Forests certification in the UNECE region

Fabienne Sinclair
PEFC International
What is PEFC?

• **Global, not-for-profit**, non-governmental organisation based in Geneva, Switzerland

• Voluntary mechanism promoting sustainable forest management providing independent, **third party certification** of good practices

• World's largest forest certification system and provider of **61% of the world’s certified forest area**

• Certification system of choice for **small family forest-owners**

• **Alliance** of national forest certification systems

Thinking Global and Acting Locally
The PEFC Alliance

As of January 2017

- 301 million hectares PEFC certified
- 46 members
- 19000 Chain of Custody in 70 countries

- PEFC members with **endorsed systems**
- PEFC members progressing **towards endorsement**
- Countries **actively developing systems**
Opportunity & Challenge

World DEMAND FOR TIMBER is expected to QUADRUPLE by 2050.

Opportunity: Increase sustainably sourced supply

Challenge:
~30% of global roundwood supply
~70 million ha double certified
Opportunity: PEFC’s bottom-up approach

LOCAL
- Local Stakeholders
- Local Constituencies
- Locally Notified Certification Body

NATIONAL
- National Standards
- National Forest Certification Systems
- National Accreditation Body

INTERNATIONAL
- International Standards
- PEFC General Assembly
- International Accreditation Forum

Sustainability Benchmarks
Governance
Verification
Opportunity:
Increase public acceptance of wood

Our world’s forests are hanging by a thread

Each year 70 to 100 million trees are cut down to make fabrics

[Source: ECORYS]
Opportunity: Increase public acceptance of wood

What reassures you most that environmental considerations have been taken into account?

<table>
<thead>
<tr>
<th>Reassurance</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Label certifying ethical considerations</td>
<td>54%</td>
</tr>
<tr>
<td>Country of origin (&quot;Made in...&quot;)</td>
<td>30%</td>
</tr>
<tr>
<td>Brand</td>
<td>24%</td>
</tr>
<tr>
<td>Recommendations of family/friends</td>
<td>17%</td>
</tr>
<tr>
<td>Media recommendation - TV, press, newspaper</td>
<td>16%</td>
</tr>
</tbody>
</table>

Which label do you trust?

(AFSC/CFCC/SFI) **PEFC** is a label I can trust

<table>
<thead>
<tr>
<th>Brand</th>
<th>5 - I strongly agree</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1 - I strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>7</td>
<td>6</td>
<td></td>
<td></td>
<td>3.4</td>
</tr>
<tr>
<td>23</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td>3.3</td>
</tr>
</tbody>
</table>

(AFSC/CFCC/SFI) **FSC** is a label I can trust

<table>
<thead>
<tr>
<th>Brand</th>
<th>5 - I strongly agree</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1 - I strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>14</td>
<td>7</td>
<td>6</td>
<td></td>
<td></td>
<td>3.3</td>
</tr>
<tr>
<td>24</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td>3.4</td>
</tr>
</tbody>
</table>

Source: GfK Global Consumer Survey (Nov 2014)
Thoughts

• How can we best utilize the work of different actors involved in promoting SFM & strengthen collaboration amongst them? *(governments, forest owners, businesses, certification systems, NGOs, conformity assessment community)*

• How can we best ensure that the distinctive mandates of public sector and private sector actors are respected?
PEFC: caring for forests locally and globally

fabienne.sinclair@pefc.org