



PEFC NEWS

Special Issue: 13th PEFC General Assembly

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"What we have accomplished and what we will accomplish is absolutely fundamental for life on this planet"

In speeches in the celebration of PEFC first ten years - and preparation for the next ten years – incoming PEFC Chairman William Street reflects on the challenges and opportunities that forest certification and sustainable forest management has been facing – and continues to face.

Excerpts from presentations by incoming Chairman William Street

As is so often the case, the success of the past years is in its own way a challenge for the future. How we deal with our growth, in terms of new cultures, new National Governing Bodies, the rapid increase in global Chain of Custodies, the issues of climate change, indigenous peoples, and tropical forests will determine in large part how we will be judged 10 years from today.

As a result of our past success the PEFC family now includes: large commercial private forest landowners, non-European family tree farmers, and National Governing Bodies from South America, Asia and Africa.



PEFC Chairman Bill Street

Each of these new groups brings with them, their own culture, their own way of thinking, and most importantly their own way of providing for sustainably managed forests. Our opportunities to learn from each other are magnified every time a new country joins our family.

Likewise, new cultures, with different perspectives create stresses and pressures within the PEFC family. Standards and approaches that were appropriate for forests with similar species, common ownerships and

managed within a relatively narrow framework of national laws, struggle to be applicable in the tropical and boreal forests. How we adjust to and handle these stresses and pressures will in large part determine our future.

Lately, it seems as if too many of our conversations focus on what divides us, rather than what unites. What divides us is real. As in any confederation the pushes and pulls among NGB's and between NGB's and the Secretariat are a constant. Ignoring them, denying them, or attempting to hide them will only cause our problems to grow. We must confront our differences and learn from them, because as different and as divisive as some of the newer challenges that we face may be they still pale in comparison to what unites us.

Of course, we still have those outside of the PEFC family who wish us ill will. As with the internal pressures, these external pressures cannot be ignored, denied, or hidden.

We must confront our detractors. We must expose their misinformation and their ulterior motives. But unlike them, we must be professional and fact based in our response. Likewise, when they are fact-based in their critique of us, we must adapt. But our adaption cannot be determined by our opponents or even the market. We must develop our own unique approach to the problems that we face and that confront our forests we protect.

Those in France and around the world who call on civil society to boycott wood products from certified forests are condemning those in our family and those attempting to join our family from the global south and the boreal north to permanent inequality at best and poverty and



PEFC celebrated its 10th anniversary in 2009

human misery at worse. This is the worst type of selfishness since it harms the innocent to benefit a few. Those who follow them without thought must be



PEFC Chairman Bill Street

educated to understand that denying markets to certified tropical wood products from the global south merely shifts demand from sustainably managed certified forests to uncertified forests. Such actions also lead to the substitution of non-wood products that have a much larger carbon footprint.

Using wood from certified tropical or boreal forests is the solution, not the problem. Having choice in the market place among certification systems is necessary given the complexity of forest ecosystems and the special places and people that are encompassed by them.

At the recently concluded World Forestry Conference in Buenos Aires, scholars, industry representatives, environmentalists, and government officials all were given the microphone to broadcast the failures of forest certification, a few even predicted our demise. It seems we have not yet put an end to: illegal logging, irrational land use allocation, deforestation, the extinction of species, carbon pollution, or world hunger. In every case our accusers had power point presentations with charts and graphs. In every case certification alone was singled out to blame for the state of the world's forests.

Yet, we are not alone in this failure. The best funded intergovernmental organizations in the world, the largest ENGO's, and the wealthiest corporations on the planet all with access to resources that dwarf ours have done less in three decades to address these issues than you have accomplished in one.

This does not mean that we are doing all we can. Of course we must do more, we are and we will continue to.



Invited guests at the anniversary celebration reception

We are here, a decade later because we are committed to protecting forests, and the families that own, work on, and live next to forests. We understand that a viable forest products industry is a prerequisite for the survival of many forests. We understand that illegal forest activity, deforestation, and poverty are all far more likely outcomes when economic viability is lacking. We understand that ecologically rigorous, demanding, and independently certified forest management practices are critical. We also understand that the policies we promote must create outcomes that are: economically viable, ecologically sound, and socially just.

These three pillars can not be divided, compartmentalized, or addressed individually. They are a unified whole. To say that by achieving one of these components we are one-third the way to sustainable forest management is a lie. That is why in each of our nations, we educate our urban neighbors and our social partners that without economic viability, ecological soundness, and social justice there cannot be sustainably managed forests.

Without all three, forests can not be protected, family foresters cannot thrive, forest dependent communities cannot exist, illegal logging will not be abated, and carbon pollution will not be mitigated.

There are some things that I hope we can celebrate during the next three years.

I hope we can celebrate the development of standards and systems that take the lessons we have learned in Malaysia and Gabon and adapt them to other tropical countries. These countries have enabled us to learn that we may have inadvertently in our quest for perfection

substituted a set of administrative barriers for the existing set of market barriers that plague the global south.

The effects of globalization on the global south are unfair, unjust, and harsh enough. We must not add to the problem by denying those who practice sustainable forest management access to markets and a proper premium for their extra effort. We need to be a force for fair trade and that means national determined, culturally sensitive, ecosystem specific, simple and understandable processes available to all.

This is especially true for family and community forestry. We are the global experts in family forestry. We must extend our knowledge and assistance to tropical forest families and help them achieve what we have accomplished. If a decade from now we have not found a way to use forest certification to assist forest dependent populations in African countries exceed the UN's MDG's even if we succeed everywhere else, we will have failed. It is time for us to stop following the market and start to lead it.

During the next three years, I hope we can celebrate our expansion into the market place on the same scope and scale as we now have with the supply of certified fiber. In addition to refocusing priorities into outreach, education, and communications it also means engaging in carbon and legality issues to a greater extent than we do today.

And, I hope we can celebrate a restructured funding system that is viewed as a great value by all of you for what it and you produce. Given the preceding challenges posed by tropical forests, social injustice, unfair trade, and market outreach activities, this should really be the easiest.



Invited guests at the anniversary celebration reception

How can we make these hopes a reality? We must start by believing in ourselves, our standards, and our NGB's. We are the best in the world at family forest certification.

We are the best in the world at scientifically grounded and harmonized international standards. We are the best in the world in developing consensual based processes. We are the best in the world in supporting the sovereignty and respecting the rights of government and private land owners. In the midst of the next attack on PEFC Council or any of our governing bodies remember that the attacks only come because we are a threat. And we are a threat because we are the best.

I wish I could stand before you today and tell you exactly what we must do to turn our future into a reality. I do not have that wisdom. What I know is that collectively and united we can achieve what is demanded of us. Our wide array of supporters from family forests owners to corporate concessionaires, from community forests participants in primitive areas to foresters directing intensely managed forests, with the help of environmentalists and industrial trade unionists, and with support from governments and civil society together we can craft the "principled pragmatism" needed to succeed.

One thing that I do know is that we must celebrate ourselves, and tell the world about what we have already achieved. We must do this not because we take ourselves too seriously, but rather because what we do is serious and important work. What we have accomplished and what we will accomplish is absolutely fundamental for life on this planet.

To those of you whose tireless efforts got us to this point, I say thank-you again. To those of you prepared for the changes and challenges for the next decade I say welcome. The time to start celebrating ourselves is now.

PEFC Report – Highlights 2009

"PEFC is well positioned to promote and strengthen sustainable forest management and chain of custody certification globally and contribute to the well-being of the world's forest and the people who manage them", said Ben Gunneberg, PEFC Secretary General, in his Status Report at the 13th PEFC General Assembly in Paris, France, on 13th November 2009.

"We have the necessary structures in place to resource, run, grow and promote our services, and together with all the engaged stakeholders that are united by the common objective of a 'world in which people manage forests sustainably', we are anticipating building on our 2009 achievements to further improve the value that we add to global society in 2010." Highlights 2009 include:

Certified Area and Chain of Custody Growth

PEFC remains the certification system of choice for forest owners globally. An additional almost 16 million hectares of forest area were certified to PEFC since the last General Assembly, which represents a growth of 7%.

Five countries have been endorsed or re-endorsed in 2009: Australia, Chile (re-endorsed); Gabon, Malaysia, Russia (endorsed). PEFC anticipates processing some ten scheme revisions in 2010, and at least one additional national scheme achieving PEFC endorsement.



PEFC Secretary General Ben Gunneberg

With more than 225 million hectares of certified area, PEFC remains the world's largest forest certification system.

PEFC chain of custody certification is gaining momentum with responsible companies looking to procure timber products from sustainably managed forests. 2009 saw an increase of 36% in chain of custody certificates. With more than 1,500 certificates awarded, the total number now stands at more than 5,700.

Maintenance and Enhancement of Product Quality

Forest certification is an evolving process that requires organizations such as PEFC to integrate new scientific knowledge, best practices, and changing expectations of the concept of sustainable forest management.

To this end, a number of standards and guidelines have been revised or developed and come into force since the last General Assembly, including:

- Logo Usage Rules (PEFC ST 2001:2008)
- Structure of PEFC Technical Document (PEFC GD 1001:2008)

- Acceptance of PEFC members (PEFC GD 1002:2008)
- Technical Document development procedures (PEFC GD 1003:2008)
- Administration of PEFC scheme (PEFC GD 1004:2009)

- Contribution to local communities
- Non-timber forest products
- Involvement/contribution to/use of research

All PEFC standards are available on the PEFC website at www.pefc.org.



PEFC General Assembly Plenary

The revision of the International Chain of custody Standard started in spring 2008 and is scheduled for final approval in 2010.

Finally, the development of a joint PEFC – IAF (International Accreditation Forum) document on requirements for certification bodies carrying out chain of custody certification has moved into the final stage of formal approval by IAF.

PEFC also has its Standards Revision process dealing with its sustainable forest management requirements and criteria for standards settings at national level. This process is led by a multi-stakeholder working group and aims at addressing a multitude of issues, including:

- Appropriateness of intergovernmental documents and document structure
- Compliance with legislation, contents of management plans etc
- Definition of responsibilities for SFM
- Disputes settlement issues
- Forest conversions
- Chemicals
- Key biotypes + representative areas, including set-aside areas
- GMOs
- Interpretations of the requirements for plantation forestry
- Fundamental ILO conventions
- Property, tenure, traditional and customary rights including indigenous people and compensation

Capacity Building and Training

An important element in scheme robustness is regular training and capacity building, both internal and external.

PEFC has therefore expanded its activities in this area and has offered a two-day workshop event to its national members in addition to customized, individual training opportunities. The workshop event was well received, and adding an additional day in 2010 is under consideration.

Further training and/or technical assistance was targeted at the Panel of Experts, certification bodies, and potential new national members.

Advocacy and Stakeholder Engagement

Over the last two years PEFC has increased its resources for communications and advocacy, and added capacity to better represent PEFC and promote sustainable forest management with numerous NGOs and at various conferences, including the UNFCCC in Poznan, the Forest Dialogue, the World Forest Congress, Chatham House, the International Timber Trade Federation Day and a number of FAO, UNECE and MCPFE meetings.

PEFC has also initiated two Stakeholder Dialogues over the course of the year, with the latest one in Paris taking place in conjunction with the General Assembly. This type of meeting has become a regular feature of PEFC's activities, with the next dialogue scheduled for May 2010 in Geneva, Switzerland.



PEFC General Assembly Plenary

On the partnership front, PEFC has become part of a three year EU project with a range of universities and representative organizations to look into the effect of climate change on forest health in Europe. The organization is also actively seeking for new partnership opportunities to add value to stakeholders and customers to strengthen the PEFC product and its associated services.

Promoting the Value of PEFC Certification

Certified timber from sustainably managed forests represents significant value for all sectors of society, including business, governments and NGOs. PEFC chain of custody certification provides

- **Business** with the required certified source material for a rapidly growing market for eco-friendly products; opens up new markets unavailable for non-certified products; risk reduction posed by the wide availability of illegally harvested wood; evidence for integration of CSR into the bottom line
- **Governments** with a mechanism to establish credible green public procurement policies that meet the demands of their citizens; experiences for the development of legislation aimed at the protection of the world's forests; mechanisms in line with international trade agreements that are non-discriminatory and accepted in the global market place

- **NGOs** with process and tools to promoted sustainable forest management globally; a decentralized structure adaptive to local circumstances and requirements with direct impact on the ground; a single entry point to influence the management of the world's largest area of certified forests; a certification system to utilize for related issues such as carbon
- **Forest owners** with additional incentives to manage their forests responsibly.

To increase awareness and acceptance of PEFC-certified timber and chain of custody certification, PEFC is continuing to support the PEFC Asia Promotions Initiative, and has taken the administration of it in-house. In addition, it has contributed to the establishment of a PEFC North America Promotions Initiative and continues to seek additional funding for this important project.

The organization has also actively engaged with a wide variety of public and private procurement policies, promoting inclusive approaches to increase the overall acceptance of certified timber.

These activities have been supported by the development of tools and actions, including:

- Activities by the European Marketing and Communications working Group
- Marketing Toolkit



Participants of the 13th PEFC General Assembly Plenary

- Logo Use Toolkit
- Corporate Identity Guidelines
- PEFC product database
- New PEFC website, to be launched by end 2009.

The PEFC Marketing Plan, which has been developed over the past few months, will be implemented in 2010 to facilitate and further strengthen the various marketing activities at international and national levels.

Changes to International Stakeholder Membership Category

PEFC national members have voted in favour of modifications to the PEFC Statutes to alter the Stakeholder Forum concept and enable a International Stakeholder membership category within PEFC.

In practice, the approved changes provide each International Stakeholder with one vote, up to one-third of the total cast votes by all PEFC members.

Membership applications that have been received over the past year are now being processed, with the first International Stakeholders expected to be admitted in early 2010.

The revised statutes will be available on the PEFC website shortly.

Modifications to Sustainability Benchmark Requirements

In line with PEFC's approach to take advantage of internationally agreed policies and guidelines within its Sustainability Benchmark Requirements, the organization has been utilizing the 1993 "ITTO guidelines on the conservation of biological diversity in tropical production forests" for its forest management criteria.

In collaboration with IUCN, ITTO has completely revised and updated this document, which sets out specific actions for forest managers and other stakeholders to improve biodiversity conservation in tropical production forests.

The new 2009 "ITTO/IUCN Guidelines for the conservation and sustainable use of biodiversity in tropical timber production forests" have now replaced the

1992 guidelines and form part of the PEFC Sustainability Benchmark Requirements.

The General Assembly also agreed to modifications to two of its criteria on public availability of forest management plans and indigenous peoples rights, further strengthening the transparency of the PEFC certification criteria and its requirements related to social issues.

The modifications will be published on the PEFC website shortly.

PEFC Council Membership Transfers

The General Assembly approved transfers of membership of national members in Poland and Switzerland.

PEFC council membership in Poland was transferred from SITLiD to Forest Research Institute (IBL), while the Swiss membership was transferred from HWK Zertifizierungstelle to PEFC Switzerland.

New PEFC Chairman

William Street (Terms of Office: 2009-2012)



William Street's experience includes: Director of Research and Education of the International Woodworkers of America, US, the largest US labour union representing forest and mill workers; Director of the Global Wood and Forestry Program for the International Federation of Builders and Woodworkers (now Builders and Woodworkers International), a global trade union federation, and is currently an International Representative for the Woodworkers.

Mr Street has worked with forestry projects in Ghana, Burkina Faso, Kenya, South Africa, Brazil, Chile, Indonesia, India, China, and Malaysia in addition to his work in industrialized countries. He holds a Master of Science from the University of Oregon in politics and government and has written on poverty reduction and sustainable forestry.

PEFC Board of Directors Election

Michael Proschek-Hauptmann (new; terms of Office: 2009-2012)



Michael Proschek-Hauptmann is Managing Director of the Umweltdachverband, the umbrella organization for environmental NGOs in Austria with responsibilities for NGO management, strategy development and controlling, international cooperation, and public affairs.

Previously, Mr. Proschek-Hauptmann gained some experience by working in the European Parliament and served as EU Policy Coordinator in Brussels and Vienna with a focus on the Global Marshall Plan, sustainable development and climate change.

He also worked as Policy Officer for Environmental and Nature conservation Policy at WWF Austria.

Mr. Proschek-Hauptmann holds a Masters in Natural Science, and complemented his studies with a strong focus on environmental law and policy.

.Sheam Satkuru (new; terms of Office: 2009-2012)



Director of the Malaysian Timber Council (with responsibility Europe wide), Sheam is a specialist in international trade with strong experience in legal and policy analysis relating to the timber and forest industries, communication and public relations.

Additional strengths include persuasive negotiations and advocacy skills, issue/crisis management, international networking and public affairs.

Mrs. Satkuru is an experienced international trade negotiator, responsible for the co-ordination and implementation of the Malaysian Timber Council's policy, PR and communications strategies and activities.

Languages: English and Bahasa Malaysia and reasonably fluent in Italian

Björn Andrén (re-elected; terms of Office: 2009-2012)



Mr Björn Andrén was re-elected as member of the PEFC Board of Directors. He is also a member of the PEFC Sweden Board of Directors. He is employed as MD of Holmen Skog AB with responsibility for Forestry and Wood Supply to the Swedish Holmen Industries.

Björn holds key positions in various sector organizations. He serves among others as the Chairman of the Forest Committee of the Swedish Forest Industries, on the Board of Directors of Skogforsk (Forest Research Institute) and on the Board of the Forest Faculty of SLU (Swedish University for Agricultural Sciences).

He is also a member of the KSLA (Royal Swedish Academy of Agricultural and Forestry). He has specific interest in long term and strategic Forestry issues with connection to Sustainable Forest Management. Björn has made great contributions to develop PEFC to match the demand from both small and large member countries providing value for our members.

Hans Drielsma (re-elected; terms of Office: 2009-2012)



Dr Hans Drielsma is Executive General Manager of Forestry Tasmania, the government owned business enterprise which manages Tasmania's State forests, where he has responsibility for resources, planning, environmental management and forest research.

Hans is also a Director of Australian Forestry Standard Ltd. He has been involved with the development of the Australian Forest Certification System - a PEFC-endorsed scheme - over the last 10 years. In recent times, he has been instrumental in the establishment of a multi-national promotion of PEFC in the Asian region, and served on the PEFC Governance Review Panel.

He is a professional forester with post graduate qualifications in forest policy and natural resources sociology, and a Fellow of the Institute of Foresters of Australia.

PEFC Certification in Practice

General Assembly participants gathered firsthand experience of PEFC forest and chain of custody certification during a field trip to the Poitou-Charente region in Western France.

