



PEFC /16-01-01

# PEFCUK NEWS

[WWW.PEFC.CO.UK](http://www.pefc.co.uk)

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Picture courtesy of Blue Forest

Together with Canada Wood, PEFC UK co-sponsored the 'Timber in Construction' prize at the Builder & Engineer Awards earlier this month.

## PEFC CO-SPONSORS TIMBER AWARD

The winning company, Blue Forest (<http://blueforest.com>) was a worthy winner for its Benenden Eco Classroom project.

Blue Forest, based in East Sussex is "dedicated to the bespoke design and construction of inspirational, sustainable buildings and tree houses".

Set within the grounds of Benenden School in Kent, this ground-breaking eco-classroom provides an inspirational teaching space surrounded by mature parkland and woodland. Its striking, organic design blends in well with its lovely natural surroundings.

Constructed primarily from FSC or PEFC certified softwood timber, the structure sits harmoniously within the landscape and blends in naturally with the surrounding woodland. The internal walls are lined with pine tongue and groove 'V' lining and the roof is supported by large Glulam beams. A deep copper clad soffit extends around the edge of the roof providing shelter and a creating a fantastic design feature for the building.

The building is finished with a sedum based sustainable green roof from which rainwater is harvested into hot and cold drinking water using solar power. The building is completely independent of mains power or utility supplies. It is

serviced entirely by solar energy, an innovative rainwater harvesting system and composting toilets.

The eco-classroom has provided a cost effective solution for the school to extend its teaching space and is a positive step towards meeting the government's aims for 'Sustainable Schools'. PEFC warmly congratulates Blue Forest on this unique project; truly a deserving winner.

### Responsible Procurement Seminar

PEFC will be hosting a responsible procurement seminar in London on **Tuesday 7th December** for **corporate print buyers**.

Admission will be free of charge but advance registration is required.

The topics covered are likely to be of interest to those working in a range of disciplines; print buyers, CSR, communications and marketing professionals as well as those with procurement responsibilities. If you'd like further details, please email [hilary.khawam@pefc.co.uk](mailto:hilary.khawam@pefc.co.uk) or visit the website [www.pefc.co.uk](http://www.pefc.co.uk)

Picture courtesy of Builder & Engineer



John Park of Canada Wood and Alun Watkins of PEFC present Blue Forest's Simon Payne with his award.



PEFC will be continuing its outreach programme to the publishing community by exhibiting at this year's MediaPro exhibition in order to promote the PEFC programme more widely to the creative community and the corporate print buying sector.

There will be a broad range of seminars running alongside the exhibition, of which 'PEFC Certified Paper – The Responsible Choice' will be led by Alun Watkins who heads up the PEFC programme in the UK. Alun will explain why print buyers are increasingly specifying environmentally-responsible paper options such as recycled or certified virgin fibre. The session will be held in the Production Theatre from 4:05pm to 4:30pm on Tuesday 2 November.

**If you are planning to visit the show, you can find us on Stand 42B**

## YELLOW PAGES TO CARRY PEFC LOGO

PEFC is celebrating another addition to the growing number of publications carrying the PEFC logo. From December, starting with the Edinburgh edition, all issues of the famous Yellow Pages directory will bear the PEFC stamp.

The Yellow Pages is produced by Yell, members of the Data Publishers Association, who have also implemented their own sustainability Code of Practice. Yell is a leading international directories business operating in the classified advertising market in the UK, USA, Spain, Argentina, Chile and Peru. The Yellow Pages is the latest in a long line of publications that have opted to use PEFC certified paper, joining other household names such as Argos, Boden, Lakeland, Lands' End and John Lewis whose customer catalogues carry the PEFC brand.

When it comes to sustainability, Yell has been acclaimed as a UK leader in sustainable development by twice winning a Queen's Award for Enterprise. The paper used in the production of Yellow Pages is a combination of recycled paper and virgin paper sourced from responsibly-managed forests.

Old Yellow Pages directories are 100% recyclable and are recycled into newsprint, cardboard, insulation, egg boxes and animal bedding. Yell works in partnership



with local authorities across the UK to promote Yellow Pages directory recycling.

With the majority of the UK's leading paper merchants now able to offer a range of PEFC certified papers, more than 500 printers have now been awarded PEFC chain of custody certification. PEFC re-launched its UK website earlier this year and it now includes a database of certified papers and print companies. This has proved to be very popular with visitors to the site demonstrating increasing interest from print buyers, keen to provide assurances of responsible paper sourcing to their customers.

## DUE DILIGENCE LEGISLATION SET FOR IMPLEMENTATION

During the General Election campaign, all three main political parties committed themselves to banning illegal timber on the UK market. The Coalition Government went on to commit to the introduction of measures to make the import or possession of illegal timber a criminal offence.

Six months on and the European Parliament has agreed illegal timber due diligence legislation. This will require all first placers of timber products to conduct a "due diligence" process and make it a criminal offence to place illegal timber on the EU market. Additionally, those using the timber down supply chain, will also need to exercise due diligence by proving they know who they have bought it from or sold

it to. This will ensure that the first placer can always be identified.

The due diligence regulation will however exclude FLEGT and CITES licenced timber from the scope of the legislation. Sustainable forest management certification will provide evidence of the legality and sustainability of timber and printed products. On top of that, it will only be a criminal offence to place illegal timber on the market rather than making it an offence to handle illegal timber further down the supply chain. The legislation is expected to come into force by the end of 2012.

Coupled with the US Lacey Act (2008), this due diligence legislation will send out clear signals across the globe to all timber

producers that illegal logging will not be tolerated.

With the EU legislation in place, Defra has announced that the UK will not be pursuing further legislation at the present time. The UK Government is confident that the EU measures will be the first step in preventing illegal timber from entering the UK market and as such consider their current priority to be implementing the EU legislation.



## NEW PUBLICATIONS

PEFC UK has recently published two new brochures which are available free of charge on request. The first is a generic marketing publication outlining the benefits of chain of custody certification – PEFC Your Assurance of Responsible Sourcing and the second is a revised edition of PEFC Certified Paper for the Print, Packaging and Publishing Industries.

To obtain copies of these publications email your request to [info@pefc.co.uk](mailto:info@pefc.co.uk).

Publications for the construction sector, architects and retailers will be published early in the New Year.



## MEET PEFC

### MediaPro 2010

2-3 November 2010  
Olympia 2, London  
PEFC **Stand 42B**  
For further details visit:  
[www.mediaproexpo.co.uk](http://www.mediaproexpo.co.uk)

### PEFC General Assembly and Stakeholder Meeting

11-12 November 2010  
Rio de Janeiro  
For further details visit: [www.pefc.org](http://www.pefc.org)

### Responsible Procurement Seminar for Corporate Print Buyers

7 December 2010  
London  
To register your interest email  
[info@pef.co.uk](mailto:info@pef.co.uk)

### Ecobuild 2011

1-3 March 2011  
ExCeL, London  
For further details visit:  
[www.ecobuild.co.uk](http://www.ecobuild.co.uk)

### Timber Expo

27-28 September 2011  
Ricoh Arena, Coventry  
For further details visit:  
[www.timber-expo.co.uk](http://www.timber-expo.co.uk)

## EXCEL PUBLISHING GOES PEFC

In July, leading business to business publisher Excel Publishing announced that all of its 47 titles would carry the PEFC logo as a sign of responsible paper sourcing.

Excel produces a wide ranging portfolio of professional publications for the business community, regionally, nationally and internationally. Its product portfolio includes magazines for many of the UK's leading professional organisations such as Builder and Engineer, Local Government Executive and Public Sector Construction.

It also produces a number of contract publishing directories and yearbooks for clients such as RIBA, the Institute

of Energy and the Sports Industries Federation and future editions of these publications will also carry the PEFC stamp.

Excel committed to using certified paper for its titles to demonstrate its support for responsible paper procurement and sustainable forest management. The company has chosen to use the PEFC logo on product to provide readers with assurances that the source material used for their titles can be traced back to forests certified to a credible certification standard such as PEFC's.

For more information on Excel visit [www.excelpublishing.co.uk](http://www.excelpublishing.co.uk)

## NEW FACE AT PEFC

In September, we were delighted to welcome Tracey Reeve to PEFC. Tracey will provide some welcome administrative assistance to PEFC's National Secretary, Alun Watkins.

Before taking up her post at PEFC, Tracey previously worked in the insolvency sector for the best part of twenty years, first at PricewaterhouseCoopers and later at Kroll Limited. Her roles involved advising employees working for insolvent companies and ensuring they knew their rights under employment law.



Within the last five years Tracey has had two children, aged four and 18 months and has been working part time as a tax administrator.

A recent move to Sheffield saw Tracey looking for a new challenge. She is finding her new role at PEFC very interesting and is looking forward to learning more about how individuals and companies can become more environmentally responsible.

## CONTACTS

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*For all general enquiries and queries about chain of custody, use of the PEFC logo*

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