Rovaniemi Action Plan
Mid-term review

Thorsten Arndt
PEFC International
PEFC
Empowering smallholders & local constituencies

• Founded in response to the specific requirements of small- and family forest owners, national needs

• Certification system of choice for smallholders

• Global, not-for-profit, NGO based in Geneva

• Voluntary mechanism for third party sustainable forest management certification

• World's largest system with more than 60% of the world’s certified forest area

• Alliance of national forest certification systems

Thinking Global and Acting Locally
PEFC Certification and more…

- Development of international standards (Sustainability Benchmarks)

- Assessment & endorsement of national forest certification systems

- Promote market access & market recognition

- Collaborative impact projects to foster sustainable forestry & livelihoods
PEFC International
Empowering smallholders & local constituencies

• all national systems meet PEFC’s globally recognized Sustainability Benchmarks
• have a common identity on the global market
• but are locally owned, operated, developed and verified
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A.1.2. “Consider policy frameworks for harmonised labelling and certification systems for forest products”

A.1.3. “Further develop standards and guidelines at a national and local level which may satisfy the requirements of more than one certification system, thus simplifying procedures and reducing costs.”
PEFC growth in UNECE region

Endorsed:
- Hungary
- Romania

Joined PEFC:
- Bulgaria

Towards membership:
- Croatia
- Macedonia
- Turkey?
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A 1.5. “Further develop, in a holistic manner, standards that consider forestry in the context of other land uses, making forest certification relevant to non-traditional forest users, and adaptable to the needs of those that are not yet certified and for whom forest certification may currently be a barrier, in order to further encourage the sound and sustainable use of wood and forest products.”
Sustainable landscapes
Trees outside forests
Smallholder engagement
Group certification
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B.4.3. “Analyse how chain of custody systems for forest products can contribute to the monitoring of carbon flows in harvested wood products, and create incentives to develop this approach possibly with the cooperation of certification bodies.”
Emission Data Transfer Standard

- Passes on emission data of forest products
- Communication of carbon content
- Pilot project ongoing
- Finalization: end of 2016

“This products contains X grams of CO2”
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A.0.3. “Promote the use of sustainable forest products (solid, reconstituted, fibre, products of biorefineries) in all sectors.”
Global Cities - Global Forests (C40-F40)

Cities are increasingly committed to combating climate change by reducing carbon emissions. Global Cities - Global Forests (C40-F40) provides the latest on climate change impacts and forest solutions to global challenges.

With the high density of people, urban contexts are key to the future of the planet. Cities are responsible for 70% of global greenhouse gas emissions. However, cities also have the potential to be part of the solution.

Cities and forests should work together to ensure that both contribute to the achievement of the Sustainable Development Goals (SDGs) and the Paris Agreement.

Cities and forests are synergistic, as both are essential to the well-being of people and the planet. By working together, cities and forests can help achieve the goals of the Paris Agreement and the SDGs.

Cities and forests are connected through urban forestry, which can help cities adapt to climate change and improve the quality of life for residents.

Cities and forests can also work together to combat deforestation and forest degradation, which are major contributors to greenhouse gas emissions.

Cities and forests can also provide a platform for innovation and collaboration, bringing together experts from various fields to find solutions to common challenges.

Cities and forests are part of the same ecosystem, and their actions are interconnected. By working together, cities and forests can help create a more sustainable future for all.
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A.1.1 Maintain monitoring of developments in certification and labelling, preferably with more analysis of the impact of certification and labelling in the marketplace.
Importance of labels

Do you believe that forest certification labels are important in promoting sustainable forest management?

- Strongly agree: 44%
- Neither agree nor disagree: 24%
- Strongly disagree: 22%
- 5%
- 5%

Unweighted base: All adults (21,194)
Looking for labels

Do you look for products carrying a forest certification label when purchasing wood-based products?

- Don't look for labels (53%)
- Look for labels (47%)

Unweighted base: All adults (21,194)
Q3 Reassurance

When purchasing a product or a service, which of the following criteria reassure you the most that environmental considerations and sustainable development had been taken into account?

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Label certifying ethical consideration</td>
<td>53%</td>
</tr>
<tr>
<td>Country of origin (i.e. made in the UK)</td>
<td>35%</td>
</tr>
<tr>
<td>The brand</td>
<td>32%</td>
</tr>
<tr>
<td>Recommendations of family/friends</td>
<td>27%</td>
</tr>
<tr>
<td>Media recommendation (e.g. TV, press, newspaper, etc.)</td>
<td>22%</td>
</tr>
<tr>
<td>Don't know</td>
<td>11%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
</tr>
</tbody>
</table>

Unweighted base: All adults (21,194)
Companies and PEFC certification

Companies should use PEFC certification to demonstrate that the wood they are using is verified to originate from legal and sustainable sources.

Unweighted base: All adults (20,050)
Growth in total certified area
Total certified forest area growth 2012-2017: 105 million hectares.

32 million hectares were due to double certification.
Thank you!

Thorsten Arndt
Head of Communications
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