shenzhen and Hong Kong.

It has joined a voluntary industry initiative led by WRAP (Waste & Resources Action Programme) and pledged to work towards a 15% reduction in packaging and a 50% reduction on 2007 levels in the waste sent to landfill by 2012. It also offers customers the opportunity to recycle their old large kitchen appliances and TV's when a new item is delivered and to take away the packaging for recycling.

**Further Information** <http://bit.ly/hovXuY>

## Rio Declaration

### Preamble

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.

## Principle 1: Human beings are at the centre of sustainable forest management

Public and private policies designed to promote sustainable forest management can only succeed if they enhance the quality of life of people who live in and/or depend upon forests.

*Application: Forest certification systems and all stakeholders must act to protect and promote forest-dependent populations, local communities, smallholder forest owners, workers, family foresters, women, youth and children, and indigenous peoples all of whom are entitled to a healthy and productive life in harmony with the forests on which they depend.*

## Principle 2: Recognize and respect national sovereignty in the design and implementation of sustainable forest management policies and standards

In accordance with the Charter of the United Nations, the Rio Forest Principles, and the principles of international law, all states have both the sovereign right and obligation to develop their own sustainable forest management objectives. States must act to ensure that activities within their jurisdiction or control do not cause environmental, social, or economic damage to areas and people beyond the limits of their national jurisdiction or violate international protocols and conventions.

*Application: Forest certification systems, forest stakeholders, especially Major Groups<sup>1</sup> and OECD countries, must respect each nation's chosen path to promote sustainable development, the Millennium Development Goals, and sustainably managed forests in their actions, policies and guidelines.*

## Principle 3: Protect the complexity of forest ecosystems, forest-dependent economies, and rural culture by adopting integrated forest management plans and policies

In order to promote sustainable forest management, forest certification standards, national forest policy, and private and public procurement guidelines must meet the needs of present and future generations by promoting economically viable, ecologically sound, and socially just outcomes based on the national and/or local context.

<sup>1</sup> CSD (United Nations Commission on Sustainable Development) Major Groups

*Application: Forest certification standards, public policy and procurement guidelines must integrate competing demands in order to meet the needs of all stakeholders to deliver balanced socially, economically and environmentally sustainable solutions.*

#### **Principle 4: Contribute to poverty reduction through empowerment of the poor**

Peace, social justice, global economic equity, and environmental protection are interdependent and indivisible. Poverty reduction is an indispensable requirement for sustainable forest management; it is an integral part of the development process and cannot be considered in isolation from it. The linkage between deforestation and poverty is strong, compelling, and in need of specific attention. Measures diminishing forest resources to increase agricultural resources to contribute to food security must directly contribute to the sustainable livelihoods of those affected.

*Application: Forest certification systems, Major Groups and governments may contribute to mitigate deforestation and promote afforestation within their boundaries and jurisdictions and seek to safeguard forest resources. Standards and policies must promote the efficient use of forest resources, good forest management, and provide for increased wealth retention in rural communities through partnerships with smallholders, community-owned forests, and indigenous peoples' organizations, in addition to maximizing formal employment opportunities.*

#### **Principle 5: Open and accessible stakeholder processes are essential**

Sustainable forest management is best achieved through the empowerment of all stakeholders in open and accessible processes. Special outreach must occur for those groups lacking a tradition of involvement or lacking the resources required.

*Application: Forest certification governance systems, private and public procurement entities, and standards development processes must seek to ensure the involvement of Major Groups and governments in a multi-stakeholder, consensus-driven process, respecting the right to self-identification and self-determination while avoiding governance systems and decision-making processes designed to restrict the voice or participation of any stakeholder.*

#### **Principle 6: Transparency, inclusiveness, and collaboration are fundamental prerequisites for global sustainability**

Expanding sustainable forest management to all of the world's forest requires cooperative and transparent processes among all stakeholders and governments. Promoting division, competition, and exclusivity among and between different approaches to sustainable forest management wastes limited resources, encroaches on stakeholder-driven processes, diverts attention from areas where deforestation and unsustainable forest management are still common practices, and fails to expand the total volume of global well-managed forest area.

*Application: Certification schemes, procurement guidelines, and those seeking to protect forests must promote standards, policies, and practices, which are inclusive and recognize the superiority of all types of sustainably managed forests and certification systems as a tool to promote sustainable development.*

#### **Principle 7: Utilize the benefits of renewable and climate-smart forest-based products**

Sustainable forest management must adapt to complex societal challenges such as climate change, population growth and increasing resource shortages caused by unsustainable patterns of production and consumption, especially those that are high-carbon emitting. Recognizing the unique attributes of forest products from sustainably managed forests both in terms of carbon sequestration, other ecosystem services, and development values is critical for public and private policy makers, including climate policy negotiators.

*Application: Forest certification systems, governments, and procurement entities must recognize and use all tools available to support forests to adapt and thrive with these challenges including adaptive silvicultural practices, promotion of recycled and forest-based products for their unique attributes in terms of carbon sequestration, other ecosystem services, and development values.*

#### **Principle 8: Rely on science, local experience, and traditional forest-related knowledge to advance sustainable forest management**

Sustainable forest management will be most successful when it is based on scientific, local experience and traditional forest knowledge, as well as international protocols and processes. Improving scientific understanding through exchanges of scientific, local and traditional forest-related and technological knowledge, and the development, adaptation, diffusion and transfer of technologies, is critical to the delivery of a balanced

approach to sustainable forest management. Indigenous peoples have a vital role in sustainable forest management because of their knowledge and traditional practices.

*Application: Forest certification systems, governments and procurement entities must develop standards based on the best available science, local and traditional knowledge and be structured such that developing countries, communities and small forest landowners have a clear path to meet the forest management standards. These approaches must be independently verifiable, using guidelines and requirements in compliance with internationally respected organizations such as ISO. Conflicts of interests between governmental procurement entities, standard-setting bodies, certification organizations, accreditation bodies, and auditors must be handled accordingly in order to provide legitimacy to the process.*

**Principle 9: Use a precautionary approach to prevent irreversible damage**

In order to best safeguard forest resources, precautionary approaches must be widely applied by all stakeholders where there are imminent threats of serious or irreversible damage.

*Application: Forest certification systems, governments, and procurement entities must strive for continuous improvement while remaining aware of the consequences of their programmes and standards for all stakeholders.*

**Principle 10: Promoting global acceptance of sustainable forest management through voluntary programmes and education is the fastest path to healthy forests and vibrant rural communities**

Achieving sustainable forest management is a major challenge in many parts of the world. Voluntary forest certification and private and public procurement policies are important tools to protect forests and forest-dependent populations.

*Application: Forest certification systems, Major Groups and governments have an obligation to make available and use, for the advancement of sustainable forest management, their respective areas of expertise, influence and power. Policies, standards and tactics that negatively affect forest-dependent people, deny markets to sustainably managed forests, and create development obstacles, lead to inefficiencies in the allocation of resources, and are a barrier to advancing sustainable forest management globally and locally.*