

PEFC Celebrates World Forest Day, Launches 2010 Annual Review



The significant role that forests play and the value they add to humanity is commemorated annually on World Forest Day, the day of the autumn equinox in the Southern Hemisphere.

With PEFC and its members engaged in activities promoting sustainable forest management throughout the year, the organization chose World Forest Day, which is celebrated on 21 March, to launch its 2010 Annual Review. Entitled "Integrating society in sustainable forest management," it reflects PEFC's accomplishments in 2010 by promoting sustainable forest management with a specific focus on social aspects.

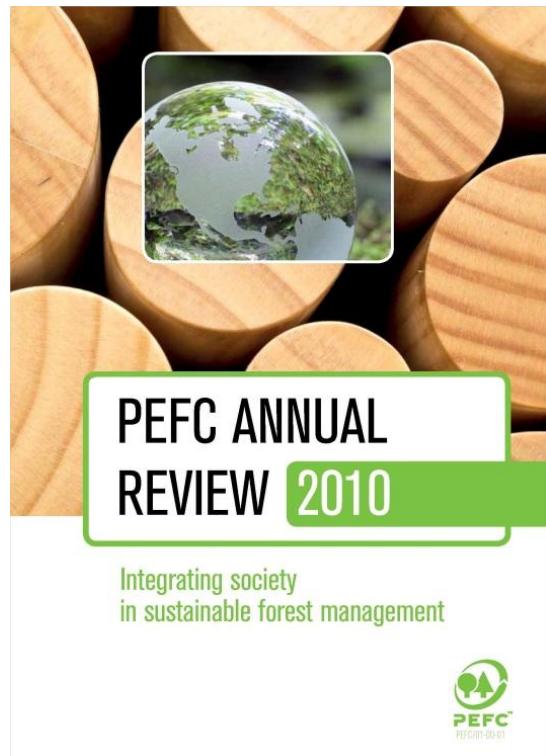
For PEFC, 2010 was in many ways the "Year of Society." PEFC's activities were aimed at ensuring increased attention to social issues and greater inclusion of previously disadvantaged or disenfranchised stakeholders in sustainable forest management. It also saw renewed efforts to readjust the balance between the three pillars of sustainable development based on the lessons learned from previous years: environmental protection, economic viability, and social equity.

In 2010, PEFC embarked on an important process of Standards Revision to widen their scope and integrate social concerns more fully. The four standards – Standard-setting Requirements, Group Certification Requirements, Sustainable Forest Management Requirements, and the Chain of Custody Standard – were all revised and adopted by the PEFC General Assembly at its Annual Meeting in November 2010.

The year was also characterized by an increase in outreach and advocacy activities. These were in part a by-product of the consultation and dialogue process

instituted as part of the Standards Revisions process. Equally, these outreach activities were an attempt to give forest certification a new momentum and encourage uptake. These activities resulted in the adoption by the General Assembly of The Rio Forest Certification Declaration, a new document outlining framework conditions for forest certification.

On World Forest Day, PEFC took the opportunity to thank all of its stakeholders for their continued support, and looks forward to further collaboration as the second decade of the 21st century gets under way.



Read more: <http://bit.ly/ekGcXU>

Advancing the Global Dialogue on Sustainable Forest Management

Call for Action by PEFC Chairman William Street Jr. Mr. Street is Director of the Woodworkers Department for the International Association of Machinists and Aerospace Workers, one of the largest industrial unions in North America.

Almost 20 years ago, the world's governments failed to protect our forests. Their failure has been our challenge, and millions of people around the world have been working hard to save the world's green lung.

The Rio Forest Certification Declaration is based on the idea that a common set of principles is needed, a set of principles that provides guidance to all of us about what is needed to better promote forest certification and its continuous growth to advance sustainable forest management. Much like forests, ideas sometimes take a long time to grow. Over time, they become more complex and diverse and eventually reach maturity. The sustainable management of the world's forests is one of these ideas.

The Idea of 'Sustainability'

The idea of sustainable forest management is based on the concept of 'sustainable development' and rests on three integrated and equally important pillars: environmental soundness, social justice, and economic viability.

We know now that missing out or not paying sufficient attention to any one of these crucial elements will seriously undermine the chances of success of achieving sustainability in forest management just as in development. The concept of 'sustainable development' and the interrelationship of its three pillars was originally popularized in the 1987 Brundtland report, yet it was at the Rio Earth Summit in 1992 where the idea finally took hold.

Spreading the Word

The message coming out of the Rio Earth Summit — that nothing less than a transformation of our attitudes and behaviour would bring about the necessary changes — was heard by millions around the world. The message reflected the complexity of the problems facing us, and governments recognized the need to redirect international and national plans and policies to ensure

Sign the Rio Forest Certification Declaration - www.rfcd.org

that all economic decisions fully took into account environmental and social impacts.

The Summit's Outcomes

The Summit resulted in a total of five documents that have fundamentally influenced the way our global society views sustainable development. The overarching document, the Rio Declaration, defines the rights of people to development, and their responsibilities to safeguard the common environment.

The Agenda 21 has become a blueprint for action by all types of organizations and initiatives globally, nationally, and locally. The Convention on Biological Diversity (CBD), and the Framework Convention on Climate Change (UNFCCC) have become legally binding documents.

The Birth of Forest Certification

The fifth document, the Forest Principles, is the least known one, yet with its preamble stating that «Forests are essential to economic development and the maintenance of all forms of life», its relevance to the overall concept of sustainable development appears self-evident. Governments, however, could not agree on a globally enforceable framework for sustainable forestry.

The challenges facing the world's forests, and the inability of governments to act, resulted in the birth of the idea of forest certification. This voluntary mechanism provided forest owners with a framework to implement the spirit of the Forest Principles, with guidance of how to manage forests sustainably, and with the opportunity to demonstrate and validate their responsibly practices through independent certification.

Over time, forest certification has become one of the most important tools for global society to promote sustainable forest management. Yet the movement has stalled: Only nine percent of the world's forests are certified, and the United Nations have warned that the once-rapid growth of forest-certification efforts has stagnated during the past years.

Rio Forest Certification Declaration

The Rio Forest Certification Declaration, launched in 2010 in Rio, is based on the idea that a common set of principles is needed, a set of principles that provides guidance to all of us about what is needed to better promote forest certification and its continuous growth to advance sustainable forest management.

It recognizes in its preamble that "The challenge of safeguarding the environmental, social and economic benefits that the world's forests provide is critical for life on Earth. It requires a world in which people manage forests sustainably, a world that recognizes the integral and interdependent nature of our planet, a world that acknowledges and values the significance of rural

communities, indigenous peoples, and families that depend on forests for their livelihoods" and states ten principles as a common framework to maximize the benefits that forest certification can offer to society.

The Rio Forest Certification Declaration picks up on ideas that have previously emerged in other documents, including the 1992 Rio Declaration, the Universal Declaration of Human Rights, Agenda 21, the UN Charter, and the Forest Principles, to establish a framework that all stakeholders should be able to support.

Join the Movement

It is supported by amongst others the PEFC, the Programme for the Endorsement of Forest Certification, the world's largest forest certification organization and the certification system of choice for small- and family forest owners.

I invite all of you - as individuals or as representative of civil society, business, or governments, to support the Rio Forest Certification Declaration with your signature. The Rio Forest Certification Declaration will be presented with all signatures at the 2012 Rio Earth Summit.

TECHNICAL

Standards Revision

PEFC International has convened three working groups to lead the revisions for three core PEFC standards:

- The Certification System Endorsement Working Group will revise PEFC's requirements for the endorsement of national forest certification systems (Annex 7). PEFC is the only global certification system that verifies the compliance of national systems with its Sustainability Benchmarks through independent assessment.
- The Certification Body Requirements Working Group will revise the requirements for forest management and chain of custody certification (Annex 6). These requirements define the certification and accreditation procedures for third-party certification bodies.
- The Chain of Custody Working Group will focus on the comprehensive revision of PEFC's Due Diligence System (Appendix 2 of PEFC ST 2002:2010). The Due Diligence System is

designed to minimize the risk of uncertified content in certified products originating from controversial sources.

Members of the Working Groups were nominated by forest stakeholders following a call for public call for nominations earlier this year.

Implementing the Revised PEFC Chain of Custody Standard

PEFC is supporting companies implementing Chain of Custody certification with a number of tools and activities:

- PEFC International organized a series of webinars earlier this year, providing up-to-date information about the revised standard to hundreds of participants [\[link\]](#)
- A archived webinar informs stakeholders about the main changes between the old and the revised Chain of Custody standard and logo use rules [\[link\]](#)
- The PEFC Logo Use Toolkit has been updated to reflect changes to the revised Chain of Custody standard [\[link\]](#)
- The publication "PEFC Chain of Custody – The Key to Selling Certified Products" provides a comprehensive overview in a non-technical manner (see page XX for further details)
- National PEFC members have been organizing face-to-face seminars and workshop in their respective countries.

ENDORSEMENTS

Unique in the world of forest certification, national forest certification systems that have developed standards in line with PEFC requirements can apply for endorsement by PEFC International.

To achieve endorsement, these systems need to meet PEFC's Sustainability Benchmarks, which are based on broad societal consensus expressed in international, intergovernmental, multi-stakeholder processes and guidelines. Compliance is confirmed through third-party

assessment of national requirements with the international benchmarks, with a global public consultation seeking input from stakeholders worldwide.

This process includes an independent assessment that verifies the compliance of standards derived through national processes with PEFC's Sustainability Benchmarks, a global public stakeholder consultation period, and a Panel of Expert review before all members vote on the endorsement.

As part of PEFC's stringent endorsement process, schemes must undergo a rigorous and independently verified re-endorsement process every 5 years.

Brazilian Standard Continues to Enjoy PEFC Recognition

The Brazilian Forest Certification Programme (CERFLOR) is the latest PEFC member to achieve re-endorsement.



The standard setting process for the CERFLOR system was carried out at the national level by the Brazilian Association for Standardization (ABNT). PEFC is the only global certification system that requires all standards to be independently developed with

the open participation of all interested stakeholders at national level in a consensus-driven decision-making process. This ensures that the standard best meets local requirements with local stakeholders taking ownership.

"The re-endorsement of CERFLOR by PEFC is an important milestone for local stakeholders. In addition to confirming that the Brazilian standards are in compliance with PEFC's internationally recognized Sustainability Benchmarks, the endorsement secures continuing access to markets that increasingly demand PEFC-certified material," said Ben Gunneberg, PEFC International Secretary General. "More than fifty percent of all timber imported into the UK is PEFC-certified, and the most recent data available from the Netherlands suggests that the market share of sustainably produced timber has more than doubled between 2005 and 2008, with two-thirds certified to PEFC."

"Forest certification is becoming mainstream in many parts of the world, with PEFC Chain of Custody certification experiencing double-digits growth rates in more than two-thirds of all countries where PEFC is present. CERFLOR's international recognition through PEFC ensures that Brazilian forest owners that demonstrate compliance with and are certified to CERFLOR's forest management requirements benefit from global demand for PEFC-certified timber. It also sends a strong signal for Brazilian companies exporting to global markets to obtain PEFC Chain of Custody certification."

CERFLOR is a voluntary programme developed with representatives from different stakeholders including producers, consumers, governments, NGO's and other organizations, such as universities and research institutions in Brazil. In achieving PEFC endorsement, the CERFLOR system, supported by the Brazilian Ministry of Development, Industry and Foreign Trade (MDIC) and the Ministry of the Environment (MMA), has demonstrated that it equals or surpasses all of the PEFC International Sustainability Benchmarks.

Read more: <http://bit.ly/i7BL1U>

Latvian Forest Certification System Achieves PEFC Endorsement

PEFC International is pleased to announce the endorsement of the Revised Latvian Forest Certification System.

"The endorsement by PEFC confirms that the Latvian forest management standard meets international requirements while respecting local culture," said Mr. Arnis Muižnieks, Chairman of the PEFC Latvia Council. "In countries such as Latvia, where forests contribute to the livelihoods of one in five families, respect for local traditions and practices within the framework of



forest management standards is especially important for the successful promotion of responsible forestry."

Forest covers more than 55% of the Latvian territory and has doubled during the last 50 years. Approximately half of the forests in Latvia are owned by private, family forest owners, with an average forest property size of less than 10 hectares.

"In addition to the significant environmental and social benefits that the Latvian forests offer, the forest sector employs more than 83,000 people and is of increasing importance for the Latvian economy in general. Recognition by PEFC provides access to markets demanding certified timber and offers the potential to yield higher prices," explained Mr. Muižnieks.

The Latvian scheme originally achieved endorsement in 2001, but failed to demonstrate compliance for its revised scheme in 2008 and consequently lost its endorsement status. PEFC is the only global forest certification system that limits the duration of endorsements and requires regular revisions of national schemes.

"Achieving PEFC endorsement yet again marks an important moment for forest owners in Latvia, and we hope to soon see the first forest managers successfully demonstrating compliance with PEFC requirements and obtain certification," concluded Mr. Muižnieks.

Read more: <http://bit.ly/hTBZRe>

Austria Seeks PEFC Endorsement for the 3rd Time

Following the successful approval of the revised forest certification system at the national level, PEFC Austria has applied for re-endorsement by PEFC International. Stakeholders globally are invited to comment on the Austrian system and provide feedback on its compliance with PEFC International's Sustainability Benchmarks by 18th July, 2011.

Forest management has a long tradition in Austria, where 80% of all forests are still owned by some 170,000 family forest owners and provides a substantial contribution to the livelihoods of foresters in rural regions.

"The forest ownership structure in Austria places special demands on forest certification as it needs to be implementable by small and tiny forest owners, whose means and framework conditions differ significantly from institutional and company forest owners," said Volker Schnäbele, National Secretary, PEFC Austria. "Hence, stakeholders in Austria were faced with the task of revising the standard in such a way that it integrates new scientific findings and best practices, responds to changing societal expectations, and complies with the stringent requirements set by PEFC International, yet remains accessible for family forest owners."

The multi-stakeholder standards revision working group sought the widest feedback possible through face-to-face meetings as well as online communication, and its work benefitted from the knowledge and views from all parts of society, including NGOs, family forest owners, business as well as research.

"We believe that the revised standard best balances environmental, social and economic issues with the specific circumstances that small forest owners in Austria are facing," noted Mr. Höbarth. "It illustrates the strengths of the bottom-up approach of PEFC, which requires all standards to be developed at local level, with stakeholder participation. This approach allowed people involved in the process to pay due respect to the Austrian forest ownership structure and to set sustainable forest management criteria that best fit local needs yet are in line international requirements."

The revision of the Austrian standard responds to PEFC International requirements, which demand such revisions to take place every five years. The standard is now subject to a third-party assessment for compliance with PEFC International's Sustainability Benchmark. The global public consultation provides important input into this assessment.

Read more: <http://bit.ly/iFW751>



Membership with Russian PEFC Member Terminated

PEFC terminated the membership of the Partnership on the Development of Forest Certification in March due to the non-payment of membership fees.

The Statutes of PEFC require an automatic exclusion of members that fail to pay their annual membership fee three months after the second reminder. As a consequence, the PEFC endorsement of the Russian National Forest Certification System (PEFC-FCR) has been suspended until a new membership for the Russian Federation is approved. Certificate holders should be aware that

sustainable forest management certifications issued against the PEFC-FCR are no longer recognized as of 22 March 2011.

Chain of Custody certificates issued in the Russian Federation against the international PEFC Chain of Custody standard remain valid.

Given the strong interest of Russian stakeholders in sustainable forest management and PEFC certification, PEFC expects this situation to be of a temporary nature.



such as PEFC," said Vanessa Biebel, PEFC Belgium Secretary General. "With two-thirds of all timber and wood-products in Belgium already certified to PEFC, we expect this initiative to assist our efforts in raising consumer awareness of forest certification and further boost the visibility of PEFC."

Minister Magnette is satisfied that the Belgian Federation for Trade in Services (COMEOS), the Belgian Timber Importers Federation, the National Timber Trade Federation, the National Federation of Sawmills, the Belgian Federation of the Textile, Wood and Furniture Industry (FEDUSTRIA), the National Association of Furniture Dealers, the Bouwunie Joiners and Builders Union and the Construction Confederation in this way enter into commitments that the Belgian Government will provide consumers the assurance that more and more wood comes from sustainably managed forests.

"The efforts of the Belgian timber industry supplies are important," said Minister Magnette. "This commitment demonstrates that the industry is determined to move towards a green economy that respects the environment."

"We're looking forward to strengthening our collaboration with all actors to help achieve the ambitious goals laid out in the agreement," concluded Mrs. Biebel.

Read more: <http://bit.ly/dSH1sU>

PROCUREMENT

Belgium Poised to Increase Use of Sustainable Timber

The market share of responsibly sourced timber in Belgium should increase to 23% by the end of 2012 and 35% in 2018, according to an agreement signed by the Belgium Minister for the Environment, Paul Magnette, and various federations of the Belgian timber industry.

About 15% of all wood and timber products (excluding paper) in Belgium originates from certified sources, with 9% being PEFC-certified (2008 data).

"This agreement signals the importance that both government and industry attach to the issue of sustainable forest management and certification systems

Finnish Municipalities to Implement Timber Procurement Policy

"Forest certification systems such as PEFC provide a practical tool for proving and verifying the legal and sustainable origin of wood as required by the Finnish public procurement policy," said Auvo Kaivola, Secretary General of PEFC Finland, at a workshop on Procuring Green. "Specifying forest certification in tenders is therefore one of the most straightforward ways to demonstrate compliance with legislation."



The workshop, jointly organized by the Ministry of Employment and the Economy (MEE), the Association of Finnish Local and Regional Authorities, and PEFC Finland, updated procurement professionals from Finnish municipalities on the National Public Procurement Policy for Wood-based Products and provided practical advice for its implementation.

Reima Sutinen, Ministerial Advisor, Ministry of Employment and the Economy, and Taina Nikula, Senior Advisor, Ministry of the Environment, explained in their presentations the policy in detail and its role within the overall context of Finland's sustainable procurement objectives.

The policy, launched in 2010, aims to support the harmonization of guidelines for public procurement of wood-based products within the EU, and specifies that forest certification systems such as PEFC and FSC are accepted for the verification of sustainably produced wood.

Presentations by Janne Liljavuori, Tendering Consultant, Hansel Ltd; Jukka Koivusalo, Public Procurement Lawyer for the City of Espoo; and Sini Uuttu, Technology Adviser, Tekes - the Finnish Funding Agency for Technology and Innovation, outlined some of the opportunities and challenges of incorporating environmental factors in tenders and informed about possibilities for innovative funding for public procurement.

The role of the building sector was highlighted by Aila Janatuinen, Department Manager, Finnish Forest Industries Federation and Hannu Huhtala, Construction

Engineer, Association of Finnish Local and Regional Authorities. It was noted that timber, despite being one of the most environmentally friendly construction materials, is not as widely used as it could be, and that there is an opportunity for the public sector to be a trend setter in promoting green building and increased use of timber in construction.

"With a national procurement policy in place, it is now important to educate and assist public authorities in the implementation of the policy," emphasized Mr. Kaivola. "Given the potential responsible procurement products in a country such as Finland, where 95% of all forests are PEFC certified, and public procurement estimated to be worth approximately 23 billion Euros, it has the potential to have a significant impact on the well-being of society."

Read more: <http://bit.ly/IYFfTY>

Major Japanese Publisher Chooses PEFC

One of the major Japanese publishing houses, Hachette Fujingaho, has joined a long list of influential publishers globally that have obtained PEFC Chain of Custody certification to demonstrate their commitment to sustainable forest management by opting for PEFC-certified paper.



For a company that uses 10,000 tonnes of paper per year, this sends a significant message. A spokesperson for Hachette Fujingaho explained in a statement that "it is important for the company to procure its paper responsibly, and Chain of Custody provides us with these assurances." The Japanese editions of "Elle Japon" and "25ans" are already printed on PEFC certified paper, with half a dozen further publications expected to carry the PEFC logo in the near future.

Japan has seen tremendous growth with a 39% increase in PEFC Chain of Custody certificates over the past 12 months alone.

More and more printers and publishers are choosing PEFC to ensure that their paper originates from forests that have been certified to PEFC and are managed in an environmentally sound, socially just, and economically viable manner.

In countries such as the United Kingdom almost one thousand printers have already obtained PEFC Chain of Custody certification, with magazines such as The Economist being printed on PEFC-certified paper.

Read more: <http://bit.ly/jkTerU>

Leading European Electronics Retailer Switches to PEFC-Certified Paper Bags

Media Markt, Europe's largest retailer for consumer electronics with over 200 stores in 9 countries, is phasing out plastic bags in favour of PEFC-certified paper bags.

This initiative, which is part of the company's corporate social responsibility commitments, is being piloted in the recently opened store in Santander, Andalusia, and will gradually be expanded to cover all stores in Spain.

PEFC-certified paper bags are an optimal solution for large retailers such as Media Markt for their carrying capacity, resilience and sustainability. According to a recent study by ITENE (Technological Institute of Packaging, Transportation and Logistics), paper bags have a high resistance (a small bag can hold up to 12 kilos and a median up to 14 kilos). They are entirely made of recyclable material, which is significant especially in a country like Spain, where already more than 74% of paper bags are recycled and reused.



The new bags will be available to customers in various formats at a price that ranges from 0.05 euros for the smallest to 0.10

euros for the largest. Media Markt will assume some of the manufacturing cost to offer them to customers at minimum cost.

Read more: <http://bit.ly/h8H8OQ>

Trinity Mirror Printing Obtains PEFC Certification

Trinity Mirror Printing (Scotland), which produces The Daily Record newspaper, has successfully attained PEFC Chain of Custody certification, becoming the second British daily newspaper publisher to do so, after The Guardian.



Peter Hutchison, Trinity Mirror Scotland's HSE & Security Manager, said that achieving PEFC certification, "Further develops our environmental management system, and enables us to provide our readers with assurances of sustainable paper sourcing."

Commenting on the award, PEFC's Secretary General Ben Gunneberg said "Although PEFC is a global organization with representation in 30 countries; it began life in Edinburgh a little over ten years ago. We are therefore delighted to see Scotland's most popular newspaper joining the thousands of companies around the world that have invested in PEFC Chain of Custody to provide their customers with assurances of responsible sourcing".

As a Group, Trinity Mirror sources 75% of its newsprint from either recycled materials or virgin fibre that has been independently certified as coming from well-managed and sustainable forests.

The Daily Record has been Scotland's newspaper of the year in both 2007 and 2008 and is the best-read daily newspaper and the biggest individual daily media hit in Scotland. It reaches over 1 million adults every day from Monday to Saturday.

Chain of Custody Certification is the process by which wood-based products can be traced back to responsibly managed forests.

The PEFC "green tree" logo appears on an ever increasing number of products and trusted household names including Argos, British Airways, National Westminster, John Lewis, Debenhams, Tesco, Asda, and Next use the PEFC logo on their corporate publications.

Read more: <http://bit.ly/jKglzF>

PUBLICATIONS

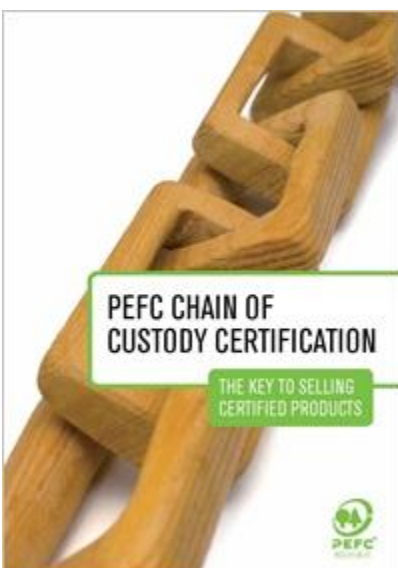
Over the past few months, PEFC has published a range of documents to better communicate and market the benefits of PEFC certification. In addition, it has updated its “Why PEFC is the Certification System of Choice - PEFC Chain of Custody” [link] and “Join PEFC – International Stakeholder Membership” [link] brochures.

Additional publications are in developed – stay tuned!

PEFC Publishes "Chain of Custody for Beginners" Guide

Chain of Custody certification is a mechanism for tracking certified material from the forest to the final product. This publication is intended to help companies familiarize themselves with the most essential elements of PEFC Chain of Custody certification and requirements for using the PEFC logo and labels.

Sustainable forest management, while crucial in maintaining the valuable services forests provide, does not in itself establish the link from the forest to the market. In order to give assurances that wood and wood-



based products can be traced back to sustainably managed forests, PEFC promotes Chain of Custody certification.

PEFC Chain of Custody certification enables companies to identify and control their PEFC-certified material. It is a prerequisite for use of the PEFC logo and labels to promote products in the

marketplace and can be used to demonstrate compliance with private and public procurement policies and guidelines that increasingly specify PEFC as proof of origin.

This brochure offers those involved in the implementation of PEFC Chain of Custody processes within companies an introduction to the key concepts and explains various items covered in Chain of Custody of Forest-Based Products – Requirements (PEFC ST 2002:2010), the PEFC Logo Usage Rules (PEFC ST 2001:2008 v2), and the PEFC Logo Usage Toolkit, Second Edition.

Read more: <http://bit.ly/iHl3nW>

Advantages of PEFC Certification for Print & Publishing

In response to increasing demand for a range of PEFC certified papers, with more and more print companies obtaining PEFC Chain of Custody certification.

Ever increasing numbers of publishers and brand owners are opting to use the PEFC logo on their publications to demonstrate responsible paper sourcing, with close to one thousand printers having obtained PEFC Chain of Custody certification in countries such as the United Kingdom.



The PEFC brand is visible at national and international levels, with global publications such as The Economist and publishers and companies from all sectors opting to use the PEFC logo on their publications, brochures, and reports

Read more: <http://bit.ly/fW712n>

Construction and PEFC Certified Timber

The construction industry is the largest buyer of timber products – this means the sector has a huge influence on the type of timber in demand and can help increase the level of sustainable products utilized. This brochure outlines advantages and benefits of certified timber as a construction material.

Leading green building standards, codes and regulations globally specify the use of certified timber in construction and award higher levels or ratings if PEFC-certified raw material or products are used. Additional benefits include:

Certified timber is an ideal material for a multitude of building applications and construction sectors. It is helping industry professionals find more innovative ways to secure practical and cost-effective solutions with high levels of sustainability.



PEFC-certified timber is widely available in construction-grade strengths from an extensive network of merchants and suppliers with a huge variety of softwoods and hardwoods available.

PEFC-certified timber offers the widest choice of sustainable timber available to the construction sector, including

Western Red Cedar, European Larch, Douglas Fir, European Redwood, Beech, Cherry, European Oak, American White Oak, American White Ash, Finnish Spruce and Birch with Dark Red Meranti, Majau, Mersawa, Merawan and Gerutu for windows and Balau, Red Balau, Kempas and Keruing for decking.

Read more: <http://bit.ly/gso01k>

Staying Ahead of the Game – PEFC Certified Timber for Architects

With environmental and sustainability issues are at the forefront of the green building debate, timber has become the perfect answer to questions on how to deliver low carbon design easily. Timber also opens up a world of innovation – it is fashionable, flexible, organic and aesthetically attractive material. This brochure for architects and designers provides an overview of the many benefits of certified timber in building projects.

Among the many benefits to consider are:

Aesthetics – an organic material that looks stunning across a range of applications for interiors and exteriors

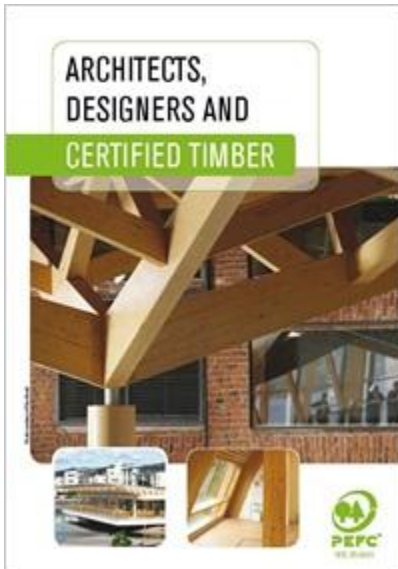
Flexibility – a unique material that is simple and easy to design and understand. It is also renewable, reusable and recyclable

Performance – outstanding results across a wide range of residential and commercial schemes to high environmental standards

Supply – a huge variety of softwoods and hardwoods from around the globe to give your scheme a special flourish. Widely available from an extensive network of merchants and suppliers

Responsibility – a trusted and robust chain of custody from the forest to the end user. PEFC has over 230 million hectares of certified forests in 30 countries, making it the world's largest forest certification system. PEFC certified materials are accepted by public procurement policies worldwide, and an essential requirement for public sector projects

Sustainability – a simple and effective way to achieve low and zero carbon buildings, recognised by leading green building standards globally



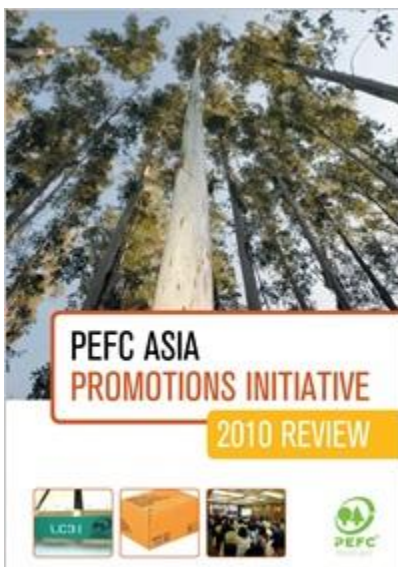
Specifying timber directly helps achieve improved scoring or levels in building standards and codes. It is also a quicker way to build, producing less onsite waste and gives clients a quicker return on investment. Using structural timber is a huge motivation in achieving higher performance assessment ratings

and demonstrates a high commitment to environmental best practice and industry approval.

Read more: <http://bit.ly/kEc9fX>

PEFC Asia Promotions Initiative – 2010 in Review

The Asia Review is intended to inform interested stakeholders about the latest achievements and information on PEFC certification in China and Japan.



The PEFC Asia Promotions Initiative works to raise awareness and encourage uptake of PEFC certification throughout Asia. Thanks to our offices in Beijing, China and Tokyo, Japan, we are ideally positioned to assist companies throughout the region to source and produce PEFC-certified materials.

The initiative further complements the work of PEFC members, like MTCC in Malaysia, and will be further

supported in the coming years with concerted outreach efforts to more countries throughout the region.

Read more: <http://bit.ly/koxQGJ>

NATIONAL NEWS

PEFC - Beer of the Year

The Italian micro-brewery "Foglie d'Erba" received the first prize in the category "Anglo-American origin hoppy beers" for their PEFC-certified beer at the recent Sapore Beer Festival, held in Rimini, Italy in February.



"Certification is often only associated with wood-based products, but in the Southern Mediterranean region, we are seeing rapid growth in non-wood forest products such as tree oils and mushrooms to meat from animals bred and fed exclusively in PEFC-certified forests," explained Antonio Brunori, National Secretary of PEFC Italy. "A natural extension of this is, as in all great civilizations, is the brewing of beer!"

386 beers from 82 Italian breweries competed in the Sapore Beer Festival, which was organised by the Italian Union of Beer Producers, Unionbirrai. "Sapore is Italian for 'taste,' and we are delighted that our PEFC-certified beer is recognised by true connoisseurs," emphasized the creator of the beer, Gino Perissutti of Foglie d'Erba.

"Our beer is the first – and so far only - beer in the world to achieve PEFC certification, as it is flavoured with pine needles, pine cones, and resin, which are all collected from PEFC-certified forests."

"The award becomes all the more special as the judges commended Foglie d'Erba's strong commitment to the

environment and Tiesto local ecology - the fact that the beer is PEFC-certified was also a plus," concluded Dr. Brunori.

Read more: <http://bit.ly/goycvp>

PEFC Netherlands: Certainly Delta Lloyd

The Delta Lloyd Group, a financial services provider offering life insurance, general insurance, asset management and banking products and services operating primarily in Belgium and the Netherlands, has become a member of PEFC Netherlands.



"Delta Lloyd Group has already been procuring certified paper for some

time. We are further expanding our responsible procurement policy to other forest-based products, like furniture and timber used in building renovation. It is therefore a logical step for us to be a member of PEFC."

This commitment is in line with the Group's ambitious corporate social responsibility (CSR) objectives, which evolve in particular around (product) integrity, customer interest, community involvement, good employer and "certainly" environment.

In 2010 Delta Lloyd Group formulated five priorities for their CSR policy, in which environment is a significant component, and has established clear goals in the areas of waste collection, energy, mobility and CO2 emissions.

In addition to using certified paper and wood products, Delta Lloyd Group supports organizations that are encouraging sustainable forest management, in line with the Group's objectives.

The use of PEFC certified wood is specified in the requirements for renovations and new construction of buildings developed and managed by Delta Lloyd Vastgoed (Property), as well as the buildings which the Delta Lloyd Group itself occupies. PEFC certification is also specified in the companies' paper procurement policy.

By becoming a member of PEFC Netherlands, the Delta Lloyd Group underlines its commitment to promote

sustainable forest management as an important element of its CSR policy.

Within the Delta Lloyd Group the CSR policy is supported by all employees. The Board is responsible for the policy and discusses the progress several times a year. Implementation of the CSR policy is strongly embedded within the company's corporate governance framework.

Read more: <http://bit.ly/kAn4sm>

Estonia Encourages Certification of Private Forest Owners

"The recent certification of the Estonian State Forest Management Centre (RMK) sends a strong signal to small- and family forest owners that obtaining PEFC certification adds value to their work," said Mart Kelk, Secretary General of Estonian Forest Certification Council, commenting on the issuance of the PEFC certificate to RMK. "It enables private forest owners to demonstrate their responsible forest management practices and to respond to the increasing demand for PEFC-certified timber."

"PEFC certification creates significant opportunities for Estonia's forest and timber industry, whose customers increasingly require certification of timber and timber products," explained Tiit Timberg, Member of RMK's Management Board. "While RMK has been certified to FSC since 2002, it has been important to finally be able to obtain PEFC certification. With some markets showing a preference for FSC, other markets prefer PEFC, so it is important for RMK to now be able to satisfy both."

"Equally important is that this certification recognizes the excellent work of our foresters, and it provides confidence to the Estonian public that state forests are managed sustainably with due consideration of environmental, social, and economic aspects," emphasized Mr. Timberg.

Certification of the state forests to the internationally recognized Estonian PEFC



sustainable forest standard was conducted by AS Metrosert. "For RMK, as a major forest management operation, the awarding of the PEFC certificate is certainly of trail-blazing significance, and hopefully smaller forest owners, too, will sign up for the certification process," said Ain Noormägi, Director of Metrosert AS.

RMK is a profit-making state agency established under the Forestry Act, aimed at sustainable and efficient management of the state forest. RMK grows reforestation materials, organises forestry works, is engaged in the sale of forest and timber and organises game upkeep. In addition, RMK establishes opportunities for hiking in nature and forest recreation on recreational areas, in Estonia's five national parks and 40 other protected areas, and shapes awareness of nature. RMK manages 38% of Estonia's forests.

Read more: <http://bit.ly/fuCuW5>

White House Easter Egg Roll Features SFI Packaging for Third Consecutive Year

The White House again selected egg-packaging made from paperboard certified by the North American PEFC member Sustainable Forestry Initiative® (SFI®) for the annual White House Easter Egg Roll. This is the third consecutive year that the White House has chosen SFI products. This year's Easter Egg Roll took place on April 25th with the theme "Get Up and Go!" promoting health and wellness.

"SFI is thrilled, yet again, to play a role in this wonderful American tradition," said Kathy Abusow, president and CEO of SFI. "We hope the White House and other government entities increasingly use certified products, as it sends a signal when government leaders promote responsible forestry by sourcing certified products."

The White House's choice to use SFI-certified packaging and to carry FSC-certified wooden eggs demonstrates its recognition of multiple forest certification standards. Other governments and independent organizations around the world, including the United Nations, the Society of American Foresters and the National Association of State Foresters, also appreciate the value of multiple forest certification programmes.

With nearly three quarters of all certified forests in North America meeting or recognized by its standard, SFI is pleased the White House is supporting responsibly

managed forests with the Easter Egg Roll. SFI's comprehensive standard backs a strong commitment to responsible forest management and continuous improvement on SFI-certified lands across North America. SFI programme participants also work with landowners on uncertified lands to promote responsible forestry, and in doing so deliver environmental, social and economic benefits to local communities throughout the United States and Canada.

Read more: <http://bit.ly/gzygxM>



FOREST 2011

PEFC Event Days in German "Forest Capital" Augsburg

Augsburg, a university town in the south-west of Bavaria in Germany has been elected "Forest Capital" by PEFC Germany for its outstanding efforts in promoting sustainable forest management and responsible procurement practices, which require public authorities to use PEFC-certified paper.

In honour of this achievement, PEFC organised a variety of events in Augsburg, including PEFC Action Days in May. Augsburg is the third-largest city in Bavaria with a population exceeding 264,000 citizens, and is Germany's third oldest city.

The PEFC Event Days will inform the public about the importance of sustainable forest management and wood as a renewable resource with an exhibition on the



central square of the city. Experts will be available to provide insights into Forest and Chain of Custody certification and its significance in safeguarding the world's forest resources

With Augsburg being famous across Germany for the Augsburger Puppenkiste, a puppet theatre that gained nation-wide prominence with its numerous TV productions specifically in the 1960s and 1970s, a puppeteer will perform a "Punch and Judy" show featuring an environmentally sensible Mr. Punch.

Similar activities are planned in Stuttgart (Baden-Wuerttemberg) from 30-31 June and in Bonn (North Rhine-Westphalia) from 6-9 October to call attention to the importance of forest protection. The PEFC Action Days are part of PEFC's Forest 2011 activities.

Read more: <http://bit.ly/j9eKmR>

PEFC UK Sponsors RFS Excellence in Forestry Award

As part of its 2011 Year of the Forest awards activities, PEFC UK has sponsored the Royal Forestry Society (RFS) Community Forestry Award – one of four awards dedicated to recognising well-managed woodlands in the UK.

The Community Forestry Award is for projects involving community woodlands and forests established and managed in a way that is sustainable and beneficial to the landscape, the local people, biodiversity and the economy. Entries for the awards were invited from

woodland owners or managers from the private, public and voluntary sectors. All woods or groups of woods under the same management were eligible for entry.

The competition recognises and promotes wise management of trees and woods and is travelling England, Wales and Northern Ireland in a seven year rotation. In 2011, entries were sought from Lincolnshire, Nottinghamshire, Derbyshire, Leicestershire, Rutland, Northamptonshire, Bedfordshire, Cambridgeshire, Hertfordshire, Norfolk, Suffolk and Essex – together with all the Greater London Boroughs north of the River Thames.

Launching the competition, RFS chief executive Dr John Jackson commented: "These awards were re-launched just two years ago and have already uncovered some wonderful examples of wise woodland management and fantastic teaching in Yorkshire, the North East and South East of the England. Forestry has a great role to play in this country – helping to benefit local communities and to provide owners with a sustainable, and environmentally friendly, crop. We are already aware of some very fine examples of woodland management in the region and look forward to seeing and recognising the very best."

Judging is now underway, with the RFS reporting a record level of entries. The winning entry will be announced on Monday June 27th at an Awards Ceremony which will be held in the University of Cambridge's Madingley Hall.

Read more: <http://bit.ly/kIEMQn>

