SFM Indicators for communicating on Forests

UNECE/FAO FCN Annual meeting
Málaga - 30th May 2017
PEFC: Your assurance of responsible sourcing

Sets the standard for sustainable forest management

- Globally recognized Sustainability Benchmarks adapted to local conditions
- Safeguard biodiversity, ecosystems and help protect the climate
- Support forest-dependent livelihoods and local communities
- Robust, pragmatic and cost-effective

Writing the story of humans and nature

- Created in 1999, to enable small, family and community forest owners to demonstrate sustainable forest management
- People-centric, mindful of the specific needs of smallholders, workers and local communities
- An alliance of national forest certification systems

Enables responsible supply chain management

- Independent & impartial, strictly separating standard-setting, certification and accreditation processes
- Transparency & traceability, third party certification ensures that the certified wood contained in a product comes from sustainably managed forests

Recognized around the world

- Acceptance in public and private procurement policies
- Global organizations and companies use PEFC as a benchmark for sustainable forest management
- Consumers trust and expect labels:
  - 80% want companies to use them
  - 1 in 5 know the PEFC label

Offers global impact and availability

- 60% of all certified forests worldwide are PEFC-certified
- 18,600 Chain of Custody certified companies in 70 countries
- Over 750,000 forest owners covered by PEFC certification
- Tailored local customer service through 43 National members

Choose PEFC

Caring for our forests globally and locally

Discover more about PEFC at www.pefc.org
SFM Criteria

- Criterion 1: Maintenance and appropriate enhancement of forest resources and their contribution to the global carbon cycle
- Criterion 2: Maintenance of forest ecosystem health and vitality
- Criterion 3: Maintenance and encouragement of productive functions (wood and non-wood)
- Criterion 4: Maintenance, conservation and appropriate enhancement of biological diversity in forest ecosystems
- Criterion 5: Maintenance and appropriate enhancement of protective functions in forest management (notably soil and water)
- Criterion 6: Maintenance of other socio-economic functions and conditions
La multifunciónde bosque: beneficios para la sociedad
Enhancing forest owners’ commitment
PEFC Commitments

SDG 2030

1. NO POVERTY
2. ZERO HUNGER
3. GOOD HEALTH AND WELL-BEING
4. QUALITY EDUCATION
5. GENDER EQUALITY
6. CLEAN WATER AND SANITATION
7. AFFORDABLE AND CLEAN ENERGY
8. DECENT WORK AND ECONOMIC GROWTH
9. INDUSTRY, INNOVATION AND INFRASTRUCTURE
10. REDUCED INEQUALITIES
11. SUSTAINABLE CITIES AND COMMUNITIES
12. RESPONSIBLE CONSUMPTION AND PRODUCTION
13. CLIMATE ACTION
14. LIFE BELOW WATER
15. LIFE ON LAND
16. PEACE AND JUSTICE, STRONG INSTITUTIONS
17. PARTNERSHIPS FOR THE GOALS
PEFC Commitments

No Poverty – Populations linked to forests

Hunger alleviation Contribution of wild forest products

Health and wellbeing (ecotourism, medicin...)

Gender equity Jobs in rural areas

Clean water and sanitation: 75% of world´s drinking water comes from forests areas

Renewable energy, the biomass

Decent jobs through SFM
PEFC Commitments

Sustainable cities and communities, wood, cork, and other forest materials for building industry

Responsible Production & Consum of sustainable PEFC forest products

Life of Ecosystems

“Protect, restore and promote sustainable use of land ecosystems, sustainable forest management, fight desertification, stop and halt soil degradation and biodiversity loss”

Alliances to achieve the goals. PEFC, constitutes an alliance of national associations for SFM
PEFC Commitment: Promoting forests

Good news for companies: forest products

Cadenas de supermercados y marcas de consumo
PEFC Commitment: Promoting forests

Good news for companies: forest products
Construcción Sostenible. Envase y embalaje. Corcho y vino. Compra Pública

PEFC Commitment: Promoting forests

Good news for companies: forest products
PEFC Commitment: Promoting forests

Good news for companies: forest products

Sinergias con impulsores de la sostenibilidad

RER 2016
PEFC Commitment: Promoting forests

Good news for companies: forest products

Encuentros profesionales
PEFC Commitment: Promoting forests

Good news for companies: forest products

PEFC: Your assurance of responsibly sourced packaging

A message for your customers to take away...

Discover more at www.pefc.co.uk

Choose PEFC Caring for our forests globally and locally

PEFC Asociación Española para la Sostenibilidad Forestal Creciendo en responsabilidad
PEFC Commitment: Promoting forests

SFM and the consumers
Campaign “the newspaper that fell in love with a forest”

Grupo de Noticias (Diario de Noticias de Navarra, Noticias de Gipuzkoa, Diario de Noticias de Álava y Deia)

224,000 readers

Exhibiton “Biomass at home”

23 ciudades
300,000 visitantes
PEFC Commitment: Promoting forests

Madrid Book Fair 2016

Compañía de Teatro Ron Lalá

Ecoworkshop for kids in Abadía Retuerta (Valladolid)

SFM for kids
Comunicación
Meetings on the field
Enhancing forest owners communication tools
Communication
Working breakfast
Communication
GreenToGold
Communication

- Newsletter (5,000)
- web (152,000 visits)
Colaboración en comunicación:
- Medios de comunicación

**RTVE “COCINA CON SERGIO”** 415.000 ESPECTADORES
Colaboración en comunicación:
- Medios de comunicación
JUNTOS POR LOS BOSQUES

Lo que nuestros Bosques pueden aportar a la Legislatura

UNA PROPUESTA DE LAS ENTIDADES DEL SECTOR FORESTAL ESPAÑOL DE CARA A LA CONSTITUCIÓN DEL GOBIERNO. JULIO 2016
PEFC Commitment: Promoting forests

Video, Social media

Journalists, influencers, bloggers, media, press agencies

1.474 seguidores PEFC España
2.914 seguidores @PEFCSpain
23 seguidores +PefcEsForestal
5.000 destinatarios Newsletter
100.000 visitas www.pefc.es
135 suscriptores y 41.364 visualizaciones PEFCSpain
LA CERTIFICACIÓN PEFC EN CASTILLA Y LÉON
718.077 Hectáreas

139 selvicultores, propietarios y gestores forestales

SORIA
Provincia con más hectáreas certificadas
138.667 ha

PIO
Especie más abundante
477.200 ha

93 EMPRESAS TRANSFORMADORAS
Certificación forestal en Castilla y León

- Hectáreas (2013-2016)
  - 2013: 676.648
  - 2014: 694.443
  - 2015: 690.219
  - 2016: 718.077

- Provincias (2016)
  - Soria: 138.667
  - Burgos: 135.988
  - Segovia: 115.790
  - León: 103.859
  - Ávila: 66.178
  - Zamora: 50.350
  - Salamanca: 44.511
  - Palencia: 32.591
  - Valladolid: 30.139
  - Total: 718.078

- Especies (2016)
  - Hayedo: 16.980
  - Chopera: 7.647
  - Sabinar: 5.935
  - Acebal: 1.780
  - Resto: 2.699
  - Pino: 477.200
  - Roble, encina y alcornoque: 205.837

Fuente: PEFC
PEFC Commitment: Promoting forests

Temática: El bosque y su entorno

22 abril – 5 junio

3 premios nacionales y 1 premio internacional

www.pefc.photo
Gracias

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