



PEFC: SUSTAINABILITY

FOR PACKAGING PROFESSIONALS



“ Consumers [...] look to certification seals or labels on product packaging as the most trusted source of information about whether a product is environmentally and socially responsible. ”

The Regeneration Consumer Study

The Glenrothes is bottled only when at its peak of perfection and ready to be savoured. This philosophy is embodied in our limited release Vintages as well as in our Reserve selections: each a marriage of mature Glenrothes from different years.

At The Glenrothes we know we alone cannot save the rainforests, but we do try to reduce our impact on the environment where we can. The board for our cartons is made from 100% primary unbleached fibre from sustainable forests.



PEFC, the Programme for the Endorsement of Forest Certification, is **the world's leading forest certification system.**

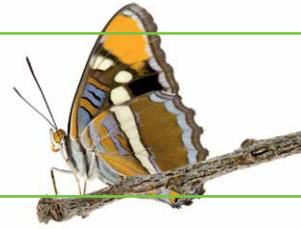
More than 250 million hectares of forests are certified to PEFC's internationally recognized Sustainability Benchmarks, supplying almost 16,000 Chain of Custody certified companies with responsibly sourced timber and wood-based products such as packaging.

PEFC was founded by **small- and family forest owners** to demonstrate excellence in sustainable forest management.

“ Global forest products companies of the World Business Council for Sustainable Development (WBCSD) recognize that reducing forest loss and degradation is a global, societal priority requiring immediate and concerted action. WBCSD members are committed to promoting certification to forest owners, encouraging full utilization of existing forest certification systems, such as PEFC, throughout the forest products value chain. ”

James Griffiths, Managing Director, WBCSD

PROVIDING CUSTOMERS WITH A RESPONSIBLE CHOICE



From small and medium enterprises to global brands, more and more companies are looking to demonstrate that the fiber they use in their packaging comes from a certified sustainable source. They are **responding to an increasingly discerning market place, which expects products to address environmental, social and ethical concerns.**

The Consumer Goods Forum (CGF) is one of the largest global industry networks that brings together more than 400 retailers and manufacturers. CGF members have pledged to achieve zero net deforestation by 2020. In support of its goal, the CGF has published guidelines recognizing the importance of sourcing forest products sustainably. This guidance encourages companies to purchase products certified by, amongst others, PEFC, to help to promote sustainable forest management.

In collaboration with the CGF, the Banking Environment Initiative (BEI) has released the Soft Commodities Compact, a unique, client-led initiative that aims to mobilize the global banking sector to help to transform soft commodity supply chains, thereby helping clients to achieve this zero net deforestation goal by 2020 by means related to their business. For timber products, the starting point includes forest certification systems such as PEFC.

On the producer side, 26 of the world's leading companies along the forest products value chain, under the umbrella of the World Business Council for Sustainable Development (WBCSD), have issued a leadership statement, committing them to significantly scale up sustainable forest management, support and promote the expansion of forest certification, and grow markets for certified products.

These private sector sustainability initiatives are complemented by public procurement policies at both national and local levels, which require companies to supply responsibly sourced products. Such policies are over and above regulatory requirements such as the European Union Timber Regulation (EUTR) and the US Lacey Act, which require forest products to meet basic legal requirements.

Consumer-facing companies, and in particular global brands, are particularly eager to respond to **consumer expectations for wood-based products to be sourced with minimal impact on the environment and the world's forests.**

By obtaining PEFC Chain of Custody certification and offering PEFC-certified material, suppliers and manufacturers are providing their customers with a responsible choice, enabling them to fulfill market requirements and demonstrate their corporate commitment to sustainable sourcing.

PEFC CERTIFICATION AND LABELING



Labels communicate trust

Environmental labels allow companies to visibly communicate their commitment to responsible sourcing. This is becoming evermore important as consumers are increasingly conscious of the impact of their buying decisions. According to a recent global study, purchasing a product in environmentally friendly packaging is a key environmental action that consumers undertake: more than one third of consumers regularly search for environmental labels on food packaging, and 54% of the people surveyed said that they trust environmental labels¹.

Labels such as PEFC's are the most trusted source of information for consumers, ahead of media reports, consumer reports, and corporate sustainability reports, according to the Regeneration Consumer Study².

PEFC is an independent, not-for-profit organization promoting sustainable forest management through the certification of forests and the products that come from them. This is done through two separate but linked processes:

- **Sustainable forest management certification** assures that forests are managed in line with challenging environmental, social, and economic requirements – balancing people, planet and profit.
- **Chain of Custody certification** tracks wood from sustainable sources to the final product. It demonstrates that each step of the supply chain is closely monitored through independent auditing to ensure that unsustainable sources are excluded.

The **PEFC label is exclusively available on PEFC-certified products**. Supplying PEFC-certified products enables your customers to use the PEFC label. This will enable them to highlight their sustainability credentials to their customers. Finally, consumers will be able to clearly recognize and distinguish products and packaging that are made from responsibly sourced raw materials.

¹ www.tetrapak.com/DocumentBank/Environmental_Trends.pdf

² www.globescan.com/component/edocman/?task=document.viewdoc&id=51&Itemid=0

“ PEFC is the certification system of choice for small- and family forest owners globally. Many of them, like me, look for the PEFC label on products to see if the manufacturer is supporting us in our good work and endeavour to take care of our forests for future generations. ”

Lorenz Klein von Wisenberg,
International Family Forestry Alliance



Recognition of the PEFC label in selected markets

Country	Recognition %	Survey
Australia	15%	2012 (Mobium Group)
China	29%	2013 (Firefly Millward Brown)
France	20%	2013 (ifop)
Germany	32%	2013 (GfK)
India	15%	2013 (Firefly Millward Brown)

Numbers are based on prompted awareness

PEFC Sustainability Benchmarks for Forest Management include requirements on environmental, social, economic and ethical issues:

- Maintenance, conservation and enhancement of ecosystem biodiversity;
- Protection of ecologically important forest areas;
- Prohibition of forest conversions;
- Prohibition of genetically modified trees and most hazardous chemicals;
- Exclusion of certification of plantations established by conversions;
- Recognition of free, prior and informed consent;
- Provisions for consultation with local people and stakeholders;
- Respect for property and land tenure rights as well as customary and traditional rights;
- Promotion of the health and well-being of forest communities;
- Respect for the multiple functions of forests to society;
- Compliance with all fundamental International Labour Organization conventions and occupational health and safety requirements.

HOW PEFC CERTIFICATION CAN BENEFIT YOU AND YOUR CUSTOMERS

Meet expectations

- **Labels are the most trusted source of information by consumers** about whether a product is environmentally and socially responsible. By offering PEFC-certified material, you are enabling your customers to use the PEFC label.
- As PEFC Chain of Custody certification is aligned with regulatory requirements such as the EUTR and the Lacey Act, **it helps both you and your customers to demonstrate legal compliance.**

Secure supply

- As PEFC is the world's largest source of certified, sustainably managed forests, using PEFC-certified material enables you to **secure your supply of responsibly sourced material** and provides you with the assurance that the raw material used in your packaging originates from legal and sustainable sources.

Position your business

- PEFC certification contributes to your triple bottom line reporting and allows you and your customers to **demonstrate and value your company's commitment to sustainability.**



HOW TO PROVIDE YOUR CUSTOMERS WITH A RESPONSIBLE CHOICE

Your customers trust you to supply packaging and other forest-based material responsibly, which you can achieve through obtaining PEFC Chain of Custody certification and sourcing PEFC-certified raw material.

PEFC Chain of Custody certificates are issued by PEFC-recognized, independent certification bodies. They conduct on-site company audits and issue PEFC Chain of Custody certificates where PEFC's Chain of Custody requirements are met.

Once you have obtained your PEFC Chain of Custody certificate, you are encouraged to use the PEFC label as evidence of certified material to your customers.

PEFC requirements for Chain of Custody certification are widely known to be robust and effective, yet user-friendly and straightforward to implement.



More than 80% of consumers believe that companies which use environmental and sustainability claims for advertising purposes should be able to prove them.
Four out of five consumers consider independent certification programmes such as PEFC's to provide such proof. ”

Survey by the Association for Consumer Research (GfK)
on behalf of PEFC Deutschland e.V.

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