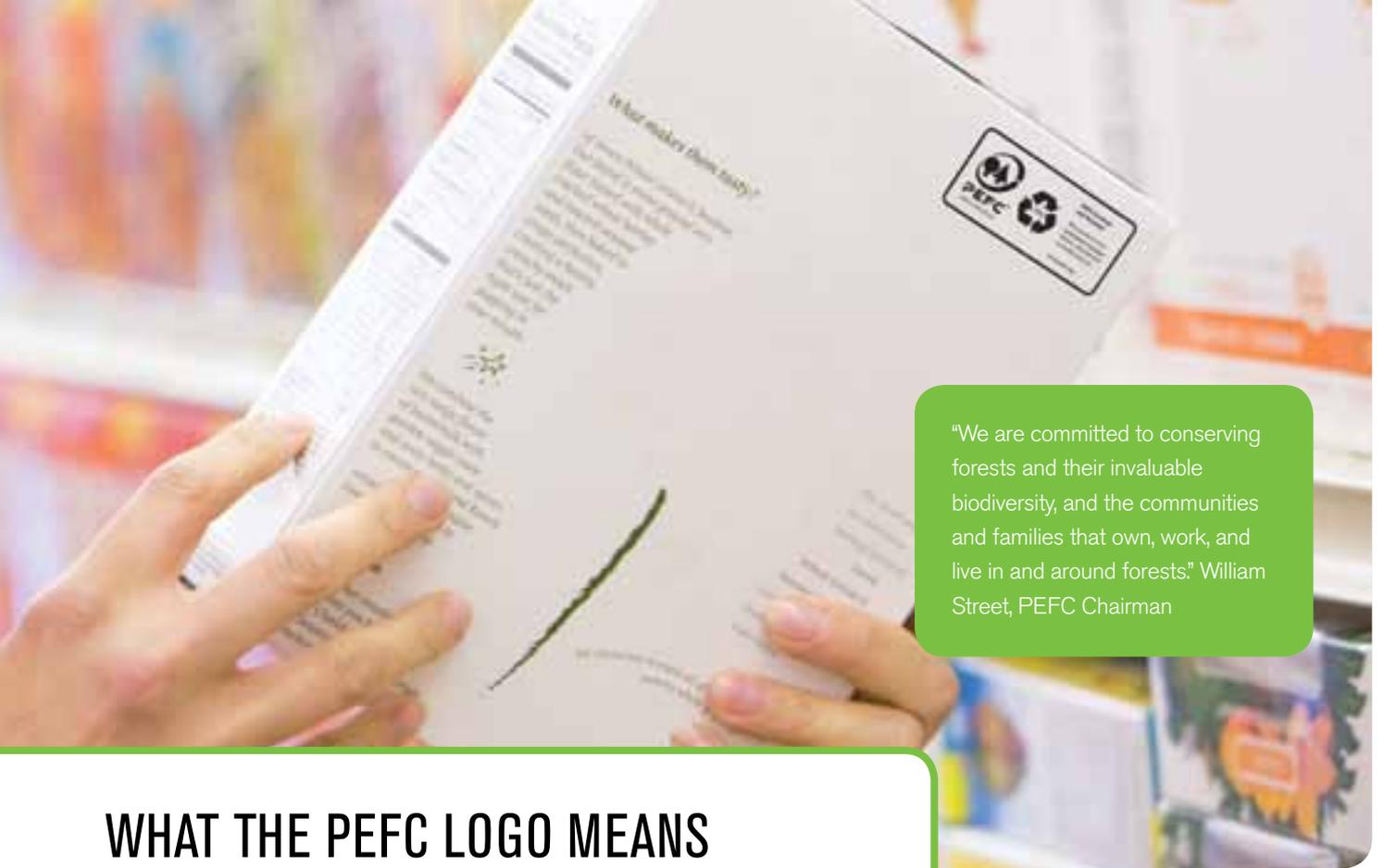




**PEFC – THE RESPONSIBLE CHOICE**



“We are committed to conserving forests and their invaluable biodiversity, and the communities and families that own, work, and live in and around forests.” William Street, PEFC Chairman

## WHAT THE PEFC LOGO MEANS

All sorts of products carry all sorts of endorsements and logos, but there's one which really matters if you are interested in the future of the world's forests.

PEFC stands for Programme for the Endorsement of Forest Certification and the PEFC 'green trees' logo is your assurance that wood-based products – from timber to furniture, packaging to paper – come from sustainable sources. PEFC works all over the world, ensuring that forests meet its high standards of

sustainability and that the wood fibre and timber they produce is carefully tracked through the supply chain as it is made into a wide variety of products.

In fact, once you start looking for it, you will see the PEFC 'green tree' logo in many places. It's a really useful guide to determine whether what you are about to buy originates from responsibly managed forests. It's the far-reaching sustainable nature of the programme that makes it so valuable.

PEFC's approach to sustainable forest management includes detailed environmental, social and economic requirements, with independent auditors verifying compliance of forest managers on a regular basis. This level of assurance has helped PEFC become the world's largest sustainable forest certification system, which means that its 'green trees' logo will increasingly appear on more products in future.

## WHY FORESTS MATTER AND WHAT YOU CAN DO TO HELP

Forests are wonderful places. As well as supplying our need for wood-based products, they offer a precious living resource, provide habitats and shelter for all kinds of life, and play a fundamental role in regulating the climate.

If that wasn't enough, an estimated 1.6 billion people across the world rely on forests and what they have to offer for their livelihoods. Yet they are under threat from activities such as illegal logging, clearance for agriculture and urban development.

The need to conserve our forests and manage them sustainably has never been greater. One thing that we as consumers can do to help is to choose PEFC certified products.

## 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 yet intrinsically linked processes. Forest certification assures that forests are managed in line with challenging environmental, social, and economic requirements – balancing people, planet, and profit. Chain of Custody certification allows for the tracking of wood from the forest to the final product. Certification is awarded after third party audits verify compliance with PEFC's internationally recognized Sustainability Benchmarks.

Today, some 10,000 companies and 230 million hectares of forest in 30 countries are certified, making PEFC the leading sustainable forest certification system in the world.

The high standards of PEFC include requirements to

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

### FOREST FACT

An estimated 13 million hectares of forest is lost every year, equals the size of one soccer field every two seconds. Forest certification assures that forests are sustainably managed in ways that are economically viable, ecologically sound, and socially just.

## HOW TO FIND OUT MORE ABOUT THE LOGO



PEFC as the world's largest forest certification system covers about two-thirds of the globe's certified forest area, which corresponds to about 6% of the global forest area. That means that the majority of the world's forest are still uncertified, so it is important to look for the PEFC logo to ensure you are buying sustainable products and supporting businesses which, in turn have invested in sustainability.

You can find the PEFC logo on catalogues, magazines and company

literature, on packaging at the supermarket, flooring at the DIY store or copy paper and envelopes in office supply outlets; and in 101 other places as more and more businesses recognise the benefits of the PEFC logo.

Find out more about sustainable forest management, forest certification and PEFC, including information about PEFC-certified forests, companies and products, at [www.pefc.org](http://www.pefc.org)



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](mailto:info@pefc.org)

[www.pefc.org](http://www.pefc.org)