PEFC Public Consultation Webinar

Draft revised
Chain of Custody & Trademark Requirements

www.pefc.org
Webinar agenda

1. Introduction
2. Chain of custody, PEFC ST 2002
3. Trademark Rules, PEFC ST 2001
4. Questions & Answers
Introduction

- PEFC facts & figures
- Revision background & process
Members, Endorsed Systems; Distribution of Certificates

North America
165 million ha
53% TCA
425 CoC

Europe
108 million ha
35% TCA
9,341 CoC

Central & South America
6.6 million ha
2% TCA
143 CoC

Africa
0.6 million ha
14 CoC

Asia
16.8 million ha
5% TCA
1,313 CoC

Oceania
11.8 million ha
4% TCA
230 CoC

* ha - hectares
CoC - Chain of Custody certificates
TCA - % of total PEFC certified area
Global Growth of the PEFC Alliance

- PEFC members with endorsed systems
- Countries actively developing systems
- PEFC members progressing towards endorsement
Chain of Custody Growth

No. of Chain of Custody certificates

Year


59   463   1'100  1'905  2'362  2'901  3'545  4'420  6'166  7'688  8'797  9'529  9'996  10'591  10'744  10'976  11'484  11'466
Chain of Custody by Region

- Europe: 81%
- North America: 4%
- Central and South America: 1%
- Asia: 11%
- Oceania: 2%
Introduction

- PEFC facts & figures
- Revision background & process
CoC Development 2010-2019

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>Revised to meet EUTR &gt; PEFC ST 2002:2013</td>
</tr>
<tr>
<td>2016</td>
<td>Regular 5 year review &gt; Public consultation</td>
</tr>
<tr>
<td>2017</td>
<td>Decision to revise PEFC ST 2002:2013</td>
</tr>
<tr>
<td>2018</td>
<td>Decision to extend scope of &quot;controversial sources&quot;</td>
</tr>
<tr>
<td>2019</td>
<td>Consensus on &quot;Enquiry Draft&quot;</td>
</tr>
</tbody>
</table>
PEFC Consultations Website

https://consultations.pefc.org

Public consultation on Enquiry Drafts of revised PEFC International Standards for Chain of Custody and Trademark Rules

You can respond to this consultation

Timeline
- Opened
  16 May 2019 at 12:00
- Closes
  9 Jul 2019 at 23:59
- Response to be published

Documents
- ED PEFC ST 2001.2010/00, PEFC Trademark Rules - Requirements
- ED PEFC ST 2002.2010/00, Chain of Custody of Forest and Tree Based Products - Requirements
- ED PEFC ST 2001.2010/00, PEFC Trademark Rules - Requirements
- ED PEFC ST 2002.2010/00, Chain of Custody of Forest and Tree Based Products - Requirements
- Introduction to the PEFC CoC ST ED
- Introduction to the PEFC Trademarks ST ED

Respond
- Respond by making comments on the consultation document
PEFC Consultations Website

https://consultations.pefc.org

Consultation ends on 9th JULY 2019
CoC Development 2010-2019

2019
- Consideration of comments from public consultation

2019
- Development of Final Draft(s)

?-?
- If WG consensus achieved, submission to PEFC Board

?-?
- If Board approves, submission to General Assembly

?-?
- General Assembly approves or rejects

?-?
- If approved standard enters into force 6 months later
PEFC Standards Revision Website

https://standards.pefc.org
PEFC ST 2002

Enquiry Draft of the revised PEFC Chain of Custody

Main Changes
Entry into force/transition period

- Date of "entry into force": 6 months after approval/issuance
- "Transition date": 12 months after entry into force
- From entry into force to transition date: certification against old & new Std.
- As of transition date: (re-)certification / surveillance audits only against new standard
Maj. structural / editorial changes

• Defined terms in text highlighted

• Management requirements as first chapter

• "Social" req. under management requirements

• Input identification & output declaration in one chapter

• DDS in Appendix
Changes to the Scope

- Scope extended to "Trees outside Forests"
- "PEFC claims" defined in main body of standard
Changes to terms & definitions

3.6 Controversial Sources

Additional "core" criteria on sustainability for:

- production and harvest levels;
- biodiversity;
- ecologically important forest areas;
- fundamental principles and rights at work;
- and rights of indigenous peoples.
Changes to terms & definitions

• 3.9 Equivalent input material

Forest and tree based material that can be substituted with each other without significantly changing the appearance, function, grade, type or value of the output product.
Changes to terms & definitions

- 3.25 PEFC product group

Product or set of products with **equivalent input material**, defined by product name/type and category, species, chain of custody method, **material category**, **PEFC claim(s)**, for which an **organisation** applies its **chain of custody** (...)

Note 3: In case of multi-site organisations as defined in Appendix 2, 2.2 a) of this standard, PEFC product groups can cover several sites.
Changes to terms & definitions

3.22 PEFC claim

Organisation’s declaration on material/products, stated on sales and delivery documents or directly on products, namely the claims “x% PEFC Certified” and “PEFC Controlled Sources”

Note 1 on alternative wording “100% PEFC Pure”

Note 2 on alternative wording “100% PEFC Recycled”
Changes to record keeping/identification

- Copies of certificates not mandatory anymore
- Verification of certified supplier status online sufficient
Changes to CoC methods

- 3 methods: physical separation, percentage, credit
- Percentage and credit method not for brokers
- Credit validity extended from 12 to 24 months
Changes to DDS/Risk assessment

- PEFC claim material now subject to risk assessment, but still "automatically" considered "negligible" risk.

- Risk assessment for deliveries based on indicators linked to regional factors

- Table 1: List of indicators for negligible risk
## Significant Risk Indicators

<table>
<thead>
<tr>
<th>Controversial sources element (3.6 a-i)</th>
<th>Main indicator for risk used</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Legality</td>
<td>TI CPI &lt;50</td>
</tr>
<tr>
<td>b) Long term provision of products</td>
<td>Data (FAO) on harvest volume vs growing stock</td>
</tr>
<tr>
<td>c) Biodiversity, d) high ecol. values</td>
<td>Environmental Performance Index (EPI) &lt;50</td>
</tr>
<tr>
<td>e) Forest conversions</td>
<td>Public data on forest loss on national level, e.g. FAO</td>
</tr>
<tr>
<td>f) Fundamental Principles and Rights at Work</td>
<td>Lack of ILO ratification and studies demonstrating that spirit of ILO is not met</td>
</tr>
<tr>
<td>g) Indigenous people</td>
<td>Studies indicating spirit of UNDRIP (including FPIC) not met</td>
</tr>
<tr>
<td>f) Conflict timber</td>
<td>Data, e.g. Fragile State List</td>
</tr>
</tbody>
</table>
Changes for multi-site certification

- Remote auditing option in internal auditing
- Product group definition
Summary of changes

- New requirements covering the usage of the initials
- New content: including graphic requirements and two annexes
- New PEFC Pure label and new requirements for the usage of the PEFC Recycled label
- Requirements for the usage of the promotional label further specified
- New promotional label messages
Table of Content

1. Scope
2. Normative references
3. Terms and definitions
4. Ownership of the PEFC trademarks
5. Scope of the PEFC trademarks
6. PEFC trademarks usage requirements
7. PEFC trademarks technical requirements
8. Graphic requirements of the PEFC labels

Annex A Example of wrong usage
Annex B Off product label messages
1. Scope

The standard covers the requirements for users of the PEFC trademarks (logo and initials)

Change of name to PEFC Trademarks ST
2. Normative references and 3. Terms and definitions

- Update of normative references

- Inclusion of new definitions, such as:
  - Finished product
  - Retailer
  - PEFC trademarks
4. Ownership of the PEFC trademarks

- The PEFC Council owns two trademarks:
  - Word mark
  - Figurative mark with letters

- These trademarks are registered worldwide
- They can be used without R or TM symbols
- To be used, organisations shall hold a licence
5. Scope of the PEFC trademarks

On product
- Direct on tangible products
- Indirect on media or marketing materials
- Direct or indirect material used in production process

Off product
- Any usage not covered by on product
6. PEFC trademarks usage requirements

- Licence (obtained by the signature of a contract)

- PEFC trademarks cannot be integrated within other trademarks

- PEFC trademarks cannot be used with other claims, labels or claims if not clear what they refer to

- Label generator mandatory

- Legal compliance
PEFC trademarks usage requirements

- PEFC licence mandatory for CoC certified companies

- If an organisation is eligible to hold a SFM or a CoC certificate must be certified in order to use the PEFC trademarks

- PEFC trademarks user groups:

<table>
<thead>
<tr>
<th>PEFC trademarks users</th>
<th>On product</th>
<th>Off product</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Group A: NGBs</strong></td>
<td>✗</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Group B: SFM certified</strong></td>
<td>✗</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Group C: CoC certified</strong></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Group D: Other users</strong></td>
<td>✗</td>
<td>✓</td>
</tr>
</tbody>
</table>
7. PEFC Trademarks technical requirements

- The product the trademarks refer to shall be clear

- To determine percentage of certified material, the complete product shall be considered
PEFC Certified labels

PEFC Certified
This product is from sustainably managed forests, recycled and controlled sources
www.pefc.org

PEFC Recycled
This product is from recycled sources
www.pefc.org

PEFC Pure
This product is from sustainably managed forests
www.pefc.org
PEFC certified label

• Minimum 70% certified material content
• Maximum 99,9% recycled material content
• 100% material coming from recycled sources
• Physical separation and specific CoC claim
PEFC pure label

- 100% certified material from sustainably managed forests
- Physical separation and specific CoC claim
PEFC initials on product

- Same requirements for on product as the PEFC certified labels (i.e. min. 70% of certified content)
- Together with the organisation’s trademarks licence if no logo in the product
- Clear what they refer to
Promotional usage of the PEFC trademarks

- Specific requirements depending on user:

- PEFC SFM and CoC certified companies allowed to use the trademarks:
  - on letterheads, catalogues or promotional material
  - no ambiguity
  - on invoices and delivery docs, including specific wording

- For users group D, any usage on potentially certified products is considered “on product”

- Additional label messages on Annex C
Off product usage – new label messages

<table>
<thead>
<tr>
<th>Trademarks user group</th>
<th>Message</th>
</tr>
</thead>
</table>
| **Group B** | • Promoting Sustainable Forest Management  
• [Company] has a PEFC sustainable forest management certificate  
• We/Company name manage/s our (or this) forest(s) according to PEFC certification requirements  
• Our forest management is PEFC certified |
| **Group C** | • Promoting Sustainable Forest Management  
• [Company] has a PEFC certified Chain of Custody  
• [Company] offers PEFC certified products  
• By sourcing PEFC, we/Company name are supporting sustainably managed forests globally  
• By sourcing PEFC wood/paper/packaging, we/ Company name are supporting sustainably managed forests globally.  
• The PEFC logo on our products ensures that our wood/paper/packaging comes from sustainably managed forests, recycled and controlled sources. Every purchase of a PEFC-labelled product makes a difference for forests and forest communities across the world. |
Off product usage – new label messages

<table>
<thead>
<tr>
<th>Trademarks user group</th>
<th>Message</th>
</tr>
</thead>
</table>
| **Group D: CBs** | • Promoting Sustainable Forest Management  
  • [Certification body] is accredited for PEFC forest management certification  
  • [Certification body] is accredited for PEFC chain of custody certification  
  • [Certification body] is accredited for PEFC forest management and chain of custody certification |
| **Group D: non-certified organisations procuring PEFC certified finished products** | • Promoting Sustainable Forest Management  
  • [Company] offers PEFC certified products  
  • By sourcing PEFC, we/Company name are supporting sustainably managed forests globally  
  • By sourcing PEFC wood/paper/packaging, we/ Company name are supporting sustainably managed forests globally.  
  • The PEFC logo on our products ensures that our wood/paper/packaging comes from sustainably managed forests, recycled and controlled sources. Every purchase of a PEFC-labelled product makes a difference for forests and forest communities across the world. |
Specific requirements for retailers – promotional usage

- For printed or online catalogues
- Selling PEFC certified finished products to consumers
- They do not manipulate the products in any way PEFC

The products marked with the PEFC trademarks can be provided as PEFC certified

- PEFC logo next to products without licence number within the catalogue
- Products include the trademarks on product
- Approved by PEFC International or NGBs
8. Graphic requirements

- Taken from the toolkit with minor changes
Graphic requirements

- Label message in more than one language within one label
- Label message placed next to the label
- New optional designs under special circumstances:
Annex A: Examples of wrong label usage

Do not change the proportions of the label content in any way

Do not change the typeface of the label content

Do not stretch the label in any way

Do not change the colour of any of the label parts
Questions & Answers
Thank you!

Please, give us your feedback using our consultation tool at:
https://consultations.pefc.org/consult.ti/PEFC_CoC_Consultation/consultationHome