

Australian Forest Certification Scheme

AUSTRALIAN FORESTRY STANDARD LIMITED

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AFS LOGO USE RULES MANUAL

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GLOSSARY

AFCS	<p><i>Australian Forest Certification Scheme</i>, which is based on the AFS and COC Standards in conjunction with accreditation programmes and independent, third-party certification</p> <p>For further information, refer: www.forestrystandard.org.au</p>
AFS	<p>The <i>Australian Forestry Standard</i> [AS 4708-2007] or subsequent versions of AS 4708</p> <p>For further information, refer: www.forestrystandard.org.au</p>
Annex 4	<p>The PEFC's Chain of Custody Standard – 'Chain of Custody for Forest Based Products – Requirements' or subsequent versions of Annex 4</p> <p>For further information, refer: www.pefc.org</p>
Claim	<p>Any form of representation to the market and or stakeholders relating to the company or the company's products carrying AFCS certification. Claims can be made on-product or off-product, as defined in the Manual</p>
COC	<p><i>Chain of custody</i>, which relates to the supply chain extending between timber production from forests and end users of wood products manufactured from timber harvested from these forests</p> <p>The <i>Chain of custody for certified wood and forest products</i> [AS 4707-2006] or subsequent versions of AS 4707</p> <p>For further information, refer: www.forestrystandard.org.au</p>
FM	<p><i>Forest management</i>, which encompasses all activities involved in the establishment or regeneration of forests, silvicultural tending and other management for a range of forest values, and harvesting of forest products</p>
Group	<p>In the context of group certification, a group is a legal entity representing growers that are collectively maintaining or progressing towards AFS certification (FM or COC) under the one certificate</p>
IAF member	<p>An accreditation body from a country that is a member of the International Accreditation Forum Inc.</p> <p>For further information, refer: www.iaf.nu</p>
JAS-ANZ	<p><i>Joint Accreditation System of Australia and New Zealand</i></p> <p>For further information, refer: www.jas-anz.com.au</p>
Logo	<p>A logo that constitutes a trade mark, which distinguishes goods or services provided in the course of trade, under the <i>Trade Marks Act 1995</i> (Cth)</p>
Logo User Group	<p>Categories of Logo Users, as defined in the Manual</p>
PEFC	<p>The <i>Programme for the Endorsement of Forest Certification scheme</i></p> <p>For further information, refer: www.pefc.org</p>

1 INTRODUCTION

The Australian Forestry Standard [AS 4708—2007] (AFS) seeks to ‘*distil from community values and the science of forest management those economic, social, environmental and cultural criteria that are considered to be most important for ensuring that a forest is well managed*’¹. It specifies criteria and requirements for wood production that support continual improvement towards sustainable forest management. It is intended for voluntary application and will assist to promote access to both domestic and international markets for timber from certified forests.

Certification marks related to the Australian Forest Certification Scheme (AFCS)² can be fixed to a product to indicate that the product originated from a forest certified to the AFS. The AFS Logo is a Certification Trade Mark # 984827³, which is registered by Australian Forestry Standard Limited, the organisation formed to manage the implementation of the AFCS. To ensure the AFCS endures as a credible and robust certification framework, the authority and integrity of the AFS logo must be understood and used correctly.

The AFCS has been endorsed by the *Programme for the Endorsement of Forest Certification Schemes*⁴ (PEFC) as conforming to its certification requirements for forest management and chain of custody for forest and wood products. This endorsement confers mutual recognition with other endorsed PEFC national schemes and provides the mutual recognition framework that establishes Australian Forestry Standard Limited’s recognition of those endorsed schemes as substantively equivalent to the AFCS. The PEFC’s mutual recognition framework enables companies with AFCS certification for their forest management and forest and wood products to use the PEFC Logo and related PEFC claims in their marketing and communications with stakeholders provided that they are a licensed logo user under the requirements of the PEFC Logo Use Rules Manual.



PEFC/21-1-1

This manual is designed to provide the authoritative basis for Australian Forestry Standard Limited in managing the use of the AFS Logo as a Certification Trade Mark in Australia, and to guide AFCS certified organisations and individuals seeking to use the AFS logo.

The use of the AFS logo or PEFC Logo and related claims are prohibited unless authorised by Australian Forestry Standard Limited in conformity with this AFS Logo Use Rules Manual.

¹ The Australian Forestry Standard, which can be accessed at: www.forestrystandard.org.au

² The AFCS comprises the AFS and CoC Standards as the forest management and chain of custody standards; accreditation programmes offered by JAS-ANZ for forest management and product (chain of custody) certification to certification bodies and the independent, third-party certification bodies who have as a component of their scope of accreditation, the capacity to offer certification to the two standards.

³ A Certification Trade Mark (CTM) indicates to consumers that a product or service meets a particular standard. For example, a CTM indicates that:

- A product or service, is of a particular quality or has particular characteristics
- A product has been manufactured in a particular location or using a particular process\product is made from particular materials or ingredients

[<http://www.accc.gov.au/content/index.phtml/itemId/309904/fromItemId/3669>]

⁴ For further information on the PEFC, refer to: www.pefc.org

2 OBJECTIVES

This document, the *AFS Logo Use Rules Manual*, has the objective of:

To set rules for the use of the Australian Forestry Standard (AFS) logo and claims to assure the protection of ownership rights and to ensure clear and credible communication of claims connected with certification under the AFCS to avoid misleading or misunderstanding of AFS logo messages.

Australian Forestry Standard Limited (AFS Limited), the not-for-profit public company established to manage the implementation of the AFCS, is also the ‘National Governing Body’ of the PEFC Council in Australia, and is authorised to administer and to assure the protection of ownership rights for the usage of the PEFC Logo in Australia on the basis of AFCS certification as a mutually recognised forest certification scheme under the PEFC system.

3 SCOPE OF MANUAL

This document establishes the rules and guidelines for the use of the AFS Logo and related claims by Australian-based companies or companies operating in Australia. The scope is to specify the:

- Owner and governing body of the AFS Logo (Sections 5, 6 and 7);
- Parties that can use the logo (Section 8);
- Type of claims that are to be, and can additionally be, included with the logo (Section 8);
- Type of on- and off-product communication that can be associated with the logo (Section 8);
- Specifications for reproduction of the logo in printed and published form (Section 8, and Appendix A); and
- Process for issuance of logo usage licences and logo use rules (Section 9);

4 LOGO COVERAGE

The AFCS is a single-issue labelling scheme, the claims (see 8.3) of which only concern sustainable forest management, as defined and embraced by the AFS⁵. Consequently, apart from wood and wood based raw material, the AFCS does not make any claims on other raw materials. The AFCS does not include any multi-issue or lifecycle analysis claims.

⁵ The AFS acknowledges a definition of sustainable forest management as: “*The integration of commercial and non-commercial values of forests so that both the material and non-material welfare of society is improved, whilst ensuring that the values of forests, both as a resource for commercial use and for conservation, are not lost or degraded for current and future generations*” based on the Forestry Working Group on Ecologically Sustainable Development (1991) and the National Forest Policy Statement (1992). The AFS also notes the three key principles of ecological, social and economic sustainability.

5 OWNERSHIP AND USAGE OF THE LOGO



The AFS Logo is copyright material and is a registered Certification Trade Mark owned by AFS Limited.

Unauthorised use of this copyright material is prohibited and may lead to legal action. The use of the AFS Logo and claims in Australia is regulated and governed by AFS Limited.

6 ROLE OF NATIONAL GOVERNING BODY

AFS Limited is the not-for-profit, public company formed to manage the implementation of the AFCS. This includes providing a contact point for queries and comments on the AFS and COC Standards and promoting mutual recognition for the AFCS with compatible forest certification schemes.

Within its charter to manage the implementation of the AFCS, AFS Limited is the national governing body for usage of the AFS Logo and will use the logo and claims for educational and other communication purposes, and is responsible for issuing and controlling logo usage licences to other parties.

7 ROLE OF CERTIFICATION BODY

The certification body⁶ which undertakes the verification audit of an organisation to a standard and grants a FM or COC certification is responsible for control of the use of the AFS Logo and claims by the relevant Logo User as a part of an AFCS forest management or chain of custody certification audit.

Certification bodies and nominated agents are required to report unapproved non-conforming uses of the logo and trademark to AFS Limited. AFS Limited will evaluate the material to determine whether further action, including legal action, is required.

⁶ Certification body – an independent, third-party organisation accredited by JAS-ANZ or an IAF member to provide certifications to AS 4707/Annex 4 and/or AS 4708 – details of accredited certification bodies can be found on the JAS-ANZ Register at www.jas-anz.com.au

8 LOGO USAGE

8.1 User Groups

Four groups of Logo Users are identified. These user groups comprise both certification certificate holders and also non-certificate holders. The user groups are:

- Group A: National governing body, ie AFS Limited;
- Group B: Forest management (FM) certification certificate holders who have been certified to AS 4708
- Group C: Chain of custody (COC) certification certificate holders who have been certified to AS 4707 or PEFC Annex 4
- Group D: Industry Associations, Supporters and Companies not in Category B and C

8.1.1 Group A - National Governing Body

AFS Limited, as the governing body for the AFCS, is permitted to use the AFS Logo for educational purposes. It is also able to issue licences for use of the AFS Logo within Australia.

8.1.2 Group B – Forest Management Group

Group B comprises forest owners and managers who have a valid AFS forest management (FM) certificate or all eligible entities participating in a group with a valid forest management certificate (group certification). The forest management certificate shall be issued by an independent third-party certification body meeting the most current Issue of Procedure 26 accreditation requirements of JAS-ANZ⁷ and shall state in the certificate, the compliance with the requirements of the AFS [AS 4708—2007] or subsequent versions of AS 4708.

Under Group B, the following entities can be Logo Users:

- Individual forest owners (as holders of individual certificate or members in regional or group certification);
- Holders of a group certificate (group of forest owners); and
- Other entities participating in the group forest certification (eg, contractors).

Under groups of forest owners, participating individual forest owners/managers/other entities can get an individual licence which is linked to the group licence and it has to be obtained from AFS Limited.

Logo Users from Group B – Forest Management Group shall comply with the following requirements in regards to their forest management certification:

Summary reports of independent certification and surveillance audits shall be publicly available to stakeholders.

8.1.3 Group C – Chain of Custody Group

Group C comprises forest related industries, (eg, wood or wood-based procurement organisations, wood processing industries, manufacturing industries, timber traders, distributors and retailers) as holders of the chain of custody (COC) certificates or participating in a group with a valid chain of custody certificate (group certification). The chain of custody certificate shall be issued by an independent third-party certification body meeting the

⁷ Joint Accreditation System of Australia and New Zealand. Refer to www.jas-anz.com.au

Procedure 15 and CoC Scheme Rules accreditation requirements of JAS-ANZ or the appropriate accreditation programme for product certification incorporating chain of custody of an IAF member. The certificate shall state, in the certification status, the compliance with either the Australian Standard for Chain of Custody for Certified Wood and Forest Products [AS 4707-2006] or subsequent versions of AS 4707 or the PEFC's Annex 4 'Chain of Custody for Forest Based Products – Requirements' or subsequent versions of PEFC Annex 4.

Where wood or wood based raw materials are sourced from AFCS certified entities other than holders of a valid PEFC or AFS logo user licence, there must be evidence provided to AFS Limited that the forest manager has made the summary reports of independent certification and surveillance audit results publicly available to stakeholders,

Under group chain of custody certification, participating individual companies can obtain individual approval for the usage of the logo. This requires a licence which is linked to the user group licence and has to be obtained from AFS Limited.

8.1.4 Group D – Industry Associations, Supporters and Companies* **(*Not in Category B and C) - Off Product Only**

Group D comprises organisations and other entities that wish to promote or advertise forest certification and their compliance to/support of Sustainable Forest Management and Chain of Custody. Group D organisations are not independently certified. They also, in their representation of any wood or wood product, do not transform the product in anyway. For a statement of Chain of Custody certification, the product will have the Group C's organisation certification identification and label. This category requires a self declaration and a free form report on the organisations practices and their supplier list. There is an annual review for monitoring and policing logo use that requires a new report and updated suppliers list before the logo licence is re-issued.

8.2 Usage Alternatives

The AFS Logo conveys information to consumers that wood and wood-based raw material used in designated products comes from sustainably managed forests, as defined within the AFCS.

If the content of the AFCS recycled wood based raw material is verified by a COC certificate, the AFS logo shall be used together with the Mobius Loop symbol. The usage of the Mobius Loop symbol shall follow the requirements of Chapter 7.8 of ISO 14021⁸

When the AFS Logo is used, the following essential elements must to be fulfilled:

- The AFS Logo shall be reproduced according to the measurements, colours and other specifications detailed in *The AFS Logo Reproduction Tool Kit*.
- A logo licence registration number provided by AFS Limited shall be included
- The Mobius Loop symbol shall be used together with the AFS logo if the content of the AFCS recycled raw material is used to meet the minimum percentage threshold

An AFCS certified product can carry the AFS logo without a claim, but it is recommended to have a claim. The logo can be used with or without claims in two different ways: **on-product usage and off-product usage.**

⁸ ISO 14021:1999 Environmental labels and declarations – Self declared environmental claims (Type II environmental labelling)

On-product usage and **Off-product usage** includes the goods and services that are covered by the Certification Trade Mark # 984827.

The AFS Logo can also be used in off-product applications to promote the usage of AFCS-labelled products, or to increase the general awareness about AFS Limited’s goals and purposes in terms of sustainable forest management.

8.3 Claims

8.3.1 Minimum requirements

In on-product and off-product use, the AFS Logo has to be reproduced according to the measurements, colours and other specifications detailed in the *AFS Logo Reproduction Tool Kit*. The AFS Logo licence registration number shall also be included. The Logo licence registration process is set out under Section 9.1.

All users should make use of additional voluntary information as described in sections 8.3.2 and 8.3.3 below. AFS Limited intends for its claims to conform with those set out by the PEFC. Principally, the claim can be either ‘*From sustainably managed forests*’ or ‘*Promoting sustainable forest management*’, with rights to use these claims dependent on whether it is for on- or off-product usage, and whether the claim relates to product with 100% certified wood content.

8.3.2 Off-product use – Additional Voluntary Information

In off-product use, Logo Users may attach additional voluntary information. This information may include the following element:

Element 1 – The appropriate AFS claim is included underneath the logo and would read as follows:

www.forestrystandard.org.au ; or

“Promoting sustainable forest management – For more info: [insert website]”; or

“Promoting sustainable forest management and recycling – For more info: [insert website]”

8.3.3 On-product use – Additional Voluntary Information

In on-product use, Logo Users may attach additional voluntary information on the labels. This information may include the following elements:

Element 1 – The forest management or the chain of custody certification or certificate number issued by the certification body may be included. This does not substitute for the mandatory use of the logo licence registration number with the logo as outlined in 8.2.

Element 2 – The appropriate AFS claim in italics below is included:

- In cases where the wood comes from a forest covered by a valid forest management certificate or the chain of custody certification is based on physical segregation and all previous stages of the chain of custody were also based on physical segregation and there is 100% certified wood content⁹, then the claim on the label/underneath the logo would read, as follows:

“From sustainably managed forests – For more info: [insert website]”

⁹ For further information on COC, refer to the Australian Standard, *Chain of custody for certified wood and forest products*, AS 4707—2006 or subsequent versions of AS 4707, at: www.forestrystandard.org.au

- In cases where there is less than 100% certified wood content and the chain of custody certification is based on inventory control and accounting of raw material flow (input/output system – percentage in / percentage out, or the rolling average percentage system)¹⁰ the claim underneath the logo would read as follows:
www.forestrystandard.org.au , or
“Promoting sustainable forest management – For more info: [insert website]”
- In cases where the certified product includes AFCS recycled wood based raw material based on a COC certificate, the claim underneath the logo would read as follows:
“Promoting sustainable forest management and recycling – For more info: [insert website]”

Element 3 – The name or designatory letters of the accredited certification body, which issued the chain of custody certificate.

Element 4 – The certificate holder can also choose to use the certification body’s own logo or mark in addition to the AFS Logo.

Element 5 – A producer of a certified product may add a voluntary product description to inform about other raw material properties such as origin of uncertified raw material in a product. It is recommended that the management of origin-related claims is based on both quality management systems such as ISO 9002 and environmental management systems such as ISO 14001. The content of a product description may include:

- AFS-certified wood-based raw material or certified wood-based raw material from other certification schemes recognised by AFS Limited (See 1. Introduction and 2. Objectives);
- other compatible primary wood fibres/wood;
- other primary fibres/wood;
- recycled wood fibres; and
- total wood raw material content.

¹⁰ Under the percentage claim approach to verification, the Standard requires a minimum of 70% for all wood products, including solid wood and chips.

9 LICENCES FOR LOGO USAGE RIGHTS

9.1 Licence Arrangements

9.1.1 General conditions

Organisations or companies applying for use of the AFS Logo must:

1. be a legal entity, such as a company, cooperative or incorporated association; and,
2. be prepared to sign an agreement ie Logo Usage Licence Agreement that allows the public presentation, on an Internet-based database, of the organisation's, company's or other legal entity's identification data. This data includes:¹¹
 - organisation's contact and location details;
 - organisation's certificate number and expiry date;
 - certification body's contact details; and
 - area of forest holding under relevant forest type and/or the number of facilities covered by the certificate.

9.1.2 Process for issuing licences

The following process for obtaining logo usage rights approval applies to the use of both the AFS Logo in Australia. Figure 1 provides an overview schematic of this process.

A company, organisation or individual has to obtain an official licence from AFS Limited before printing, publishing or otherwise using the logo and claims regardless of the logo usage group or logo usage alternative (off- or on-product usage). Applicants need to submit a completed application form with the issuance fee to AFS Limited, as presented in Appendices B and C respectively.

AFS Limited reviews the application form to determine whether the applicant has delivered all the required documents for scrutiny and that all the predetermined AFS Limited requirements on the logo usage and reproduction are fulfilled:

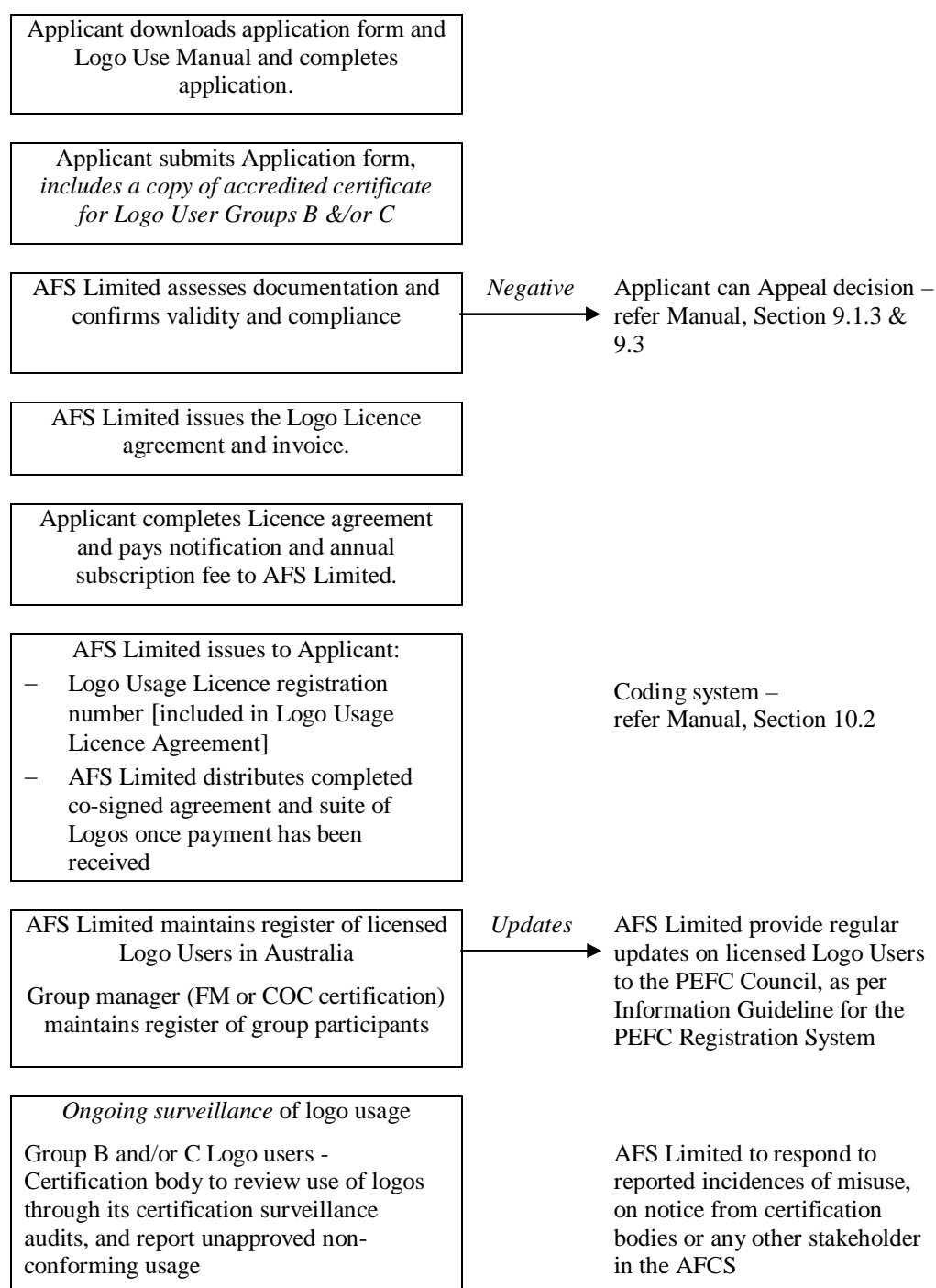
- **FM Group applicants** (Group B) shall submit a copy of the valid and accredited forest management certificate ie bearing the accreditation symbol of the national accreditation body, and evidence that summary reports of independent certification and surveillance audit results have been made publicly available to stakeholders. For *group forest management certification*: When a logo usage licence is granted to a participant in a FM group, it has to be clearly demonstrated in the application that the applicant is participating within a defined group with a valid forest management certificate. If any verification is needed, the group list of participants must be made available by the certification body that certified the certificate holder.
- **COC group applicants** (Group C) shall submit a copy of the valid and accredited chain of custody certificate ie bearing the accreditation symbol of the national accreditation body, and, where wood or wood based raw materials are sourced other than from entities that hold a valid PEFC or AFS logo user licence, evidence that the forest manager has made summary reports of independent certification and surveillance audit results publicly available to stakeholders. For *group chain of custody certification*: When a logo usage licence is granted to a participant in a COC group, it has to be clearly demonstrated in the application, that the applicant is participating within the defined group with a valid chain

¹¹ AFS Limited is required by the PEFC Council to provide data in accordance with its *Internal Rules for the PEFC Registration System*.

of custody certificate. If any verification is needed, the group list of participants must be made available by the certification body that certified the certificate holder.

- FM and COC group applicants – where a company or organisation is both a forest manager under Group B and a processor or manufacturer under Group C, only one licence shall be issued to the company or the organisation. The licence shall be based on its Group C status. The requirements of 9.1.2 relating to Group B and Group C shall also be fulfilled in terms of the licence agreement between the company or organisation and AFS Limited.

Figure 1. Logo Licence Notification & Registration Procedure



Group D Logo users –
Report on usage to be submitted annually
with licence renewal

9.1.3 Licence Agreement

If logo usage is approved, AFS Limited prepares a Logo Usage Licence Agreement (contract) for the applicant. This Licence Agreement enters into force when:

- Both parties sign the agreement; and
- When the applicant has paid the applicable fees (refer Section 9.2).

If the application for logo usage is declined, AFS Limited must provide reasons for the negative decision to allow the applicant the opportunity to provide further information in support of the application or to appeal the decision. In the case of an appeal, Section 9.3 describes the procedures to be followed to resolve the dispute.

AFS Limited will maintain contact with the Logo User's designated contact to ensure logo usage is carried out according to the set principles and guidelines contained in the AFCS Logo Reproduction Tool Kit.

9.1.4 Suspension of Logo Usage Licence

AFS Limited reserves the right to suspend the logo usage licence if the Logo User is suspected of misusing the logo or not complying with all the principles, rules and requirements of the AFCS. If, after investigation, the suspicion is proven to be founded, the logo usage licence will be cancelled.

9.2 Logo Usage Fee

Logo usage fees have been established for the following purposes. These are to:

1. Register a certified organisation on the AFCS national and PEFC international register¹² and administer these databases with updates and amendments
2. Ensure the highest level of control over the use of the trademarks; and
3. To deliver and offer support services to certified organisations .

Two types of fees will be imposed. These are an up-front issuance fee and an annual fee.

- The **Notification fee** is invoiced on application for the administration of the application, the development of unique Logo IDs and the initial registration on the public databases.
- The **Subscription Annual fee** is invoiced annually and is for the annual administration, control and service of issued logo licences. If the licence is terminated by AFS Limited due to violation by the Logo User of the Logo Use Rules Manual, the fee for the current year will not be refunded.

The Logo Use fee and subscription is at the discretion of the AFS Limited Board and can be changed at anytime.

¹² AFS Limited pays an annual fee to PEFC for the recognition of Australian certified organisations.

In the case of Logo Users that can be classified under more than one Logo User Group, the Logo User is required to pay one notification fee and one annual fee under only one category, which will be the category for chain of custody status ie Group C. For example, an integrated forestry company that manages forests and manufactures wood products could be classified for the annual fee under Logo User Group C.

9.3 Dispute Settlement

AFS Limited will make suitable arrangement for an independent dispute settlement body that meets on an ad hoc basis and takes care of those complaints arising from scheme implementation or certification procedure that cannot be addressed in the dispute settlement procedures of the relevant accredited certification body or accreditation body. AFS Limited provides guidance on dispute resolution in its 'Complaints and Grievances Procedure' available on the AFS web site.

Appeals, disputes and complaints concerning the certification process or the certification results are dealt with by the certification body according to the requirements covered by an accreditation. The relevant accreditation body, whose accreditation covers the certification, deals with disputes and complaints concerning observance of the accreditation requirements.

10 REGISTRATION AND CODING SYSTEM

10.1 Register of Logo Users

10.1.1 Responsibility of National Governing Body

Registers of AFCS Logo Users have to be kept in electronic format.

AFS Limited, issuing licences on behalf of the AFS Limited Board, is responsible for keeping an up-to-date register of:

- Forest management certificate holders;
- Chain of custody certificate holders; and
- All the on- and off-product Logo Users by user group.

The range of minimum data elements to be kept by AFS Limited is set by the *PEFC Internal Rules for the PEFC Registration System*. The registration of certificate holders and Logo Users can only be done in agreement with the forest owner, organisation or company being recorded, and has to be in compliance with effective regulations regarding security of individual data in information systems.

10.1.2 Responsibility of Group organisations

In the case of group certification, the holder of the group forest management certificate or the holder of a group chain of custody certificate has to keep an up-to-date register of all participants in the group certification. The minimum data elements are not prescribed at this stage, and should be determined by liaison between the group manager and AFS Limited. If any verification is required, the register of individual participants held by the group certification manager must be made available by the certification body that certified the certificate holder.

10.2 Coding System

A logo usage registration coding system has been developed to support a register of logo usage licences consistent with the PEFC Logo usage coding system. The AFCS coding

system is specified in Appendix E. AFCS Logo usage licence registration numbers shall be issued by AFS Limited as per the coding system set out in Appendix E.

10.3 Monitoring and Reporting

AFS Logo usage is subject to monitoring carried out by accredited certification bodies, AFS Limited and its appointed agents.

AFS Limited will provide periodic report summaries, based on its electronic registers, on its web site of the number of AFCS forest management and chain of custody certificate holders and Logo Users by user group and type of logo usage (on- or off-product).

[MANUAL ENDS]

Changes to this AFS Logo Use Rules Manual
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<p>This AFS Logo Use Rules Manual may change from time to time. This manual was approved on 23 December, 2009 as Issue 8.</p>

Logo Suite

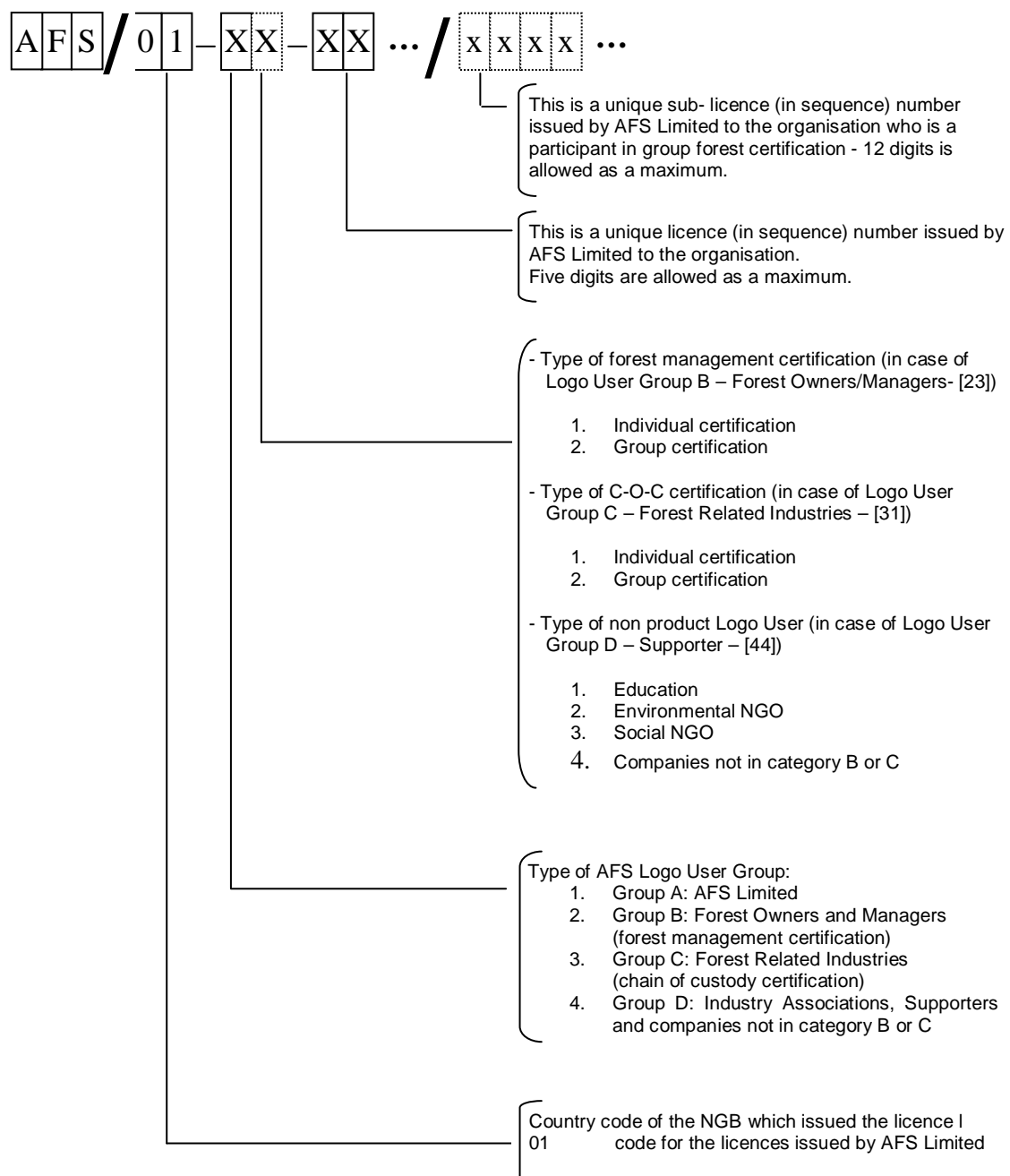
[AFS Limited to provide AFS and PEFC Logos – electronically -
for use by the Logo User]

AFCS Logo Usage Registration Coding System

The AFCS Logo Usage Registration Coding System is based on the coding system and format developed by the PEFC Council. Conformance with this system will support the broader AFCS conformance with the PEFC requirements, and also support rapid interpretation of registration numbers by industry members and customers familiar with the PEFC system.

AFS Limited shall issue approved Logo Users with an AFCS logo usage licence registration number, in the format set out in Figure E below.

Figure E. AFCS Logo Usage Registration Coding System



NOTES