



PEFC/16-1-1

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Earlier this month, PEFC's Chairman Peter Latham presented the 'Turning to Timber' award to London architects Prewett Bizley for the Regents Park Open Air Theatre facilities at the Builder & Engineer Awards ceremony. Peter was delighted to be asked to present the award as the architects used PEFC plywood on the project to ensure sustainable sourcing.



Prewett Bizley Architects



Peter Latham presents the award to Graham Bizley

PEFC Sponsors New Award

The 'Turning to Timber' award, a new category for 2009, was created to recognise some of the leading timber structures built in the UK today. Companies nominated in the category were charged with showing the way forward in timber design, combining versatility, strength and aesthetics.

Representatives from more than 60 UK

companies converged on the Palace Hotel in Manchester for the awards dinner, including some of the UK's leading civil engineering companies such as Balfour Beattie, Birse Civils, Ove Arup and Shepherd Construction. PEFC sponsored the award to raise the profile of PEFC-certified timber within this important sector.

PEFC Sponsors BWPA Symposium

Next month PEFC UK will once again be sponsoring the annual British Wood Pulp Association/Hawkins Wright Symposium in order to underline its commitment to the global forest and pulp and paper industries. The Symposium is the keynote event of Pulp Week and this year's conference will be held in London on Thursday 12th November from 9.00am to 12.30pm at Savoy Place.

Speakers at this year's event include Stig Andersen of Nordea, Ulf Edman of Södra Cell and Joe Nemeth of Canfor Pulp. Avrim Lazar of the Forest Products Association of Canada will bring proceedings to a close with a presentation on Global Trends in Sustainable Forest Management. The British Wood Pulp Association (BWPA) was founded in 1896. It has 31 full members representing pulp manufacturers from around the world.



PEFC'S STAKEHOLDER DIALOGUE

Exploring Issues Facing the Forest Sector: New Global Opportunities for Forest Certification?

On 11th November, PEFC will bring together representatives from international organisations, companies, associations, members, and other interested parties to discuss priority issues in sustainable forest management.

Reflecting on the 10th Anniversary of PEFC and the Standard Revisions process now ongoing until 2010, the day will seek input, debate, and discussion. Looking ahead to the next ten years, the role of certification in climate change mitigation and other emerging forest-related issues will also be explored.

Participation is free and open to all, but pre-registration is essential. For further details e-mail info@pefc.org

PEFC HOSTS FINNISH MEDIA DELEGATION

Later this month PEFC will host a 20 strong delegation of Finnish journalists aboard the old Thames Sailing barge, The Lady Daphne. Journalists representing a range of titles across the Finnish forestry and timber trade press and the largest commercial TV channel in Finland will spend the day aboard the Lady Daphne to hear a presentation from Chairman, Peter Latham about the PEFC programme in the UK. He will be followed in the afternoon by speakers from the Timber Trades Federation with presentations on the UK timber market and the TTF Responsible Purchasing Policy.

Economist Opts for PEFC Paper

This month, PEFC celebrated another significant achievement with the news that all printed copies of The Economist publication will now carry the PEFC logo as an assurance of responsible paper procurement.

The addition of The Economist to the wide range of publications now bearing the PEFC logo, demonstrates clearly how far recognition of the PEFC brand has grown over the past twelve months, particularly in the UK. The PEFC logo now appears on a diverse range of consumer-facing publications from Boden and Argos catalogues to Tesco point of sale material to demonstrate responsible paper sourcing.

Commenting on the certification, Economist Production Director Sharon Simpson said, "As a publication we are part of the Economist Group which takes its environmental principles seriously and has reviewed the



environmental impact of its operations, in particular carbon emissions. We wanted to demonstrate to our readers that The Economist is committed to sourcing its paper from sustainably-managed sources, and what better way to underline this than with such a credible certification scheme as PEFC."

DEFRA Consults on Inclusion of Social Criteria in CPET

DEFRA is currently seeking views and comments on a proposal to include social criteria in the application of the UK Government's Timber Procurement Policy in general, and on the social criteria which have been proposed, in particular. The UK Government is now considering incorporating specific criteria relating to social requirements into its sustainability definition for its purchase of timber and wood products. It is proposed that social criteria based on the following aspects should be included in public sector contract requirements:

- 1 clarification, recognition and respect of legal, customary and traditional rights related to the forest
- 2 mechanisms for dispute resolution between timber production operators logging in the forest and local people
- 3 freedom of workers to organise and negotiate

The definition of "legal and sustainable timber for public procurement" will be reviewed and amended later this year and this will subsequently provide the basis for amendments to the related criteria for evaluating certification schemes such as FSC and PEFC as well as Category B evidence in 2010.

For further information see:
<http://www.defra.gov.uk/corporate/consult/timber-procurement/index.htm>





Living Ad Marks PEFC's 10th Anniversary

In France, PEFC is celebrating the occasion of its 10-year anniversary with the installation of a sustainable billboard, perched high above the city on a rooftop situated near the "Porte de Clichy" in Paris.

The 20 metre high billboard and 3 tonnes structure was unveiled in September. The billboard uses plants to spell out PEFC and the message, "For our Forests", and the address of a blog dedicated to the event, "nos-forest.org".

The logo and texts were produced from PEFC certified French wood, and at night the sign is illuminated using low energy consumption lighting.

The assembly process of the billboard began back in May, with the construction of the PEFC letters and plant cultivation of some 200 plants. The materials used, PEFC-certified timber, rainwater recovery, low energy lighting etc were selected to maintain the project's environmental integrity. An accompanying blog was also developed to mark the occasion and a video is also being broadcast on the internet and various websites.

Commenting on the launch, Stephane Marchesi, National Secretary of PEFC France said, "The more consumers choose PEFC-certified products, the greater the incentive for responsible forest management. Therefore, it is important that the PEFC logo can be recognised by as many people as possible. This is why PEFC France will communicate its message for two years with this unique, living billboard."

In November, PEFC will be celebrating its 10th Anniversary in Paris. Since its inception in 1999, membership has grown from the original eleven founding European countries to become a truly global scheme encompassing thirty four countries on six continents; with the Netherlands and Ireland joining the PEFC family in 2008, followed most recently by Malaysia and Gabon. As a result, PEFC now endorses twenty eight national certification programmes around the globe with more than 220 million certified hectares under management.

MediaPro 09

Next month, PEFC will be exhibiting at a new trade exhibition, targeting those, involved in the creation, production, procurement and distribution of media and marketing communications, MediaPro 09. The show will be at the Old Billingsgate fish market on the banks of The Thames.

There will be more than 60 free seminars, across a range of specialised theatres which will encompass Creative, Pre-Media, Print and Paper, Circulation and Distribution, and Brand Management. Key issues such as innovation,

cost effectiveness, increased ROI and quality improvement across print and paper, web, video, rich internet applications, interactive and mobile will be addressed. PEFC Director Ross Bradshaw will be presenting the PEFC programme at a number of seminars.

PEFC will be using this event to engage with the creative sector – advertising agencies, designers etc as well as corporate print buyers to promote certified paper for their publications in order to provide their customers with assurances on responsible paper sourcing.

If you are planning to visit the show, please come and see us at the PEFC stand, 104

For more details visit: <http://www.printmediamag.co.uk/technical-articles/370.aspx>

FORTHCOMING EVENTS

OCTOBER

Visit to London by Finnish Media

Delegation

23 October 2009

NOVEMBER

MediaPro 09 London

4-5 November 2009

For further details e-mail:

tim.vine@firstcitymedia.co.uk

BWPA/Hawkins Wright Symposium

12th November 2009

For further details visit:

<http://www.hawkinswright.com>

PEFC Stakeholder Dialogue Paris

11th November 2009

For further details visit:

http://www.pefc.org/internet/html/news/4_1154_64/5_1105_2088.htm

PEFC General Assembly Paris

12-13 November 2009

Paper World Frankfurt

30 January-2 February 2010

For further details visit:

<http://paperworld.messefrankfurt.com/frankfurt/en/home.html>

Publishing Expo

24-25 February 2010

For further details visit:

<http://www.publishing-expo.co.uk>

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