

Australian Forest Certification Scheme

AS 4707

Certified Paper-Based Products

PRINT & PUBLISHING | Graphic Designers, Printers, Publishers, Magazines, Catalogues, Marketing & Communications

AS 4707 Chain of Custody (CoC)



"The tracking of wood products originating from certified forests through all phases of transformation to the end product."

Growing Demand for Sustainable Products

Consumers are becoming better informed and more concerned about the environmental source of the goods they buy. The environmental impact of materials depends on a range of factors, including how they are initially produced, processed, manufactured, transported and transformed.

Environmental issues are emerging within the printing and publishing market. Consumers increasingly expect to see designers, printers and publishers demonstrate their environmental responsibility by sourcing environmentally friendly paper stock for their products.

Financial Risk Profile

Financial institutions are increasingly using credible corporate social responsibility (CSR) reporting to assess financial risk profiles. As a recognised Australian Standard, AS 4707 certification provides companies with a credible and recognisable demonstration that their use of paper comes from responsibly managed forests.

"An Australian Standard puts your company at the top of the pile when it comes to procurement and purchasing decisions"

The Source

The Australian Forest Certification Scheme (AFCS) Australian Forestry Standard AS 4708 has been used to certify over 8.7 million hectares (77%) of native forests and plantations across Australia. The AFCS target is to certify the remaining 2.5 million hectares by 2012.

Climate Change

Traceability of the end product back to its source is the fundamental requirement to ensure sustainable forest management. Consumers can support the battle against climate change and environmental issues by developing a credible paper procurement policy. Designers, printers and publishers can join this battle by being a link in the chain that guarantees the virgin fibre used in their products is from sustainable, credible and certified sources.

The Australian Forest Certification Scheme (AFCS) and the Industry

The AFCS is the leading authoritative voice for forest and wood products certification in Australia. The scheme has an open and transparent process for stakeholder consultation and involvement in the review and ongoing improvement of the Standards to ensure business relevance and capability, environmental responsibility and social awareness. As an industry stakeholder your organisation can become a member and be involved.

Go to www.forestrystandard.org.au for more information.

Australian Forest Certification Scheme (AFCS)

WHY CHOOSE THE AUSTRALIAN FOREST CERTIFICATION SCHEME (AFCS)?

Standards contribute to the protection of human beings, animals, property, forests and the environment against hazards of all kinds, ensure inter-changeability and inter-operability, and facilitate communication by means of common terminology. Standards are independently certified; when standards are absent we soon take notice.

In the domestic market your organisation can make the claim that it supports the sustainable management of Australian forests, promotes Australian produced and made products and supports the Australian work force – **forestry and the 'extended' industry make up (approx.) 3.3% of Australia's total employment.**

The AFCS has the only wood products Chain of Custody Certification process that is an Australian Standard AS 4707.



AS 4707 CHAIN OF CUSTODY (CoC)

- Guaranteed minimum mix of **70% certified virgin fibre or recycled material** and maximum 30% fibre or material not originating from controversial sources.
- Guaranteed independently audited and verifiable supply chain from forest to end use.
- Guaranteed Australian Standard that provides consistency nationally and internationally.
- Guaranteed reduction of risk and improved internal efficiency of your business by integrating CoC certification into your quality management and control systems.
- Guaranteed proof of your company's corporate, environmental and social responsibility by forming the foundation of a credible paper procurement policy.

International Recognition

The international language for commerce is standards. Adherence to agreed specifications for products, services and test methods underpins international commerce. The common acceptance of standards is fundamental to the success of robust, fair and free trade. While standardisation provides important domestic benefits, it is becoming more and more important internationally.

The AFCS National Standards are world-class forestry standards that are endorsed by the world's biggest assessor of sustainable forest management. The Programme for Endorsement of Forest Certification scheme (PEFC). PEFC has 35 member countries, over 209 million hectares of certified world forests and over 5000 CoC organisations, all with mutual recognition of the AFCS through its membership.



Business Benefits

Obtaining certification with AFCS gives 'proof of practice' through use of the TradeMark logo. You receive a licence for the use of the logo that has your company's unique registration ID.

The label delivers the message – **"This product has been made with timber from well-managed forests – and we can prove it"**.

Many companies make statements of good environmental and sustainability practices. The certification of, and licence to use the TradeMark, provides proof that is recognised by Government procurement, tender processes, consumer purchasing and business to business transactions and puts your company at the top of the pile when it comes to procurement and purchasing decisions – domestically and Internationally.

What's involved?

Who needs to be AFCS Certified?

Anyone in the supply chain that transforms product, requires a Group C (on product) Chain of Custody (CoC) certification and Logo Licence.

Anyone in the supply chain who does not transform product can promote their corporate and social responsibility to sustainable forest management by obtaining a Group D (off product) Logo Licence which they can publish on their website, marketing material and tender submissions.

Is the process costly and time consuming?

The cost can vary depending on your current management systems and practices; however, the majority of organisations already meet good management and purchasing practices. The audit and certification is carried out by an independent third-party certification body. The requirement for wood product CoC certification is to bridge the gap between your organisation's current practices, primarily purchasing and inventory control, and the AS 4707 standard.

Why should you become certified?

Consumer awareness will increasingly grow, and with that will come the demand on your business to prove that you meet the corporate social and environmental responsibility commitments of sustainable forest management.

Do not wait until your competitor becomes the leader in this market place.

Go to www.forestrystandard.org.au for the CoC rules and guideline to becoming certified and indicative costs.



DID YOU KNOW?

Positive about Paper

- The paper industry is one of the few industries able to say that production of its primary raw material removes CO₂ from the air.
- It's estimated that the world's forests store 50% more carbon than the total amount of carbon in the atmosphere.
- Globally, industrial forestry including the planting of new forests (afforestation) and re-establishing old forest areas (reafforestation) is estimated to result in the absorption annually of 1 billion tonnes of CO₂.
- Australia's consumption of paper / paperboard is approximately 4.2 million tonnes.
- Printing employs approximately 115,000 staff directly, equivalent to 10.7% of all manufacturing jobs in Australia.

Source:

www.positiveaboutpaper.com.au,
Australian Paper Industry Association
(APIA) www.australianpaper.org

AUSTRALIAN FOREST CERTIFICATION SCHEME (AFCS)

PO Box 7031 Yarralumla ACT 2600
ph: +61 (0) 2 6281 3455 e: info@forestrystandard.org.au
www.forestrystandard.org.au