



PEFC ANNUAL REVIEW **2009**

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A LETTER FROM THE CHAIRMAN AND SECRETARY GENERAL

2009 saw the tenth anniversary of the PEFC Council. Over the past ten years we have seen forest certification grow to cover 8% of the world's forest area and over a quarter of the world's roundwood production. And of that PEFC is responsible for two thirds of the areas and volumes.

This is a good start for ten years, but we need to bear in mind that forest certification was originally developed to provide a market mechanism to address the challenges faced by tropical wood producing countries. However, certification over that period was primarily taken up in the temperate north with over 90% of certification taking place in Europe and North America. So the easy low hanging fruit have been picked. With certification becoming the mainstay of increasing numbers of public and private procurement policies around the world,

the challenge now is to mainstream certification of sustainable managed forests and to extend the reach of this tool to the global south. In so doing, certification needs to become relevant to tackling many of the challenges facing society including climate change and rural development. This requires partnerships and working together to increase the value of certification, not only to the market place, but also to society.

Over the last year PEFC has seen the first endorsements of certification systems in Asia (Malaysia), Africa (Gabon) and Russia. We will need to build on these early successes and grow the certified forest resource to meet the ever increasing market demand for certified products increasingly being demanded by consumers.

We look forward to working with all stakeholders over the next ten years to expand the reach and benefits of forest

certification worldwide to the markets, customers, and forest dependent communities including forest owners, workers and indigenous peoples. Much focus in the last ten years has rightly been on the environmental benefits of sustainably managed forests. Now it's the time to ensure the social contributions of forest and forest related activities are better understood by society and reflected in sustainable forest management practices worldwide and it goes without saying that the economic viability of forests will be crucial to deliver these social and environmental benefits.

William Street

Ben Gunneberg

LIST OF PEFC INTERNATIONAL MEMBERS

AS OF 31 DECEMBER 2009

COUNTRY	MEMBER ORGANIZATION	WEBSITE
Australia	Australian Forestry Standard Ltd	www.forestrystandard.org.au
Austria	PEFC Austria	www.pefc.at
Belarus	Belarusian Association of Forest Certification*	en.belgiproles.by
Belgium	PEFC Belgium	www.pefc.be
Brazil	National Institute of Metrology, Standardization and Industrial Quality	www.inmetro.gov.br/english
Cameroon	Cameroonian Association of Pan African Forestry Certification*	-
Canada	PEFC Canada	www.pefccanada.org
Chile	Certfor Chile Forest Certification Corporation	www.certfor.org
Czech Republic	PEFC Czech Republic	www.pefc.cz
Denmark	PEFC Denmark	www.pefc.dk
Estonia	Estonian Forest Certification Council	www.eramets.ee
Finland	PEFC Finland	www.pefc.fi
France	PEFC France	www.pefc-france.org
Gabon	PAFC Gabon	-
Germany	PEFC Germany	www.pefc.de
Ireland	PEFC (Ireland) Ltd*	www.pefc.ie
Italy	PEFC Italy	www.pefc.it
Latvia	PEFC Latvia Council*	www.pefc.lv
Lithuania	PEFC Lithuania*	www.forest.lt/pefc
Luxembourg	PEFC Luxembourg	www.pefc.lu
Malaysia	Malaysian Timber Certification Council	www.mtcc.com.my
Netherlands	PEFC Netherlands*	www.pefcnederland.nl
Norway	PEFC Norway	www.pefcnorge.org
Poland	PEFC Poland – Forest Research Institute	-
Portugal	Portuguese Forestry Sector Council (CFFP)	www.pefc-portugal.cffp.pt
Russia	Partnership on the Development of PEFC Forest Certification <ul style="list-style-type: none"> • Russian National Council of Forest Certification* • National Council of Voluntary Forest Certification in Russia 	- -

COUNTRY	MEMBER ORGANIZATION	WEBSITE
Slovak Republic	Slovak Forest Certification Association	www.pefc.sk
Slovenia	Institute for Forest Certification in Slovenia	www.pefc.si
Spain	PEFC Spain	www.pefc.es
Sweden	Swedish PEFC Co-operative	www.pefc.se
Switzerland	PEFC Switzerland	www.pefc.ch
UK	PEFC UK Ltd	www.pefc.co.uk
Uruguay	Sociedad de Productores Forestales del Uruguay*	www.spf.com.uy
USA	American Tree Farm System (ATFS)	www.treefarmssystem.org
	Sustainable Forestry Initiative (SFI)	www.sfiprogram.org

*National certification system is not endorsed by the PEFC Council. Only PEFC-endorsed certification systems can trade their certified wood, paper and timber products as PEFC certified.



PEFC INTERNATIONAL MEMBERSHIP AND ENDORSEMENTS

MEMBERSHIP TRANSFERS

- Canadian Standards Association (CSA) to PEFC Canada
- Stowarzyszenia Inżynierów i Techników Leśnictwa i Drzewnictwa (STILiD) to Forest Research Institute, Poland
- Holzwirtschaftskonferenz Zertifizierungsstelle (HWK Zertifizierungsstelle) to PEFC Switzerland

NEW PEFC ENDORSEMENTS

Three national forest certification systems underwent independent assessment for the first time and successfully completed the PEFC endorsement process.

- PAFC Gabon Forest Certification Scheme
- Malaysian Timber Certification Scheme
- Russian National Forest Certification System

PEFC RE-ENDORSEMENTS

Three national forest certification systems have been revised. They were independently re-assessed and subsequently re-endorsed by the PEFC Council.

- Australian Forest Certification Scheme
- Certfor Chile Forest Certification scheme
- Spanish Forest Certification Scheme

SIGNIFICANT ACHIEVEMENTS

- Advancement of PEFC certification into tropical forests is an important achievement both for PEFC and for the planet's ecosystem because these forests offer the greatest challenges both in terms of ecosystem diversity and social justice. The Malaysian Timber Certification Scheme (MTCS), is the first system in the Asia Pacific region to obtain PEFC endorsement, and Gabon is the first African system to obtain PEFC's rigorous Sustainability Benchmarks.
- The vast Russian forests offer the greatest potential for expanding the benefits of sustainable forest management among northern hemisphere forests. Within the next ten years it is estimated that about 100 million hectares will be certified, significantly contributing to the globally-traded volume of certified wood, protected forests, and social benefits.

PUBLIC AVAILABILITY OF ASSESSMENT REPORTS

All the assessment documentation, including technical documents from national certification systems and third-party evaluation reports, are publicly available on our website at: www.pefc.org/national-standards.

PEFC COUNCIL EXTRAORDINARY MEMBERS

(31 DECEMBER 2009)

The following international associations hold PEFC Council Extraordinary Membership:

- Confédération Européenne des Propriétaires Forestiers (CEPF)
- Confederation of European Paper Industries (CEPI)
- European Confederation of Woodworking Industries (CEI-Bois)
- European Landowners' Organization (ELO)
- European Network of Forest Entrepreneurs (ENFE)
- European Timber Trade Association (FEBO)
- European Tissue Symposium (ETS)
- Fédération Européenne des Communes Forestières (FECOF)
- Manufacturers of Educational & Commercial Stationery European Association (MECSEA)
- Union of European Foresters (UEF)
- Union of Silviculturalists of Southern Europe (USSE)

INTERNATIONAL STAKEHOLDER MEMBERS

In 2009, PEFC International revised its statutes as part of its ongoing efforts to increase engagement with all external stakeholders. It established an International Stakeholder Membership category to encourage expanded diversification of membership within its governance structures. International Stakeholder Membership gives interested parties a voice in PEFC and complements the perspectives of national stakeholders represented within each of PEFC International's national members. International Stakeholder Membership is open to entities operating in two or more countries, or legally registered as an international organization, and their principles and objectives must support those of PEFC.

International Stakeholder Membership offers a unique opportunity for international non-governmental and governmental organizations, companies, UN agencies and others to:

- Participate in PEFC's Annual General Assembly as full-voting members of the PEFC Council
- Join PEFC Working Groups and Committees on relevant topics such as standards revision, marketing and regional promotion
- Nominate representatives for consideration to the PEFC Board of Directors
- Collaborate on specific projects of mutual interest
- Stay informed and abreast of PEFC developments throughout the year
- Communicate their PEFC engagement and involvement
- Support PEFC's sustainable forest management and responsible procurement efforts





MILESTONES

FOREST AND CHAIN OF CUSTODY CERTIFICATES

PEFC continues to be the largest certification scheme in the world. Between 2008 and 2009, the area of PEFC-certified forest increased by 7%, or 15.7 million hectares, to over 223.5 million hectares. Significant increases occurred in North America (+10.9 mio. Ha), Europe (+3.2 mio. Ha), South America (+1 mio Ha), and Australia (+0.5 mio. Ha).

During the same period, PEFC's recognition in the market as the most rigorous global standard increased by 36% in the number of PEFC Chain of Custody certificates. This growth is similar to the previous year with Europe accounting for the greatest increase in the number of Chain of Custody certificates delivered (75%), followed by North America (13%) and Asia (6.6%).

PEFC CERTIFICATION SYSTEMS

As of 31 December 2009, the PEFC Council numbered 36 members of which 28 had PEFC endorsed systems.

PEFC Certification is based on multi-stakeholder participation and rigorous assessment and endorsement processes. These provide assurances that forestry management and exploitation systems in place either meet or exceed PEFC's stringent, internationally-defined Sustainability Benchmarks.

PEFC CERTIFICATION DELIVERS:

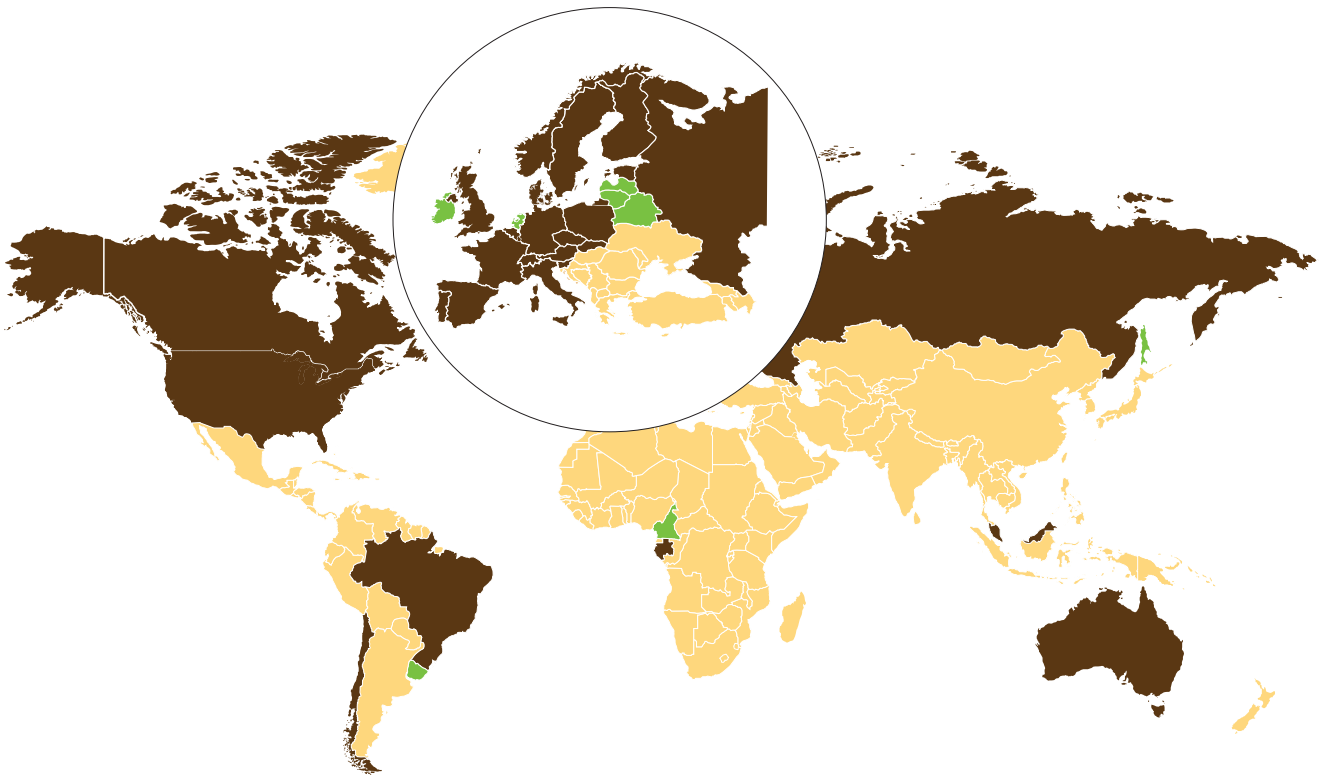
- The highest threshold of certified content for labelling purposes.
 - The strictest social standards. PEFC is the only certification system that requires adherence to all of the International Labour Organization's core labour standards even for countries who have not adopted these critical human right protections.
 - The widest accepted environmental standards. PEFC core standards are based on a series of intergovernmental processes recognized by governments around the globe, developed and agreed upon by thousands of stakeholders. This is unlike other systems that develop core standards in a political vacuum or rely solely on their member's opinions.
 - Truly independent third party evaluation of national certification systems before PEFC endorses or re-endorses a system. This evaluation verifies that PEFC certification is applied at the same high level in all countries with PEFC endorsed certification systems.
- The highest standards for forest certification and sustainable forest management aligned with the majority of the world's governments, including:
 - maintaining or enhancing biodiversity
 - sustaining the provision of ecosystem services
 - substituting chemicals with natural alternatives or minimizing them
 - protecting workers' rights and welfare
 - encouraging local employment
 - respecting established traditions and indigenous peoples' rights
 - abiding by international laws e.g. on combating illegal logging, corruption, and child or forced labour.

All PEFC-certified companies are included in the PEFC International database, available at:
www.pefc.org/find-certified

The database provides information on:

- Certified Products
- Sustainable Forest Management and Chain of Custody certification

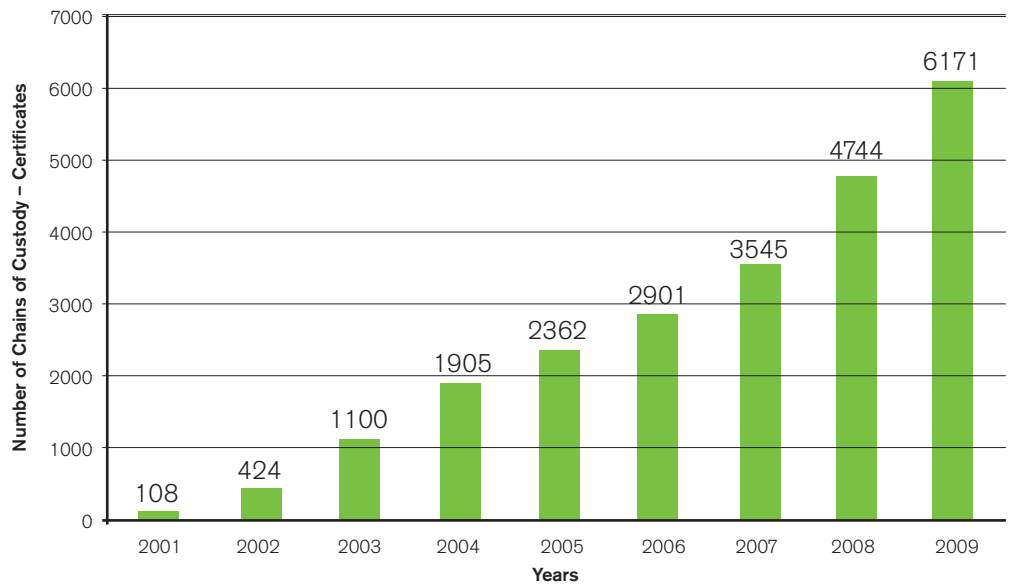
- Logo Users
- Notified Certification Bodies
- Endorsed National Certification Systems
- PEFC Global Certification Statistics



PEFC members with **endorsed** systems (28)

PEFC members with systems **not endorsed** yet

Total number of Chains of Custody, 2001-2009



PEFC GLOBAL STATISTICS, 31 DECEMBER 2009

PEFC / COUNTRIES	CERTIFIED FOREST AREA (HA)	NUMBER OF COC CERTIFICATES
Australia	7,371,659	98
Austria	1,955,799	281
Belgium	281,052	187
Brazil	1,184,461	23
Canada (CSA)	72,754,642	-
Canada (SFI)	50,495,568	-
Canada (PEFC CoC)	-	185
Chile	1,911,920	21
China	-	86
Chinese Taipei	-	1
Colombia	-	1
Czech Republic	1,883,149	190
Denmark	225,876	39
Egypt	-	1
Estonia	-	5
Finland	20,806,165	139
France	5,217,328	1,443
Germany	7,343,374	930
Hungary	-	3
India	-	2
Indonesia	-	7
Ireland	-	31
Italy	728,190	220
Japan	-	136
Latvia	-	-
Lithuania	-	3
Luxembourg	27,536	15
Malaysia	-	4



PEFC / COUNTRIES	CERTIFIED FOREST AREA (HA)	NUMBER OF COC CERTIFICATES
Mexico	-	1
Monaco	-	1
Morocco	-	1
Netherlands	-	144
New Zealand	-	23
Norway	9,115,902	28
Peru	-	1
Poland	-	23
Portugal	199,798	16
Puerto Rico	-	2
Romania	-	7
Singapore	-	5
Slovak Republic	1,263,415	17
Slovenia	-	1
South Africa	-	1
South Korea	-	1
Spain	1,145,233	208
Sweden	6,155,807	111
Switzerland	361,088	41
Thailand	-	3
Tunisia	-	2
Turkey	-	2
UK	-	1,210
Un. Arab Emirates	-	3
USA (ATFS)	10,291,838	-
USA (SFI)	22,825,808	-
USA (PEFC CoC)	-	268
TOTAL	223,545,608	6,171



ENHANCING THE ROLE OF CERTIFICATION

The area of certified forests continues to increase throughout the world in temperate and tropical regions alike. While this is an encouraging development, there is still a lot of ground to cover if the world's forests are to be managed so that they continue to yield their benefits in a sustainable manner. This need is gaining in urgency as the world struggles to cope with the challenges of extreme poverty, demographic growth and climate change.

Similarly, as more and more forest-related actors and sectors join the global market place, it becomes ever more crucial to extend the area of forests covered by certification schemes. Over the last year, PEFC International has implemented several activities to raise awareness of the importance of certification among a growing audience and to enhance the benefits offered by its certification standards.

REFLECTING ON 10 YEARS OF PEFC CERTIFICATION – WILLIAM STREET

In celebrating PEFC's first ten years – and in preparation for the next ten years – incoming PEFC Chairman William Street reflects on the challenges and opportunities that forest certification and sustainable forest management have faced – and continue to face. As PEFC grows, so it welcomes new members to its family, and this rich array of national members raises several points:

NEW CULTURES

As a result of our past successes, the PEFC family now includes: large commercial private forest landowners, non-European family tree farmers, and national members from South America, Asia and Africa. Each of these new groups brings with them their own culture, their own way of thinking, and, most importantly, their own way of sustainably managing forests. Our opportunities to learn from each other are magnified every time a new country or organization joins our family.

Malaysia's choice of PEFC is an example of the importance of cultural respect and PEFC's de-centralized approach. Our system was chosen because it recognized the unique national character of Malaysian forests and the country's need to incorporate the Millennium Development Goals into its forest management scheme.

Likewise, new cultures with different perspectives create stresses and pressures within the PEFC family. Standards and approaches that were appropriate for forests with similar

species, common ownership and managed within a relatively narrow framework of national laws, struggle to be applicable in tropical and boreal forests. How we adjust to and handle these stresses and pressures will in large part determine our future.

TROPICAL FORESTS

With a wider range of biological forest species and ecosystems, countries facing the challenges of global development present many opportunities for PEFC. Forest practices and forest management strategies that are commonly accepted among EU and North American foresters may or may not be applicable to tropical forests, Global Southern countries, and international economic markets. In locations where land-use choices are still wide open and where forests must provide clearly defined and readily available social and economic benefits in order to remain in forests, PEFC's flexibility assists in maintaining forest cover in the tropics and avoids conversions to agricultural and or other non forest land uses.

ISSUES OF CLIMATE CHANGE

Forest certification means that forest resources are maintained or enhanced, ensuring that they can act as a sink, capturing and storing carbon dioxide.

PEFC certification also provides assurances that wood and non-wood products have been sourced from sustainably managed areas. Using sustainably-sourced wood to substitute for other more carbon-intensive sources of energy, or to substitute for carbon-intensive building materials such as steel or cement, contributes towards lowering carbon footprints. This in turn reduces damage to the forest, thereby allowing it to play a role in combating climate change.

INDIGENOUS PEOPLES

The world's forest-dependent indigenous peoples have a unique relationship with forests. In those locations where this relationship is spiritual and cultural it tends to clash with international and national needs for economic development. PEFC, by working through the jurisprudence of each national member, provides opportunities for non-market and market driven uses to find consensus.

IN CONSTANT SEARCH FOR BALANCE

PEFC national members are committed to protecting forests, and the families that own, work on, and live next to them. Our system was designed based on the understanding that a viable forest products industry is a prerequisite for the survival of many forests. We understand that illegal forest activity, deforestation, and poverty are all far more likely outcomes when economic viability is lacking. We understand that ecologically rigorous, demanding, and independently certified forest management practices are critical.

We also understand that the policies we promote must create outcomes that are: economically viable, ecologically sound, and socially just. These three pillars cannot be separated, compartmentalized or addressed individually. They are a unified whole. To say that by achieving one of these components we are one-third of the way towards sustainable forest management is false. That is why in each of our nations, we seek to educate our urban neighbours and our social partners that without economic viability, ecological soundness, and social justice, there cannot be sustainably managed forests.

Without all three, forests cannot be protected, family foresters cannot thrive, forest-dependent communities cannot exist, illegal logging will not be abated, and carbon pollution will not be mitigated.

GOALS FOR THE FUTURE

PEFC will take the lessons learned in Malaysia and Gabon and adapt them to other tropical countries. One lesson already learned is that in our quest for the most rigorous sustainability standards, we may have inadvertently substituted a set of administrative barriers for an existing set of market barriers that plague the Global South.

The effects of globalization on the Global South are in many situations unfair, unjust, and harsh enough. To be successful in mitigating tropical forest deforestation, PEFC must not add to the region's problem by denying those who practice sustainable forest management access to markets and a proper premium for their efforts. PEFC must also be a force for fair trade: that means making nationally-determined, culturally sensitive, ecosystem specific, and simple and understandable processes available to all.

This is especially true for family and community forestry. PEFC are the global experts in family forestry. We must extend our knowledge and assistance to tropical forest families and help them achieve what we have accomplished in the Global North. If a decade from now we have not found a way to use forest certification to assist forest-dependent populations in African countries to achieve the UN's Millennium Development Goals, we will have failed, even if we succeed everywhere else.

Among other things this means that PEFC must be especially cognizant of market driven factors that have adverse consequences on mitigating deforestation and poverty reduction.

ENHANCING THE QUALITY OF CERTIFICATION

For PEFC, 2009 was the second year of a three-year standards revision process started in 2008. Throughout the year, PEFC continued to engage with forest stakeholders to gather the most up-to-date scientific information and knowledge of best practice.

Considerable work on this revision process has already been achieved and it is expected that by the General Assembly in November 2010 key elements of the PEFC Technical documentation will have been reviewed, in line with the planned three-year schedule.

The following documents have been developed and implemented since the 2008 General Assembly

- Structure of PEFC Technical Document (PEFC GD 1001:2008)
- Acceptance of PEFC members (PEFC GD 1002:2008)
- Technical Document development procedures (PEFC GD 1003:2008)
- Administration of PEFC scheme (PEFC GD 1004:2009)

In line with PEFC's approach of utilizing internationally-agreed policies and guidelines in its Sustainability Benchmark Requirements, the organization has been using the 1993 *ITTO guidelines on the conservation of biodiversity in tropical production forests* as the reference document for its forest management criteria.

This document, which sets out specific actions for forest managers and other stakeholders to improve biodiversity conservation in tropical production forests, has been revised and updated by the International Tropical Timber

Organization (ITTO) in collaboration with the International Union for Conservation of Nature (IUCN).

The new 2009 *ITTO/IUCN Guidelines for the conservation and sustainable use of biodiversity in tropical timber production forests* have now replaced the 1993 guidelines and are an integral part of the PEFC Sustainability Benchmark Requirements.

In addition to the revisions work, PEFC has also modified two important certification criteria. The first calls for greater public availability of forest management plans. The second requires improving the social criteria and giving greater acknowledgment to the rights of indigenous peoples. This has helped to strengthen further the transparency of PEFC certification criteria on the one hand, and to reinforce its commitment to social issues on the other.

Revision of the International Chain of Custody Standard (Annex 4) started in spring 2008 and continued throughout 2009. A public consultation on the draft Standard resulted in hundreds of comments. Stakeholders called on PEFC to take a leadership role in forest issues as the first international scheme to develop and implement social criteria for Chain of Custody. Work is expected to be completed by the end of 2010.

STANDARDS REVISION PROCESS

PEFC also started a process to revise two core elements of its Sustainability Benchmark: sustainable forest management requirements and criteria for standard setting at the national level.

This process, led by a multi-stakeholder

AFFILIATIONS WITH OTHER ORGANIZATIONS

PEFC sought two new affiliations in 2009:

- *United Nations Framework Convention on Climate Change (UN FCCC) – Observer Organization*
PEFC obtained observer status with the UN FCCC in 2009. This allowed PEFC to play a role during the UN FCCC's most recent conference, COP 15, and increase awareness of the vital role that forests can play in mitigating climate change by sequestering carbon from the atmosphere.
- *International Union for Conservation of Nature – Member*
PEFC became a member of the world's largest coalition of conservation organizations as part of efforts to advance and raise awareness of certification and to strengthen common action to overcome barriers to sustainable forest management.

In addition, PEFC is also affiliated with:

- Ministerial Conference on the Protection of Forests in Europe – Observer Organization
- United Nations Economic and Social Council – Consultative Status
- International Accreditation Forum – Association Body Member

working group, aims to address a wide range of issues, including conversions, chemicals, plantation forestry, indigenous people's rights, and key biotypes.

To better engage with stakeholders, PEFC organized stakeholder dialogues in Geneva, Switzerland and Paris, France. It also organized selected specialists' workshops. More than 200 people attended these dialogues, providing the organization with valuable input.

NATIONAL MEMBERS' MEETINGS

Regular training and capacity building, both internal and external, are key to ensuring that the PEFC system remains robust and relevant.

The National Members' Meeting was extended to three days to include a workshop to address the growing number of participants, their different levels of experience with certification processes, and wide range of

interests. Workshop topics included updates on technical aspects of certification, fundraising, marketing and communications, and procurement policies. Members of the Board also attended the meeting, leading to productive exchanges of ideas and experiences at all levels of the organization.

Further training and/or technical assistance was organized specifically for the Panel of Experts, different certification bodies, and potential/existing new national members.

ENHANCING KNOWLEDGE ABOUT CERTIFICATION

As part of efforts to strengthen existing initiatives for promoting PEFC and the role of forest certification in advancing sustainable forest management, PEFC Council developed a marketing framework to complement existing strategies for advocacy, communications and development.

Cornerstones of the framework include improved internal communications among PEFC members and with PEFC International, and better utilization of external expertise to guide and advise on strategic issues.

Several activities were implemented as part of this new marketing framework including:

- **Promotions Offices:** PEFC has continued to provide strategic advice and management support to its Asia Promotions Initiative through offices in China and Japan. This initiative is key to raising awareness of PEFC Chain of Custody certification in these countries. Thanks to their efforts, in 2009 there has been a growth in certification of more than 125% in China and 20% in Japan; both offices have also contributed to facilitating access to these key markets in Asia.

Based on the success of the Asia Promotions Initiative, PEFC is supporting similar initiatives in the Netherlands and North America.

- **European Marketing & Communications Group (EMCG):** Established at the initiative of national PEFC members, the EMCG has developed into an important internal forum for PEFC marketing and communications

experts from nine countries. With many PEFC activities being planned and implemented by individual PEFC members at national level, the objective of this group is to scale-up and multiply the impacts of these through sharing of knowledge and experiences, improved coordination of national-level actions, and joint regional and sub-regional activities.

Based on this initiative, PEFC is now exploring possibilities for establishing similar groups in other regions.

- **PEFC market and communications support tools:** PEFC has put together several tools to support outreach efforts including:

- PEFC Logo Usage Toolkit – designed to assist logo users to apply the logo and labels consistently in their designs and layouts, in line with PEFC's technical and branding requirements.
- Corporate Visual Identity Guidelines – aimed at aligning more closely PEFC's brand identity with its visual appearance. PEFC actively worked with members to promote the implementation of these guidelines at the national level as part of efforts to create a common global corporate visual identity.
- PEFC Marketing Toolkit – a step-by-step guide to marketing aimed at supporting national activities. The toolkit, along with output from the collaborative work of the EMCG, also includes generic presentations for use by stakeholders; it is updated on a continuous basis.

- Call for Case Studies – intended to collect evidence of best practice and experience from PEFC-certified forest managers and companies. PEFC expects the first case studies to become available in 2010.

- **Online outreach:** PEFC has strengthened its online communications activities as part of efforts to better meet customer demand, provide timely updates to stakeholders, and reach new



audiences. The PEFC website has been completely revised, with greater focus on explaining the organization's activities and the significance of its work in promoting sustainable forest management through Forest and Chain of Custody certification.

PEFC has also established a presence on YouTube, Facebook and Scribd and regularly updates its followers on Twitter. Further social media tools will be considered in 2010.

- **Engagement with stakeholders:**

As part of efforts to ensure continuous acceptance of PEFC and strengthen the relevance of certification as a tool to promote sustainable forest management, the Council has stepped up its engagement with private and public-sector procurement policy actors and sought potential partners to engage in collaborative projects. PEFC International staff met with representatives from more than fifty

companies and organizations, and participated in some twenty globally- or regionally-relevant conferences.

ELECTIONS TO THE BOARD OF DIRECTORS



BOARD - CHAIRMAN

William Street's experience includes: Director of Research and Education of the International Woodworkers of America, US, the largest US labour union representing forest and mill workers; Director of the Global Wood and Forestry Program for the International Federation of Builders and Woodworkers (now Builders and Woodworkers International), a global trade union federation; he is currently the Director of the Woodworkers Department of the International Association of Machinists and Aerospace Workers, one of the largest industrial trade unions in North America.

In addition to his work in industrialized countries, Mr. Street has directed forestry projects in Ghana, Burkina Faso, Kenya, South Africa, Brazil, Chile, Indonesia, India, China, and Malaysia. He holds a Master of Science in Politics & Government from the University of Oregon and has written on poverty reduction and sustainable forestry.

Terms of Office: 2009-2012



BOARD MEMBERS

Björn Andrén is a member of the PEFC Sweden Board of Directors. He is currently Managing Director of Holmen Skog AB and serves, among others, as Chairman of the Forest Committee of the Swedish Forest Industries Federation, on the Skogforsk Board of Directors and on the Board of the Forest Faculty of SLU.

Terms of Office: 2009-2012



Hans Drielsma is Executive General Manager of Forestry Tasmania, the government-owned business enterprise responsible for managing Tasmania's state forests. A professional forester by training and Fellow of the Institute of Foresters of Australia, he is also a Director of Australian Forestry Standard Ltd.

Terms of Office: 2009-2012



Michael Proschek-Hauptmann is Managing Director of Umweltdachverband, the umbrella organization for environmental NGOs in Austria. Previously, Mr. Proschek-Hauptmann served as EU Policy Coordinator in Brussels and Vienna. He has also worked as a Policy Officer at WWF Austria.

Terms of Office: 2009-2012



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

Terms of Office: 2009-2012





PEFC INTERNATIONAL STAFF



Ben Gunneberg, Secretary General

A graduate of Aberdeen University, a chartered forester, with a Masters in Business Administration, Ben has spent most of his working life in forestry, where he started out as a forestry worker.

After completing his studies he joined the University of Wales as a researcher in Forest Economics and later occupied various positions in the Timber Growers Association in the UK where he dealt with technical and policy aspects of forestry. He became involved in forest certification when he took on the position of Technical Director. Ben moved on to become Secretary General of PEFC in 1999.

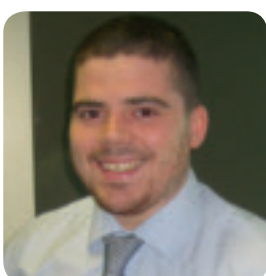
COMMUNICATIONS UNIT



Thorsten Arndt, Head of Communications

After finishing his Master in Public Affairs at the University of Minnesota, Minneapolis, Thorsten began his professional life at the United Nations Development Programme (UNDP).

He then worked at the World Business Council for Sustainable Development (WBCSD) as Communications Manager before joining PEFC.



Will Ramsay, Communications Officer

Will has worked in the environmental field for over five years, and joined PEFC at the beginning of 2009.

Prior to this he worked for three years at Green Cross International, an NGO started by Mikhail Gorbachev.

PROJECTS & DEVELOPMENT UNIT



Sarah Price, Head of Projects & Development

Before joining PEFC, Sarah worked in several forestry organizations including The Forest Trust (TFT) and The Forests Dialogue (TFD).

A graduate of Yale University and the University of British Columbia, she has over ten years' field experience in the forests of South America, Southeast Asia and North America.

TECHNICAL UNIT



Jaroslav Tymrak, Head of Technical Unit

A forester by profession, Jaroslav has spent much of his professional life with PEFC.

Before becoming Head of PEFC's Technical Unit, he served as National Secretary for PEFC Czech Republic.



Christian Kämmer, Technical Officer

Christian joined the organization full-time as a Technical Officer after completing a temporary assignment as a Research Assistant.

Christian holds a degree as a Forest Engineer from the University of Applied Science in Göttingen, Germany.

FINANCE & ADMINISTRATION



Gill Parker, Finance & Administration

Gill is responsible for the bookkeeping and administration of the organization. Trained in accounting, she has worked for a number of organizations in the UK including several international membership organizations.

Gill has been with PEFC for 10 years, having helped to establish the first office in Luxembourg and later in Geneva.



Natalie Faulkner, Office Manager

Natalie joined the PEFC Council in 2009 having returned to her native Switzerland following 15 years spent abroad in the US and Mexico.

She is Office Manager and is also Assistant to the Secretary-General. Natalie is bi-lingual English/French and also speaks Spanish.



WHAT OTHERS SAY ABOUT PEFC...

AC TIMBER

AC Timber provides its customers with a wide range of timber and joinery products.

“AC Timber takes its commitment to responsible timber sourcing very seriously and has dual PEFC and Forest Stewardship Council (FSC) Chain of Custody certification to provide assurances to our customers. We are proud to demonstrate our support for responsible forest management by including the PEFC logo on our corporate livery,” Gail Marriott, spokesperson for AC Timber.

ARGOS

The Argos catalogue now carries the PEFC logo on its spine. On average, 17 million UK households, or around two-thirds of the population, have an Argos catalogue at home.

“As a leading high street retailer committed to sourcing from sustainably-managed forests, Argos is proud to demonstrate its support for responsible forest management by being able to provide our customers with the assurance that the source material for our catalogues can be traced back to forests certified to a credible certification standard such as PEFC’s,” Laurence Singer, Corporate Responsibility Manager, Home Retail Group.



THE ECONOMIST

Edited in London since 1843, The Economist is a weekly international news and business publication, and has a worldwide print circulation of more than 1.4 million.

“The Economist Group, which owns The Economist, takes environmental issues seriously. We want to demonstrate to our readers that The Economist is committed to sourcing its paper from sustainably managed sources and the PEFC certification scheme is an excellent way for us to do this,” Sharon Simpson, The Economist’s international production director.

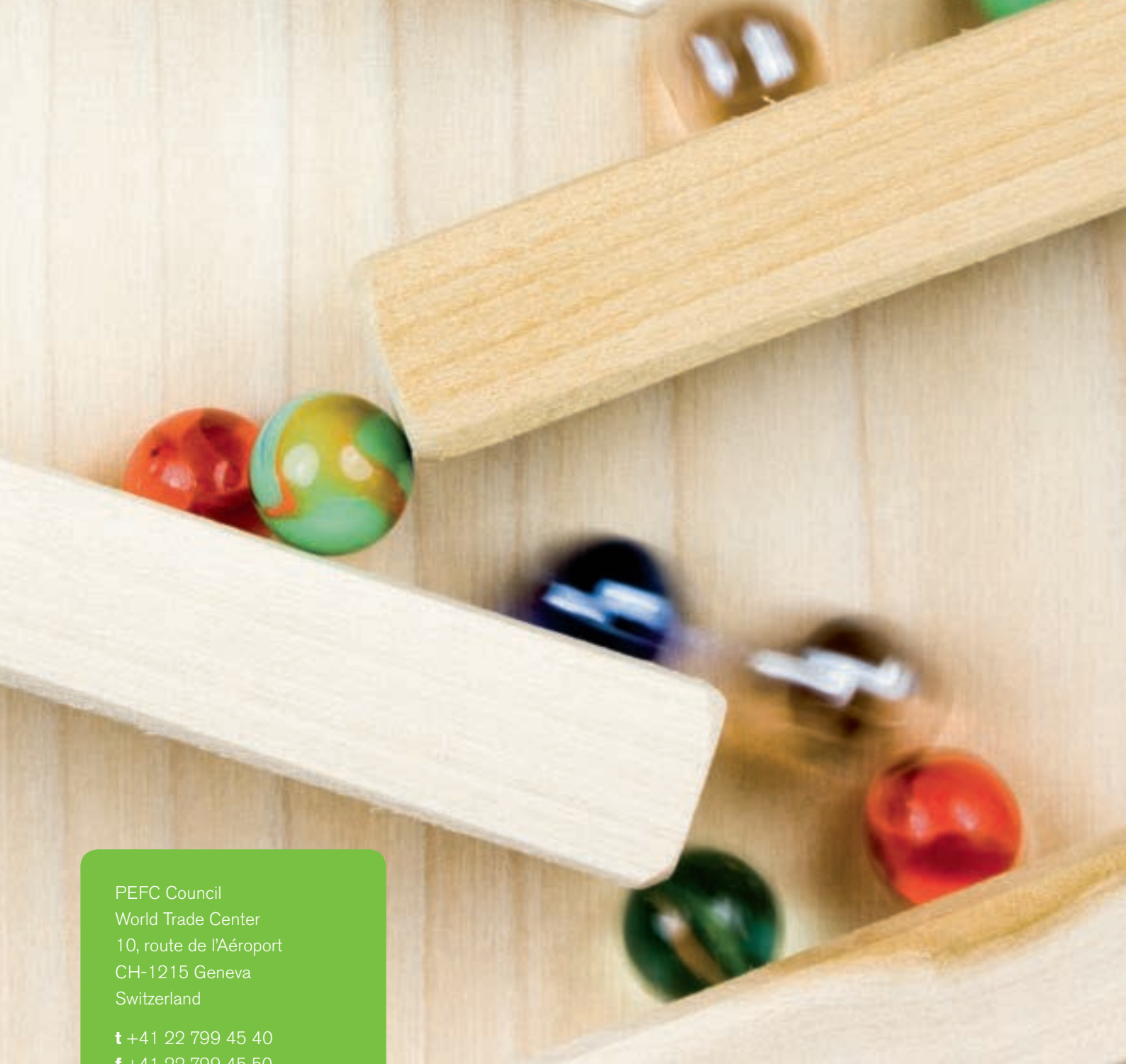
UPM RAFLATAC

UPM Raflatac, is a leading global supplier of self-adhesive label materials and part of UPM, one of the largest forest industry companies in the world. UPM supports and uses credible forest certification schemes and has built a global Chain of Custody model to monitor and report the share of certified fibre in its products.

“More and more products are associated with environmentally sound practices and it is very important to us to provide our customers the possibility to include certified materials in their portfolio as well,” Simon Boddy, Marketing Manager for UPM Raflatac’s paper products.

ZUMTOBEL LIGHTING, GMBH

“We focus on sustainability in both our customers’ lighting needs, as well as the manufacturing process of our lighting solutions. Consequently, this also applies to the range of our print media. We want to show this externally by the certification. The PEFC logo is used on all our printed sales literature. These include leaflets, product brochures, application brochures and catalogues,” Lorenz Mayer-Kaupp, Supply-Chain-Master at Zumtobel Lighting GmbH.



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