



& CERTIFICATION
& SUSTAINABILITY
from niche to mainstream

FOREST CERTIFICATION WEEK



PEFC Week 2019
NEWSLETTER

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Welcome to PEFC Week!



Ben Gunneberg,
*CEO/Secretary General
of PEFC International*

It is my pleasure to present you with the PEFC Week Newsletter, giving you a glance of some of the achievements of the PEFC alliance over the last year.

Highlights include welcoming our 50th national member and our 30th international stakeholder member into the family, completing the revision of three key standards and intensifying collaboration with various industry sectors. It has also been a year to celebrate the 20th anniversary of the start of our work together.

Over the last 20 years, PEFC has come a long way from our roots as a European system with 12 national founding members, to becoming the world's largest forest certification system with members, standards and certified hectares around the globe.

As PEFC has grown, developed and evolved, so too has the role of forest certification. In the 1990s, when PEFC was founded, forest certification was beginning to get the attention of related sectors and organizations. Today, it is in the procurement policies of several countries, and in the minds of people around the world – having moved from niche to mainstream. It is now a tool that increasingly promotes the full contribution of sustainable forests, be it climate change mitigation, sustainable rural livelihoods and all the other environmental, social and economic benefits delivered throughout the forest value chain to society as a whole.

Since 1999, PEFC has not only grown in size, but has also evolved and developed with respect to demonstrable impacts on people and nature. Collectively, we are committed to further unlocking and building on the full contribution of forests to a sustainable world.

We will achieve this through **driving innovation**, using novel technological approaches and engaging in emerging issues thanks to our projects and partnerships. In addition to continuing the evolutionary revision of our international standards, we are designing technological pathways for the future. We also look forward to testing new collaborative approaches in Africa and the first set of national standards for Trees outside Forests.

We are striving to further **increase our communications effectiveness**: equipping ambassadors and raising awareness of the impact of certification benefits through new online campaigns, videos and photo contests, in addition to other tools. We understand the need to **focus our engagement** in emerging sectors such as construction, packaging and fashion, and forging new partnerships that will benefit millions of smallholders and other beneficiaries of sustainable forest management.

I hope you enjoy this special PEFC Week newsletter, and that it gives you an insight into the work undertaken by the PEFC alliance and our many partners and stakeholders around the world.





Certification and Sustainability: from Niche to Mainstream

What are the next steps towards moving sustainability and certification from niche to mainstream? What are the options of forest certification to improve accessibility, expand scope and increase impact in forest management and beyond? Forest certification is a success story. As of 2019, in total about one-third of the wood used in products, packaging or construction originates from sustainably managed forests. But where next?

The 2019 PEFC Stakeholder Dialogue will elaborate these questions based on feedback, input and expectations by forest owners and land managers. Together, we will discuss the potential impact, opportunities and challenges for conformity assessment. We will hear from companies along the supply chain about their expectations and approaches to sustainability certification.

About PEFC

PEFC, the Programme for the Endorsement of Forest Certification, is the world's leading forest certification system. We were founded by small- and family forest owners to demonstrate excellence in sustainable forest management.

By working throughout the entire forest supply chain we promote good practice in the forest and ensure that timber and non-timber forest products are produced with respect for the highest ecological, social and ethical standards. Thanks to the PEFC label, customers and consumers are able to identify products from sustainably managed forests and make a positive choice by choosing them.

As an umbrella organization, PEFC endorses national forest certification systems developed through multi-stakeholder processes and tailored to local priorities and conditions.



FOREST CERTIFICATION WEEK



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20 YEARS OF CARING FOR OUR FORESTS

1999 to 2019



2001

Forest owners can achieve PEFC certification as we endorse the first national forest certification systems.



2002

We publish the first PEFC Chain of Custody guidelines.



2004

The first non-European national systems achieve PEFC endorsement.



2005

First African and Asian national systems endorsed, both in tropical countries.



2009



30 June 1999

2000

2001

2002

2003

2004

2005

2006

2007

2008

2009



2001

PEFC (Pan European Forest Certification) officially established.

We change our name to 'Programme for the Endorsement of Forest Certification'.

100 million hectares of PEFC-certified forest area.

200 million hectares of PEFC-certified forest area.



2003



2006



2009



1999

2019 is a very special year for the PEFC family,

20 years ago, European small family forest owners came together to create an international forest certification system that had their needs at heart. On **30 June 1999**, PEFC was born.

Before the birth of PEFC, forest certification was designed primarily for large-scale forest owners, effectively shutting out the millions of small-, family and community forest owners who were unable to afford certification using the models proposed at the time.

"Families and communities own 25% of the world's forests, so it's vital for all of us that these forests are managed sustainably," said Ben Gunneberg, CEO of PEFC International. "By providing these forest owners with the opportunity to gain certification, PEFC led a great leap forward for sustainable forest management."

In the late 1990s, the need for sustainable management was generally recognized and widely discussed. What was missing were forest certification systems that took into consideration the large differences between forests, local traditions and cultural expectations, as well as the needs of small- and family forest owners.

PEFC was born as the *Pan-European Forest Certification*. Starting with only 12 members from Europe, the PEFC family began to grow and thrive right away. Only one year after the foundation, the first national systems were endorsed and first hectares certified. More and more members joined, and in 2003 we changed our name to **Programme for the Endorsement of Forest Certification**, to do justice to our increasingly international membership.

20 YEARS CARING FOR OUR FORESTS



Chain of Custody standard aligned with the European Union Timber Regulation (EUTR).



300 million hectares of PEFC-certified forest area.

2010 2011 2012 2013 2014 2015 2016 2017 2018 2019

Social aspects introduced into our Chain of Custody certification.

10,000 PEFC Chain of Custody certified companies.

40 national forest certification systems are PEFC endorsed worldwide.

2010



2014



2016



2019



as it marks our 20th anniversary!

In only six years, we had 100 million hectares of certified forest and became the world's largest forest certification system.

Of course we did not stop there. From regular standards revisions and new technologies, to international projects and collaborations with various sectors, we keep working to make the best even better. The PEFC family keeps growing, expanding over six continents, lately gaining new members in Africa and Asia.

We are proud to count **51 national members, 30 international stakeholder members** and more than **300 million hectares** of PEFC-certified forests worldwide.

The hashtag **#20yearsofcaring** provides a collection of the global activities of the PEFC family.

The celebration has begun

Our 20th anniversary marked the beginning of a yearlong celebration. From July to June, we are telling the PEFC story through a series of chapters, one chapter per month. From the early history and the growth to a global organization, to key mile stones and the evolution of standards and projects. Later chapters will put the spotlight on fashion, food, construction and other sectors, before looking into the future of PEFC and forest certification.

Let us celebrate 20 successful years of caring for our forests, and together look forward to the next 20 years!



The growth and development of the PEFC alliance

PEFC is a global organization with local reach. We are a worldwide alliance that strives, through the commitment of national forest certification systems, NGOs, associations, companies and individuals, for a world that values the contribution of sustainable forests to our planet and our lives.

The PEFC alliance continues to grow. Since the beginning of the year, we welcomed three new members to the family. **Vietnam** and **Myanmar** became our 50th and 51st national members, and **Sappi International** our 30th international stakeholder member.

At the heart of our work is the endorsement of national forest certification systems. This year, **Bulgaria, India** and **Thailand** achieved PEFC endorsement of their national systems, and **Indonesia**, its Community Forestry Standard. Thanks to the hard work of stakeholders in these countries, thousands more forest owners, and especially smallholders, have access to PEFC certification and its associated benefits.

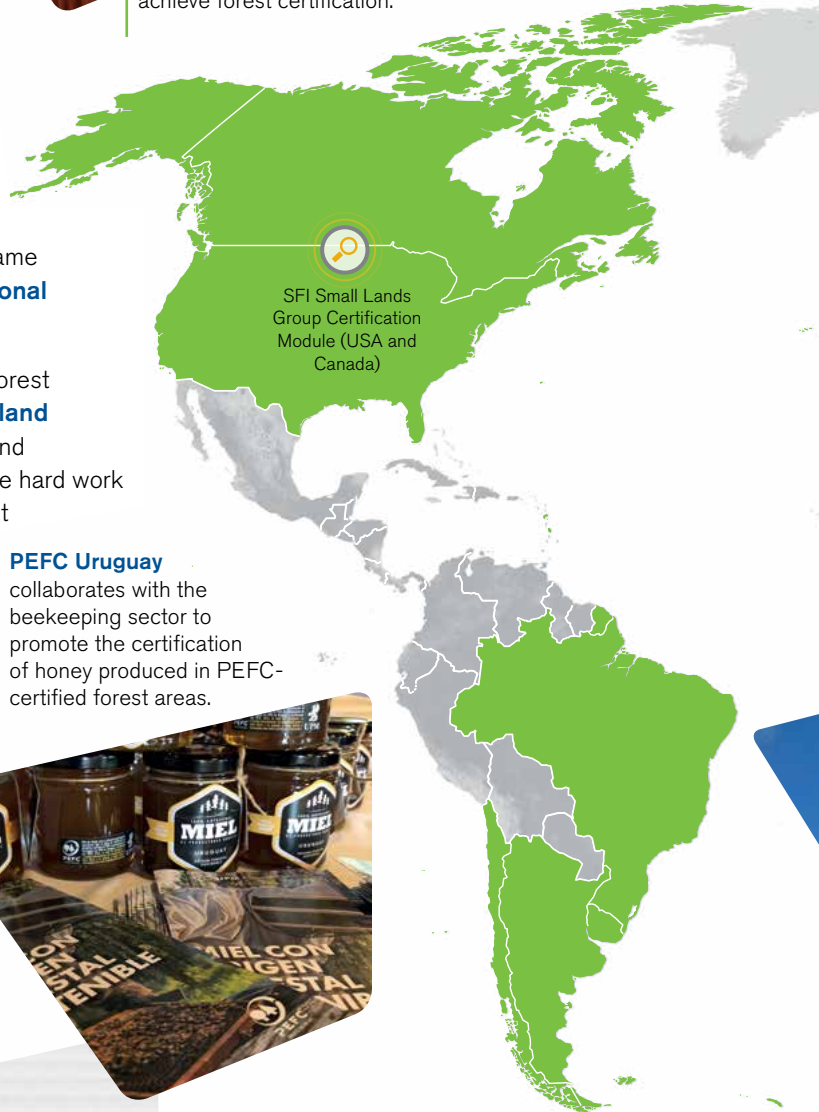
While forest certification is a core output of our business, we do so much more: from collaborations with various sectors and communicating the importance of sustainable forest management, to revising our standards and improving our procedures. **We do all this work as a team, a family, to bring forest certification from niche to mainstream.**



PEFC Italy is working on the project 'TRACE', also known as 'Tree talker', a small-scale monitoring network to trial the use of innovative Internet of Things technologies to monitor tree growth and health, and support the PEFC auditing system.



Sustainable Forestry Initiative (SFI) and **American Forest Foundation (AFF)** joined forces to grow family lands certification in North America. The *Small Lands Group Certification Module* is a joint standard and an innovative way to enable small- and family forest owners to achieve forest certification.



SFI Small Lands Group Certification Module (USA and Canada)

PEFC Uruguay collaborates with the beekeeping sector to promote the certification of honey produced in PEFC-certified forest areas.



The national systems of **Cameroon, Ghana, Vietnam** and **SFI Small Lands Group Certification Module (USA and Canada)** are currently under assessment for their first PEFC endorsement. This independent, third-party assessment is to ensure that they comply with our Sustainability Benchmarks.

Asia Pacific Forestry Week (APFW) took place in Incheon, Republic of Korea, 17-21 June. PEFC was represented by PEFC International and nine national members. Together, we hosted a booth, an exhibition and three talks about forest certification and potential synergies in the region, as well as the potential of forest fibres for sustainable fashion.



PEFC Spain launched a new campaign to help the hospitality sector become more sustainable. With leading international hotel groups committing to sustainable sourcing, there is a great potential for PEFC-certified forest-based materials and products in the sector.



PEFC International presented the inclusion of Trees outside Forests (TOF) in our standards at the World Agroforestry Congress in May in Montpellier, France.

India achieved PEFC endorsement of its national forest certification system.

“PEFC endorsement is a landmark achievement for India, as we have long felt the need for such a country specific and internationally benchmarked forest certification system.”

Vijai Sharma, Network for Certification and Conservation of Forests (NCCF)

Thailand achieved PEFC endorsement of its national forest certification system.

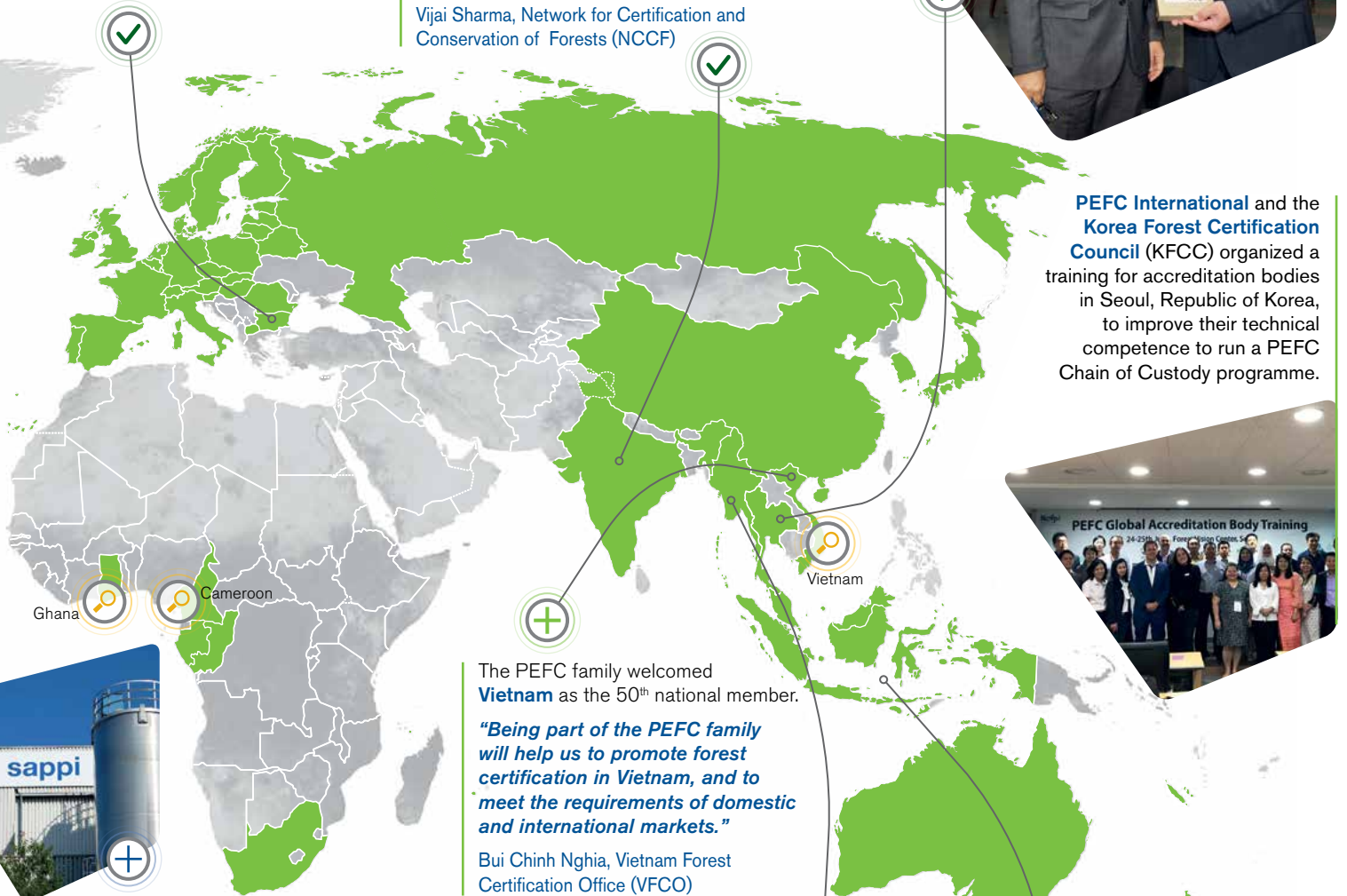
“We are looking forward to the first PEFC-certified hectares in Thailand, and to continue our collaboration with strong partners.”

Sakchai Unjittikul, Thailand Forest Certification Council (TFCC)



Bulgaria achieved PEFC endorsement of its national forest certification system.

PEFC International and the **Korea Forest Certification Council (KFCC)** organized a training for accreditation bodies in Seoul, Republic of Korea, to improve their technical competence to run a PEFC Chain of Custody programme.



We welcomed **Sappi International** as the 30th international stakeholder member to the PEFC Alliance.

“Credible, internationally recognized, robust forest certification systems like PEFC are fundamental to Sappi’s commitment to sustainability.”

Steve Binnie, CEO of Sappi.

The PEFC family welcomed **Vietnam** as the 50th national member.

“Being part of the PEFC family will help us to promote forest certification in Vietnam, and to meet the requirements of domestic and international markets.”

Bui Chinh Nghia, Vietnam Forest Certification Office (VFCO)

Myanmar joined the PEFC Alliance as the 51st national member.

“By becoming a PEFC member, we send a message to the world and show our commitment to sustainable forest management through an internationally recognized system.”

Barber Cho, Myanmar Forest Certification Committee (MFCC)



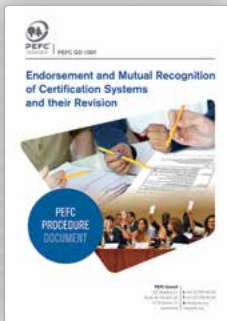
Indonesia achieved PEFC endorsement of its Community Forestry Standard, opening the door to certification for the millions of smallholders in the country.



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Revising our international standards

Our international standards form the basis of most of our activities. Each of them goes through a detailed and rigorous development process and we revise them on a regular basis. The latest series of revisions started in 2016. Since then, four documents have been revised, and four more are in the revision process.



Getting ready for the future

We are in the process of designing a technological pathway for the future. This includes a new model for our database to improve data gathering and analysis workflow. The model emphasizes standardization and will include a geospatial component.

We are also looking into new tools to facilitate forest certification. We are testing various technologies, including blockchain to trace information along the supply chain, and satellite data and remote sensing as additional tools to ensure the compliance of forest owners and assist ongoing monitoring.

Chain of Custody of Forest Based Products (ST 2002)

The changes will make PEFC chain of custody certification more resource-efficient and environmentally friendly, while retaining the robustness of the system. One of the biggest opportunities is the expansion of the PEFC Due Diligence System (DDS) to cover 'core sustainability issues', raising the bar for the small amount of uncertified material that can be mixed with certified material.

PEFC Trademarks (ST 2001)

The revised standard aims at strengthening the consistent use of our PEFC trademarks, while making it easier for consumers to understand what the PEFC logo stands for. The PEFC Label Generator will become mandatory for the creation of all PEFC labels, and while the new requirements make the use of our trademarks more robust, they will also provide flexibility to PEFC trademarks users.

Requirements for certification bodies operating Chain of Custody against PEFC ST 2002 (ST 2003)

This revision will require that auditors have specific experience on PEFC Chain of Custody audits and includes requirements for certification decision makers. The standard will also reflect our commitment towards gender responsive standards.

At the time of writing, the final drafts of these three revised standards were approved by the working groups and the Board and the PEFC General Assembly is expected to vote on their formal approval on 13 November 2019.

Operating Forest Management Certification (ST 1004, new)

The responsible Working Group is working towards the enquiry draft for this document.



Sustainable Forest Management (ST 1003)

Finalized and published, entered into force 28 November 2018.



Group Forest Management Certification (ST 1002)

Finalized and published, entered into force 28 November 2018.



Endorsement of National Systems (GD 1007)

Finalized and published, entered into force 1 November 2017.



Standard Setting (ST 1001)

Finalized and published, entered into force 15 November 2017.



A new approach for collaboration in the Congo Basin

Under the name '**PAFC Congo Basin**', our national members for Cameroon, Congo and Gabon are joining forces in developing a regional certification system.

The shared language, the same forest and similar forest legislation in the three neighbouring countries enables **PAFC Cameroon**, **PAFC Congo** and **PAFC Gabon** to share one system. The new, regional system will substitute the national systems from Gabon and Cameroon, and will be the first system for Congo.

The collaboration allows the three organizations to pool their financial and human resources while sharing their knowledge. The management of the system will be centralized and administered by a single regional coordinator, increasing the efficiency of the system's implementation and facilitating external communication.

PAFC Congo Basin is supported by our international stakeholder members **OLAM International** and **ATIBT**, which is also leading the implementation of the project, and **PPECF** (Programme de Promotion de l'Exploitation Certifiée des Forêts), a joint programme of **KFW Development Bank** and **COMIFAC**.

The project aims to develop a regional certification system by local stakeholders, taking into consideration their needs and its application on the field, while meeting PEFC's international requirements. PAFC's visibility is expected to increase significantly in Central Africa, as is the supply of certified wood.



Trees outside Forests certification is advancing

With the approval of the revised Sustainable Forest Management benchmark standard last year, we expanded the scope of PEFC certification beyond forests. With the requirements for the certification of Trees outside Forests tailored to the conditions of trees growing at low density on agriculture and settlement land, PEFC certification is opening up to millions of farmers and smallholders. Enabling the certification of TOF will help to eliminate market barriers, support farmers and tree growers, and increase their income.

Following the approval of the international standard, several national members are developing their own TOF certification system, adapted to local conditions. India is leading the way and is likely to be the first member to submit the national TOF standard to PEFC International for assessment. PEFC Italy will start the development of their TOF standard for urban forests in 2020.





Designing the future with sustainable timber



World Architecture Festival Amsterdam
4 to 6 December 2019
RAI Amsterdam

WAF AWARDS 2019
Best Use of Certified Timber Prize
Sponsored by PEFC



Architects, public authorities and private companies worldwide are turning to timber for their buildings, due to its many benefits for people, cities and the planet.



New developments in engineered timber have opened the door to building taller with wood. Wooden towers of 85 metres were completed this year, taking building with timber to new heights.

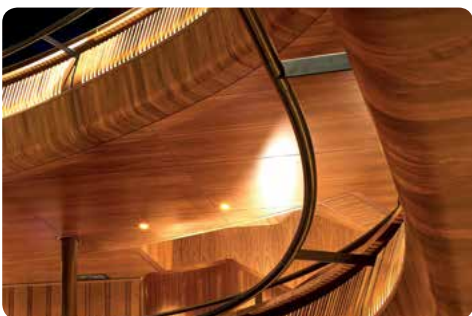
Through our 'Designing the future with sustainable timber' campaign, we bring together a range of stakeholders to help promote the use of certified wood in construction.

We renewed the partnership with the **World Architecture Festival** (WAF). For the second time, PEFC supports the **Best Use of Certified Timber Prize**, rewarding architects using certified timber in an innovative, educational or artistic manner. Architects from around the world entered their projects. The stunning buildings display the function, emotion and creativity achievable with wood as a construction material.



Our national members continue to reach out to the construction actors, amplifying the impact of our campaign.

Australia's largest infrastructure project, Sydney Metro Northwest, has achieved PEFC/**Responsible Wood** project certification. PEFC-certified timber was used at seven metro stations, and four multi-story parking structures.



PEFC France teamed up with the Prix National de la Construction Bois, a national prize highlighting the work of architects and contractors who choose wood as a main material for their constructions.


The **Malaysian Timber Certification Council** (MTCC) and **PEFC Netherlands** joined forces at the Bouwbeurs Construction Fair in Utrecht, Netherlands. Their stunning timber pavilion was the most visited of the fair.



Discover more:
[tree.es/
sustainableconstruction](https://tree.es/sustainableconstruction)

What makes wood the better construction material?

Timber is the only renewable material on a large scale currently available. While concrete, steel, cement and glass emit large amounts of carbon dioxide, wood stores it and helps reduce our ecological footprint. Timber buildings can be constructed quickly and are fire- and earthquake resistant, making certified timber an ideal construction material for all kinds of buildings.



Using timber for construction instead of steel and concrete could reduce global CO₂ emissions by 31%.
(UNECE)

Linking sustainable forestry to the packaging industry at the Consumer Goods Forum



The potential of sustainable forestry for the packaging industry was on the agenda for the **Consumer Goods Forum's Sustainable Retail Summit (SRS)**, which took place in October in Berlin.

PEFC International, PEFC Germany and **Sustainable Forest Initiative (SFI)** hosted the special session 'Sustainable packaging and certification solutions within the Circular Economy', showcasing innovative sustainable packaging solutions. We also highlighted the potential of forest certification to achieve company sustainability objectives and support the UN Sustainable Development Goals (SDGs).

To join PEFC sectorial marketing campaigns in 2020, please contact us at fabienne.sinclair@pefc.org.



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Focused engagement

Bringing forests into the wardrobe: Forests for Fashion



Did you know that more than 10,000 litres of water are needed to produce one pair of jeans? And that synthetic fibres shed 500 tonnes of plastic microfibres each year, that end up in our oceans?

The problem is clear: cotton is water- and pesticide-intensive, synthetic fibres are oil-based and very energy-intensive to produce. But what is the alternative? It's in our forests! Thanks to new technologies, wood-based fibres can be used to produce recyclable, renewable and biodegradable textiles with a low environmental footprint.

Through 'Forests for Fashion', a joint initiative with **UNECE** (United Nations Economic Commission for Europe) and **FAO** (Food and Agriculture Organization), we link forest based materials to the world of fashion. We were present at various events showcasing the forest solution for sustainable fashion.



We had a stand at the **Copenhagen Fashion Summit**, highlighting the PEFC Chain of Custody solution to trace fibres from sustainably managed forest to leading fashion brands. **HRH the Crown Princess of Denmark** visited our stand to discuss the role of sustainably managed forests in fashion and retail.

PEFC and UNECE/FAO presented a joint 'Forest for Fashion' initiative at the **UN Environmental Assembly** in March in Nairobi, where more than 40 organizations and companies presented innovative solutions to environmental challenges.





PEFC UK hosted the event **'From Forest to Wardrobe'** with speakers from UNECE/FAO, Common Objective and Textile Exchange. Over 60 professionals from leading fashion brands, retailers and textile suppliers attended.

Spanish fashion designer María Lafuente presented her new, retro-futuristic collection at the **Mercedes Benz Fashion Week** in Madrid. The collection included dresses made of PEFC-certified textiles from Spanish fabrics manufacturer Textil Santanderina.



Wood-based fibres produce up to 13 times less carbon emissions than polyester.
(UNECE)



Exploring new trends in sustainable forestry and green finance

The second edition of the PEFC EU Policy Seminar took place on 26 September in Brussels.



Over 90 participants, speakers and panellists from the industry, the forestry sector, governments, EU institutions and PEFC national members discussed the new trends in sustainable forestry and certification in the "ReThink SFM" session, and the opportunities of green finance for the forestry sector in the "Sustainable Finance" session.

The lively debate continued during the PEFC 20th Anniversary Cocktail. Once again, we could see the importance of PEFC's role in the EU forestry policy scene as a forum for debate and consensus building.

The PEFC EU office is considering hosting a seminar evolving around the issue of biodiversity policies in 2020.





Experience Forests, Experience PEFC

“The forest is a treasure chest of diversity and is important for our survival.”

Sonia Fantini, Italy



Sonia Fantini
2019 PEFC Photographer of the Year



For the third time, our ‘Experience Forests, Experience PEFC’ photo contest invited photographers and forest lovers from around the world to show us their best forest photos – and again, we received thousands of stunning images! From trees, wildlife and landscapes to work and play in the forest – the winning photos take us on a discovery tour through the world’s forests.

National contests were run by our members in 13 countries, and the photos entered show the beauty and diversity of forests worldwide. The winners of the national contests entered the international contest to compete for the ‘2019 PEFC Photographer of the Year’ Award.

The Award went to Sonia Fantini, for her beautiful image ‘Autumn colours’, taken at Lake Bordaglia in the Friuli Venezia Giulia region in Italy, only one week before most of the region’s forests were destroyed by a violent storm. “One week after I took the photo, a storm brought down trees, flooded roads and isolated villages in the region. I will go back to Lake Bordaglia this autumn and hope to still find it in all its beauty,” says the winning photographer.

The top twelve images will star in our 2020 photo calendar and are exhibited at PEFC Week – don’t miss them!



Discover the top 12 photos:
tree.es/photocontest2019



Meeting the Humans of the Forests

Forests are beautiful, calm and great places to relax. But have you ever thought about what forests can do beyond that? And what they might mean to people in different parts of the world?

Last year marked the start of our video project Humans of the Forests. In this micro documentary series, people around the globe who are in touch with forests in their daily lives share their stories with us.

The second instalment takes us to Chile, where we meet three people who depend on the forest for their livelihoods – in very different ways.

Sonia is an indigenous Mapuche woman. She and her family are gatherers and live from what nature and the forest give them. Gathering fruits and herbs has given her and other Mapuche women economic independence, and allowed them to set up a small business. "I go gathering because it makes me feel free. It gives me peace and confidence to know that I'm free," Sonia explains.

Next, we meet José, who has been working in the forest for 40 years, never losing his love for it. "Back then, working in the forest was dangerous," he says. "Luckily, the safety equipment, camps and working conditions are better today." The forest has given him a lot: experience, knowledge, a job to support his family, and the feeling of freedom. "When I'm in the forest, I listen to the wind and the birds, and I feel free."

Also Nancy, a forest fire monitor in Southern Chile, shares her story with us. Every morning, she climbs up an observation tower to look out for forest fires. Nancy was Chile's first female fire monitor. "Everyone wanted to know who I was, and it was seen as remarkable that a woman did this job. But now we are many," she says. "I love the forest and the landscape. There is so much so see within these 360 degrees."

Chile was our second destination, after the first instalment had taken us to Italy, where we learned how a PEFC-certified forest gave new life to a village destroyed by an earthquake. To hear the full stories, head to YouTube and meet the Humans of the Forests!



“Because the forest is PEFC-certified, we are allowed to enter it and gather wild fruits and medical herbs.”

Sonia Carrasco



“When I'm in the forest, I listen to the wind and the birds, and I feel free.”

José Daniel Cáceres



“Forests give us a green landscape and generate employment for the community. So they give us life.”

Nancy Gallego Saguayo



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Front & back cover photo: Sonia Fantini (PEFC 2019 Photographer of the Year, "Experience Forests, Experience PEFC"). Inside front cover & 1: main background: Martin Sebasta ("Experience Forests, Experience PEFC" photo contest 2019), photograph of Ben Gunneberg. PEFC International. 2-3: PEFC International, background: Kah Loong Lee/Shutterstock. 4: PEFC Italy, PEFC International, PEFC International, PEFC Uruguay, PEFC International (4-5). 5: PEFC Spain, PEFC International, TFCC, KFCC, Sappl, MFCC. 6: Jack, Seeds/Unsplash (6-7). 7: i7pu3pak/Shutterstock (globe), PEFC International, ForestMan72/Shutterstock, PEFC International, Pizla09/Shutterstock. 8: Patrick Reynolds Photography (large photo 8-9), Rasmus Hjortshøj - COAST Studio, Otto Ng - LAAB Architects, Rogers Stirk & Partners, Hufton+Crow, APA - The Engineered Wood Association (CLT photograph across 8-9). 9: Peter Bennetts, Responsible Wood, Rasmus Hjortshøj - COAST Studio. 10: Copenhagen Fashion Summit (large photo 10-11), PEFC International, Copenhagen Fashion Summit, PEFC Spain, PEFC UK (right). 11: Maria Lafuente, Maria Lafuente, PEFC International, PEFC International. 11: Sonia Fantini, Sonia Fantini, Mohn Samsi Sumairi, Peter Vörös, Alfonsina Pereira, Martin Sebasta. 12: i7pu3pak/Shutterstock (globe), John Scotland (all photos for "Humans of the Forests").

