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10 YEARS OLD

THE WORLD'S LARGEST FOREST CERTIFICATION SYSTEM TURNS 10

PEFC International celebrated its 10th anniversary at the end of June. The organisation, which serves as the international umbrella and hub for national certification systems in 28 countries and members in another five, was formally launched in a meeting in Paris, France, on 30 June 1999.

Stakeholders from eleven countries participated in the inaugural meeting. The development of the PEFC system, including its Sustainability Benchmarks, which are based on intergovernmental, voluntary agreements, took a total of two years.



Representatives from all parts of society, including NGOs, forest associations, unions and industry, engaged in multi-stakeholder dialogues to establish the various elements of the organisation's governance, rules and regulations. To ensure international compatibility and a high-level of credibility, certification and accreditation-related processes

and activities were based on strict ISO rules and standards. Originally envisaged as a European-based system, PEFC quickly responded to demand for a global certification system, and admitted its first non-European members in 2002. With more than 220 million hectares of certified forests (two thirds of the global certified area), PEFC is now the world's largest forest certification scheme.

PEFC will celebrate its 10th anniversary officially in conjunction with its General Assembly this November in Paris.

Make mine a certified beer!

PEFC Italy has announced the first beer eligible to carry a PEFC label. The label indicates that the product is linked to sustainably-managed forests.

The beer, brewed by the Italian-based Gino Perisutti company, contains spruce bark ('Blonde PEFC Mountain Pale Lager'), mountain pine buds ('Grand Cru Mountain Amber Ale'), and Scotch pine needles from PEFC certified forests.

The beer was officially launched at the PEFC's National Member's Meeting in Geneva at the end of May. PEFC Italia's Antonio Brunori, acknowledged that while non-wood forest products play only a minor role in forest certification, they are testimony to the passion of alpine forest owners, who also distil PEFC-certified Mugolio oil (from dwarf pine). Such products however, provide great potential to communicate the value of responsible forestry to the public.



The two beers are brewed with yeast, pure spring water, pale and aromatic barley malts and wheat, noble European and American hops, fair-trade spices, and needles and spruce bark or pine buds from PEFC-certified forest in the Dolomiti Friulane Nature Park, located in the Friuli Venezia Giulia region of north-eastern Italy.

FIRST FOR PEFC IN ASIA

In May the Malaysian Timber Certification Scheme (MTCS) became the first tropical timber certification scheme in the Asia Pacific region, and the second in the world after the Gabonese Forest Certification Scheme, to be endorsed by the Programme for the Endorsement of Forest Certification schemes (PEFC).

The endorsement of MTCS is a significant achievement for the sustainable forest management community as whole. While the certification movement has its origins in efforts to protect tropical forests, currently over 90% of the world's certification today takes place in the temperate forests of Europe and North America. Yet tropical forests in the Southern hemisphere offer the greatest benefits to tackling some of society's biggest challenges, including climate change, combating deforestation and forest degradation, and maintaining precious biodiversity.

Commenting on the PEFC endorsement, Dr. Freezailah Che Yeom, Chairman of the Malaysian Timber Certification Council (MTCC), which operates the Malaysian scheme, said MTCC was both pleased and proud to have obtained the PEFC endorsement, which demonstrates that various aspects of the scheme, such as the institutional arrangement and certification standards used, have met PEFC's stringent requirements. PEFC recognition provides further assurance that forests certified under

the Malaysian Timber Certification scheme are implementing the best management practices and contributing towards the challenging efforts to ensure sustainable forest management, particularly for the tropical rainforests.

The decision to endorse the 2002 Malaysian Criteria and Indicators for Forest Management Certification was announced on 5 May 2009 following the outcome of the General Assembly vote among the PEFC members on the recommendation of the Board of Directors, based on an assessment of the MTCS by an independent assessor appointed by the PEFC Council.

RESPONSIBLE PROCUREMENT SEMINARS

...for the UK furniture sector

In May PEFC UK hosted a responsible paper procurement seminar for the UK furniture sector in London. More than fifty delegates registered from a broad spectrum of the furniture supply chain from manufacturers to retailers.

The seminar aimed to provide delegates with a better understanding of the PEFC programme and the importance of chain of custody certification for those manufacturing and trading in furniture products. It was held in response to the rapidly increasing demand for furniture manufactured from timber and wood-based products derived from responsibly managed sources.

The seminar began with a buffet lunch before commencing with the first of four presentations. PEFC UK Chairman Peter Latham introduced the PEFC programme, FIRA's Alun Watkins summarised the drivers for certified furniture products while CPET's Solène le Doze presented the UK Government's timber procurement

policy and its implications for those bidding for government contracts. The final presentation from Andy Green of BM TRADA, explained the chain of custody certification process. The event was chaired by Sheam Satkuru-Granzella, Director of the Malaysian Timber Council whose certification scheme, MTCS, is the latest to be endorsed by PEFC Council.

If you were unable to attend the seminar but would like a copy of the presentations, please email hilary.khawam@pefc.co.uk.

For a leaflet about Certified wood in the furniture sector, contact Hilary Khawam on the email address shown above.



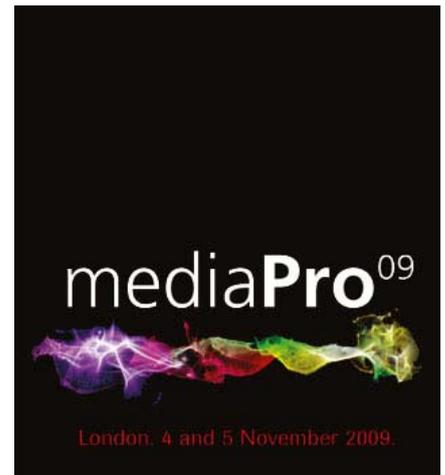
PEFC to exhibit at new mediaPro⁰⁹

IN NOVEMBER, PEFC WILL BE EXHIBITING AT A NEW TRADE EXHIBITION IN NOVEMBER

The event, aimed at those involved in the creation, production, procurement and distribution of media and marketing communications, will be held in the heart of London at the Old Billingsgate fish market.

Alongside the exhibition, MediaPro 09 will feature a seminar and keynote programme delivering thought leadership, customer case studies, cutting edge tutorials and technical workshops. 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. The seminar programme is being developed through close consultation with a steering committee made up of highly influential practitioners in these fields, selected from organisations across the media and marketing communications landscape. For more details visit www.printmediamag.co.uk/technical-articles/370.aspx



RESPONSIBLE PROCUREMENT SEMINARS

...for the UK print & publishing sector

Last month PEFC UK hosted a responsible paper procurement seminar for the UK print and publishing sectors at the Victory Services Club in the heart of London's West End. Over a hundred delegates registered from across the supply chain from paper merchants and printers to book and magazine publishers.

Delegates were drawn from a broad range of disciplines, and included printers, print buyers, corporate social responsibility practitioners, and those responsible for developing and implementing corporate procurement policies.

The objective of the seminar was to provide delegates with a better understanding of the PEFC programme and the importance of chain of custody certification for those manufacturing and trading in paper-based products. It was held in response to growing demand for information about the PEFC sustainable forest management certification programme as an increasing number of consumer-facing publications are now printed on PEFC-certified paper and carry the logo to prove it.

The seminar kicked off with a buffet lunch before

commencing with the first of five presentations. PEFC UK Director Ross Bradshaw introduced the PEFC programme, Jonathan Tame of Howard Smith Paper Group, talked about increasing demand for certified paper, while Gary Smith of Redactive Media Group and Elaine Pooke of English Heritage highlighted the growing need to print publications on environmentally

sound paper stocks – be it certified virgin fibre or recycled. The final presentation from Alasdair McGregor of BM TRADA, talked delegates through the chain of custody certification process.

The afternoon concluded with a lively panel discussion, when delegates had an opportunity to put questions on a range of topics to the speakers. If you were unable to attend the seminar but would like a copy of the presentations, please email hilary.khawam@pefc.co.uk.



Alasdair McGregor



Over a hundred delegates registered for the seminar

Summer 2009: Consultation Time for PEFC

In July and August PEFC both at home and internationally will be involved in a series of consultation exercises covering a range of important topics and developments.

The PEFC Chain of Custody Standard is now reaching the closing stages of its two-year revision process and the final draft is now available for public consultation. It is hoped that all stakeholders including users, Certification Bodies and other interested parties will respond so that the new documentation will deliver a sound programme which clearly sets out the requirements for an efficient and transparent process. As part of this exercise, following a submission from the International Trade Unions concerning the inclusion of a series of requirements on the social and labour requirements within the chain of custody standard, consideration is being given to this aspect. Full details can be downloaded at www.pefc.org under the Public Consultation section.

PEFC Council has recently commenced the

revision process of the PEFC requirements for standard setting, which govern the procedures for the development of national forest management standards and schemes and the PEFC global requirements for forest management standards, which define sustainable forest management and are used for the purposes of forest certification

Closer to home, the UK Forest Certification Standard (UKWAS) has now begun its second revision, a process which will continue over the next two years. This revision also coincides with the current revision process of the UK Forest Standard, an exercise being lead by the Forestry Commission.

If you would like further information on any of these consultations, please contact William Walker at info@pefc.co.uk who will be pleased to advise and discuss further.

PEFC UK Holds AGM

PEFC held its Annual General Meeting in London in June with a cross section of PEFC's diverse membership attending to hear Chairman Peter Latham present the organisation's Annual Report.

As 2009 sees the 10th Anniversary of the establishment of PEFC, he reflected how far the organisation has come and how much it has achieved. Since its inception in 1999 as the Pan European Forest Certification scheme, 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 schemes across the globe. The 220 million certified hectares managed by these member schemes are now delivering millions of tonnes of certified material into the global marketplace to meet the ever increasing demand for certified wood products. At present,

the global tally of chain of custody certificates is fast approaching 5,000 and over 30,000 logo licences have been issued.

The UK has played a major role in this success story. In February this year PEFC UK reached the milestone 1,000 chain of custody mark – 20% of the global total. There has been a corresponding growth in demand for the use of the PEFC logo with over 800 licences now being issued to UK companies, with demand for chain of custody remaining buoyant despite the challenging economic climate. To mark another successful year for PEFC in the UK, the Annual General Meeting was followed by a reception aboard the S. B. Lady Daphne, one of the most famous of London's classic wooden vessels still sailing which proved to be a popular choice of venue for timber enthusiasts.

NEW PUBLICATION

In May PEFC published a revised edition of its Directory of Certified Printers. The publication now lists over 400 UK printers who have obtained PEFC chain of custody.

If you'd like to ensure that your company's publications are printed on PEFC-certified paper by a certified printer and would like a copy of the Directory, please email hilary.khawam@pefc.co.uk.



FORTHCOMING EVENTS

NOVEMBER

MediaPro 09

London 4-5 November 2009
For further details email tom.vine@firstcitymedia.co.uk

PEFC General Assembly

Paris 12-13 November 2009

JANUARY 2010

Paper World, Frankfurt

30 January - 2 February 2010
For further details please visit www.paperworld.messefrankfurt.com/frankfurt/en/home.html

PEFC CONTACTS

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