



PEFC FINLAND

– FINNISH FOREST CERTIFICATION COUNCIL

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PEFC Finland's
STRATEGY
2019-2021

PEFC Finland

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Introduction to PEFC Finland's strategy for 2019-21

PEFC (Programme for the Endorsement of Forest Certification) is an international forest certification system promoting ecologically, socially, economically and culturally sustainable forestry. Forest certification verifies that forests are managed and used sustainably. The PEFC logo indicates that the raw materials used in a product have been sourced from sustainably managed forests. The PEFC logo provides an option for consumers to choose a product that contains a sustainably sourced wood product.

PEFC certification ensures that sustainable forestry products have access to markets while increasing public confidence in forestry. PEFC certification ensures growing demand for the forestry product value chain.

PEFC certification advances universal social objectives for sustainability, providing citizens the opportunity to benefit and enjoy forests in line with Everyman's rights.

From a consumer perspective, PEFC certification means that the product is sustainably sourced.

PEFC Finland's strategy, updated in 2018 for the 2019-21 period, encompassing PEFC's values, mission, vision and strategic objectives and key targets, is described below.

Strategy 2019-2021

The strategy defines the values, mission, vision, strategic targets and key objectives for the main focus areas. The development of protocols and operating models, and recognising and eliciting commitment from stakeholders are incorporated into the implementation of the strategy.

PEFC's values

Our values guide the objectives, operations and practices of the entire organisation. The values steer our organisational culture of operations, steering our operations towards our objectives. These values ensure that our organisation is able to reinvent itself sustainably while ensuring profitability.

PEFC Finland's values are:

- Sustainability;
- Responsibility;
- Transparency;
- Reliability;
- Effectiveness.

Sustainability encompasses ecological, social, financial and cultural aspects. Promoting sustainability is the basis and purpose of PEFC Finland's operations. This is manifested as responsibility that characterises PEFC's approach to its duties.

PEFC's collaboration and interaction with interest groups is based on transparency. PEFC operates according to the principles of inclusion and equality.

PEFC's collaboration is based on reliability. Independent, transparent operations and chains of verification ensure the reliability of PEFC certification from the forest to the consumer.

The effectiveness of PEFC is based on setting clear goals, operating systematically and observing efficient protocols that enable a wider reach and participation.

Mission – what is our purpose?

Our mission addresses the question: “What is the purpose of our organisation.” The mission, however, is not necessarily goal-oriented.

PEFC Finland's mission:

“PEFC ensures the sustainable and multiple use of forests while providing any opportunity to make a more responsible choice.”

Vision: what we are looking to achieve by 2021

The vision is an objective towards which the organisation should be developed or a status to achieve.

PEFC Finland's vision for 2021:

“PEFC is the most recognisable and desirable guarantee of responsibility in forests and on the market.”

(Slogan: Responsibly from the forest.)

Strategic targets

Strategic targets are set for realising the vision. The targets are organisational, concrete items.

PEFC Finland's strategic objectives:

1. Increasing effectiveness
2. Advancing PEFC's recognisability and demand
3. Improving dialogue and collaboration with stakeholders
4. Developing international operations
5. Developing PEFC's foundations for operations

Strategic key objectives

These objectives ensure the realisation of PEFC Finland's strategic targets.

1. Increasing effectiveness

- We implement PEFC standardisation in Finland and communicate our work with efficiency and results;
- We ensure wide participation and dialogue among PEFC's standard setting working group;
- We enhance PEFC's effectiveness in ensuring the sustainable management of forests;
- We integrate ecosystem services and the multiple use of forest as part of silviculture and use of forests; and
- We emphasise the role of non-wood products in terms of silviculture and use of forests in the context of forest certification.

2. Advancing PEFC's recognisability and demand

- We will increase the number and coverage of chain of custody certificates;
- We develop our communications and marketing towards trade and consumers, and;
- We elicit the investment of companies in the visibility of PEFC and communications through partnerships and projects.

3. Improving dialogue and collaboration with interest groups

- We will crystallise the benefits of PEFC's solutions to value chain operators and stakeholders;
- We will increase dialogue with NGOs and the general public;
- We will communicate effectively and provide training for forest owners and other forestry operators;
- We determine key opinion targets and tailor our communications to target groups; and
- We will promote PEFC's role and opportunities in achieving the UN's sustainable development goals.

4. Developing international operations

- We reinforce partnerships and opinion leader networks internationally;
- We contribute to the quality of the international PEFC system and operations; and
- We seek to actively improve the efficiency of the PEFC network (PEFC Geneva office and member organisations).

5. Developing PEFC's foundations for operations

- We ensure that PEFC Finland enjoys active, effective collaboration with member organizations;
- We develop and expand PEFC's operations; and
- We reinforce PEFC's funding base.

Implementation of the strategy

The strategic key objectives and their implementation steer the planning, implementation and monitoring of the operations of PEFC, the board and the developing working group for 2019-2021. Action plans will be prepared and monitored for the implementation of strategic key objectives.

In order to avoid any delays in the implementation of the strategy, and to ensure that the implementation runs smoothly, the following must be observed:

- implementation is part of the board's routine operations;
- the balance between operations and resources is secured;
- members are actually committed;
- the strategy is realised through the everyday work of the members; and
- there is a clear protocol for monitoring the implementation of the strategy.