



## NEWSLETTER

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PEFC Austria – Pan-European Forest Certification Austria – is a common initiative of family-owned forestry operations, wood processing companies, environmental groups and trade unions for the labeling of wood from sustainably and carefully managed forests. The PEFC certification scheme goes back to the Environmental Conference in Rio and is based upon the resolutions passed in the Ministerial Conferences on the Protection of Forests in Europe (Helsinki 1993; Lisbon 1998) by 37 nations in the course of the Pan-European Process. Independent, noted certification bodies ensure that forests are managed in an ecologically sustainable manner according to high PEFC standards. Currently, 52.3 million hectares of forest have been certified in Europe, around 3.96 million hectares of which are located in Austria. This makes PEFC the world's largest forest certification scheme that functions transparently and credibly on the basis of democratic principles

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#### Austria

##### 250<sup>th</sup> Forestry Operation Certified

Recently the 250<sup>th</sup> forestry operation was PEFC-certified in Austria. Johann Raffler's enterprise in Weißkirchen combines timber trade and shipping with a tree nursery. The

shipping is done exclusively with a roundwood freight truck, whereas any other transportation services are subcontracted from other enterprises. Mainly spruce trees and larch trees are grown in the tree nursery located in the provinces of Styria and Carinthia. Production comprises around half a million plants annually. Domestic roundwood trading concentrates on spruce, fir and larch for the sawmill and paper industries. The forestry operation supplies the Gusswerk sawmill with fir trees which are cut from September to February in the waning phases of the moon. The timber is used for building houses. This type of marketing gives the supplier a chance to get a good price for fir trees. "Due to PEFC certification, I can also make a small contribution towards the fact that using timber is not considered one and the same thing as clear-cutting, but concerns economics and sustainability, instead," stated Johann Raffler regarding his decision to join the pan-European certification scheme.

**Information:** Ing. Johann Raffler, [g.raffler@gmx.at](mailto:g.raffler@gmx.at)

##### PEFC Shopping Guide

There is a great demand for PEFC-certified products. We are receiving an increasing number of inquiries from potential customers regarding certified wood products and their

sources. In order to facilitate contact between the forestry operations and their customers, PEFC Austria has decided to publish a virtual shopping guide. This should serve as a guide for all consumers, including B2B customers, in particular. The PEFC shopping guide will be accessible on an individual site in the scope of our homepage [www.pefc.at](http://www.pefc.at). By means of a special query system, certain products can be entered, and the interested parties will immediately be referred to the corresponding enterprises, or be given the links for further contacts. The shopping guide will be presented at building construction wholesalers, furniture stores, carpentry shops and manufacturers of children's toys.

**Information:** Daniela Steinbach; [presse@pefc.at](mailto:presse@pefc.at)

### The Pongauer Log House



The company Jägerzaun in Pongau manufactures log houses of solid wood, up

to 20cm in diameter, without using any bonding agents. Domestic timber from the Alps is used, and it is known for its long durability which ensures a high quality of living ([www.humanavita.at](http://www.humanavita.at)). The solid wooden logs undergo a special treatment which renders the wood capable of breathing, so that all the other specific characteristics of the wood remain intact (regulation of air and humidity). This ensures a pleasant living atmosphere. The company Jägerzaun ([www.jaegerzaun.at](http://www.jaegerzaun.at)) has been PEFC-certified since 2002. The company has identified itself with image campaigns for wood products for many years. "It was therefore only logical for us to use timber from managed forests in order to emphasize the difference between that and the exploitation of clear-cut forests in distant countries. When we heard of PEFC, we were immediately enthusiastic," says Johann Stranger from the sales department. "If we succeed in passing on the Austrian enthusiasm for wood products and wooden houses to our neighboring countries, then our domestic forest industry has a lot of future potential, from the forestry operation to the cabinetmaker.

**Information:** Josef Gamsjäger,  
[gamsjaeger@jaegerzaun.at](mailto:gamsjaeger@jaegerzaun.at)

[www.pefc.at](http://www.pefc.at)

### Positive Results of the Forest Inventory

On the 27<sup>th</sup> of January, 2004, Federal Minister Josef Pröll presented the highly positive findings of the Austrian forest inventory 2000-2002 at a press conference. The figures regarding Austrian forests show an annual increment of 5,100 hectares of forestlands, for the first time in non-forested areas. The ecological parameters are very good. The trend towards biodiversity is continually strong. The portion of coniferous trees is 62%, decreasing in favor of deciduous and mixed forests, which now constitute 38% of all forests. Spruce monocultures are clearly decreasing in all ownership categories for the first time. Tree fellings are mostly taking place only a small scale. Only 29% of forest fellings are larger than 500m<sup>2</sup>, and clear-cutting of over 5,000m<sup>2</sup>, requiring authorization, hardly takes place anymore. On a global scale, Austria thus counts among the countries with the smallest felling areas and the most environmentally compatible utilization. The volume of deadwood has significantly increased. The present figures impressively confirm the positive development of PEFC-certified forests and the sustainable management of forests. The results of the forest inventory will also be used for the PEFC repeat audits in the various regions. The Austrian forest inventory counts among the most significant inventories, in terms of ecological parameters, on a global basis. The largest single project, which the 'Federal Research Center and Forest Office' has been documenting since 1961, pertains to the state of Austrian forests.

For more details: [www.lebensministerium.at](http://www.lebensministerium.at)

### Survey Confirms Trust in Forest Industry

In the scope of a press conference at the President's Conference of the Agricultural Chambers of Austria and the Associations of Agricultural and Forestry Enterprises in Austria, the results of a survey, recently conducted by the Fessel-GfK Institute, were presented. Dr. Rudolf Bretschneider, who already gave a report on this topic at the PEFC event last November, explained the position and the degree of awareness of the Austrian population regarding the topic of forests. The results clearly show that the Austrian people value the forests, their capacities and production.

Their would like forests to be used for the production of timber, as well as for recreational and protective purposes. **Information:** Daniela Steinbach, [presse@pefc.at](mailto:presse@pefc.at)

## International

### **Worldwide over 50 Million Hectares of Forest PEFC-Certified!**

Over the past months the number of PEFC-certified forests has increased worldwide. 52.3 million hectares of forests are now being sustainably managed according to strict PEFC criteria. Wood-processing operations and the timber trade can thus make available large volumes of credibly certified timber. Since its introduction in 1999, PEFC has become the leading certification scheme, and new members have been regularly asking to join. Mutual cooperation and recognition of national schemes ensures that timber from each of the member countries fulfills comparable requirements and can be internationally traded. PEFC has thus become an indispensable means in combating the destruction of forests.

**Information:** Daniela Steinbach, [presse@pefc.at](mailto:presse@pefc.at)

### **Breakthrough for PEFC in Sweden**

In Sweden, one of the biggest timber producers in the world, 80 sawmills have already been granted the PEFC certificate. Last year large Swedish forest industry operations were also PEFC-certified. Holmen Skog AB, comprising one million hectares of forestlands, was the first large-scale forestry enterprise that decided to join PEFC in Sweden. It was followed by Stora Enso and Korsnäs, which own a total of 2.1 million hectares of forests altogether. Both of these enterprises have also fulfilled the criteria of another certification scheme. "Many of our large timber suppliers have decided in favor of the PEFC certification scheme, because it's a reasonable alternative to FSC," stated Björn Andrén, business manager of the timber division of Holmen Skog. Now other forest industry operations are also considering joining the PEFC scheme. "I think that PEFC has managed to establish itself as a reliable certification scheme," said Folke Stenström, business manager of PEFC Sweden. "Since last year, we have noted an increasing demand for PEFC-certified products, and we are expecting a further

[www.pefc.at](http://www.pefc.at)

increase this year, as well. Now we are in a strong enough position to be able to meet these demands." Sven Lundell, president of PEFC Sweden, is enthusiastic about the dual certification. "The fact that large forest industry operations have now chosen to be certified according to both schemes is advantageous for timber trade in the future." Sweden had the differences between PEFC and the other certification scheme analysed in detail. Forest owners have been able to receive both certificates since the year 2002, in as far as they fulfill the respective additional criteria.

**Information:** Folke Stenstrom, [folke.stenstrom@pefc.se](mailto:folke.stenstrom@pefc.se)

### **French Do-It-Yourself Wholesalers pro Forest Certification**

FMB (Fédération des Magasins de Bricolage), the association of do-it-yourself wholesalers, has decided to support all of the current forest certification schemes. Pascal Malfoy, president of FMB, announced this to the president of PEFC, Henri Plauche-Gillon, in an official letter. With over 60,000 products, FMB achieves an annual turnover of 10.8 billion Euros. Members include Castorama, BricoDepot, Leroy Merlin and Mr. Bricolage, among others. FMB has been participating in the discussion on the marketing of wood products from sustainable forestry for years. All members have agreed to come up with common guidelines which should be valid on a worldwide basis. Marketing of wood products should be based on the certification guidelines. The French do-it-yourself wholesalers intend to exclusively sell wood products made from certified forests in the future. Since the various certification systems have not yet been mutually recognized, FMB has decided to support all of the forest certification schemes.

**Information:** Stephane Marchesi, [pefc.france@wanadoo.fr](mailto:pefc.france@wanadoo.fr)

### **PEFC Germany: New Slogan and Advertising Campaign**

In contrast to "Timber from Plantations" or "Natural Land," PEFC has a problem - its acronym is not self-explanatory. This is why PEFC Germany has sought an identification slogan, which can be used in the B2B branch, as well as for final consumers. Together with the advertising agency DIE INSEL, a communication strategy has now been

developed which enables PEFC to be clearly positioned along with its tasks and goals, as well mediating the advantages of certification to forestry and the wood processing industry. "What luck for our Forests" ("Ein Glück für unseren Wald") is the new slogan that was passed by a great majority of the German Certification Council on the 14<sup>th</sup> of January, 2004. It incorporates the central message of what PEFC is and what it can offer, and it covers all different target groups.

### PEFC advertising campaign



With its first advertisement in the Holzzentralblatt on the 10<sup>th</sup> of February, 2004, a campaign has been launched which intends to confirm the choice of the large group of certification holders, as well as convincing other enterprises regarding PEFC, particularly in the chain of custody. Key message of the campaign: "PEFC is the largest independent institution that supports and markets sustainable forest management and wood processing by means of a certification scheme with quality labels for timber and wood products." People known well in the branch, including Duke Karl-Eugen zu Neipperg, were able to be won over: "Certification? What luck for our forests."

**Information:** Dirk Teegelbekkers; [info@pefc.de](mailto:info@pefc.de)

### Czech Republic: More and More COC Certificates



In the Czech Republic, certification has increased greatly in the area of the wood-processing chain of custody over the past year.

To present, a total of 76 individual and group certificates were issued. This includes 113 enterprises in the branches of wood-processing, timber trade, and the pulp and paper industry.

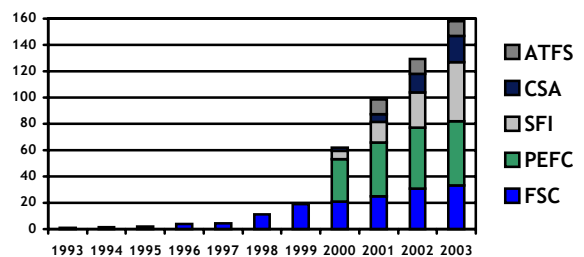
The demand for certified timber continues to grow.

**Information:** Pavel Hes, [cert@uhul.cz](mailto:cert@uhul.cz)

### Facts & Figures (Updated February 2004)

#### PEFC – A dynamic development

160 millionen hectares = 3%



- FSC** Forest Stewardship Council
- SFI** Sustainable Forestry Initiative
- ATFS** American Tree Farm System
- CSA** Canadian Standards Association

Note: Canada and the USA are striving towards mutual recognition of their certification schemes (CSA, SFI and ATFS) with the PEFC Council

#### PEFC Council – Certification in the individual countries

	Forest area in hectares	CoC Certificates
<b>Austria</b>	3,960,000	254
<b>Belgium</b>	164,450	7
<b>Czech Republic</b>	1,904,899	76
<b>Denmark</b>	7,444	0
<b>Finland</b>	22,298,165	76
<b>France</b>	2,977,058	307
<b>Germany</b>	6,781,186	341
<b>Italy</b>	0	2
<b>Latvia</b>	25,696	13
<b>Netherlands</b>	0	2
<b>Norway</b>	9,149,100	5
<b>Sweden</b>	2,306,010	42
<b>Spain</b>	87,898	2
<b>Switzerland</b>	245,497	82
<b>UK</b>	9,125	22
<b>Total</b>	52,337,454	1,232

**The national organizations of 27 countries  
are currently members of the PEFC**

**Council:**

In Europe: Austria, Belgium, the Czech Republic, Denmark, Estonia, Finland, France, Germany, Great Britain, Ireland, Italy, Latvia, Luxembourg, Norway, Poland, Portugal, Slovakia, Spain, Sweden and Switzerland.

**Non-European Members:**

Australia, Brazil, Canada, Chile, Malaysia and the USA.

**13 Certification Schemes have been  
recognized and are in operation:**

Austria, Belgium, the Czech Republic, Denmark, Finland, France, Germany, Great Britain, Latvia, Norway, Sweden, Switzerland and Spain

**Imprint**

PEFC Austria – Daniela Steinbach  
Alserstrasse 21/1/5  
A-1080 Vienna, Austria  
Tel: (0043-1) 402 4701-17  
Fax: (0043-1) 401 13 50  
E-mail: [presse@pefc.at](mailto:presse@pefc.at)  
Homepage: [www.pefc.at](http://www.pefc.at)  
English: Art Translation Vienna