



PEFC

A GUIDE FOR RETAILERS

SEAL OF APPROVAL

PEFC – the Programme for the Endorsement of Forest Certification – has been embraced by all types of retailers around the world. PEFC certification enables department stores, supermarkets, DIY stores, warehouses, boutiques, kiosks and others to assure customers that the wood used in products – from the timber in pencils, picture frames and furniture, to paper, stationery, packaging and till receipts – comes from legal and sustainable sources.

PEFC applies the highest standards for sustainable forest management, building on internationally recognized principles, guidelines and criteria. With growing public awareness and consumer expectations for the need of sustainable consumption, especially of wood-based products, the pressure is on for retailers to demonstrate their ethical sourcing practices.

As the world's largest forest certification system, PEFC is the certification system of choice for small and family forest owners. Today, some 10,000 companies and over 240 million hectares of forest in 30 countries are certified to PEFC standards – that's about two-thirds of the globe's total certified forest area.

PEFC is fast becoming a global brand, easily recognized and widely respected. In fact, when you start looking for it, you will see the PEFC “green trees” logo in many places.



WHY IT MATTERS

The choices that retailers make can have a significant impact on the state of the world's forests. As well as providing wood – a natural, renewable and raw material – forests offer a precious living resource and play a fundamental role in regulating the climate. Forests are considered the most biodiverse of terrestrial ecosystems, with forest biodiversity not only encompassing trees, but also the multitude of plants, animals and micro-organisms that inhabit forest areas.

An estimated 1.6 billion people around the world – or 1 in 5 people – rely on forests for their livelihoods. Yet forests are among the most vulnerable ecosystems. Threats to forests include land conversion for agriculture and mining, development and urban sprawl, unsustainable forestry practices and illegal logging.

If forests are to continue to deliver the full range of benefits that people and nature are dependent upon, they need to be managed sustainably.

Consumers are becoming more attuned to sustainability and the important role retailers can play in helping them to make positive purchasing choices. With deforestation being responsible for one-fifth of total greenhouse gas emissions, the sustainable management of our forest resources is fast moving to the top of the agenda.

Consequently, more and more shoppers are now actively seeking PEFC certified products to confirm that their buying choices are sustainably sourced.



HOW PEFC WORKS

PEFC is an independent, not-for-profit organization promoting sustainable forest management by certifying forests and the products that come from them.

This is done through two separate but linked processes: Forest certification assures that forests are managed in line with challenging environmental, social, and economic requirements – balancing people, planet and profit; whilst Chain of Custody certification allows the tracking of wood from its source to the final product. Certification is awarded after independent third party audits verify compliance with PEFC's internationally recognized Sustainability Benchmarks.



Roman Zarembo/Dreamstime

PEFC's rigorous standards include requirements that:

- **Safeguard** ecologically important forest areas;
- **Protect** and enhance biodiversity;
- **Prohibit** forest conversions;
- **Prohibit** most hazardous chemicals;
- **Prohibit** genetically modified trees;
- **Respect** the rights of workers and indigenous peoples;
- **Encourage** local employment;
- **Comply** with fundamental ILO conventions;
- **Provide** consultation with local people and stakeholders; and
- **Respect** traditional land rights and local customs.



Anton Starikov/Dreamstime



WHY DO RETAILERS USE PEFC?

Responsible retailers are already increasingly looking for PEFC certified products within their purchasing strategies. Highlighting a preference for PEFC enables retailers:

- **To be recognised by customers** who value the engagement of companies towards sustainability;
- **To protect and enhance timber resources** and contribute to sustainable forest management;
- **To enhance cooperation** with partners, including NGOs and certification systems such as PEFC;
- **To raise consumer awareness** about sustainable consumption;
- **To promote the production and use** of environmentally friendly products.



Roman Ponomarev/Stockphoto



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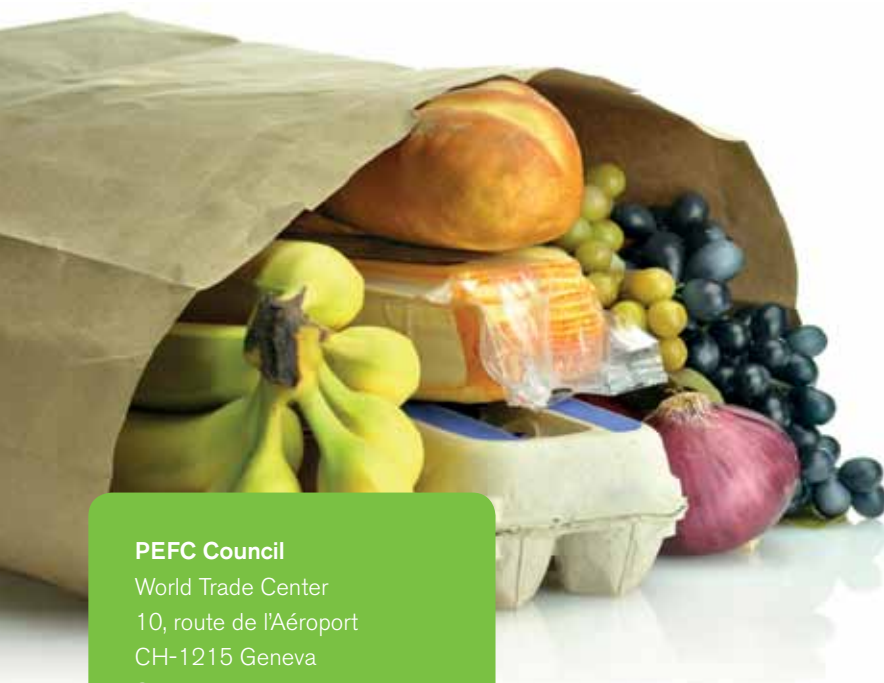
HOW YOUR RETAIL BUSINESS CAN SUPPORT RESPONSIBLE FOREST MANAGEMENT

As expectations grow for companies to source responsibly, business interest in Project Chain of Custody certification is increasing. PEFC Project Chain of Custody certification offers several important benefits.



Xixun/Dreamstime

- **Expand the range of PEFC certified products** you stock: ask your distributors for PEFC.
- **Raise awareness** of the environmental footprint of production operations: encourage suppliers and producers to obtain PEFC Chain of Custody certification and to manufacture responsibly sourced products.
- **Communicate the benefits** of PEFC to your customers: request PEFC certified products to be labelled, and disseminate information about PEFC within stores and via marketing materials.
- **Obtain PEFC Chain of Custody certification** yourself: utilize PEFC certification for internal and external use, including own-brand products, store construction and office equipment.
- **Build resilient supply-chain relationships:** enforce and implement procurement policies to define and guide wood-sourcing decisions giving preference to products from sustainably managed forests, demonstrated by certification such as PEFC.



PEFC Council

World Trade Center
10, route de l'Aéroport
CH-1215 Geneva
Switzerland

t +41 22 799 45 40

f +41 22 799 45 50

e info@pefc.org

www.pefc.org

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