Sustainable Landscapes for Sustainable Livelihoods
PEFC Forest Certification Week
Bali • Indonesia • 14-18 November 2016

PEFC International updates

Ben Gunneberg, Michael Berger, Sarah Price, Thorsten Arndt, Fabienne Sinclair
Technical Unit

Michael Berger
TU processes

Technical Unit

01 Developing Standards / Documents
02 Managing Endorsement Process
03 Supporting Accreditation and Standardization
04 Managing Registration and Information System
05 Developing and Offering Trainings
06 Developing and Implementing Trademark Protection Strategy
07 Ensuring System Integrity
08 Delivering General Support/Service
09 Administrating the System
10 Supporting other Units
11 Attending other Meetings
12 Organizing Work
Developing standards and documents

- 7 Working Groups and 3 Task Forces for the standard revision
- Task Force for Emission Data Transfer Standard
Managing the endorsement process

Schemes endorsed 2016

Revised schemes of PEFC NGB members in:

- Slovakia
- Norway
- Russia
- Germany
- Malaysia (Plantation standard)
- Chile
- USA (SFI Program)

The newly developed scheme of our PEFC NGB member in Japan.
## Managing the endorsement process - ongoing assessments

<table>
<thead>
<tr>
<th>Country</th>
<th>Assessment stage</th>
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</thead>
<tbody>
<tr>
<td>Belarus</td>
<td>Assessment running, Final Draft Report in preparation</td>
</tr>
<tr>
<td>Italy</td>
<td>Draft Report delivered, commenting period scheme</td>
</tr>
<tr>
<td>Latvia</td>
<td>GA vote upcoming</td>
</tr>
<tr>
<td>France</td>
<td>Draft Report delivered, commenting period scheme</td>
</tr>
<tr>
<td>Czech Republic</td>
<td>Contracts signed, Fee paid, Assessment in preparation</td>
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<tr>
<td>Hungary</td>
<td>Contracts signed, Fee paid, Assessment in preparation</td>
</tr>
<tr>
<td>USA (ATFS)</td>
<td>Application for assessment submitted</td>
</tr>
</tbody>
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Developing and offering trainings

Chain of Custody Auditor Training

Case study
• Launched at Members Meeting 2016
• Used in online auditor trainings
• Positive feedback: difficult, challenging!
• Good basis for discussing critical chain of custody issues

Further developments
• PEFC Intro (early 2017)
• Formal Test (early 2017)
• Expectations from an auditor – explain video
Developing and offering trainings

NGB Qualified Trainer Program (QTP)
• 17 NGBs participating
• Witness audits, QTP framework, test 😊

Upcoming
• Accreditation body training (18-19 Jan, Geneva)
• Online Chain of Custody auditor - Q1 2017 - Share with your network of certification bodies!
• Continuation of PEFC Training Recognition Program (TRP)

Challenges (mid term)
• Developing the new training program based on revised standards!
Trademark protection strategy

Broadening the PEFC Trademarks protection

- New registration and new classes covered
- Trademark monitoring
- PEFC Logo Usage Standard

Trademark

- Pilot Tracking online usage of the PEFC Logo
  - 1000 hits, 200 analyzed, 40 misuses detected, 75% by potential certified companies

- Registration
  - Analysis and follow up
  - New registration in new countries
Supporting accreditation and standardization

**International Accreditation Forum (IAF)**
- Liaison in PEFC Working Group 2: Group certification
- Preparation for Technical Committee in April

**European co-operation for Accreditation (EA)**
- Implementation of EA 1/22: EA Policy for Conformity Assessment Schemes

**International Organization for Standardization (ISO)**
- ISO PC 287 for ISO Chain of Custody Standard
- ISO WG 42 for revision of ISO 17011
- ISO PC N.N.: Horizontal Chain of Custody
  - ISO – 2/3 approval votes and at least 5 participating members, being Australia, Hungary, Indonesia, Sweden, Thailand, Netherlands and the United Kingdom
Administrating the system

General administration of the PEFC scheme

- General tasks regarding notification, logo license issuance
- Logo approvals
- Transfer of the administration of the scheme to new members
- PEFC Registration and Information System:
  - Data quality exercise
  - New functionalities and users
- PEFC figures
Administrating the system

Complaints

Three formal complaint letters received and processed:

• EIA against Schweighofer
• BWA van Assen against AJA Indonesia
• STIEU (trade union) against SFI (Malaysian company)
Projects and Development

Sarah Price, Rémi Sournia and Richard Laity
Key highlights

• Scheme Development support: 18 countries
• Regional Initiatives: Congo Basin, Balkans, Southeast Asia, Asia and South America
• Collaboration Fund selected great 6 projects
• New members, projects, funding and partnerships…
Supporting scheme development

As of June 2016

- **PEFC members with endorsed systems**
- **PEFC members progressing towards endorsement**
- **Countries actively developing systems**
Congo Basin

Continual progress in getting PEFC-recognized certified forest in Congo Basin!

- Gabon – first certificates expected in 2017: 3 companies, 2 million ha
- Cameroon – scheme nearing completion; submission expected early 2017
- Congo – study completed; NGB soon to be formed

Regional Approach to Scheme Administration– ATIBT on board to lead the initiative. Funding options currently being pursued.
Southeast Asia

PEFC has a critical mass in the region!

• Members & Associates have mobilized to represent at many key events, strengthening the position of PEFC in the region
Join PEFC at the Asia-Pacific Forestry Week 2016!

Come and discuss collaboration opportunities with PEFC International and our members and stakeholders from throughout the Asia-Pacific region.

Side events

Emerging governance mechanisms in ASEAN: supporting improved quality infrastructure for forest sector legality and sustainability initiatives

Gathering relevant stakeholders across Asia-Pacific to develop a regional program for improving auditing, certification, accreditation, standards and scheme development.

Holiday Inn, 9am-1pm, 24 February 2016

Positive impacts from private sector investment in communities and smallholders: the forest production systems of the future

Showcasing three successful models from Southeast Asia: direct cooperation in Laos, supporting out growers in Thailand, and providing good market conditions in Vietnam.

Holiday Inn, 9am-Midday, 25 February 2016

For more information about the events, please contact Richard Luby at richard.luby@pefc.org

To register for the Asia-Pacific Forestry Week, go to JMP/APFW2016

PEFC - Programme for the Endorsement of Forest Certification

www.pefc.org
Key focus areas in SE Asia

• Working to further integrate PEFC into ASEAN cooperation

• Strengthening the synergies between PEFC Certification & FLEGT activities

• Supporting the emergence of inclusive smallholder certification

• Fund mobilization – especially for national partners
Balkans Program

- Regional project to increase knowledge and forest certification
- Share experience from Macedonia, Montenegro, and Slovenia
- Foster cooperation through the region on certification & scheme development
- Emphasize the interest of small forest holders
- First focus on Bulgaria and Croatia
- Applied for Life+ funding for project in Greece with PEFC Italy & local Consortium
South America Promotions Initiative

National Marketing Plans

Regional Cooperation

Promotions Activities

Tools & Materials

Partners: PEFC Argentina, Certfor Chile, Cerflor Brazil, PEFC Uruguay, and PEFC Spain (coordinator)
PEFC Collaboration Fund

Quick Facts

- 43 proposals received
- GREAT project proposals!!!
- Diverse activities in over 30 countries presented
- ~25% proposals from PEFC Members & members in progress
- 6 Projects selected

2016 Selected Projects!

1. Building Capacity within the Thai Forestry Community
2. Deploying Landscape Management Plans in the Red Hills of Florida
3. Exploring the Potential of Forests in Fashion
4. From the Forest to the Market: Promoting Forest Certification in Korea
5. Preparing South Africa’s Small-Forest Owners for Certification
6. Supporting Stakeholders to Develop the Filipino Forest Certification System
PEFC Collaboration Fund projects
Innovation & networks

Trees outside Forest:
• From Scoping & Expert Group (2014/15) ---To Research & Networking --- To Standards Revision ---To Task Force --- to Technical Development....
• Pilot Projects

Landscapes:
• Reinforcing PEFC’s contribution to this priority policy space

Networks:
• Tropical Forest Alliance, NODE, ATIBT, IUCN, STTC....
Leveraging investment in projects
2017 priorities

*Realizing Impacts*  
*Strengthening*  
*Scaling Up*

- Continuing to welcome and strengthen new PEFC members + new national systems
- Attracting larger sums of funding for PEFC, Members/ Partners & Projects
- More high profile promotion & recognition of PEFC’s approach
- Stimulating and delivering innovation within PEFC
Communications and advocacy

Thorsten Arndt & Hannah Price
New-look Annual Review - shorter, more images, less text.

Focused on a few key stories/activities, rather than everything we did in the year.

Great contributions from members – thank you!
PEFC Group Certification

• Aimed at promoting Group CoC to smaller companies

• Based on existing content, with additional content specifically for SMEs

• Developed jointly with PEFC UK.
Asian Timber - Certified

- Supplement of Asia Timber magazine
- Demonstrating the growth of PEFC especially in Asia
- Following the 2013 success
- Promoted Chain of custody certification & paved way for PEFC Forest Certification Week
The Standards Reporter

This report covers the Programme for the Endorsement of Forest Certification’s (PEFC) 4th Forest Certification Week held in Montreux, Switzerland, from December 2-4, 2015, where 110 participants from 50 countries came together to discuss sustainable forest management (SFM) and developments associated with the PEFC system. National governing bodies (NGBs), certification and accreditation bodies, academic institutions and representatives from the timber, pulp and paper industries were represented. The theme of PEFC’s International Standards 2016 is ‘sustainability’, as certification will be an important vehicle for realizing—and tracking—progress towards global development priorities such as the Sustainable Development Goals (SDGs) and the International climate agreement reached at the 21st Conference of the Parties (COP21) UN Climate Change Conference. PEFC endorses national forest certification systems that have demonstrated compliance with their globally recognized Sustainability Benchmark. National forest management standards must be tailored to country-specific priorities, as defined through a multisectoral, consensus-driven process.

Day 1: Progress Update

Over 26.7 million hectares of forest are certified PEFC’s internationally recognized Sustainability Benchmark. The most significant growth in certified hectares came from China, Sweden and Canada in 2015 with the inclusion of large forest areas in Russia planned for 2016. The PEFC “family”, composed of 41 national systems in 60 member countries, officially welcomed its newest country members, New Zealand and India, at its 20th General Assembly. Hungary is expected to join in early 2016, while Thailand, Guatemala, South Africa, Ghana, South Korea, Nepal and others are in the process of pursuing membership. PEFC’s Chain of Custody (CoC) certification, which tracks sustainably sourced forest-based materials to final products, grew by 3.2 per cent in 2015 and now covers 17,043 companies.

Technical Workshops

The week began with a technical workshop on group certification. Representatives from South Africa, the United States and Southeast Asia first shared their experiences with this approach. Participants then broke out into small interactive groups. Group certification was lauded by many country representatives for its importance to their smallholders, notably by countries currently developing their national forest management standards, including Guatemala, Vietnam, Ghana, South Africa, South Korea, Nepal and others. PEFC also group certification projects are ongoing in Vietnam, Thailand, Nepal and Malaysia.

Group Certification: Adding Value for Smallholders

While large companies owning or managing forests can absorb certificated products, smallholders—often managing the world’s forests—often find it unfeasible. Yet, in this respect, PEFC developed and popularised the group certification approach over a decade ago, to enable small forest landowners to work together and share costs, responsibility and knowledge. Nearly 1 million small forest owners have PEFC certification.

Technical Workshops

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Richard Line, Projects and Development, PEFC International, offered perspectives from South Africa, where 7.6 million people are forest smallholders in spite of the significant value of the forest industry in this region—USD 9 billion/year with an annual production of 18.4 million m³—smallholders face significant barriers to trade and market access when they are not certified. In this context, group certification provides a very real mechanism for market access and improved livelihoods.
New slides

Organizational responsibility

Technical infrastructure

PEFC complaints mechanism

Certification in forest management – who drives requirements?

Certification in the market place - who secures demand?
**PEFC – Your Assurance of Responsible Paper Sourcing**

- The PEFC label provides assurances of responsible sourcing.
- PEFC promotes sustainable forest management.
- PEFC is the world’s largest forest certification system.
- An alliance of 38 national forest certification systems.
- Delivering impacts in the forest.
- Supplying 10,000 certified companies around the world.
- System of choice for small-scale forest owners.
- 268 million hectares of certified forests.

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**Why Forest Certification Matters**

- Helps prevent illegal logging.
- Maintains and increases the health and vitality of forest eco-systems.
- Promotes safe working conditions.
- Protects ecologically important forest areas.
- Promotes the long-term well-being of forest communities.
- Recognises the role forests play in rural development.

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**Why Use the PEFC Logo?**

- More than 80% of consumers want companies to label certified products.
- Communisis is a PEFC-certified company.
- PEFC is recognised by the Consumer Goods Forum.
- PEFC is recognised by the Banking Environment Initiative.
- Communisis can apply the PEFC label on printed products.

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**Global Growth of the PEFC Alliance**

- PEFC members with endorsed systems.
- PEFC members progressing towards endorsement.
- Countries actively developing systems.

*As of February 2016*
Online

- 284k sessions
- 170k users
- 1.2 million pageviews
- 5 pages/session
Some of the other things we do online

- Two new microsites
- **PEFC Week**
- **Standards Revision**
- The latest member website using the international template under development
- **Argentina**
- More than 8,500 accounts on the Label Generator and a new label!

- Twitter (9,166+), Linkedin (2,814+), Facebook (1,999+)
- Digital engagement
Information architecture
• User needs analysis
• Analytics review
• Content review
• Competitive review
• Tree testing
  • 80%: better than current website
  • 58%: (very) easy to find information
  • First-level navigation confirmed
  • Reduce complexity of 2nd level

• Interaction design
• Wireframe design
• Website design
• Backend development
• Launch (Q2/2017)
PEFC Forest Certification Week
Not forgetting the other events...

Members Meeting 2016
Consultations/Assessments

TPAC
Timber Procurement Assessment Committee

TOKYO 2020
CANDIDATE CITY

Biodiversity Indicators Partnership

BREEAM

United States Environmental Protection Agency

cradletocradle
Podio

- Total of 134 members in Employee Network
- On average about 100 “logins”/week
- 37 workspaces with more than 10 members
- New workspaces including:
  - Standards revision
  - CoC FAQ
  - Global CRM
- Non-disclosure agreement
- Training, user guide, videos
- Digital asset management
Statistics surveys

Double certified area
• 2012: 36,939,820
• 2016: 69,242,091 (+87%)

<table>
<thead>
<tr>
<th>Percentage of total area</th>
<th>PEFC</th>
<th>FSC (in countries with PEFC area)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>15%</td>
<td>29%</td>
</tr>
<tr>
<td>2016</td>
<td>24%</td>
<td>44%</td>
</tr>
</tbody>
</table>

PEFC-certified forest owners
• 796,192

(data limitations: some figures are estimates; different reporting deadlines)
What reassures you most that environmental considerations have been taken into account?

- Label certifying ethical... 54%
- Country of origin ("Made in...") 30%
- Brand 24%
- Recommendations of... 17%
- Media recommendation - TV, ... 16%

PEFC (ASF / CERFLOR / CFCC / SFI)
15 23 49 7 6
Mean Value 3.4

FSC
14 24 49 7 6
Mean Value 3.3
2017 PEFC Global Consumer Survey

- Sample: 1,000 people aged 16+ years/country
- Questionnaire: Evolution of 2014 survey (9 questions
- Timing: Q1/2017 (?)
- Provider: 2014: GfK (?)
- Method: GfK GLOBO BUS® – ONLINE
- Costs: ~6.000 EUR/country
- Participants 2014:
  - Australia
  - Austria
  - Brazil
  - China
  - Finland
  - France
  - Germany
  - Italy
  - Japan
  - Spain
  - Sweden
  - UK
  - USA

Contact t.arndt@pefc.org to participate
Photo Contest

Improve social media engagement
Obtain high quality photos
Low (or no) cost

PEFC International:
• Technical set-up
• Communication materials
• International prize

Members:
• Communicate
• Select winners
• National prize

Join the PEFC Photo Contest Campaign 2017

Experience Forests,
Experience PEFC
TTJ award
Marketing

Fabienne Sinclair
To foster synergies, ease promotion of PEFC and close the gap between mature and new members.

- Forests Matter - outreach video
- Trade Fair checklist
- Outreach presentation
- PEFC at a Glance
Training tool at your disposal

Influencing Fundamentals e-training: to increase our capability in promoting PEFC in outreach meetings

- Theory basis of “selling” with PEFC relevant examples and BONUS documents to download.
- Available free of charge to all National Members and their employees
- Around one hour, can be repeated
- Recommend to do individually first and as a team next
- 83 login passwords distributed
- Additional licenses available

➢ Do register your team members

https://pefc.reflact.com/
Training tool at your disposal

6 modules

Easy navigation

Click “Restart” on any modules you want to repeat
Training tool at your disposal

Interactive

Relevant
Intense outreach schedule - packaging

Brand owners:
- Reputational risk due to campaigners still an issue
- Companies appreciative of educational PEFC update and open discussion about the systems
- Frustration expressed concerning “systems war”
- Increasing demand of certified material

Output since:
- P&G and McDonald’s engaged in the PEFC International standards revision
- SC Johnson revised their procurement policy
- Nippon Paper Group using PEFC logo on drink cartons
**Intense outreach schedule - other opportunities**

**USA Others:**
- Guess developing timber & paper procurement policy
- BIEC invited Ben to speak at annual publishing BMI conference

**Finland - Top line summary:**
- More marketing coordination & simplified materials
- Reach out for feedback

**Vienna:**
- WestRock staff training
Intense outreach schedule - other opportunities

- Relationship development handed over to respective National Members
- Important opportunities in Japan with SGEC launch
- Understanding companies challenges and early wins
Latest products exhibiting PEFC logo
Packaging Marketing Initiative (PMI)

2014-2016 plan review
- Clusters need to strengthen their synergistic planning & actions
- Challenges to get one on one meetings
- PEFC Alliance business intelligence and perseverance are key

New strategy from Q1 2017:
- Premium contacts approach
- Across key sectors, not solely packaging
- Synergy in targeting a company
- One on one meetings for best quality impact
- Leverage different channels to increase network
- New Members encouraged to join
2017 priorities

*Access to Market*
*Increase Demand* *Facilitate*

• Increase PEFC supply via new Chain of Custody certified companies

• Grow PEFC demand by ongoing promotion and outreach with brand owners

• Tools in development:
  • Chain of Custody video
  • PEFC Essentials web based training
Coffee time

...and see you after the break!
Looking back on 2016

- PEFC Policy Conference & EU Stakeholder Dialogue
- EU Collaborative cluster 1st meeting
- EU Policy issues overview
  - EU ecolabels /EU Green Public Procurement guidelines /new Public Procurement directive
  - EUTR and FLEGT Action Plan
  - EU Sustainability criteria for Biomass
  - EU SFM and Forest Europe

- What’s next? (2017)
PEFC EU Policy Conference

“PEFC being a multi stakeholder organization setting standards globally for Sustainable Forest Management, the PEFC policy conference was the ideal forum coming at an ideal time for us to share with all interested parties, the first results of the consultation on biomass sustainability.”

Jean-Eric Paquet
Deputy Secretary General
European Commission
“As newly appointed Director General of CEPI, I was very happy to participate to the PEFC policy conference as a panelist, I have been impressed by the quality of both the audience and the speakers. I am happy to see PEFC increasing its policy work here in Brussels.”
PEFC EU Policy Conference

Measurable impact on our target audience: The EU political scene on sustainable forestry and ecolabeling

• Over 90 participants representing the whole range of actors: Major Industry organization, EU and non EU States representatives, NGOs, EU Commission

• High level speakers and panelists from major intuitions and stakeholders (FAO, EU Commission, NGO)
Because of the presence of the EU institutions absolutely all actors of forestry policy and ecolabeling worldwide are represented in Brussels

- Over 15 International stakeholder members or potential in a closed session

- Mainly general updates on PEFC activities and development + specific topics based on participants questions

- A new membership application and two others in process
EU Policy Collaborative Cluster

First session at Members Meeting, April in Geneva (objectives)

• Ensure targeted diffusion of intelligence gathered by EU office to relevant/interested PEFC members

• Help identify and prioritize issues and topics to be followed up by EU office

• Help elaborate and coordinate input and position of PEFC on EU policy issues

• Ensure coordination between PEFC EU office and NGBS in EU member states regarding implementation of EU policies at National level

• Exchange of information and best practices regarding EU Policy and regulatory affairs

• Discuss strategy of PEFC positioning in EU policy
EU Policy priority issues

EU ecolabels & EU Green Public Procurement guidelines (GPP)/ New Public Procurement directive

- EU Ecolabel and GPP Paper Products Standardization Working Groups
  - Ecolabel criteria covers the whole lifecycle
  - The criteria relevant for PEFC is “fiber sourcing” common to all paper products

- New Public Procurement directive
  - Article 43 on environmental requirements and label(s)
  - Transposition April 2016
  - No direct threat but need to monitor the national implementation
EU Policy priority issues

EUTR and FLEGT Action Plan

• Internal and external assessments advocate for a better recognition of “private certification”

• PEFC is involved in revision and review process (PEFC position paper on EUTR) to support this better recognition

• PEFC Policy Conference session on FLEGT is contributing to raise our profile and credibility
EU Policy priority issues

EU Sustainability Criteria for Biomass

• PEFC has recognised internally that it is a sensitive issue due to the diverse opinions of PEFC stakeholders

• PEFC will defend the positive role of certification and the concept of SFM if required

• Activities such as PEFC Policy Conference session on biomass allow to position PEFC as a consensus building forum
EU Policy priority issues

EU SFM (EU Forest Strategy) and Forest Europe

• Discussion on SFM as part of the EU Forest Strategy is closed
  • No tangible outcome
  • SFM is now a part of the debate on sustainability of biomass

• Forest Europe the Presidency is now held by Slovakia
  • PEFC wants to support to the political process and the recognition of the criteria & indicators
  • Most EU organizations of foresters and forest based industries have stated support to FOREST EUROPE in an open letter in October 2016
What’s next? (in 2017)

• Business as usual on the Policy Priorities
• Consolidate the EU collaborative cluster
• Organize a Brussels event probably of a different kind
• Install the EU stakeholder Platform
• Increase capacity in terms of EU fundings and programs
Thank you!
Discussion time!

Any questions?
Standards revision update

Michael Berger
Lunchtime

...and see you after the break!