

Global Forest Certification Standard Open for Public Consultation

PEFC International is pleased to invite all stakeholders to comment on the enquiry drafts of four of its core standards

With more than two-thirds of the world's certified forests managed in compliance with PEFC's Sustainability Benchmarks, PEFC is the world's largest forest certification system and the certification system of choice for small- and family forest owners.

"The sustainable management of the world's forest concerns all of us. Forests have a vast potential to contribute to tackling climate change, they are the most biodiverse terrestrial ecosystem, and they directly or indirectly support the livelihoods of millions of people," said Ben Gunneberg, Secretary General of PEFC International.

"With PEFC's Sustainability Benchmarks defining the management of more than 220 million hectares of forests globally, it is our collective responsibility as forest stakeholders to integrate best practice, new scientific knowledge, societal expectations, as well as practical experiences on the ground, into standards that are globally relevant and locally applicable."



"The opportunities that forest certification provides in improving and verifying sustainable forest management are enormous, though the barriers to further expansion are increasing," Mr. Gunneberg explained.

"With the vast majority of the world's certified forests located in the Global North, there is a real need to revisit forest certification requirements in detail and ensure their applicability in countries with less favourable structures, especially in the tropics, in Asia, South America and Africa. These are the regions in which arguably the most vulnerable forests are located, and in which the potential of forest management to lift people out of poverty is greatest."

To join the consultation, please go to www.consultations.pefc.org/consult.ti

The following articles contain further information on PEFC's public consultation process.

Standards Revision Process

Over the past two years, PEFC has been revising its forest management standard, its requirements for developing national certification standards, and requirements for group certification.

The process was led by multi-stakeholder working groups and complemented by a series of workshops in which experts contributed their knowledge to the revisions.

Stakeholder Dialogues complement the revision process and are an important feedback mechanism to gather additional input and to discuss the relevance and appropriateness of the proposed revised internationally applicable criteria at global, regional and national levels.

A first Stakeholder Dialogue on the enquiry drafts took place in Geneva, Switzerland (26 May 2010), with a second Dialogue scheduled in Kuala Lumpur, Malaysia (16-18 June 2010).

Webinars, organized at global level by PEFC International as well as at national levels by PEFC members offered additional opportunities for input.

Stakeholder Dialogues

Kuala Lumpur

The Asia-Pacific region is not only home to some of the most complex, but also most threatened forest ecosystems in the world.



The specific objectives of the [Asia-Pacific Stakeholder Dialogue](#) (16-18 June, Kuala Lumpur, Malaysia) are therefore to provide an overview of the development of forest certification in the Asia Pacific region and to discuss the relevance and appropriateness of the draft revised international criteria at a regional and national level.

Further information www.pefc-mtcc.eventbrite.com

Geneva

This PEFC [Stakeholder Dialogue in Geneva](#) took place on 26th May and focused on the revision of PEFC's core documentation and requirements for sustainable forest management and forest certification schemes, especially on the requirements for boreal and temperate forests.

A Dialogue Report is available at <http://bit.ly/bDyJOY>

A Glimpse at PEFC's Standards Revision Workshops

Earlier this year social issues & biodiversity were the main topics discussed in PEFC workshops as part of PEFC's revision of its core documentation.

Social Issues

Bill Street, Chairman of PEFC International, highlighting the importance of social issues in sustainable forest management said, "How we deal with our growth in terms of new cultures, the issues of climate change, indigenous peoples, and tropical forests will determine in large part how we will be judged 10 years from today."



Social issues are integral to sustainable forest management, especially in the Global South. Not least because they provide a definite structure and legal framework to protect the rights, health and safety, and labour or working conditions that impact directly on the millions of indigenous people who depend on forests directly and indirectly.

This Social issues workshop featured presentations from the public sector, indigenous peoples' rights groups, labour unions, and forest owners to share first-hand experiences from their own perspectives and provide the framework for informed discussions among workshop participants.

Further information: <http://bit.ly/dcxIDT>

Biodiversity

Forests are the most biodiverse terrestrial ecosystems offering habitats for countless plants, animals and micro-organisms. However, forest biodiversity is increasingly threatened as a result of issues such as deforestation, conversions, and urbanisation. The relevance of this topic is highlighted by the United



Nations' designating 2010 the "International Year of Biodiversity."

"Since our beginnings, PEFC has taken action and tried to safeguard the variety of life on Earth through sustainable forest management," explained Ben Gunneberg, PEFC International Secretary General. "The Munich biodiversity workshop has been an integral part of PEFC's Standards Revision process and endeavors to engage a broad range of stakeholders," he continued.

Further information: <http://bit.ly/94fOIW>

PEFC is the First Global Forest Certification System to Consider Social Requirements for Chain of Custody Certification

PEFC International invites all stakeholders to comment on the draft social, health and safety requirements for Chain of Custody certification by 23 July 2010.

"Social issues have long been an integral part of forest certification, which verifies that forest management satisfies the environmental, social and economic aspects of sustainable development," said Ben Gunneberg, PEFC Secretary General. "Yet [Chain of Custody certification](#) has so far been limited to tracking certified material through the production process, from the forest to the consumer."

The proposal to expand the scope of Chain of Custody certification and include social, health and safety requirements is one of the outcomes of the 2009 global public consultation on the enquiry draft of the revised Chain of Custody standard.

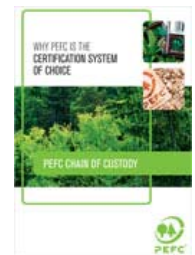
The requirements would oblige PEFC-certified organizations to demonstrate that they:



(c) L. Gordts provided by PEFC Belgium

- ensure workers' freedom of associations and rights for collective bargaining
- prohibit the use of forced labour covering the organization
- ensure minimum age for workers
- ensure equal employment that covers recruitment, promotion, division of work and dismissal, and
- ensure occupational health and safety, including its documentation and reporting.

Stakeholders globally are invited to provide comments and feedback on the draft requirements. If the requirements are approved following this consultation and the integration of the input received, PEFC would become the first global system to demand compliance with key requirements of the fundamental ILO conventions along the whole supply chain.



"PEFC was the first and is still the only global forest certification system where compliance with all the fundamental ILO conventions is mandatory in sustainable forest management everywhere, even in the certification standards of countries that have not ratified them," emphasized Mr. Gunneberg. "Adding the social dimension to chain of custody certification would certainly be a historic step for the forest certification movement."

Further information on the benefits of Chain of Custody certification. (<http://bit.ly/917zq1>). Comment on this and other ongoing consultations (www.consultations.pefc.org)

Case Story Public Timber Procurement in the United Kingdom

There is some indication that procurement policies lead to increased demand and awareness of certified products, as the case of the UK public timber procurement policy shows.

Situation

The United Kingdom is the 4th largest timber importer in the world. Across government departments, the recognition of the sustainability attributes of timber was

recognized early on, though the focus was on issues such as illegal logging and deforestation.

With national and local governments consuming an estimated 40% of the overall imports, the UK issued voluntary guidance for public procurement of timber as far back as 1997 and announced a binding policy in 2000. This policy required all government departments and their agencies to actively seek to buy timber and paper products from legal and sustainable sources.

Following the announcement of the policy, a consultation exercise was carried out and a report produced in 2002, which recommended the establishment of the Central Point of Expertise on Timber (CPET), funded by the Department for Environment, Food and Rural Affairs (DEFRA) to support the implementation of the policy.

The UK timber procurement policy was further strengthened in 2009 and has, since 1 April 2009, been demanding that all timber and timber products should come from independently verifiable legal and sustainable or FLEGT licensed or equivalent sources only. In April 2010, social criteria were added to the procurement policy.

Activities

CPET provides free support and guidance on implementation and compliance with the timber procurement policy to all public sector buyers and their suppliers via a helpline, a website, and training workshops. CPET's main tasks include assessment of evidence of legality and sustainability.

In an initial phase, completed in 2004, CPET established robust guidance on how to meet the UK Government's for legality and sustainability criteria, and assessed five forest certification schemes identified by government procurement staff as the most commonly encountered in the UK wood supply chain.

CPET undertakes biannual re-assessments of the certification systems to verify their continued compliance with the so called 'Category A' evidence requirements to ensure legality and sustainability. Both global certification schemes, the Programme for the Endorsement of Forest Certification (PEFC) and the Forest Stewardship Council (FSC) are in compliance with the 'Category A' evidence requirements for legal and sustainable timber.

Results

Whilst there is no comprehensive study of the impact of public procurement on private procurement, a 2009 report by the UK Timber Trade Federation and funded by the Department of International Development determined that "certification in the UK has moved strongly ahead in the period between 2005 and 2008. In all sectors and in all product groups, levels of certification are higher."

The proportion of certified products available to the UK supply chain is now close to 85%. PEFC and FSC dominate certification in the UK, with each building upon their strengths in their specialist areas. PEFC's share of UK imports is around 50%, with FSC having a 30% share.

The certification schemes PEFC and FSC are very important tools, if not essential, in ensuring compliance with and thereby in the implementation of the policy. CPET's awareness raising and training of public buyers and suppliers consequently focuses a lot on informing about the certification schemes.

There is some indication that demand and awareness of certified products seems to be increasing and it can be claimed that efforts to raise awareness of certified timber are being rewarded. The increased availability of certified products, both PEFC and FSC, makes it even easier for the public sector to meet the UK timber procurement policy requirements for sustainable timber and wood products.

This increase in availability should be complemented by a further increase in demand for sustainable timber and CPET continues to raise awareness and support mandated central government departments and associated bodies in implementing the government's timber procurement policy.



International News

First PEFC Certificate Awarded for Sustainable Management Practices in Russian Forests

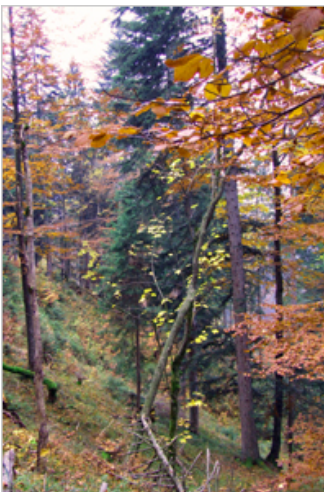
The first ever PEFC sustainable forest management certificate in Russia was issued to Metsäliitto Podporozhye.

The certificate was awarded after an independent review and field auditing verified the company's sustainable management of their forest area in Leningrad Province north-east of St. Petersburg.

"This marks a great achievement for PEFC," commented Ben Gunneberg, Secretary General of Geneva-based PEFC International. "PEFC is the world's largest forest certification system, and increasing the area of PEFC certified forests is essential to promote sustainable management practices globally. This certificate marks the start of that growth in Russia."

"We consider PEFC certification is an excellent tool for sustainable forest management in Russia. It offers a real solution for companies wishing to demonstrate best practice in the forest industry," said Mikhail Kobelkov, Vice-Chairman of the Russian National Council of Forestry Certification, which manages the PEFC-endorsed forest certification system in Russia. The Russian Federation contains an estimated 800 million hectares of forest, the equivalent of over 20% of the world's forest area and more than Canada and Brazil combined.

While major forest policy reforms are now ongoing throughout Russia to safeguard the long-term management of the resource, export markets in Europe and Asia continue to demand large amounts of Russian wood and wood products. Requiring wood and wood products to be certified is one of the most credible ways to encourage sustainability in the industry.



Forest certification is a market-based, voluntary tool designed to recognize and promote sustainable forest management practices through independent, third-party verification against standards.

"The awarding of this very first forest management certificate today demonstrates to forest managers in Russia that achieving PEFC certification is possible. Furthermore, it signals to key markets in Russia, Europe and Asia, that PEFC certified material is available from Russia and now is the time to demand it," said Mr. Gunneberg.

First International Stakeholder Members Announced

PEFC welcomes international stakeholders to become members of the world's largest forest certification organisation..

Since the beginning of 2010, PEFC has opened a new category of membership and is inviting applications from entities wishing to become PEFC members. "PEFC membership provides a forum to meet and discuss the various challenges in the field of forestry and forest product markets amongst different stakeholders," explained Mikko Ohela, Senior Vice President of International Affairs at the Metsäliitto Group, one of the first five members of [PEFC International's Stakeholder Membership](#) category.

PEFC created this membership category for International Stakeholders in 2009, and has been receiving applications from entities wishing to become members since the beginning of 2010. The other four entities to become International Stakeholder Members are the Confederation of European Paper Industries (CEPI), European Network of Forest Entrepreneurs (ENFE), the International Family Forestry Alliance (IFFA), and StoraEnso.

Commenting on ENFE's motivation for seeking PEFC membership, Simo Jaakkola, ENFE's Chairman stated, "our International Stakeholder membership will enable us to get more engaged in global forestry issues, whilst PEFC will gain a better understanding of the important role of contractors for sustainable forest management."

From CEPI's perspective, their involvement as an International Stakeholder Member is a positive step, and

one that reflects industry's commitment towards sustainable forest management. This was mirrored by Stora Enso's Environmental Manager, Pekka Kallio-Mannila, "PEFC is very influential in promoting Sustainable Forest Management, and therefore it is important to strengthen stakeholder involvement to include all parties with environmental, social and economic interests."

Speaking on behalf of the International Family Forest Association, Chairperson Lea Jylhä commented that, "family forest owners have been one of the main driving forces behind PEFC since its early days, and the stakeholder membership category is a natural step in this development. We want to actively participate and share our most up-to-date knowledge to support PEFC's role in the enhancement of sustainable forest management."

"Forest owners all around the globe are contributing to sustainable forest management through their daily activities in the forests, and through PEFC we want to highlight this commitment to all parties interested in sustainable forestry," Ms Jylhä stressed.

"This cooperation will offer clear benefits for PEFC as well since IFFA can inform its members and partners both in family and community forestry about PEFC's work, and in the new areas such as the tropics."

"PEFC has enjoyed a strong relationship with these organizations for many years now, and we warmly welcome them as International Stakeholder Members," said Ben Gunneberg, Secretary General of PEFC International. "We look forward to enhanced opportunities to cooperate in promoting sustainable forest management around the world."

International Stakeholder membership is open to entities operating in two or more countries, or legally registered as an international organization. Companies, organizations, and associations with principles and objectives supportive to PEFC's are encouraged to apply. Further information on International Stakeholder Membership (<http://bit.ly/bStjOL>)



Leading Retail Companies Join Forces to Curb Illegal Logging

Four of Europe's largest retailers - Carrefour, Kingfisher, IKEA and Marks & Spencer - announced in April that they are setting up the Timber Retail Coalition (TRC)

The TRC supports the European Commission's efforts to create EU-wide regulation as a crucial step towards the widespread adoption of responsible timber sourcing practices.

Sir Stuart Rose, Chairman, Marks & Spencer, said: "Under Plan A, our eco and ethical plan, M&S is committed to sourcing key raw materials such as wood, from the most sustainable resources available to us. Whilst we and our fellow TRC members are committed to responsible procurement, a lack of regulation means illegally harvested timber products can still enter the European market. Working together, the TRC aims to send out a clear message that this is not acceptable."

PEFC certification, as a voluntary, market-based mechanism, provides assurances concerning the sustainability of timber, with compliance to all relevant national and international laws being a fundamental prerequisite for certification. With two-thirds of the world's certified forest area certified to PEFC, it offers the widest supply of certified fibre and timber.

PEFC's Sustainability Benchmarks go far beyond the concept of legality. PEFC sets the highest standards for forest certification and sustainable forest management aligned with the majority of the world's governments and offers a number of unique features that make it especially attractive to responsible companies.

PEFC demands the highest percentage of certified material in labelled products, and it is the only global forest certification system that requires compliance with the fundamental ILO conventions not only in signatory



countries, but in all countries globally.

PEFC is looking forward to working closely with companies committed to increasing the quantity of certified materials on their stores' shelves. The simple action of procuring PEFC-certified products communicates to the customer in a clear, concise and transparent manner that products have been sourced from sustainably managed forests and that illegally harvested wood is not tolerated.

USGBC Urged to Support Forest Certification

PEFC has called on the United States Green Building Council (USGBC) to live up to its mission to truly 'transform the way buildings and communities are designed, built, and operated' by promoting the use of certified wood as one of the most environmentally-friendly building materials.

The [USGBC's](#) 3rd public comment period on draft benchmarks to evaluate forest certification systems ended on March 14th, and a 4th comment period is announced for mid-June 2010. The intention of these benchmarks, according to USGBC, is to set high standards for forest certification systems and to incentivize 'their evolution towards more stringent requirements.'

"We have to bear in mind that after 20 years of activity, only eight percent of the world's forest are certified to the already strict requirements set out by the world's two global forest certification systems, FSC and PEFC," said Ben Gunneberg, PEFC International Secretary General. "While wanting to raise the bar even higher is an admirable objective, it is rather unlikely that it will support efforts to increase the area of forests certified as sustainably managed."

PEFC is the world's largest forest certification system, and with about half a



million certified forest owners is the certification system of choice for small forest owners.

Mr Gunneberg added that the green buildings movement will lose its ability to promote changes if it settles at levels which are too demanding, elitist, and catering only for the boutique end of the wood market. At the same time it is clear that the green buildings movement will lose its credibility if it is too undemanding, business-as-usual, and certifying the lowest common denominator. He voiced his concern that if global certification systems have not been able to mainstream forest certification with the existing set of requirements, all that more stringent requirements will do is to continue to exclude forests from achieving certification for some time to come.

"If obtaining certification ceases to be a viable option for forest managers, there is a huge risk that they will re-focus their attention from implementing sustainable management methods to producing at low cost. And low-cost management methods are not necessarily sustainable."

Sustainable forest management is widely recognized as an essential component in tackling a number of societal issues, including climate change. Global forest leaders, gathered under the auspices of The Forest Dialogue, an initiative hosted by Yale University's School of Forestry and Environmental Studies, have identified the substitution of high-emissions materials and fuels with sustainably produced forest products as an important component of the most effective forest-based approaches dealing with climate change.

In the U.S., buildings are of fundamental importance in the climate change debate as they account for almost 40% of total CO₂ emissions. Studies estimate that CO₂ emissions for wood-based buildings are 20-50% lower than emissions associated with comparable steel or concrete based buildings.

"Both global forest certification systems are based on widely accepted requirements, with PEFC basing its understanding of sustainable forest management on broad societal consensus expressed in international, intergovernmental, multi-stakeholder processes and guidelines involving thousands of interested parties," concluded Mr. Gunneberg.

"While we believe that the USGBC is truly interested in 'enabling an environmentally and socially responsible, healthy, and prosperous environment,' its efforts must be targeted towards increasing market demand for certified wood instead of potentially excluding one – or both – global forest certification systems from their credit system."

Further information on the [US Green Building Council](http://www.usgbc.org) (<http://bit.ly/jLKoc>)

Increasing the Availability of Certified Timber

In December, the Timber Trade Federation published a report detailing the development of timber certification in the UK over past four years.



The objectives of this DFID-funded certification study, conducted in 2009, were to:

- quantify certified softwood round-wood, sawn timber and panel products available from recognised schemes within the major sectors of the timber industry in the UK for 2008, and compare these with the results from the previous study in 2005, and to indicate how certification might develop into 2009; and to
- estimate the quantity of certified timber available from recognised certification schemes and provide a comparison of how the leading certification schemes have developed between 2005 and 2008.

The [report](#) found that the level of certification in the UK timber industry has increased significantly between 2005 and 2008. The certified proportion of the 8.18m tonnes of softwood roundwood harvested in the UK in 2008 increased to 83.9% from a level of 80.5% in 2005. The Report also found that the certified proportion in the UK of the 14.40m m³ of timber and panel products produced and imported in 2008 grew to 83.6%, from a level of 66.7% in 2005.

Other key findings of the Report were:

- Imported softwood lumber certification has been the area which has seen the most significant

growth, from 58% of imports in 2005 to over 90% in 2008

- The level of certified timber and panel products imports to the UK has risen from 55.8% in 2005 to 81.4% in 2008
- The Programme for the Endorsement of Forest Certification (PEFC) and Forest Stewardship Council (FSC) dominate certification in the UK, with each building upon their strengths in their specialist areas. The PEFC schemes share of UK imports was around 50%, with FSC having a 30% share
- The PEFC share of timber and panel products produced in the UK and imported rose to 32% in 2008, from a level of 18% in 2005. The share of FSC products increased from 48% in 2005 to 52%; and
- Around 1 in 3 customers now specifically request certified products; an increase from around 10% of sales in 2005 to over 30% in 2008.

Read the Timber Trade Federation's [Report](http://bit.ly/9ja6Fh) (<http://bit.ly/9ja6Fh>)

National News

PEFC Certified Companies Honoured by Danish Crown Prince

Three Danish companies were honoured during TUNBYG, Scandinavia's largest trade fair, for their efforts in climate-friendly construction.

The prizes were presented by HRH Crown Prince Frederik, patron of the Climate Consortium. The Environment Prize went to Troldekt Acoustics, which provides acoustic solutions for various types of buildings. "Troldekt Acoustics has obtained PEFC certification and can demonstrate



Crown Prince Frederik (left) presents Award

sustainable forest management, minimal environmental impact during production, use, and disposal, and thus contributes to a better environment throughout the

product lifecycle," Crown Prince Frederik explained. The Energy Prize was awarded to Rational Windows, another PEFC-certified company.

More than 300 exhibitors presented their products at TUNBY, with the PEFC stand being a popular destination for many of the 27,000 visitors. "Interest in PEFC-certification is certainly growing in Denmark, following a trend that we've already been observing in other countries," said Tanja Olsen from PEFC Denmark. "There is an increasing awareness that the sustainable management of our forests is important, and the recognition that PEFC certification is the best tool to assure it."

Contact Tanja Olsen (to@skovforeningen.dk), PEFC Denmark

Scottish Woodlands Ltd Achieves PEFC Certification

Scottish Woodlands Ltd has added PEFC Forest Management Certification capability for those forests in its Group and Resource Manager Schemes in the United Kingdom.

Clients of Scottish



Woodlands whose forests are managed within these Schemes will now be able to access timber markets in the UK and Europe, which require PEFC certified timber. Chain of Custody arrangements are currently being finalised to allow the first volumes to move in due course. Rob Shaw, SEQ and Contracts Director for Scottish Woodlands announced, "We had received expressions of interest from major UK timber processors about our ability to provide PEFC certified timber. This is something we have been considering for some time."

"The most important aspect within the UK is that there is one agreed Certification Standard which is the UK Woodland Assurance Standard (UKWAS), and so we are now able to complement our existing Certification arrangements using this same world-leading standard. We would like to thank everyone who has worked hard to bring this to fruition, especially Douglas Orr and his colleagues at SGS Qualifor," Mr Shaw continued.

William Walker of PEFC UK welcomed the announcement and said that "it ensures timber from the forests managed by Scottish Woodlands can enter the market with the label from the world's largest certification programme which now has a certified area in excess of 225 million hectares spread over five continents."

Contact Hilary Khawam (hilary.khawam@pefc.co.uk), PEFC UK

Five More Chilean Companies Enter Sustainable Forest Certification

PEFC certified products are increasingly available in the marketplace, highlighting the consumer's growing demand for traceability and responsibility in wood-based products.

Recent Chain of Custody holders include:

- Forestal Santa Blanca Ltda. – a forestation, sawmilling, and manufacturing company
- Distribuidora Papeles Industriales S.A. - distributes and commercializes cards and paper products from global providers
- Impresora Printer S.A. – a printer renowned for their efforts in productivity process improvement.
- Corza S.A. – producer of different wood products for construction and decoration.
- Sundoor's S.A. – door and window manufacturer

In 2009, the Certfor system represented 47% of the total brochures and graphics on the. On top of this, three of the five major Chilean players, EDIPAC S.A., GMS Productos Graficos Ltd., and Dipisa, representing a total of 62% of the market-share, are all certified.



Contact Aldo Cerda (acerda@fundacionchile.cl), Certfor Chile

Australia - Budget an Opportunity to Extend Sustainable Forestry

The 2010-11 Federal Budget provides an excellent opportunity for the Australian Government to improve sustainable forest practices in Australia by supporting and promoting the use and export of certified forest products, Kayt Watts, the Chief Executive Officer of Australian Forestry Standard said.

Australian Forestry Standard applauds the Budget's increased funding for the forestry industry in the Budget. Funding has been increased by 25 per cent to \$26.575 million. "Australian Forestry Standard looks forward to this funding being at least maintained in future years," Ms Watts said.

The Budget funding is an ideal opportunity for the Government to extend its support to the development and maintenance of the Australian Forestry Standards AS 4708 and AS4707 to ensure wider use of rigorous national standards developed by Australian Forestry Standard Limited for the sustainable harvesting, domestic use and export of Australia's renewable forest resources.



Australian Forestry Standard welcomes the Budget comments of Tony Burke, Minister for Agriculture, Fisheries and Forestry that "the Rudd Government will continue to support Australia's forest and wood product industries to boost productivity and grow export markets." "Domestic and export users of Australian forest products are increasingly aware of the need to specify certified timbers as the only effective way of ensuring those products are harvested in a sustainable way," Ms Watts said.

"The Australian Forest Certification Scheme operated by Australian Forest Standard is the only Sustainable Forest Management (SFM) and the only Chain of Custody (CoC) certification process that are internationally recognised Australian Standards," she said.

Australian Forest Standard looks forward to its continuing involvement with the Australian Government to ensure wider use of certified timber.

Contact Kayt Watts (ceo@forestrystandard.org.au), Australian Forestry Standard Ltd.

Belgium Publisher to Print on PEFC-Certified Paper

One of the biggest publishers in Belgium, Roularta Media Group, will publish many of its magazines on PEFC-certified paper as part of its commitment to corporate social responsibility.

William Metsu, General Manager of Roularta Printing: "By procuring PEFC-certified material, we have the assurance that the timber used for the production of the paper originates from sustainably managed forests, the company states in its press release." "This initiative demonstrates Roularta's consideration for the environment and is a major contribution to sustainable forest management and forest certification," said Mieke Vercrujisse from PEFC Belgium.

This move is in line with developments in other countries such as the UK, where the print, paper and publishing sectors account for more than fifty percent of all PEFC Chain of Custody certificates, with over 60% of the UK's top twenty print management companies specifying PEFC in their procurement policies.

The Economist, the weekly international news and business publication, has been printed on PEFC-certified paper since last year.

Roularta expects that a wide range of its publications, including Knack/Le Vif-L'Express, Weekend Knack /Le Vif Weekend, Focus Knack/Focus Vif, Voetvalmagazine Sport/Sport Foot Magazine, and Trends/Tendances will be available on PEFC-certified paper starting this summer once the company has used up its current paper stock.

Contact Mieke Vercrujisse (m.vercrujisse@pefc.be),
PEFC Belgium

First Estonian Forests Achieve PEFC Certification

More than 55,000 hectares of forests were certified as being in compliance with PEFC's Sustainability Benchmark, the Estonian Forest Certification Council has announced.

"This group certification covers 44 forest owners and represents the first-ever PEFC forest management certificate to be issued in Estonia," said Mart Kelk, Secretary-General of the Estonian Forest Certification Council. "This achievement demonstrates responsible practices by Estonian forest owners, while at the same time offering potential economic benefits."

"The wood industry is one of the largest industries in Estonia, providing employment for about 16,000 people," continued Mr. Kelk. "With two-thirds of the total timber production exported, PEFC certification is essential as it provides access to global markets for certified timber." The awarding of the certification marks the successful completion of a pilot project, which started in early 2009 to pioneer PEFC certification in Estonia.

"We have already received indications of further interest by Estonian forest owners to become PEFC-certified and hope to rapidly increase the area of forests in Estonia certified as sustainably managed," emphasized Mr. Kelk.

Contact Mart Kelk (mart.kelk@mail.ee), Estonian Forest Certification Council

Yves Rocher to Outfit its Shops Based on Eco-Design Principles

Yves Rocher has launched its new corporate brand identity and 'organic' shop-design concept, which will see its 1600 outlets re-fitted to highlight its dedication to sustainable development and the environment.

Following the creation of this concept, called the "Atelier of Botanical Beauty," Yves Rocher will ensure that its materials are environmentally sustainable, with wood certified to PEFC's standards, iron, glass, and solid materials that are designed to last.



The production capacities, in respect to nature and the environment, correspond to Yves Rocher's ethic which seeks a responsible shopping ethic for buying new materials, packaging, and shopping schemes.

Contact Audrey Tourreau (a.tourreau@pefc-france.fr),
PEFC France

Royal Mail Recognition for PEFC

As a key part of its environmental policy, the British postal service, Royal Mail, has developed a standard for responsible mailing, Sustainable Mail.

To qualify for the scheme, organizations must comply with a number of criteria including use of recycled content or paper certified to a credible certification scheme such as PEFC's.

The Sustainable Mail™ standard is closely aligned to the British Standards Institute's specification document on environmental performance of Direct Marketing, PAS 2020. Meeting the new standard enables companies using direct mail in their marketing mix to demonstrate their commitment to recycling, sustainability and waste reduction as well as helping to improve their overall corporate environmental performance.

Full compliance with the standard gives a reduction in postage costs of almost 5%, and as these costs represent up to 70% of the cost of a direct mail campaign, the savings can be significant.

Virgin fibre certified to a certification scheme approved by DEFRA's Central Point of Expertise on Timber (CPET) such as PEFC is considered an environmentally-friendly option as it contributes to a reduction in carbon in the atmosphere and is readily renewable. There are also

limits to the amount of recycled paper available since paper cannot be recycled indefinitely.



"In addition to decreasing an organization's environmental footprint, Sustainable Mail allows for major cost reductions," said Hilary

Khawam, PEFC UK Communications Director. "With PEFC-certified paper widely available in the UK, there are numerous responsible sourcing options available to companies wishing to take advantage of this scheme."

Contact Hilary Khawam (hilary.khawam@pefc.co.uk), PEFC UK

Global Public Consultations Revision of Technical Documentation

There are five technical documents that are currently open for public consultation

Requirements for Sustainable Forest Management in Temperate, Boreal and Plantation Forests

Forms the basis of all forest management standards for temperate, boreal and plantation forests and establishes the environmental, social, and economic requirements that forest management must comply with to ensure the sustainable use of forest resources.

The consultation period for this document is open until 30 June 2010. Further information -

www.consultations.pefc.org/consult.ti/ST_1003_200x_p1/consultationHome

Requirements for Standard Setting

The requirements that standardising bodies and the standard setting process need to comply with in the development and revision of forest management and scheme specific chain of custody standards

The consultation period for this document is open until 30 June 2010. Further information -

www.consultations.pefc.org/consult.ti/ST_1001_200x/consultationHome

Requirements for the Certification of Multiple Forest Holdings

Defines the requirements for group certification under a forest certification scheme. Group certification allows the certification of multiple forest holdings under one certificate, a concept that is considered the most effective option for small family- and community-owned forests to obtain certification.

The consultation period for this document is open until 30 June 2010. Further information -

www.consultations.pefc.org/consult.ti/ST_1002_200x/consultationHome

Tropical Natural Forest Management Standard

Forests have a vast potential to contribute to tackling climate change, they are the most biodiverse terrestrial ecosystem, and they directly or indirectly support the livelihoods of millions of people. The Standards Revision working group is considering the possibility to merge both the Boreal and Temperate Forest Management Standard and the Tropical Natural Forest Management Standard into one document.

The consultation period for this document is open until 10 August 2010. Further information -

www.consultations.pefc.org/consult.ti/st_1003_200x_p2/consultationHome

Social Requirements in Chain of Custody Certification

The proposal to expand the scope of Chain of Custody certification and include social, healthy and safety requirements is one of the outcomes of the 2009 global public consultation on the enquiry draft of the revised Chain of Custody standard.

The consultation period for this document is open until 23 July 2010. Further information -

www.consultations.pefc.org/consult.ti/coc_social/consultationHome

Current Consultations on National Systems

National certification systems that have [developed standards](#) in line with PEFC requirements can apply for endorsement to gain access to global recognition and market access through PEFC International. To achieve endorsement, they need to meet PEFC's rigorous Sustainability Benchmark, independently verified by third-party assessors. The 60 day consultation phase is a required part of PEFC's assessment procedures.

Germany: Revised German Forest Certification Scheme

This system was submitted for assessment on 19 February 2010, and is currently in a 60-day global public consultation period. All interested stakeholders are asked to submit comments before the 13 August 2010.

Further information

(www.pefc.org/index.php/standards/stakeholder-engagement/global-public-consultations)

Forthcoming Consultations for National Systems

The following systems have submitted their scheme documentation for assessment, and PEFC has appointed assessors after a call for tenders. Their consultation period will start in the near future.

Malaysia: Malaysian Criteria and Indicators for Forest Management Certification (Forest Plantations)

This system was submitted for assessment on 8 January 2010, and is awaiting its 60 day global public consultation period. Further information

(www.pefc.org/index.php/standards/stakeholder-engagement/global-public-consultations)

Uruguay: Uruguayan Forest Certification Scheme

This system was submitted for assessment on 11 January 2010, and is awaiting its 60 day global public consultation period. Further information

(www.pefc.org/index.php/standards/stakeholder-engagement/global-public-consultations)

Norway: Revised PEFC Norway Scheme

This system was submitted for assessment on 13 November 2009, and is awaiting its 60 day global public consultation period. Further information

(www.pefc.org/index.php/standards/stakeholder-engagement/global-public-consultations)

Previous Consultations for National Systems

These systems' consultation periods are now closed, but their assessment is still ongoing.

Italy: Revised Italian Certification Scheme for Sustainable Forest Management

This system was submitted for assessment on 14 January 2010, and its 60 day global public consultation

was held between the 3 March and 5 May 2010. Further information

(www.pefc.org/index.php/standards/stakeholder-engagement/global-public-consultations)

Finland: Revised Finnish PEFC System

This system was submitted for assessment on 13 November 2009, and its 60 day global public consultation was held between the 24 February and 28 April 2010.

Further information

(www.pefc.org/index.php/standards/stakeholder-engagement/global-public-consultations)

Portugal: Revised Portuguese Forest Certification Scheme

This system was submitted for assessment on 24 October 2009, and its 60 day global public consultation was held between the 16 February and 16 April 2010.

Further information

(www.pefc.org/index.php/standards/stakeholder-engagement/global-public-consultations)

Slovak Republic: Revised Slovak Forest Certification Scheme

This system was submitted for assessment on 28 October 2009, and its 60 day global public consultation was held between the 28 January and 31 March 2010.

Further information

(www.pefc.org/index.php/standards/stakeholder-engagement/global-public-consultations)

Luxembourg: Revised Luxembourg Certification Scheme for Sustainable Forest Management

This system was submitted for assessment on 3 July 2009, and its 60 day global public consultation was held between the 28 January and 31 March 2010. Further information

(www.pefc.org/index.php/standards/stakeholder-engagement/global-public-consultations)

Belarus: PEFC scheme of the Republic of Belarus

This system was submitted for assessment on 22 December 2007, and its 60 day global public consultation was held between the 24 June and 22 August 2008.

National Consultations

A national consultation is an integral part of the development of national certification standards, and required by PEFC International for all systems that aim to become endorsed at international level.

Current National Consultations

PEFC Austria

All interested parties are kindly asked to provide feedback and comments by the end of the 60 day public consultation period, 30 June 2010. Further information (www.pefc.org/index.php/news-a-media/general-sfm-news/news-detail/item/500-austrian-technical-standards-open-for-public-consultation)

PEFC Netherlands

All interested parties are kindly asked to provide feedback and comments by the end of the 60 day public consultation period, 11 June 2011. Further information (www.pefc.org/index.php/news-a-media/general-sfm-news/news-detail/item/498-national-public-consultation-on-draft-dutch-forest-management-standard)

Previous National Consultations

PEFC Ireland

Interested parties provided feedback and comments on this draft Irish Forest management Standard by the end of the 60 day public consultation period, 28 May 2010. Further information (www.pefc.org/index.php/news-a-media/general-sfm-news/news-detail/item/487-national-public-consultation-on-draft-irish-forest-management-standard)