



PEFC - Promoting Sustainable Forest Management

PEFC Council

World Trade Centre 1, 10 route de l'aéroport,  
CH 1215 Geneva, Switzerland  
Tel : +41 22 799 4540 Fax : +41 22 799 4550  
E-mail : [info@pefc.org](mailto:info@pefc.org) Web: [www.pefc.org](http://www.pefc.org)

Case Postal 636, Genève 15, CH1215, Geneva, Switzerland

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## PEFC Executive Update (by Ben Gunneberg, PEFC Secretary General)

Demand for certified forest products is increasing despite the global credit crunch. Accordingly, it is essential that supply can meet increasing consumer demand. We are pleased therefore to announce the endorsement of the national forest certification system for Russia. The greatest potential for area growth for all certification schemes is now in Russia, and we estimate that within the next ten years about 100 million hectares will become certified to both PEFC and FSC forest certification systems, significantly contributing to the globally traded certified wood fibre basket. You should note that the Gabonese and Malaysian schemes have nearly completed their endorsement process, and will, subject to endorsement, be the first national PEFC schemes in Africa and Asia supplying into the global as well as local market place.

On the supply side, PEFC International has also been active in giving development advice and input into both the developing Chinese and the Indian forest certification schemes. Furthermore, both the Chilean and Australian schemes have nearly completed their re-endorsement process (held every 5 years) against PEFC's sustainability benchmark requirements. In addition, training courses for certifiers, auditors, and companies have been provided in China and Japan.

As PEFC is the only international scheme that re-assesses its endorsed scheme every five years, it is fitting that at international level our requirements too are reviewed and revised to ensure that they reflect the latest scientific developments, best practices, and stakeholder expectations. We have therefore just announced a [two year review process](#) focussing on our sustainability benchmarks and welcome all stakeholder input. In addition we are now in the second and final year of the revision of the international chain of custody standard. For further information contact our Head of Technical Unit, [Jaroslav Tymrak](#).

As an umbrella for numerous independent national schemes, one of the challenges is to ensure that customers are kept fully informed of our latest developments and are able to supply their customers with facts and assurances about PEFC. A communications working group of European national schemes has started working on coordinating messaging, activities, and attendance at events. Similar work is also taking place in North America.

Companies are keen to have the planned logo usage toolkit and we expect to be able to launch it in April. It will follow the revised corporate design guidelines and will provide practical advice on using the PEFC logo. For further information contact our Head of Communications [Thorsten Arndt](#).

Further on the communications front, we are completely revising our website to make it customer friendly as recommended in the [Governance Review](#). The redesigned website will be launched later this year. For members we have already greatly expanded the intranet and included new features such as a photo library, an events calendar and discussion fora on various topics and activities to ensure better information and knowledge exchange.

An action plan for the implementation of the Governance Review recommendations over a two year period has been approved by the Board and invitations have been issued for one of the key recommendations, the [Stakeholder Forum](#), which will enable PEFC to engage with a range of stakeholders with whom it has not effectively engaged with to date. For further information contact our Communications Officer, [Will Ramsay](#).

PEFC has been active in providing input into [public procurement policies](#) around the world and requests by governments and customers for information. Senior staff have met with international companies, and participated in several interviews for Dutch and Finnish newspapers. PEFC will also be highlighted in a Finnish women's magazine, and press conference in the UK resulted in [substantive coverage in the national press](#).

If you have any queries concerning any of the above, please do not hesitate to contact me at [b.gunneberg@pefc.org](mailto:b.gunneberg@pefc.org)

Ben Gunneberg  
PEFC Council Secretary General

*A world in which people manage forests sustainably*

Programme for the Endorsement of Forest Certification Schemes – PEFC International



## **PEFC (Programme for the Endorsement of Forest Certification schemes)**

PEFC is a framework for the assessment and endorsement of national forest certification systems that have been developed based on internationally recognised requirements for sustainable forest management. Since its launch in 1999, PEFC has become the largest forest certification umbrella organisation covering national systems from all over the world, delivering hundreds of millions of tonnes of wood to the processing industry and then onto the market place from currently more than 200 million hectares of certified forests. This is an area which is larger than the combined forest area of all European Union member states. PEFC has strong grass roots support from many stakeholders including the forestry sector, governments, trade associations, trade unions and non-governmental organisations.

### **Forest Certification**

Forest certification is a process which provides an assurance to purchasers of wood and paper products that the wood used in the products comes from sustainably managed forest. It involves the certification of forests (Sustainable Forest Management certification) and the certification of the wood flow via processing, manufacturing and trading enterprises (Chain of Custody certification) to the final consumer.

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