

PEFC Public Consultation Webinar

*Draft revised
Chain of Custody
& Trademark Requirements*

www.pefc.org

PEFC International
ICC Building C
Route de Pré-Bois 20
1215 Geneva
Switzerland
Tel. +41 22 799 45 40
info@pefc.org



Webinar agenda

1 Introduction

2 Chain of custody, PEFC ST 2002

3 Trademark Rules, PEFC ST 2001

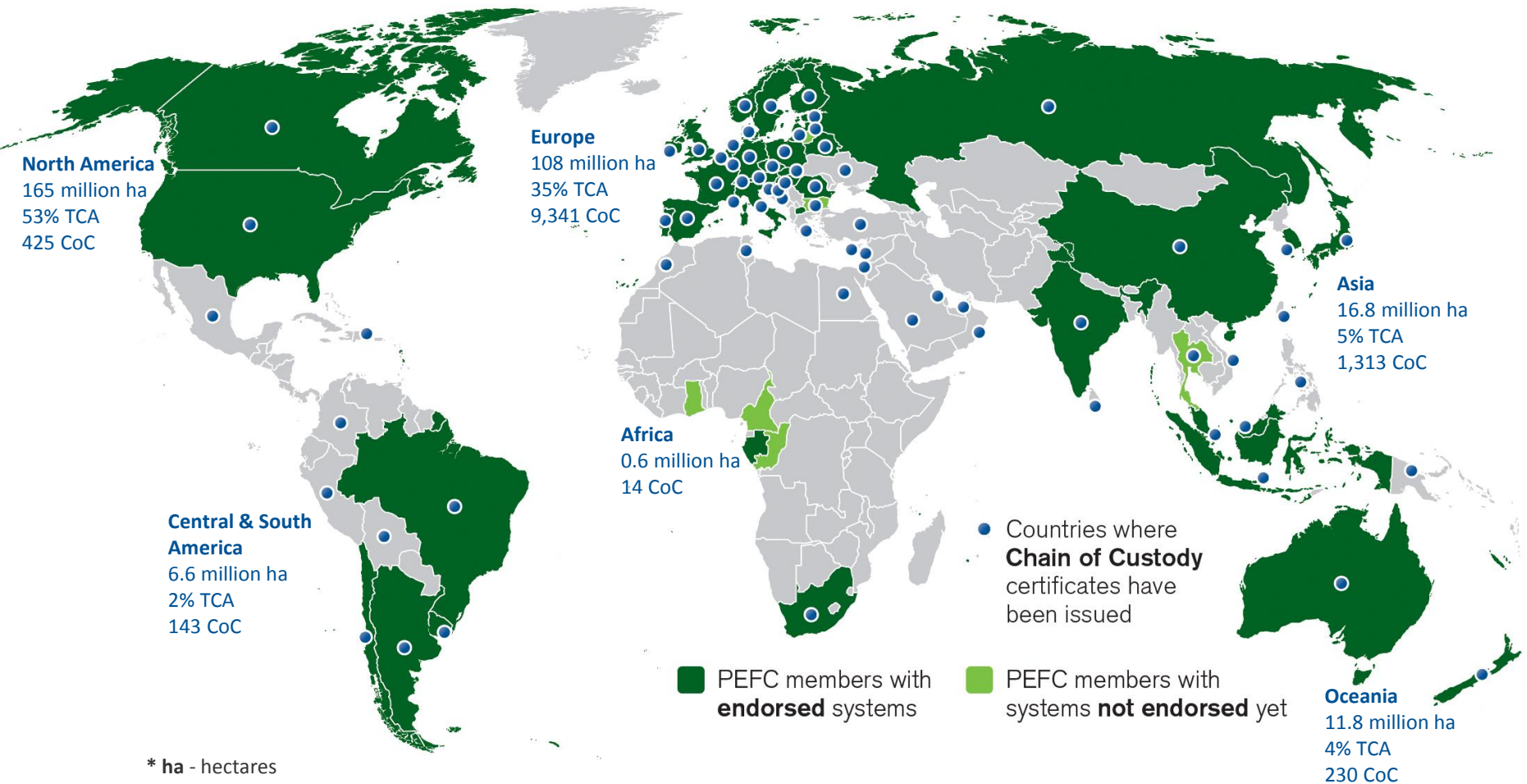
4 Questions & Answers

Introduction

- *PEFC facts & figures*
- *Revision background & process*



Members, Endorsed Systems; Distribution of Certificates

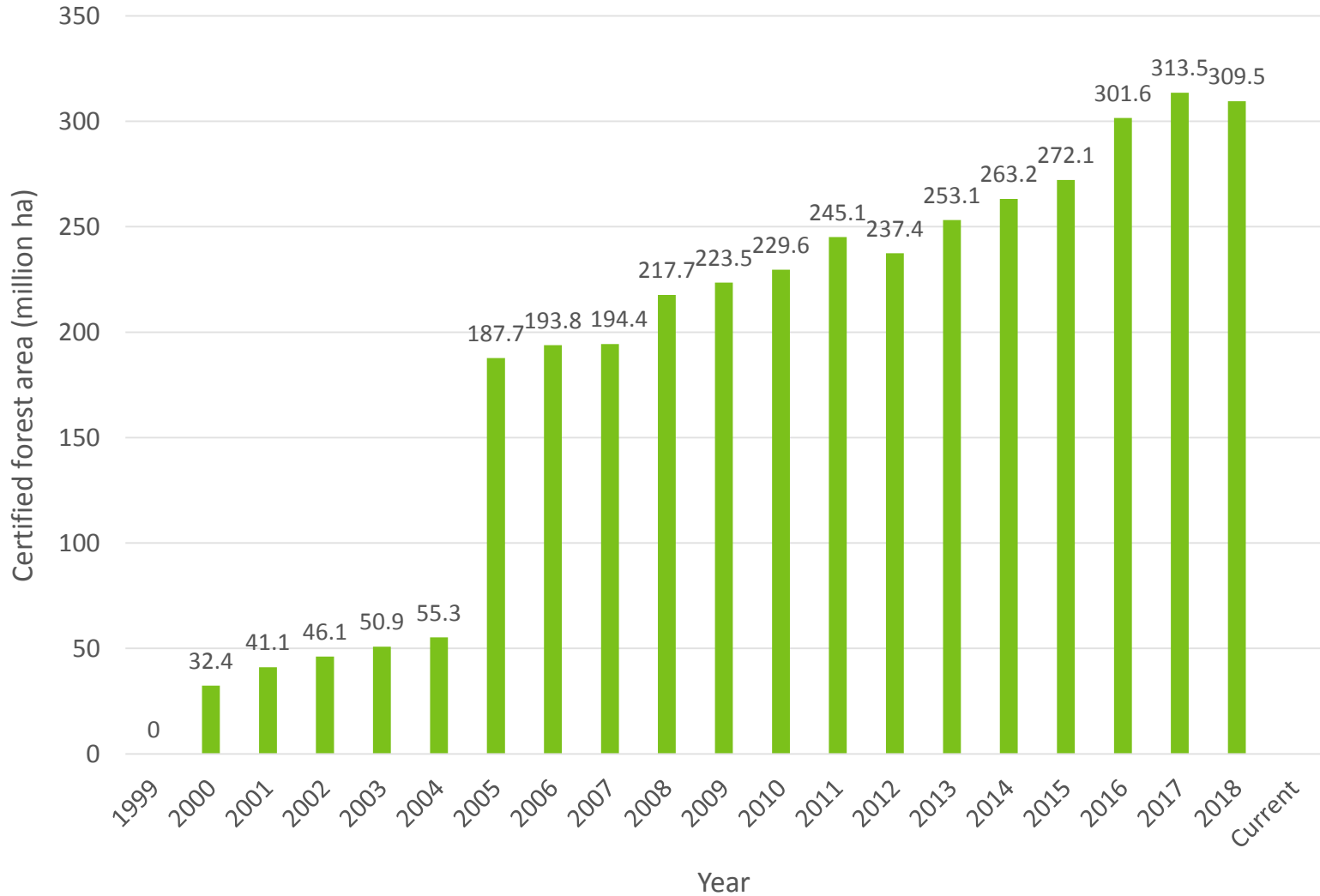


* ha - hectares

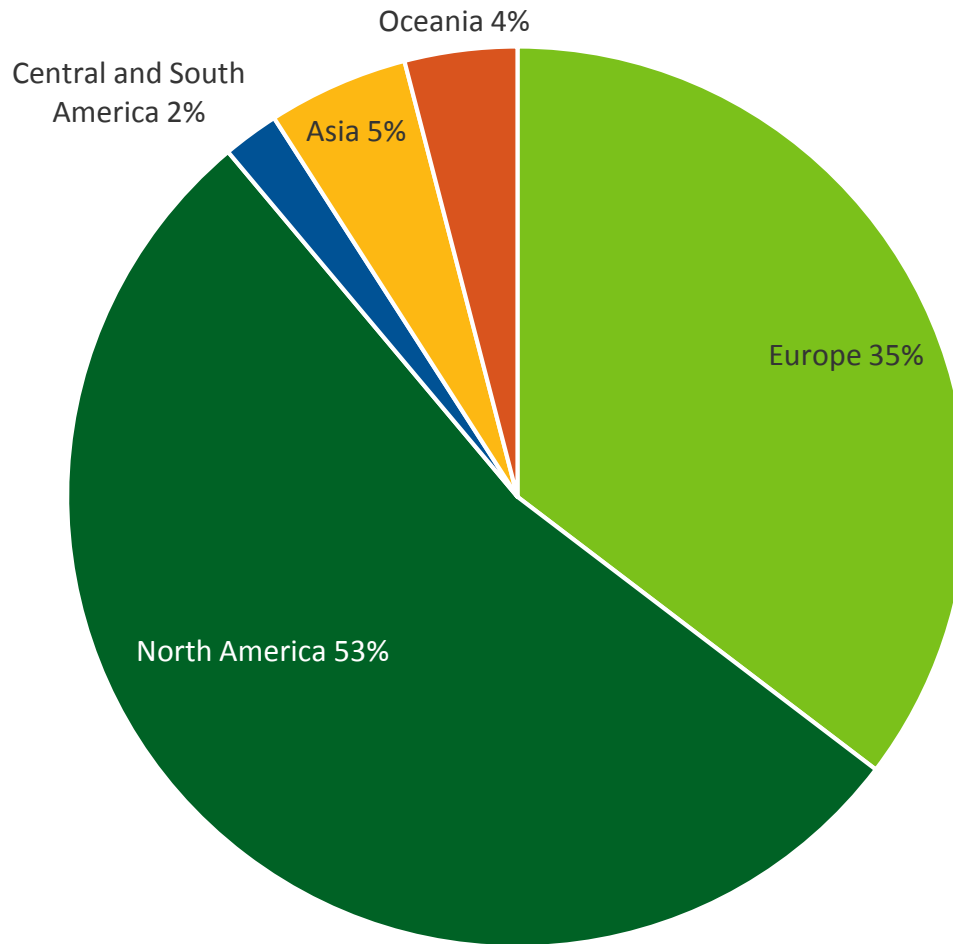
CoC - Chain of Custody certificates

TCA - % of total PEFC certified area

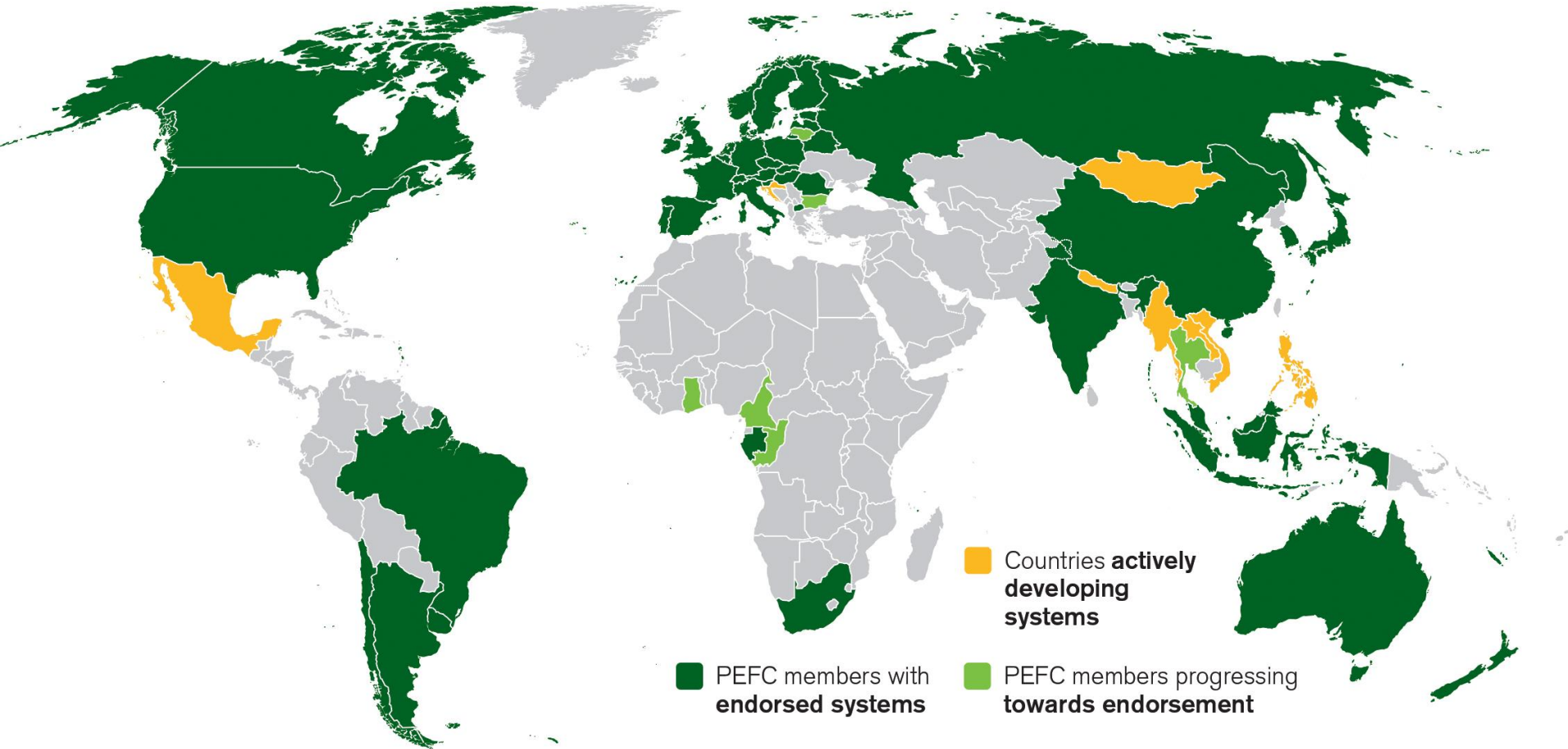
Certified Area Growth



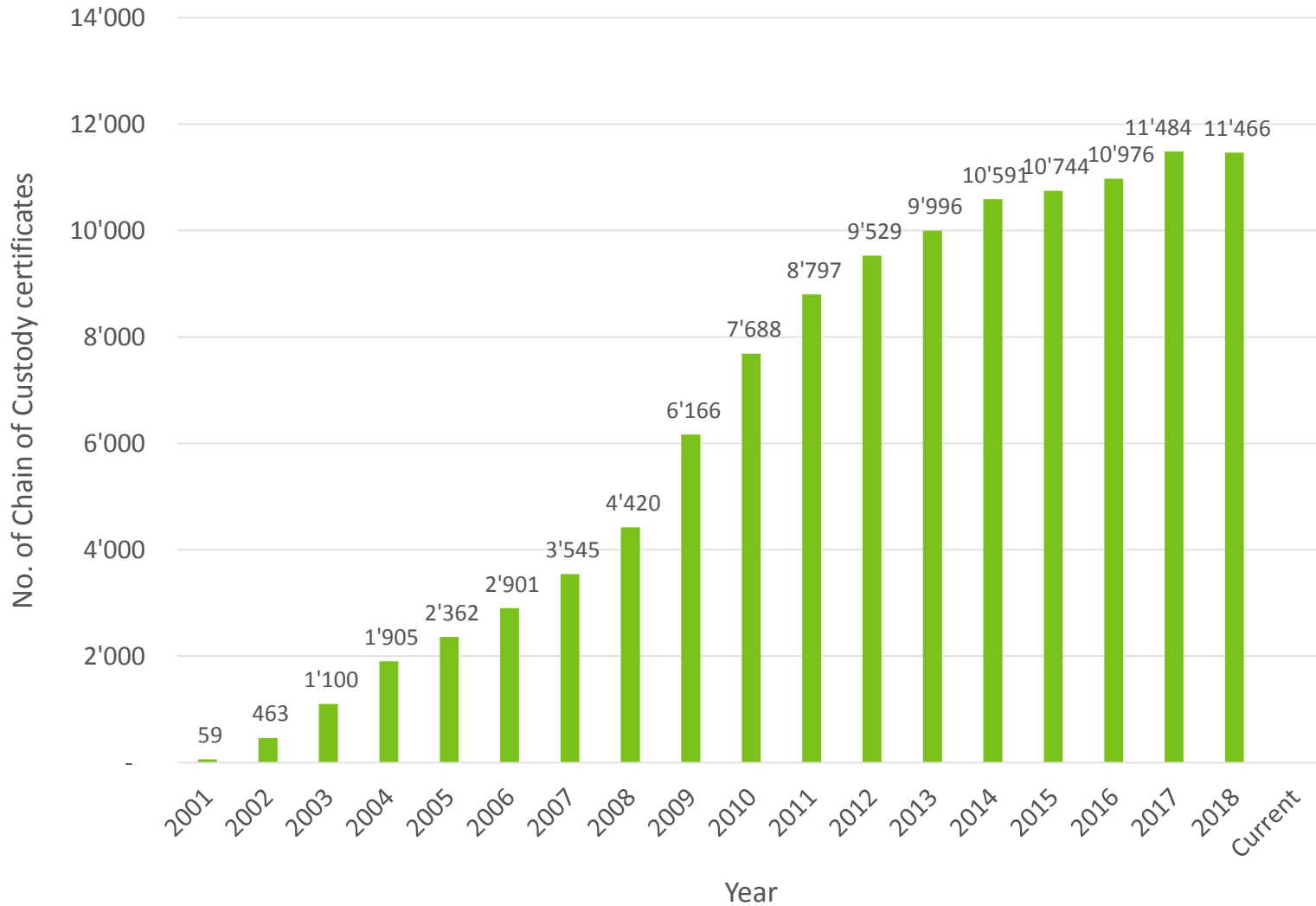
Certified Forest Area by Region



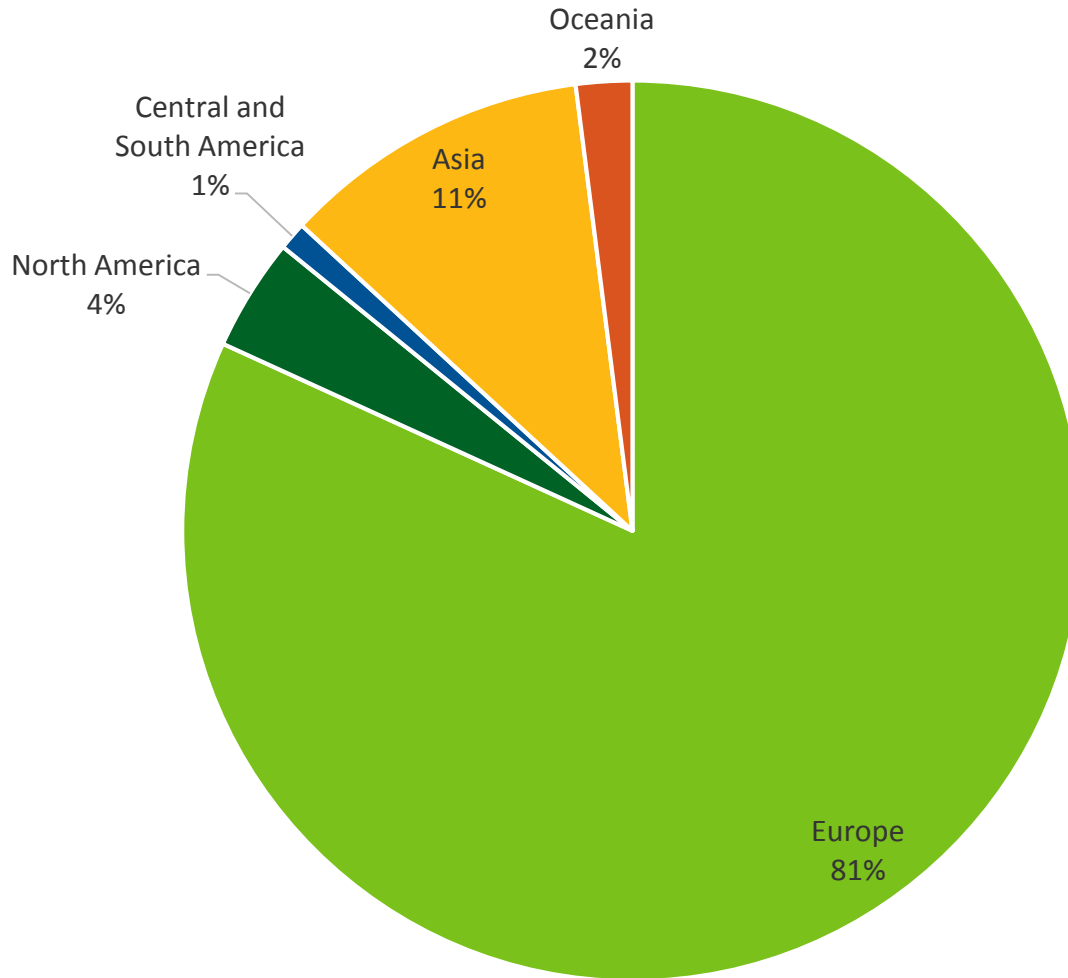
Global Growth of the PEFC Alliance



Chain of Custody Growth



Chain of Custody by Region



Introduction

- *PEFC facts & figures*
- *Revision background & process*



CoC Development 2010-2019



2010

- “PEFC ST 2002:2010” approved, replacing “Annex 4”

2013

- Revised to meet EUTR > PEFC ST 2002:2013

2016

- Regular 5 year review > Public consultation

2017

- Decision to revise PEFC ST 2002:2013

2018

- Decision to extend scope of "controversial sources"

2019

- Consensus on "Enquiry Draft"

PEFC Consultations Website



<https://consultations.pefc.org>



PEFC - Programme for the Endorsement of Forest Certification
Online Consultations

Register Log in

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Consultation Home

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

You can respond to this consultation

Timeline

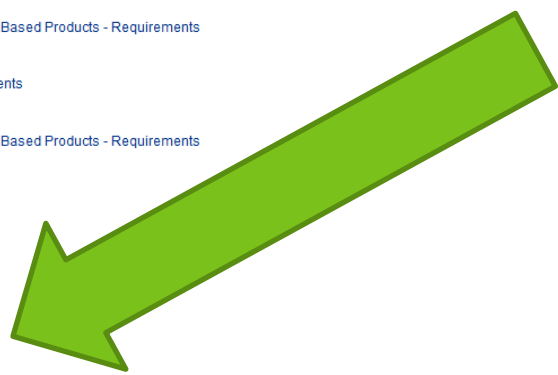


Documents

- ED PEFC ST 2001:201X, PEFC Trademark Rules - Requirements
- ED PEFC ST 2002:201X, Chain of Custody of Forest and Tree Based Products - Requirements
- ED PEFC ST 2001:201X, PEFC Trademark Rules - Requirements
- ED PEFC ST 2002:201X, 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>

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Consultation Home

- ED PEFC ST 2002:201X, Chain of Custody of Forest and Tree Based Products - Requirements
 - 3 Terms
 - 4 Management requirements
 - 5 Identification and declaration of outputs
 - 6 Chain of custody method
 - 7 Due diligence (DDS)
 - Appendix 1: Diligence System (DDS) for the Avoidance of Material from
 - Appendix 2: Implementation of the chain of custody standard by multi-site

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

ED PEFC ST 2002:201X, Chain of Custody of Forest and Tree Based Products - Requirements

Consultation ends on 9th JULY 2019

3.2 Authorised body

An entity authorised by the PEFC Council to perform the administration of the PEFC scheme on behalf of the PEFC Council

Note: The authorised body is either the PEFC National Governing Body operating within its country or other entity which has been authorised by the PEFC Council to perform the administration of the PEFC scheme.

[Add a comment](#)

3.3 Certified content

Percentage of **PEFC certified material** in a product or **product group**

[Add a comment](#)

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>

The screenshot shows the homepage of the PEFC Standards Revision website. At the top, there is a green navigation bar with the PEFC logo on the left and menu items: 'THE PROCESS', 'THE REASON', 'THE STANDARDS', and 'ABOUT PEFC'. On the right side of the bar, there are links for 'Latest news' and 'Resources'. The main content area features a large background image of a forest. Overlaid on this image is the text 'PEFC Standards Revision' in a large, white, sans-serif font. Below this, a smaller line of text reads 'Since 2016, we have been revising several of our core international standards.' A green button with the text 'Find out why...' is positioned below the text. At the bottom of the page, there are three white boxes, each with a different icon and title: 1. 'THE REVISION PROCESS' with a wooden knot icon, a sub-headline 'Discover the steps of our revision process', and a 'READ MORE >' link. 2. 'THE WORKING GROUPS' with a blue circle icon containing three stylized human figures, a sub-headline 'See who drives the revision process', and a 'READ MORE >' link. 3. 'GET INVOLVED' with a tree icon, a sub-headline 'Help us to ensure our PEFC standards meet your expectations', and a 'READ MORE >' link.

PEFC ST 2002

*Enquiry Draft of the revised
PEFC Chain of Custody*

Main Changes

www.pefc.org



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



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

Changes for multi-site certification



- Remote auditing option in internal auditing
- Product group definition

PEFC ST 2001

PEFC Trademarks



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**



PEFC

- **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

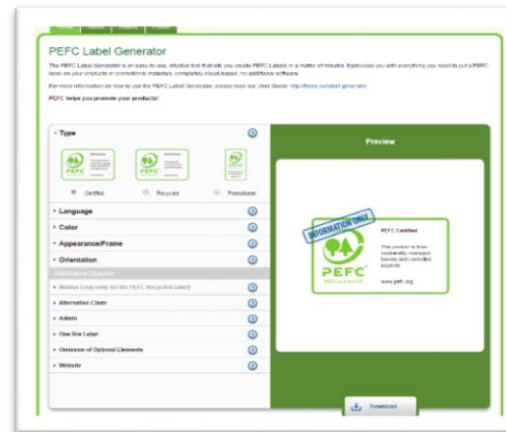
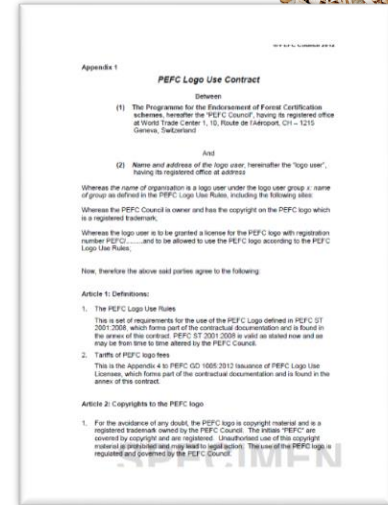
Off product

- 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:

PEFC trademarks users	On product	Off product
Group A: NGBs	✗	✓
Group B: SFM certified	✗	✓
Group C: CoC certified	✓	✓
Group D: Other users	✗	✓



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



PEFC Certified

This product is from sustainably managed forests, recycled and controlled sources

www.pefc.org

- Minimum 70% certified material content
- Maximum 99,9% recycled material content

PEFC recycled label



- 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



Trademarks user group	Message
Group B	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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



Trademarks user group	Message
Group D: CBs	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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



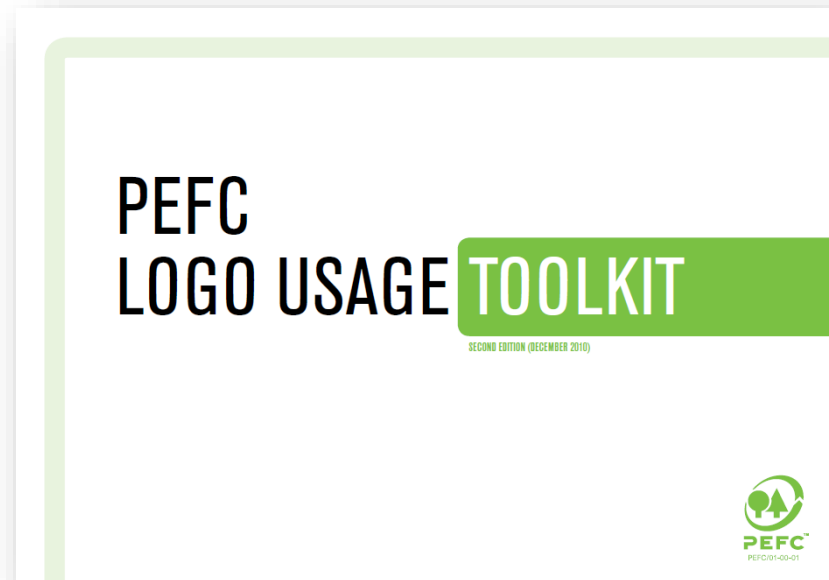
- For printed or online catalogues
- Selling PEFC certified finished products to consumers
- They do not manipulate the products in anyway PEFC

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



This product is from
sustainably managed forests
and controlled sources

- 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

