

PEFC – The certification system of choice for small forest owners

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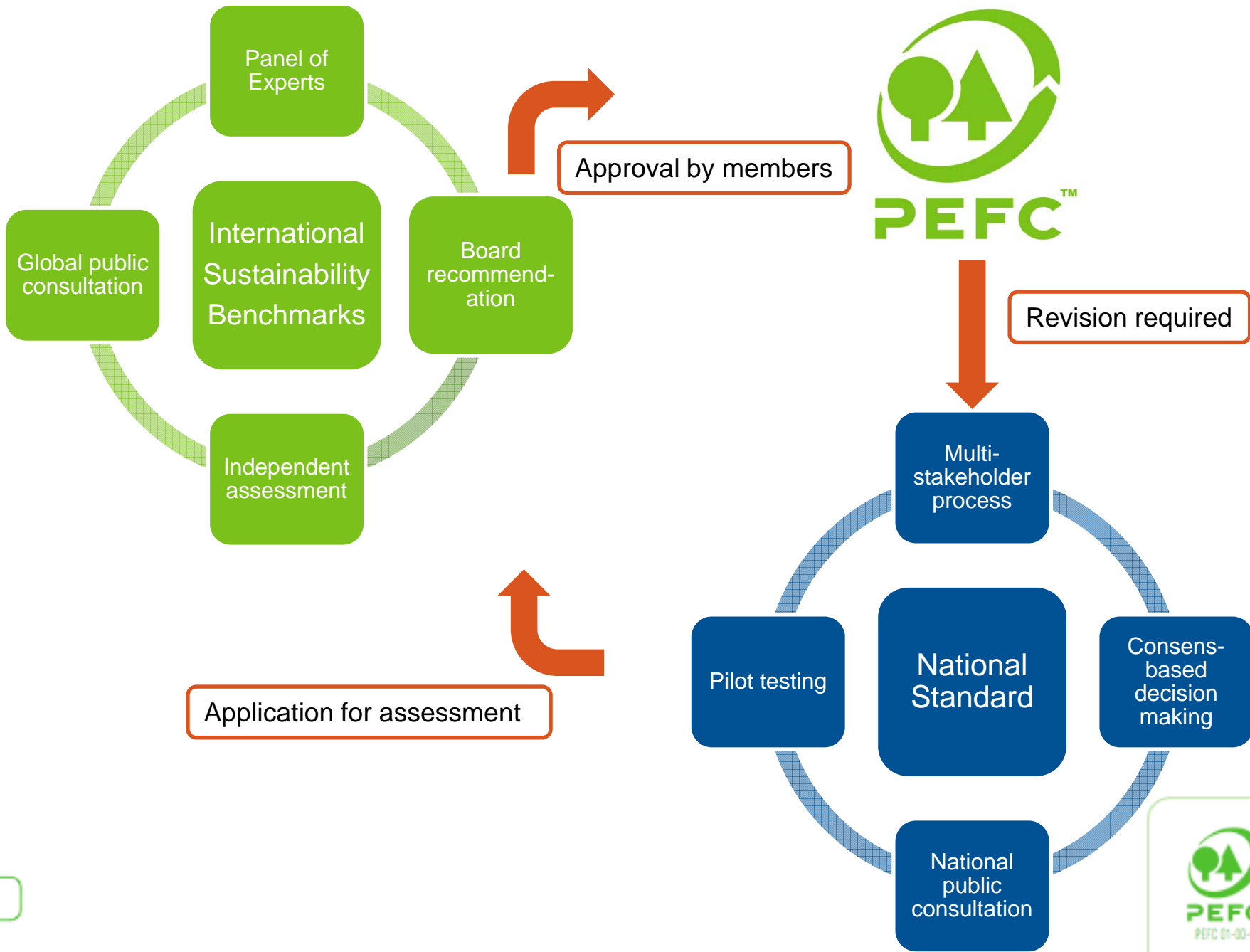
What is PEFC?

- **Global, not-for-profit**, non-governmental organisation based in Geneva, Switzerland
- Voluntary mechanism promoting sustainable forest management providing independent, **third party certification** of good practices
- **Alliance** of national forest certification systems with global representation and an international chain of custody
- World's largest forest certification system and **provider of two thirds of the world's certified sustainably managed wood**
- **Certification system of choice** for small family forest-owners

Globally Recognised Forest Certification Systems

- **PEFC** (Programme for the Endorsement of Forest Certification schemes)
 - **SFI** (Sustainable Forestry Initiative)
 - **CSA** (Canadian Standards Organization)
 - **ATFS** (American Tree Farm System)
- **FSC** (Forest Stewardship Council)





PEFC Certification Delivers

Sustainable wood raw material that is:

- **legal:** the wood is harvested following local legislation and international agreements and the forest owner has been compensated accordingly
- **from well managed forests:** forestry operations have been conducted maintaining forest's ecological, social and economic values
- **traceable:** the raw material supply chain is controlled and verified from the harvesting site up until finished products

Broader Role of PEFC Certification

Ensures forest managers think « holistically » and encourages stakeholders to consider others views

Reflects society's current understanding of « sustainability »

Creates « Dialogue » which helps to foster shared understanding, knowledge exchange, improved governance

Brings the debate and decision making to a local level including all stakeholders

Provides proof of management to stakeholders and market

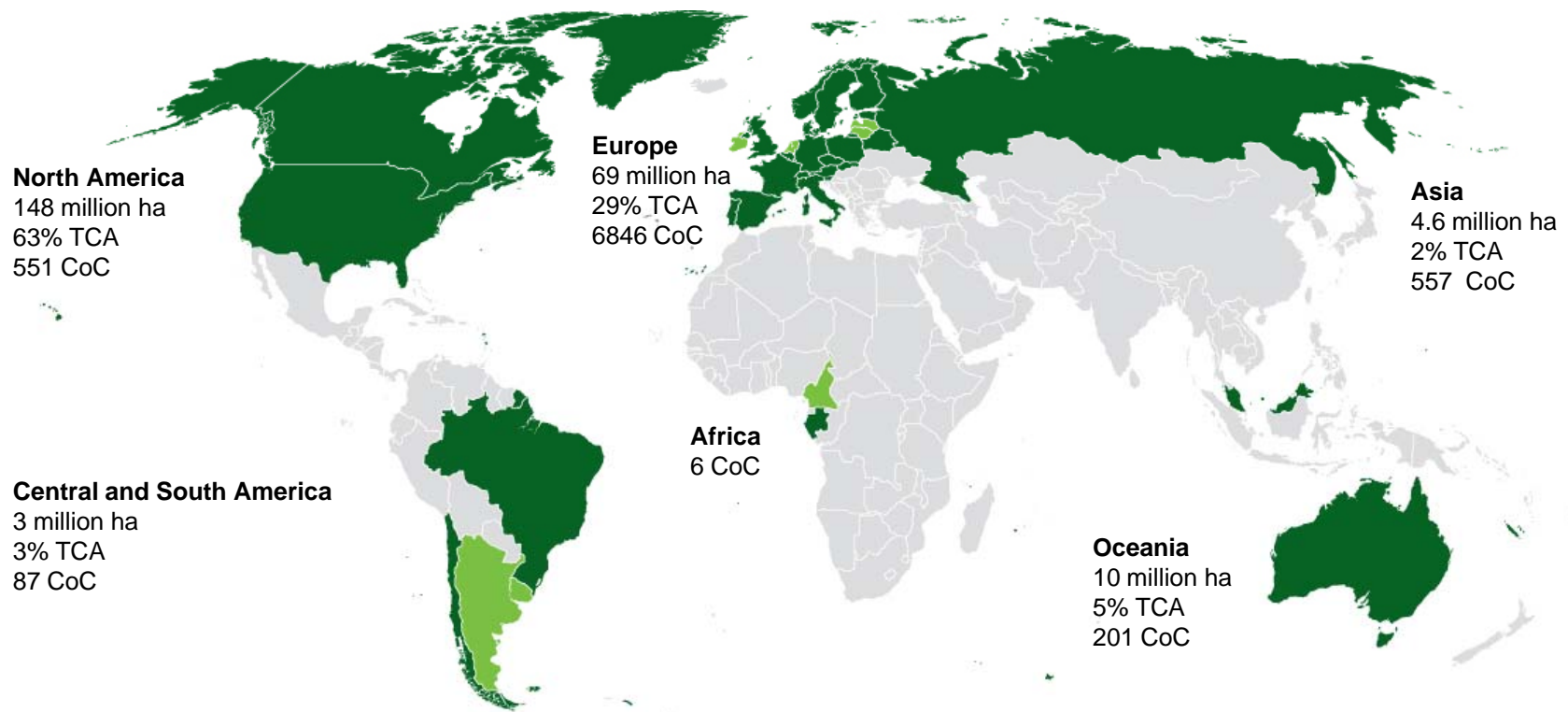
HISTORY

Short version...

- 1992: Rio Earth Summit, Leaders failed to agree on a Forest Agreement...Forest Certification emerged as a voluntary approach to define & verify Sustainable Forest Management.
- Late 1990's forest owners in Europe wanted an alternative to FSC. A system that reflected their values, that they could interact with. Needed a solution to constant NGO criticism.
- 1999: PEFC was founded – originally ...'Pan European Forest Certification'
- 2003: Programme for the Endorsement of Forest Certification (Global)

TODAY

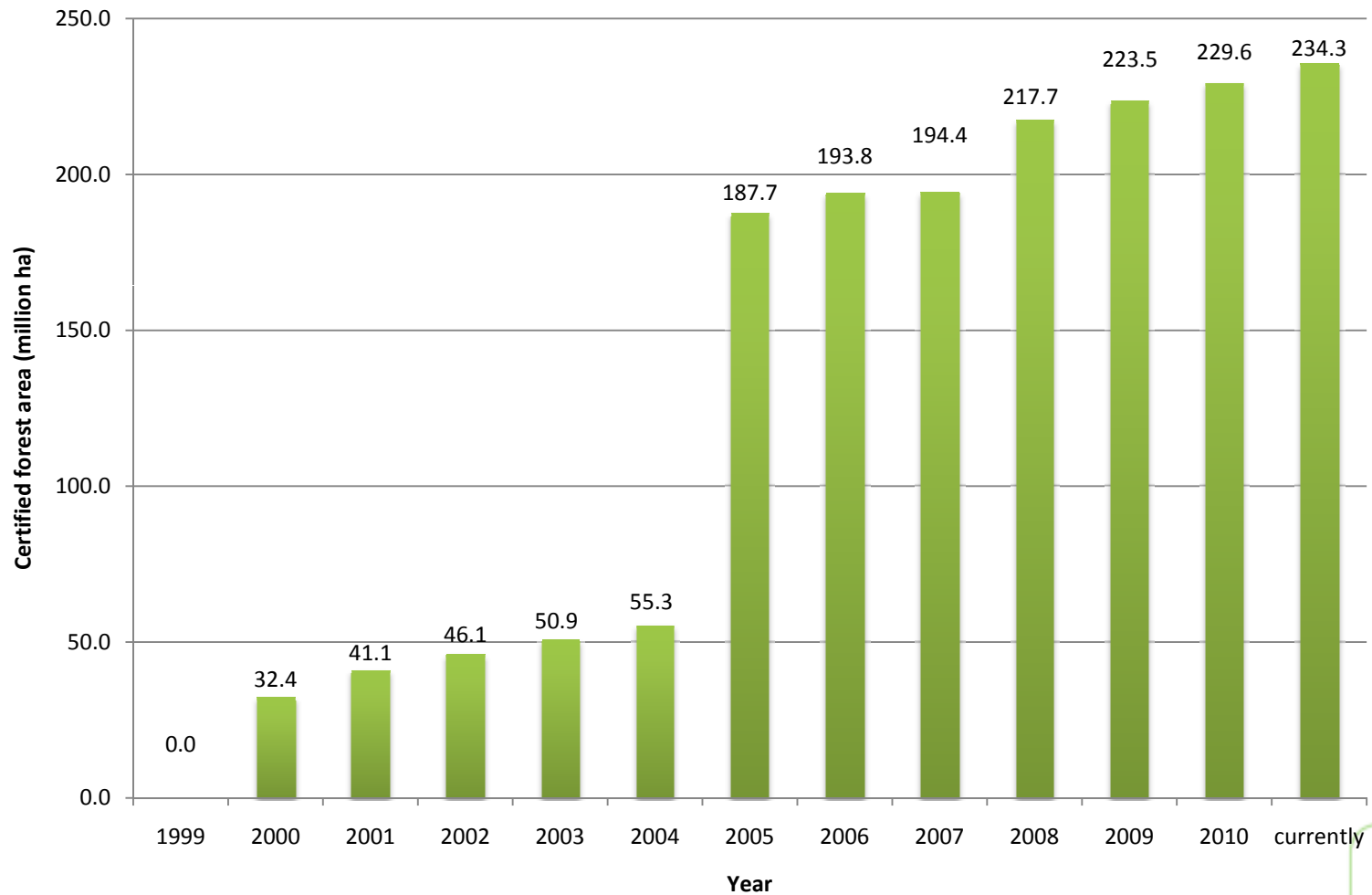
PEFC Members, Distribution of Certificates



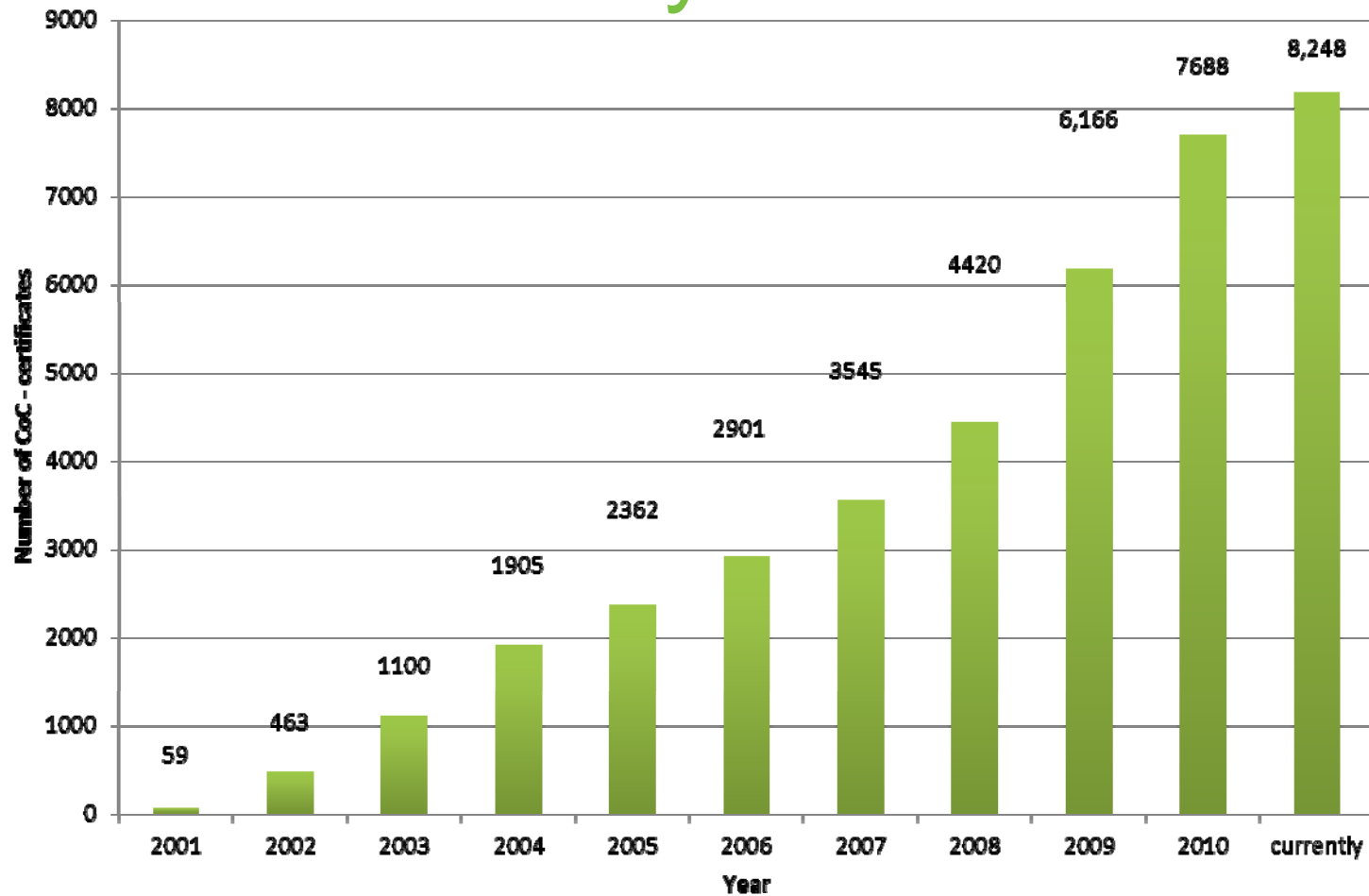
* ha - hectares
CoC – Chain of Custody certificates
TCA – Total Certified Area

- Non-endorsed member
 - Endorsed member
 - Country with no PEFC member

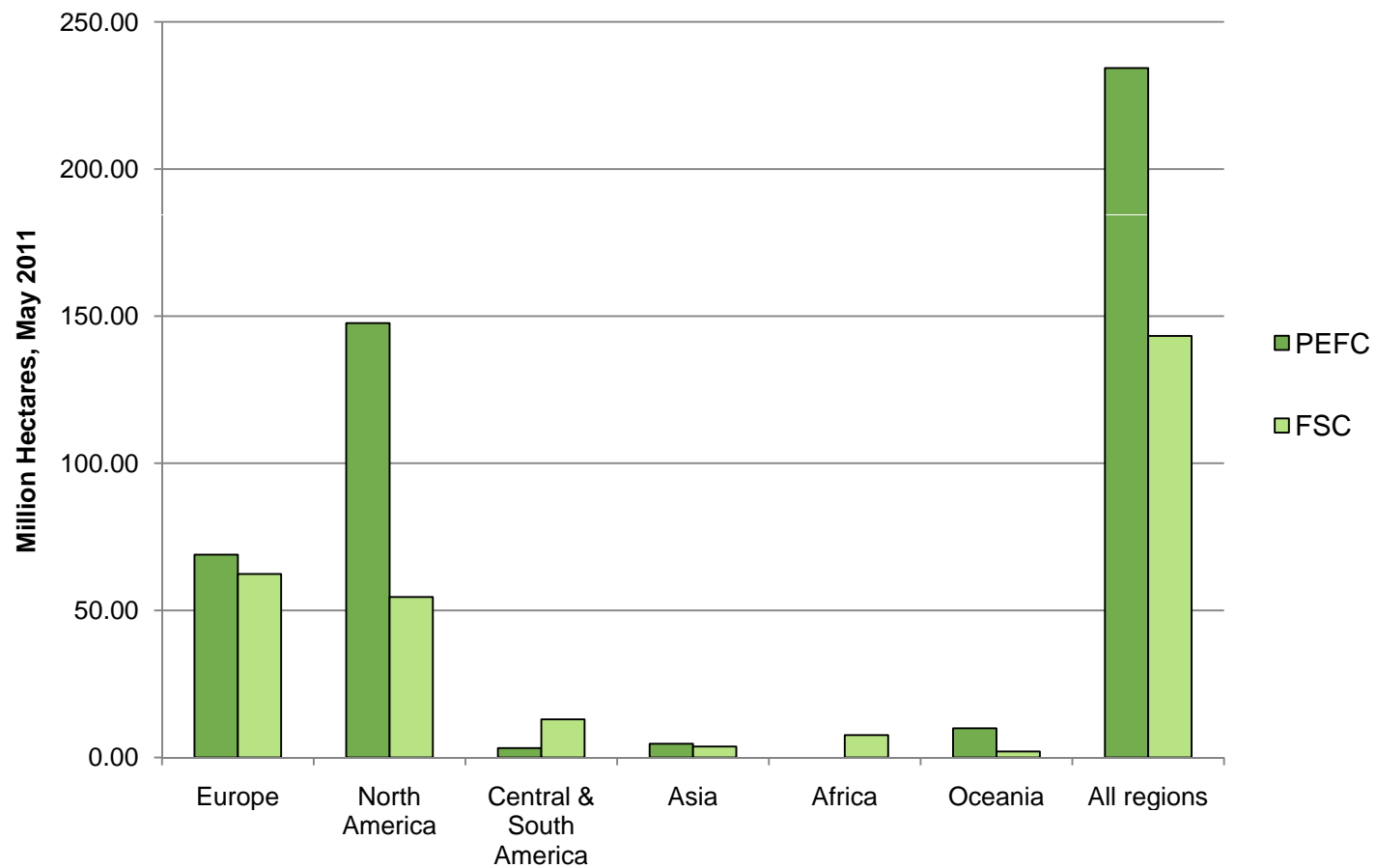
Certified Area Growth



Chain of Custody Growth



PEFC & FSC by Region



WHY CERTIFY?

Why get ATFS/PEFC certified?

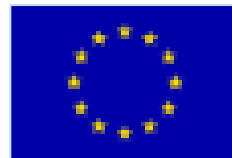
- Market is requiring it...public & private procurement policies
- Certification is becoming mainstream; need to keep up
- Proven tool to highlight your sustainable practices & gain international recognition
- Tailored system to small forest owners (it's your system!)
- Continue to build and expand the system that reflects rural perspectives & values – opposition is strong!

Procurement Policies I

- PEFC is recognised by the Belgian, British, Danish, Dutch, Finnish, French, German, Japanese, and Swiss Timber Procurement Policies



- Recommended by the European Commission Guidelines on Green Public Procurement



- EU Ecolabel



- European Retail Environmental Sustainability Code



Procurement Policies II

- Green Building Councils in Australia, Italy, Netherlands and Singapore, the Code for Sustainable Homes, BREEAM in the Netherlands and the UK, and SKA rating in the UK



green building council australia



- Green Building Assessment Protocol for Commercial Buildings and the National Green Building Standard (US), and Built Green (Canada)



- Comprehensive Assessment System for Built Environmental Efficiency (CASBEE) Japan



- Singapore Environment Council



What's special about PEFC?

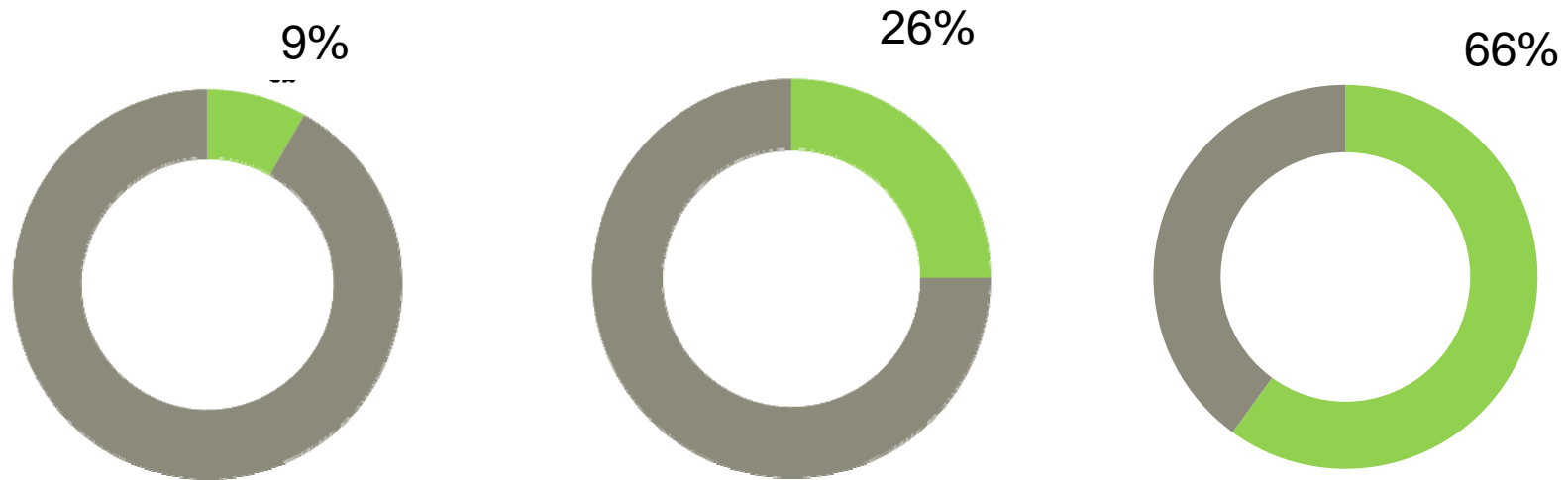
- Dependent upon nationally, developed standards
 - Opportunity for involvement
 - Locally relevant requirements, economical
- National scheme organisations must have the support of forest owner organizations
- Stakeholders have voice in PEFC International through their national standard organization

What's special about PEFC?

- One metastandard for all types of forests; all sized enterprises
- Well established Group Certification mechanisms
 - Also flexible for different national contexts
- Respect for and engagement with small forest owners since the beginning!
- Bring together more than 500,000 forest owners...and growing

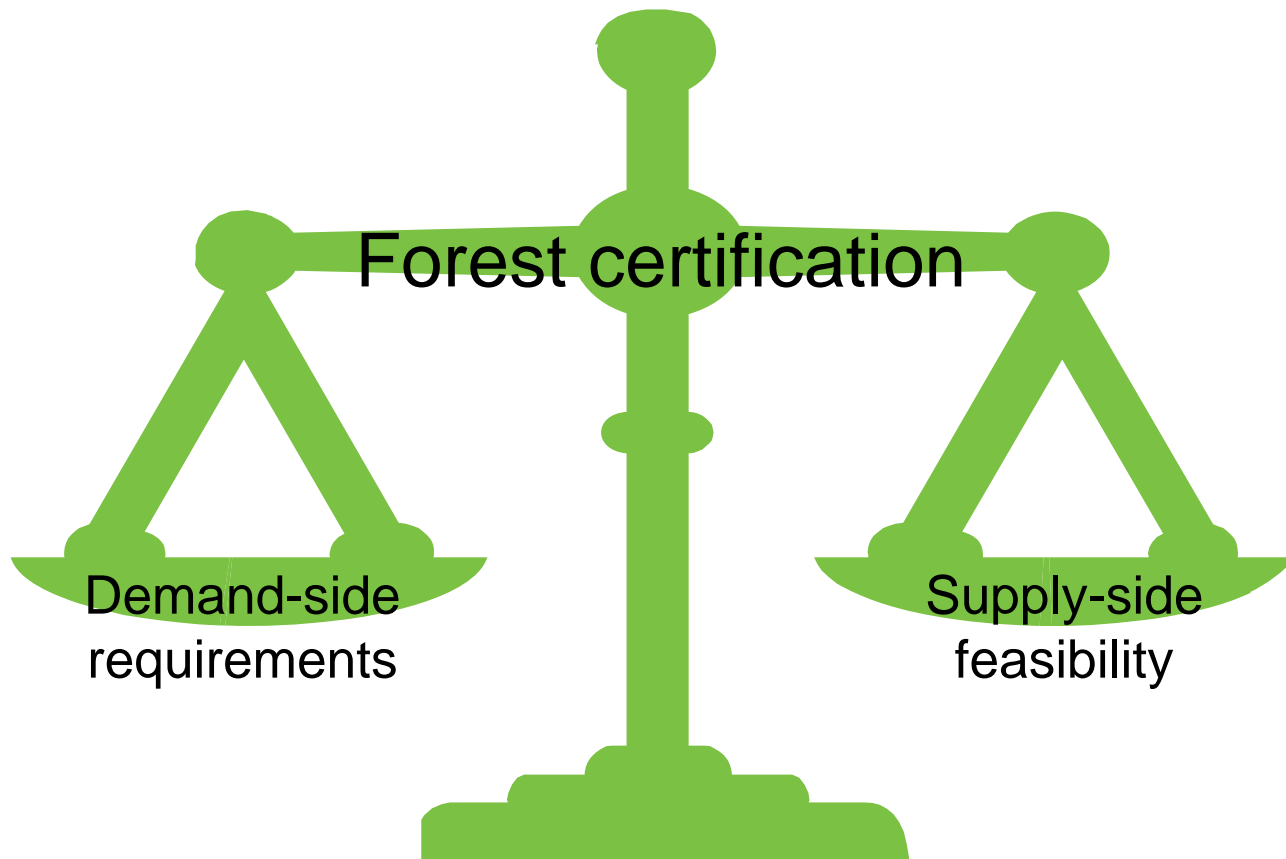
CURRENT ISSUES & CHALLENGES

Challenge: Stimulating Growth

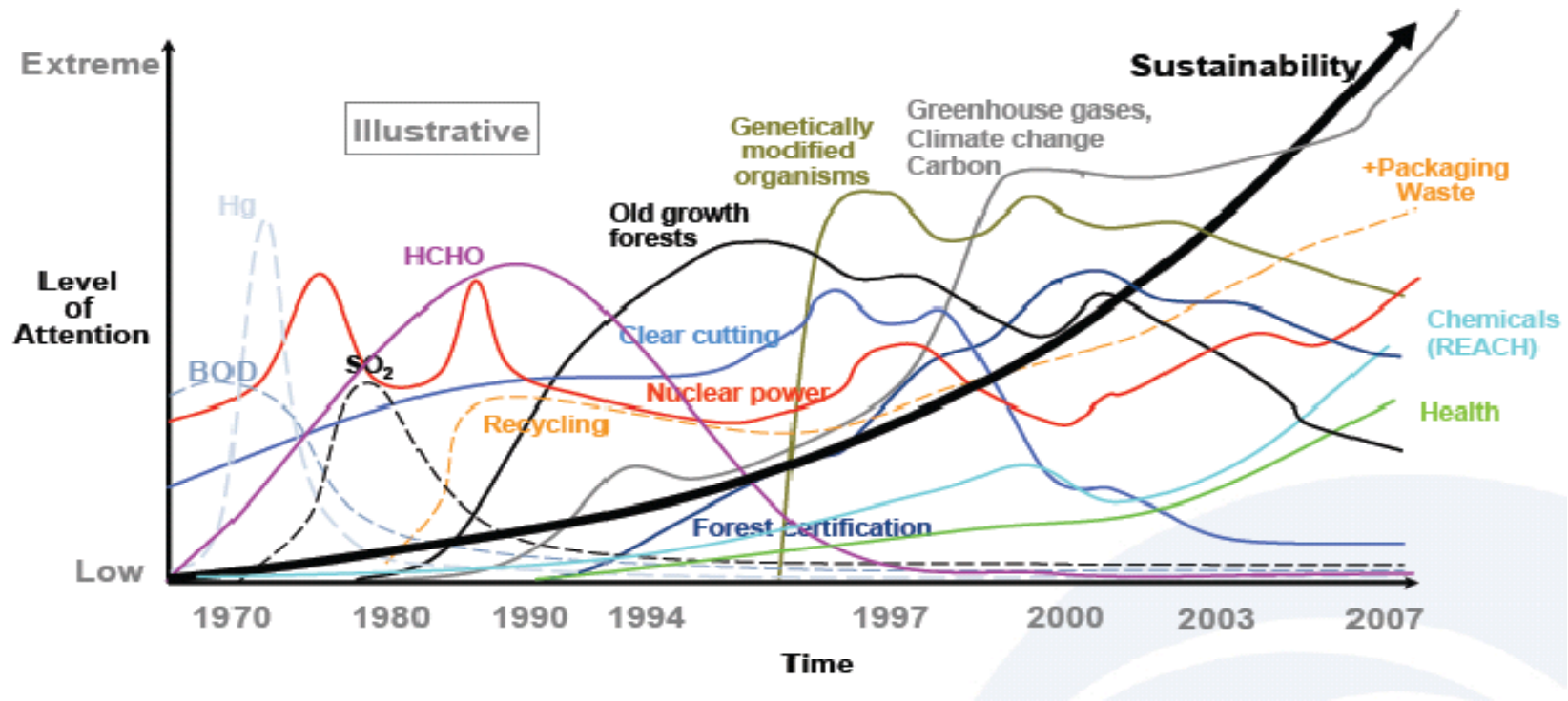


- Only 9% of the world's forests are certified
- Only 26% of the world's industrial roundwood supply is certified
- 66% of the total area certified to PEFC

Challenge: Keeping the balance



Challenge: Evolving concept of sustainability



Basis: Survey of consumer perceptions in the European Paper Industry



Challenge: Evolving concept of sustainability

- Forest certification remains a political instrument for forest stakeholders that – for some actors - serves purposes outside the scope of promoting sustainable forest management
- Increasingly important to make sure all voices and perspectives are heard, and debate not dominated by urban NGO agendas
- PEFC incorporates international agreements and definitions on sustainable forest management to maintain some reference points.

Challenge: Managing the Politics

Actions by key NGOs:

- Promoting exclusive (FSC Only) policies and positions
- Engage with companies and associations to give preference to FSC
- Pressure gatekeepers (retailers etc) and other companies to pressure suppliers to swap PEFC for FSC
- Influence others (eg, certification bodies; foundations; academics) to push FSC's distinguishing features
- Use above to persuade forest owners to double certify hoping they go exclusive FSC over time and drop ATFS

MOVING FORWARD

Your Advocacy Options:

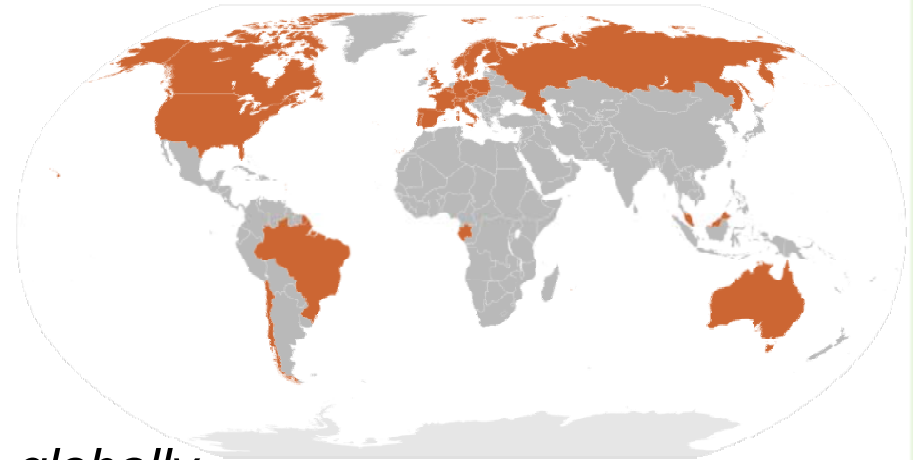
- Get ATFS certified and be proud about it
- Stay involved in the organization
- Talk about your ATFS and PEFC certification
- Ask for PEFC if you don't see it – the shops you buy in should support you!
- Advocate inclusive forest certification approaches and PEFC
- Engage in activities indirectly & directly supporting ATFS and PEFC

Our Advocacy Options:

- Maintain international market acceptance for PEFC certification
- Continue to build awareness and promote PEFC certification – especially to key decision makers, gatekeepers (Retailers, etc)
- Maintain dialogue with and between all stakeholders
- Ensure forest owners perspectives and realities are reflected
- Continue to expand certified area

Remain system of choice for small forest owners!

Latest Projects



- *Expanding Group Certification globally*
- *Marketing Projects*
- *Certified Cork Campaign*
- *Netherlands Promotions*
- *Collaboration Fund*
- *Asia Promotions Initiative*
- *Africa Development Initiative – Congo Basin*
- *South American Initiative*
- *Russia Promotions*

Conclusions

- PEFC is your system
- There are real benefits to certification – even for small forest owners
- We need to work together in unity to ensure our values & perspectives are reflected in current definitions of ‘Sustainability’
- PEFC will continue to manage the politics internationally...but need support, dedication and leverage from forest owners around the world
- We need to be proactive and confident in our approaches

Building on local action, PEFC cares for our forests globally

Thank you!

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www.pefc.org

www.rioforestcertificationdeclaration.org

www.rfcd.org