



THE RESPONSIBLE CHOICE FOR WOOD AND PAPER PRODUCTS

A CONSUMER GUIDE TO PEFC





“WE ARE COMMITTED
TO CONSERVING
FORESTS AND
THEIR INVALUABLE
BIODIVERSITY, AND
THE COMMUNITIES
AND FAMILIES THAT
OWN, WORK AND
LIVE AMONGST OUR
FORESTS.”

William Street
PEFC Chairman

WHY FORESTS MATTER

We all know that forests are wonderful places. They are a precious living resource providing habitats and shelter, they play a key role in regulating our climate and, of course, they supply our need for timber and paper.

1.6 billion people across the globe rely on forests for their livelihoods, yet illegal logging and forest clearance for agriculture and urban development is jeopardising their futures. The need to protect the world's forests has never been greater.

As consumers, we can make a difference: we can choose to buy only certified wood and paper products.



THE PEFC LOGO

Many products carry endorsements and logos. For the future of the world's forests, look for the one that counts: the PEFC 'green trees' logo.

This is your assurance that wood-based products (timber furniture, packaging or paper) bearing the green trees logo come from sustainable sources. Today it is a recognised brand carried on many everyday products, providing consumers like you with a reliable assurance that the wood used in the product originates from a responsibly-managed forest.

PEFC stands for *Programme for the Endorsement of Forest Certification*, which works all over the world, ensuring that forests meet its high standards of sustainability and that the wood fibre and timber

they produce is accurately tracked through the supply chain to a wide variety of end products.

PEFC's approach to sustainable forest management includes detailed environmental, social and economic requirements, with independent auditors verifying compliance of forest managers on a regular basis.



WHAT PEFC CERTIFICATION MEANS

PEFC is an independent, not-for-profit organisation promoting sustainable forest management by certifying forests and the products that come from them.

Certification is a two part process:

Forest certification assures that forests are managed in line with challenging environmental, social and economic needs, balancing People, Planet and Profit.

Chain of Custody certification covers the tracking of wood from each forest to its final product. Certification is awarded after third party audits verify that the forestry practices and the Chain of Custody systems are in compliance with PEFC's internationally-recognised standards.

Today, over 10,000 companies and over 230 million hectares of forest globally are PEFC certified.

The requirements set by the PEFC standard are to

- Safeguard ecologically important forest areas
- Protect and enhance biological diversity
- Prohibit forest conversions
- Prohibit most hazardous chemicals
- Prohibit genetically modified trees
- Respect the rights of workers and indigenous peoples
- Encourage local employment
- Comply with fundamental International Labour Organization (ILO) conventions
- Provide consultation with local people and stakeholders
- Respect for traditional land rights and local customs.





SO LOOK OUT FOR THE LOGO

Today about 10% of the world's forests are certified - two thirds to PEFC-endorsed standards.

Look for the PEFC logo to ensure you only buy sustainable products and support businesses which invest in sustainability.

You'll find our green trees logo on catalogues, magazines, company literature, supermarket packaging, DIY store flooring, copy paper and envelopes, and in many other places as more and more businesses recognise the importance and benefits of the PEFC scheme and logo.

To find out more about sustainable certified forests, companies, products and the PEFC green trees logo, visit www.pefc.co.uk



Remember that by choosing products bearing the PEFC green trees logo you are demonstrating your support for the sustainable management of our most precious natural resource: the world's forests.



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