



PEFC news

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Governance Review guides PEFC's future

After extensive public stakeholder consultation, PEFC announced the publication of its governance review earlier this summer.

In doing so, it followed up on its first recommendation, which advised the organisation to make the document publicly available to validate its commitment to transparency.

The board has now carefully considered the action points suggested in the paper, and the Secretariat has been given the mandate to implement some of the more operational elements listed in the review.

At the same time, PEFC is in further consultation with its members and other stakeholders to evaluate the implementation of other elements in due course.

One of the most essential changes recommended by the Governance Review is the establishment of a "Stakeholder Forum", and PEFC is currently in the process of modifying its statutes for consideration at the General Assembly, which will take place in Canberra, Australia, later this month.

The Stakeholder Forum will become an essential element in PEFC's governance and is being created to provide stakeholders, with whom PEFC has until now not been able to engage with successfully, with rights and responsibilities in the organisation.

Following the recommendations in the review, this – upon approval by the General Assembly – will include right of agenda, voting rights, and the right to propose candidates to the board.

Further details will be communicated pending the approval of the Stakeholder Forum by the General Assembly.

The complete governance review can be downloaded at www.pefc.org > Documentation > Reports.



PEFC Council Global Statistics

(as of 30th September 2008 – updated data available at pefc.org)

Countries	Endorsed certified forest area (ha)	Number of CoC certificates
Australia	7 884 291	30
Austria	2 039 236	261
Belgium	261 664	142
Brazil	1 069 334	9
Canada	76 844 915	114
Canada - SFI	36 144 033	0
Chile	718 877	17
China	0	25
Czech Republic	1 883 149	198
Denmark	206 075	29
Estonia	0	3
Finland	20 719 735	116
France	3 901 263	1 019
Germany	7 310 085	645
Hungary	0	3
India	0	1
Indonesia	0	4
Ireland	0	12
Italy	657 124	109
Japan	0	97
Latvia	0	2
Lithuania	0	1
Luxembourg	26 202	12
Malaysia	0	2
Morocco	0	1
Netherlands	0	70
New Zealand	0	5
Norway	7 537 102	15
PEFC Council	0	0
Philippines	0	1
Portugal	0	9
Singapore	0	1
Slovak Republic	1 199 648	10
Spain	1 075 826	138
Sweden	7 500 927	84
Switzerland	354 043	115
UK	0	830
USA - ATFS	9 977 841	0
USA - SFI	22 558 739	90
Total	209 870 112	4 221

New guidelines clarify roles and responsibilities of Panel of Experts

One of the unique features in the forest certification world is PEFC's Panel of Experts. The panel peer-reviews evaluation reports of national schemes and assesses and provides comment on the quality and robustness of the independent evaluations.

Experts from a broad range of backgrounds, including forestry, certification and accreditation processes, NGOs (including social and environmental interests), and market access, examine the evaluation reports.

The Panel of Experts is a mandatory component of the (re-) endorsement process, and each peer-review, including the names of the experts, are included in the evaluation reports and publicly available on the PEFC website.

The new guidelines, published this summer, provide procedures governing the appointment and work of the Panel of Experts.

The guidelines are available at pefc.org > Documentation > PEFC Technical Documentation

New Logo Usage Rules to be adopted in October

PEFC has completed the revision of its Logo Usage Rules. This revision aimed at ensuring that the needs of customers and consumers are met without affecting the robustness of the delivery of claims.

Following extensive stakeholder consultations, a public consultation this summer provided additional input. PEFC expects the revised rules to be adopted at the General Assembly later this month.

Full documentation is available at pefc.org > Public Consultations > PEFC Logo Usage Rules

Revision of PEFC's International Chain of Custody progresses

PEFC has started the revision of its International Chain of Custody, a process that is expected to last two years. Supported by two global public consultations, face-to-face meetings and in-depth interviews involving a wide range of interested stakeholders, the working group has identified a number of issues related to market needs and expectations. The second phase is about to start, with the intention of completely revising the chain of custody by the end of 2009. PEFC appreciates all comments received and encourages all interested stakeholders to engage in this process.

Full documentation is available at pefc.org > Public Consultations > PEFC Logo Usage Rules

PEFC celebrates move to Geneva, raises awareness of SFM

Celebrating its move to Geneva, PEFC International recently invited local journalists and stakeholders to a press conference about the importance of sustainable forest management in the context of sustainable development.

PEFC Secretary General Ben Gunneberg and Mike Clark, Chairman of the world's largest forest certification organisation, talked about "Forest Certification: The importance of sustainable forestry in tackling societal challenges". In their presentation, they highlighted that:

- globally, forest ecosystems play a key role in addressing climate change by absorbing carbon dioxide from the atmosphere and storing it in growing vegetation and soil. However, deforestation alone currently accounts for 18% of global emissions of carbon dioxide

- an estimated 1.6 billion people depend on forests for their livelihoods worldwide. Yet every year, the world loses more than 14.5 million hectares of natural forest – an area bigger than the size of Greece
- many of the world's most endangered and exotic animals depend on the forests for their survival
- 60 million indigenous people depending on forests for their subsistence.



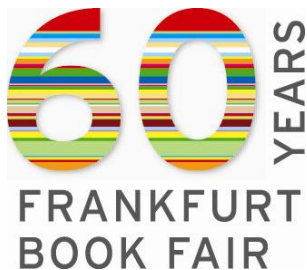
Sustainably managed forests contribute positively to tackling societal challenges. Given that only 10 percent of all forests are certified as being managed sustainably and the important role that forests play, there is a sense of urgency to fully utilize the possible contribution that forests can make.

Forest certification is the only market-based tool verifying that forests are managed sustainably; in addition certification is a means to raise awareness and to intensify and contribute positively the debate.

PEFC, which built its benchmark requirements on global, democratic, multi-stakeholder and consensus-driven intergovernmental processes and agreements that enjoy worldwide acceptance, offers an inclusive approach to forest certification that ensures an optimal balance between environmental, social and economic values.

PEFC exhibits at world's largest book fair

With climate change concerns rising steadily up the news agenda and politicians competing to demonstrate their green credentials, it seems hardly a day passes without another company announcing a new sustainability initiative designed to reduce its carbon footprint and improve its corporate environmental performance.



Small wonder then that momentum to increase the use of sustainably produced products is fast gathering pace around the world. Consumers, public authorities and those

charged with developing corporate procurement policies are increasingly seeking assurances about the origin of the products they buy and sell.

Environmental responsibility is therefore of growing importance to publishers and print buyers and their suppliers. The most effective way to guarantee that the paper products you use/sell originate from legal and sustainable sources is by sourcing from independently certified forests.

This is where PEFC can help. By ensuring that the paper you use comes from PEFC-certified forests and undergoing Chain of Custody certification to prove it, you can have confidence in your supply chain and provide confidence to your customers.

To raise awareness of the PEFC programme within the global publishing sector, a multinational team from PEFC will be exhibiting at the Frankfurt Book Fair for the first time this autumn (15-19 October 2008).

If you are planning to attend the show, visit us on the PEFC stand which will be located in the Agora Open Air Exhibition Area (between Halls 3,

4 and 5) Messeglände, Ludwig-Erhard-Anlage 1, 60327 Frankfurt am Main, Germany.

Further information: pefc.org > News > PEFC press releases

European Commission accepts PEFC; stresses need for consistent green public procurement policies

The European Commission (EC) has published a communication on green public procurement (GPP).

The communication aims at fostering a voluntary framework to ensure the procurement of goods and services that have the least impact on the environment throughout their whole life cycle.

The Commission acknowledges that number of national criteria and approaches to GPP have been developed and warns that, as the use of GPP increases, the criteria used by Member States should be compatible to avoid a distortion of the single market and a reduction of EU-wide competition.

A preliminary set of common GPP criteria has been established in ten sectors which had been identified as most suitable for implementing GPP. These sectors include "Paper" as well as "Furniture", and Chain of custody certificates for either PEFC or FSC certified virgin fibre are accepted as proof of compliance with the Commission's Green Public Procurement policy.

EU member states will be invited to formally endorse the already developed GPP criteria and include them in their national action plans.

Further information is available at <http://ec.europa.eu/environment/gpp/>



20-24 October 2008

New faces at PEFC

Following its move to Geneva, PEFC has increased its capacity to better serve its stakeholders and deliver value to society.

Claire Blenkinsop joined PEFC as Head of Development in August 2008. She previously worked for WWF International's partnerships team where she developed global corporate partnerships working with leading companies such as American Express, Canon, IKEA, and Nokia, and provided marketing support to WWF's network.



Working with industry and the pulp and paper sector in particular, Claire developed innovative partnerships on forestry, fresh water, climate and education. Claire previously worked in marketing roles with the private sector.

Thorsten Arndt was appointed Head of Communications in May 2008. He joins the PEFC Council with over seven years experience on issues related to sustainable development.



Prior to joining the PEFC Council, Thorsten served as Communications Manager for the World Business Council for Sustainable Development (WBCSD), the world's leading business organization dealing exclusively with business and sustainable development. Earlier, he worked from 1998 - 2001 as Knowledge and Information Management Associate at the United Nations Development Programme (UNDP) in New York.

Christian Kaemmer joined PEFC full time in May 2008 after working as a Research Assistant on the organisation's procurement database starting in September 2007. As Technical Officer he provides back-up and support for all of the Technical Unit's work.



Christian had his first contact with PEFC during a four month internship at PEFC Germany in 2006. This internship was a part of his studies of Forestry at the University of Applied Science in Göttingen, Germany.

Julie Martie started working for PEFC as Office Manager in September 2008. She has a range of experience in similar administration positions gained working in Geneva over the past 13 years both in academia, financial and other organisations. A United States citizen, she moved to Switzerland in 1995 from San Diego, California.

PEFC endorses U.S. certification scheme; welcomes PEFC Netherlands as new member

The **American Tree Farm System**, the oldest and largest U.S. forest certification program, has recently been endorsed by PEFC International. First launched in 1941 as a private initiative to address concerns that America's forests were being cut at unsustainable rates without reforestation, it now represents more than 90,000 family forest owners in 45 states, most of whom manage woodlots of less than 40 hectares. In total, ATFS covers an area of nearly 10 million hectares.

PEFC Netherlands has become the latest member of PEFC International. The organisation will focus its activities on promoting Chain-of-Custody certification, thereby increasing the number of wood-based products available to the Dutch consumer coming from sustainably managed forests. Furthermore, it intends to start its forest management standard setting process soon.

Further information is available at pefc.org > News > General news

Assessment of 5 national forest certification systems

Public consultation periods for the re-assessment of **Australian** and **Chile** and the assessment of **Malaysia** and **Belarus** are still ongoing.

The assessment report for **Spain** has been completed, and a decision about re-endorsement is expected shortly.

Reports from the PEFC National Governing Bodies

In the following section PEFC member systems, both endorsed and those working towards endorsement, have the opportunity to present a brief report on the current state of play in their country. The views expressed here are the views of the members and do not necessarily reflect the views of the PEFC Council.

AUSTRALIA



PEFC products onto supermarket shelves

Kimberly-Clark Australia, a subsidiary of the US-based Kimberly-Clark Corporation, makes, markets and sells market-leading health and hygiene products.

Kimberly-Clark Australia's operations based in Millicent, South Australia were recently chain of custody certified under AS 4707—2006 based on the domestic Australian Forest Certification Scheme (AFCS) and international (PEFC) wood fibre sources.

Darren Williams, Supply Chain Manager at Millicent said "The use of the PEFC logo on our products gives our customers confidence that the fibre sourced for their manufacture always meets the stringent guidelines of the Standard".

An everyday consumer product like toilet paper being stocked in all leading supermarkets throughout Australia is now the visible evidence

of PEFC's arrival in Australia under the AFCS as an endorsed PEFC national scheme.

The company has a specific part of its web site set aside to provide information to consumers on its PEFC credentials

<http://www.kca.com.au/environment/forestry-management.html>



AFS Limited, which manages AFCS, expect more consumer products to be available to the general public in Australia as more firms seek chain of custody certification under the AFCS and as such can participate in the global PEFC family.

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FRANCE



PEFC France publishes procurement guide dedicated to public markets

To encourage public authorities to choose certified wood based products, PEFC France has published a procurement guide specifically targeted at the public sector.

"Le Guide des achats publics à base de bois" provides practical information and tools for any community interested in responsible procurement.

This document has been sent to every town authority in France and it can be downloaded on the PEFC France website at www.pefc-france.org.

Printing sector keeps on growing

PEFC France has recently certified the 100th printer, demonstrating that the printing sector is still very dynamic in France.

And the start of the new school year is a great time to observe new PEFC products appearing on the market: exercise books, envelopes, magazines printed on PEFC paper, etc. Numerous suppliers and distributors opt for PEFC certification, and PEFC-certified notebooks and other products are available in almost any supermarket.

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DENMARK



Update on public procurement policy

The Danish Forest and Nature Agency launched "Draft Criteria for Legal and Sustainable Timber and Assessment of Certification Schemes" for public consultation in April 2007.

The consultation confirmed a huge interest in the criteria setting from a large number of concerned stakeholders globally, prompting the Ministry of Environment to organize two workshops on public procurement policies for timber (Copenhagen, April 2008) to broaden the discussion. Among others, the PEFC's commissioned "Social Issues in Timber Procurement Policies" paper was utilized as a workshop document.

In February 2008, the Ministry published an interim guidance for public purchases of wood and wood products. In the guidance, the Forest and Nature Agency recommends purchasers to accept both PEFC and FSC as proof of 'legal and sustainable' timber. The guidance is valid until 1 April 2009.

The Ministry is currently updating its purchasing guidelines for public buyers. These guidelines are expected to be released by the end of 2008 and will take into account the interim guidance.

To inform public buyers and suppliers about the new purchasing guidelines, the Ministry of Environment, Forest and Nature Agency held an

open seminar earlier this month. The seminar offered participants the opportunity to discuss the first draft of the guidelines and to get information regarding the availability of certified timber and how to buy it.

Further information is available at:
http://www.skovognatur.dk/Skov/Politik/Indkoeb/Udgivelser/Procurement_Sustainable_Timber.htm

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BELGIUM



Chain of custody certification in Belgium reaches a new milestone

PEFC Belgium celebrated the 150th Chain of Custody certification in Belgium with a press conference at the offices of the Flanders-based printing company Sintjoris de Merendree.

Sintjoris has experienced an increasing demand for PEFC certification, and while the company has been using PEFC labelled paper for a number of years as part of its corporate responsibility commitments, it decided to get certified to better serve the needs of its customers.



Sintjoris activities in this area go beyond green procurement and the company has introduced other environmental measures, such as low alcohol usage printing presses and bio inks, in its operations closely over the past few years.

New national secretary for Belgium

Vanessa Biebel has been appointed as the National Secretary for PEFC Belgium. Ms. Biebel was previously employed by the organisation as

Communications Manager and succeeds Bertrand Auquière, who was instrumental in setting up Belgium's PEFC member scheme.

"With the recently achieved re-endorsement by PEFC International, I am looking forward to further strengthen our communication and advocacy activities", says Vanessa Biebel. "Our focus will be on ensuring that sustainable forest management is included in procurement policies, both by companies and public bodies. Well-managed forests can play a crucial role in mitigating climate change, and PEFC Belgium as a forest certification scheme has a role to play in raising the awareness of this topic."



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CANADA



Surge in certification of printers and paper distributors

The last couple of months have seen an increase in chain of custody certificates in Canada awarded to high profile printers and paper distributors.

St. Joseph Communications, an Ontario-based printer, recently certified 4 locations in Concord, Richmond Hill, and Toronto. St. Joseph Communications is Canada's leading provider of integrated communications solutions. Some of Canada's leading consumer magazines, such as *Toronto Life* and *FASHION Magazine* are owned and published by St. Joseph Communications.

Quebec's first PEFC chain of custody to an independent printer was awarded to Pazazz in Montreal.

Unisource Canada, an affiliate of Unisource Worldwide, is the premier distributor of printing

and imaging supplies, and supply products across Canada. The certificate covers 19 sites in major cities across Canada. Another industry leader in procurement, distribution and online commerce, xpedx Canada also recently certified three sites.

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USA



AFTS endorsed, growth in CoC certification & new board members

The biggest change for PEFC US this summer was the endorsement of the American Forest Foundation's American Tree Farm System. PEFC US is the first National Governing Body to have two PEFC endorsed certification schemes, together representing 70 million hectares of certified forest land across North America. SFI Inc is looking forward to working together with ATFS and both certification programs have already met twice to discuss moving forward with PEFC promotion in the US, in addition to other collaborative issues.

There have been a number of significant Chain of Custody certificates awarded in the past couple of months. Spicers Paper, Inc., a leading distributor of printing papers, packaging papers, graphics equipment and supplies recently certified 12 of their locations in major US centres. Seventeen locations of Sierra Pacific Industries in California and Washington were also recently certified. Sierra Pacific Industries is the second largest lumber producer in the US with products such as lumber, millwork, moulding, remanufactured lumber, bark, decking lumber, cedar fencing, pencil stock and almost 1 million hectares of timberland.

There are several new members on the SFI Board of Directors, which is also the PEFC US National Governing Body. Board members represent one of three sectors environmental, social or economic. Roger Sedjo, Senior Fellow of Resources for the Future and Mike Zagata,

Executive Director and CEO of the Ruffed Grouse Society, were both recently elected to the environmental chamber. Robert Luoto from the Independent Professional Loggers and the American Loggers Council was elected to the social chamber and Hank Ketcham, Chairman, President and CEO of West Fraser Timber Co. Ltd. was elected to the economic chamber.

The board is responsible for the SFI program as a whole, including setting and implementing the SFI forest certification standard following a public review process. Current board members include representatives of environmental, conservation, professional and academic groups, independent loggers, small family forest landowners, public officials, labour and the forest products industry.

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GERMANY



Rare tree species – the silent stars in the forest

PEFC Germany teamed up with the Schutzgemeinschaft Deutscher Wald e.V., the oldest ENGO in Germany, to raise awareness of and improve knowledge on biodiversity in German forests.

Under the slogan “Stille Stars im deutschen Wald” (Silent stars in German forests), the organizations placed 2.000 domestic trees – many of them rare species such as wild service trees (*Sorbus torminalis*) and yew trees (*Taxus baccata*) – on the central square in Bonn during the 9th Conference of the Parties (COP) to the United Nations Conference on Biological Diversity (CBD).

The event aimed at displaying the wealth and value of domestic biodiversity to conference participants and the local community and raising awareness of the role that forest certification can play in maintaining and enhancing it.

With the support of the Waldjugend, the youth organization of the Schutzgemeinschaft Deutscher Wald, and pupils from local elementary schools, the 2.000 trees were distributed to onlookers with information about the work of PEFC.

Representatives from 190 countries attended the CBD conference, which took place from May 19th – 30th, to

work on solutions for obtaining the world's biodiversity.

Biodiversity of forests was a major



topic as the degradation of large forest areas in the tropics and the boreal regions through overexploitation and illegal logging poses.

Bridging the gap: Updating the printing industry on the significance of forest certification

Since the beginning of this year, the number of PEFC-certified printers in Germany increased by more than 50%, and German-based global companies such as Bayer, BMW or HeidelbergCement use PEFC-certified print material.

To build on the enthusiasm demonstrated by a core group of printers and print customers with a strong environmental commitment, PEFC Germany organised a panel discussion at the world's leading exhibition for the print media industry, “drupa 2008”.

Introducing the subject, Henry Schäfer, Chair of Corporate Finance at the University of Stuttgart outlined how corporate social responsibility (CSR) contributes positively to the bottom line and why it has become an integrated part of the business strategy of multinational corporations. Bernhard Stöcklein, who is responsible for paper procurement at the Gong Verlag, a major German media company, shared his

experiencing in introducing PEFC certification in his company. He emphasised that CSR and responsible procurement fundamental for any media company in demonstrating journalistic integrity.

Closing the event, the two presenters, together with Ilka Grabener, Regional Marketing Director at M-real, PEFC Germany Secretary General Dirk Teegelbeekers and Christoph Rullmann, Head of the Schutzgemeinschaft Deutscher Wald e.V., the oldest German environmental NGO, elaborated on the issues of CSR and certification in a panel discussion.

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UNITED KINGDOM



Responsible Procurement Seminar Glasgow

The first procurement seminar organised by PEFC UK in Scotland aimed to demonstrate the importance of Chain of custody certification to participants from all sectors of society and update on the latest developments of the PEFC programme.

Mark Murphy, Integrated Systems Manager at Donaldson's Timber, provided a case study on why his company had opted for chain of custody certification and shared his experience working with PEFC on obtaining the certificate.

Steven Streets, Technical Manager at the UK Timber Frame Association presented on sustainable timber for the Scottish timber frame market, and Alasdair McGregor of BM TRADA provided an overview of what chain of custody audits entails.

William Walker and Hugh Miller from the PEFC team were also on hand to provide an overview of the programme and the development of forestry certification since its inception in the early 1990s.

Over seventy delegates attended the session which concluded with a lively panel discussion chaired by PEFC UK's Chairman, Peter Latham.

The event was generously sponsored by BM TRADA and the Scottish Timber Trade Federation provided much appreciated support in promoting the event to its membership and beyond.

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ITALY



Directory of PEFC certified forests, products & companies well-received

PEFC Italy recently launched a catalogue featuring all Italian PEFC certificate holders, including some 112 companies that have obtained a Chain of Custody certification, 21 certified forests, and nine certification bodies in Italy.

It provides easy access for procurement specialists and other stakeholders to information about where and how to obtain certified products. The catalogue has been distributed to local authorities and at fairs and trade shows.

The catalogue is printed on PEFC certified paper (produced by Cartiere del Garda) by Almaca, a PEFC-certified printer and will be available in English soon.

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You can receive this Newsletter, further updates and current news by subscribing to the **PEFC mailing list at www.pefc.org.**

Further detailed information and news on PEFC member systems can be obtained directly from their websites whose links are available from the PEFC website: www.pefc.org.