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In February PEFC announced that the growth of its programme in the UK has reached a landmark milestone, with the award of its 1,000th Chain of Custody certificate.

Fine arts and social stationery publisher **Woodmansterne** became the latest company to join the PEFC programme, with its Watford production facility being awarded a Chain of Custody certificate. Founded in 1953, originally as a publisher of colour slides, family-run Woodmansterne introduced its first greetings cards in 1987, and its products are now distributed across some 25 countries worldwide.

The rapidly increasing demand for chain of custody certification within the print sector demonstrates that environmental responsibility is clearly of growing importance to end-users, publishers, printers and converters. By ensuring that the paper they use comes from certified forests and undergoing Chain of Custody certification, printers can be confident in their supply chain and are able to meet customer expectations on environmental provenance.



Paul Woodmansterne, Managing Director of Woodmansterne Publications



1000 UP

Print Media Management Roundtable discussions

According to a recent survey published last month (2009 Environment Report) by PrintWeek 20% of printers in the sample considered that environmental standards and policies had been **very important** in winning print contracts while 33% of printers considered that environmental standards and policies had been **important** in winning print contracts. In addition, 19% of printers stated that more than 50% of their jobs are specified on FSC or PEFC paper. So as demand for certified paper is rising in the print sector, it

seemed timely to engage with one of the key trade journals.

So earlier this year, PEFC participated in two roundtable events hosted by Print Media Management magazine. The first in January sought to bring together representatives from print, agency, paper and the certification sectors to exchange views about attitudes to the environment and its cost to business and consumers. The output was covered in the magazine's February issue.

The focus of the second discussion was chain of custody certification for the print and paper sectors. BM TRADA represented the auditing sector, while PEFC Director Ross Bradshaw and Charles Thwaites, FSC's Executive Director spoke for the certification schemes. Matthew Botfield of Antalis brought a paper merchant's perspective to the proceedings while Print Media Management's Editor, Andy Knagg, bravely risked repetitive strain injury writing it all up for the April issue.



CHANGE TO GOVERNMENT TIMBER PROCUREMENT POLICY

The government's timber procurement policy has recently changed. From 1st April the policy now requires that all timber and timber products should come from independently verifiable legal and sustainable sources, or is FLEGT-licensed.

FLEGT (Forest Law Enforcement, Governance and Trade) is an EU initiative to support countries to address illegal logging. A central component of FLEGT will be a licensing scheme between producer partner countries and the EU.

The government's procurement policy is mandatory for all central government departments, executive agencies and non departmental government bodies. It is also applicable to PFI (Private Finance Initiative) projects and other public sector bodies such as local authorities who have voluntarily adopted the policy. The requirements apply

to all timber and wood-derived products used on the government estate such as paper furniture and construction timber, including temporary site works and material supplied by contractors.

Government buyers will need evidence from contractors that the products they supply comply with the policy requirements for legal and sustainable timber. This evidence should cover both the source of the timber (chain of custody) and proof that this source is legally and sustainably managed. This evidence can come in two forms:

- Category A evidence - independent certification of the timber and timber products by any of the forest certification schemes that meet the policy requirements such as PEFC and FSC.
- Category B evidence - alternative documentary evidence that provides assurances that the source is legal and sustainable. The CPET website provides more information on how Category B evidence can be collected and evaluated.
- FLEGT-licensed timber will all be accepted under the policy.

CPET – the Central Point of Expertise on Timber Procurement (CPET) is funded by Defra to provide free advice and guidance to all public sector buyers and their suppliers and contractors to support compliance with the timber procurement policy.

Further information and more detailed guidance are available at the CPET website:

www.proforest.net/cpet/change

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Defra Consultation on a European Commission Proposal for a Regulation of the European Parliament and of the Council laying down the obligations of operators who place timber and timber products on the market

Defra have released a public consultation to seek views on the draft European Commission proposal 5036/09: Proposal for a Regulation of the European Parliament and of the Council laying down the obligations of operators who place timber and timber products on the market (known as the Due Diligence Regulation). The Proposal was published by the European Commission in October 2008, and aims to put in place a new risk-based approach to tackling

the illegal timber trade, through a requirement of due diligence to be applied by operators placing timber or timber products on the EU market for the first time. The UK is considering a possible strengthening of the Regulation to include a prohibition on the import of illegal timber. Views would be welcome on this possible approach.

The deadline for this consultation is 8th May 2009. For further information visit:

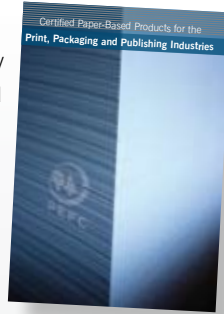
<http://www.defra.gov.uk/corporate/consult/ddr/index.htm>



RESPONSIBLE PROCUREMENT SEMINARS...

...for the Print and Publishing sector

According to a recent PrintWeek survey, 73% of print buyers in the survey sample claim to have specified certified paper stock in the past year and more than a quarter consider the environment **as important as price** when placing a job. It is therefore no surprise that demand for certified paper is on the increase, despite the current challenging economic climate. In response to growing demand for information on PEFC chain of custody certification for the print and publishing sectors, PEFC will be therefore be hosting a seminar **in London on 17th June 2009**.



The topics covered in this seminar are likely to be of interest to those working in a range of disciplines within the print and publishing sectors; printers, print buyers and magazine and book publishers.

...for the Furniture sector

With consumers, public authorities and corporate procurement professionals increasingly seeking assurances on the environmental origin of the goods they buy, the most effective way to guarantee that the wood-based furniture products originate from legal and sustainable sources is by sourcing from independently certified forests. PEFC will be hosting a seminar **in London on 12th May 2009** designed increase understanding of the PEFC programme, both in the UK and globally and the importance of chain of custody certification for those manufacturing and trading in wood products.



The seminar will begin with a buffet lunch before commencing with the first of four presentations. The afternoon will conclude with a moderated panel discussion, when delegates will have an opportunity to put questions to the panel of speakers. The topics covered in this seminar are likely to be of interest to those working in a range of disciplines within the furniture sector; corporate social responsibility practitioners, those charged with developing and implementing corporate environmental policies and those with procurement responsibilities.

If you would like further details of these events, please e-mail hilary.khawam@pefc.co.uk

FORTHCOMING EVENTS

MAY

PEFC Responsible Procurement Seminar for the Furniture Industry

12 May 2009

Please register your interest via email: hilary.khawam@pefc.co.uk

JUNE

PEFC Responsible Procurement Seminar for the Print and Publishing Industries

17 June 2009

Please register your interest via email: hilary.khawam@pefc.co.uk

PEFC UK Annual General Meeting and Reception

23 June 2009

Details will be sent out to members very shortly.

Chatham House Illegal Logging Update and Stakeholder

Consultation Number 14

23-24 June 2009

For details see: http://www.illegal-logging.info/item_single.php?item=event&item_id=156&approach_id=8

PEFC Press Breakfast

Engaging with the trade press is one of the most effective routes to spread the PEFC message to a wider audience. So in February, PEFC hosted a press breakfast for journalists from the paper, print and publishing trade press at the Institute of Directors. The seminar aimed to increase journalists' understanding of the PEFC programme, both in the UK and globally, gain a better understanding of the importance of chain of custody for paper purchasers and distributors and PEFC's future plans and challenges. PEFC Director Ross Bradshaw presented the PEFC programme at national level while Secretary General Ben Gunneberg focused on the international picture. Williams Lea, the UK's largest print management company, represented by Christopher Rigg and Lee Henderson of James McNaughton talked about their companies respective paper procurement policies.



Left to right, Christopher Rigg, Ben Gunneberg, Andy Scott, Ross Bradshaw and Lee Henderson

The event was judged a great success and we were grateful that despite the testing weather conditions that prevailed in early February, journalists from ten of the leading trade publications battled through the snow to be there.