



SOCIALLY CLOSE  
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# PEFC ANNUAL REVIEW 2020





Letter from the CEO / Secretary General	1
<b>Growth and development of the PEFC alliance</b>	<b>2</b>
<b>Virtually unmissable</b>	<b>4</b>
<b>Driving innovation</b>	<b>6</b>
<b>Focused engagement</b>	<b>10</b>
<b>Increasing communications effectiveness</b>	<b>15</b>
PEFC membership, statistics, facts and figures	18
Financial information	20
PEFC International team	21



## Mission Statement

**VISION:**

A world which values the full contributions of sustainable forests.

**MISSION:**

PEFC is committed to unlocking and building on the full contribution of forests for a sustainable world.

## About PEFC

PEFC, the Programme for the Endorsement of Forest Certification, is the world's leading forest certification system. More than 300 million hectares of forests are certified to PEFC's internationally recognized Sustainability Benchmarks, supplying more than 20,000 chain of custody certified companies with responsibly sourced timber and non-timber forest products. PEFC was founded by small and family forest owners to demonstrate excellence in sustainable forest management.

For more information, please visit: [www.pefc.org](http://www.pefc.org)

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"2020 had its challenges, but it also was a year of growth, development and new opportunities."

Ben Gunneberg,  
PEFC CEO/Secretary General

# Letter from the CEO/Secretary General

*2020 began with a bang. The pandemic caught us all off guard at the beginning of the year, turning our way of working, interacting, meeting, and living upside down. While in-person meetings, audits and trainings had been key to our work before, 2020 challenged us to adapt and change the way we work.*

But while 2020 without a doubt had its challenges, it turned out on the whole to be a highly successful year for the PEFC alliance – a year of growth, development and new opportunities.

The “new normal” brought new and innovative ways of working together, staying in touch, and moving forward through a range of novel technological approaches, such as remote auditing.

The PEFC alliance continued to grow, as we welcomed three new members into the family, and saw endorsements of national systems and initial audits in several countries. We kept **driving innovation** and unlocking new opportunities with the approval of three revised standards, that will further strengthen PEFC’s Sustainability Benchmarks.

Despite the physical distancing around the globe, the year saw an enhanced collaboration between members in various regions, ranging from new working groups to the very first regional forest management system covering several countries being submitted to PEFC for endorsement.

We continued to **focus our engagement** in emerging sectors such as construction, packaging and fashion, establishing collaborations with new partners and strengthening the way we work together.

2020 also saw a collaborative effort to **increase our communications effectiveness**. Through a number of campaigns, we heard from forestry workers, certified companies, nature photographers and forest lovers from around the world, who shared with us their stories and what forests meant to them. Together with and through our members and stakeholders, we connect humans to the forest, opening eyes to the many benefits that forests provide to a sustainable world.

I hope you enjoy this Annual Review, and that it gives you an insight into the work and how it was undertaken in 2020 by the PEFC alliance and our partners around the world.

Ben Gunneberg





# The growth and development of the PEFC alliance



PEFC is a global organization with local reach. We are a worldwide alliance that strives, through the commitment of national forest certification systems, NGOs, associations, companies and individuals, for a world that values the contribution of sustainable forests to our planet and our lives.

The PEFC alliance continued to grow in 2020, and we were delighted to welcome three new members to the family. **Turkey** and **Bosnia and Herzegovina** became our newest national members, and the **UPM-Kymmene Corporation** our 31<sup>st</sup> international stakeholder member.



The PEFC family welcomed the **Association for Sustainable Forest Management, Forest Products and Services Certification (SOYDER)** as the national member for Turkey.

*“Becoming a member of PEFC means joining the world's leading forest certification system, that is committed to unlocking and building on the full contribution of forests for a sustainable world.”*

Göksel Korkmaz, SOYDER



The **Association of Private Forest Owners "Naša Šuma"** became the PEFC national member for Bosnia and Herzegovina.

*“Our goal is that in the near future all forests in the Republic of Srpska/Bosnia and Herzegovina have a PEFC certificate, and all products sourced from the forests will carry the PEFC label. Our goal is not modest, but it is not unattainable.”*

Aleksandar Mrkobrada, Naša Šuma



We welcomed the **UPM-Kymmene Corporation** as our 31<sup>st</sup> international stakeholder member.

*“Through our membership we want to work for a credible, widely accepted and globally recognized PEFC. We are looking forward to the collaboration with PEFC International and all its members.”*

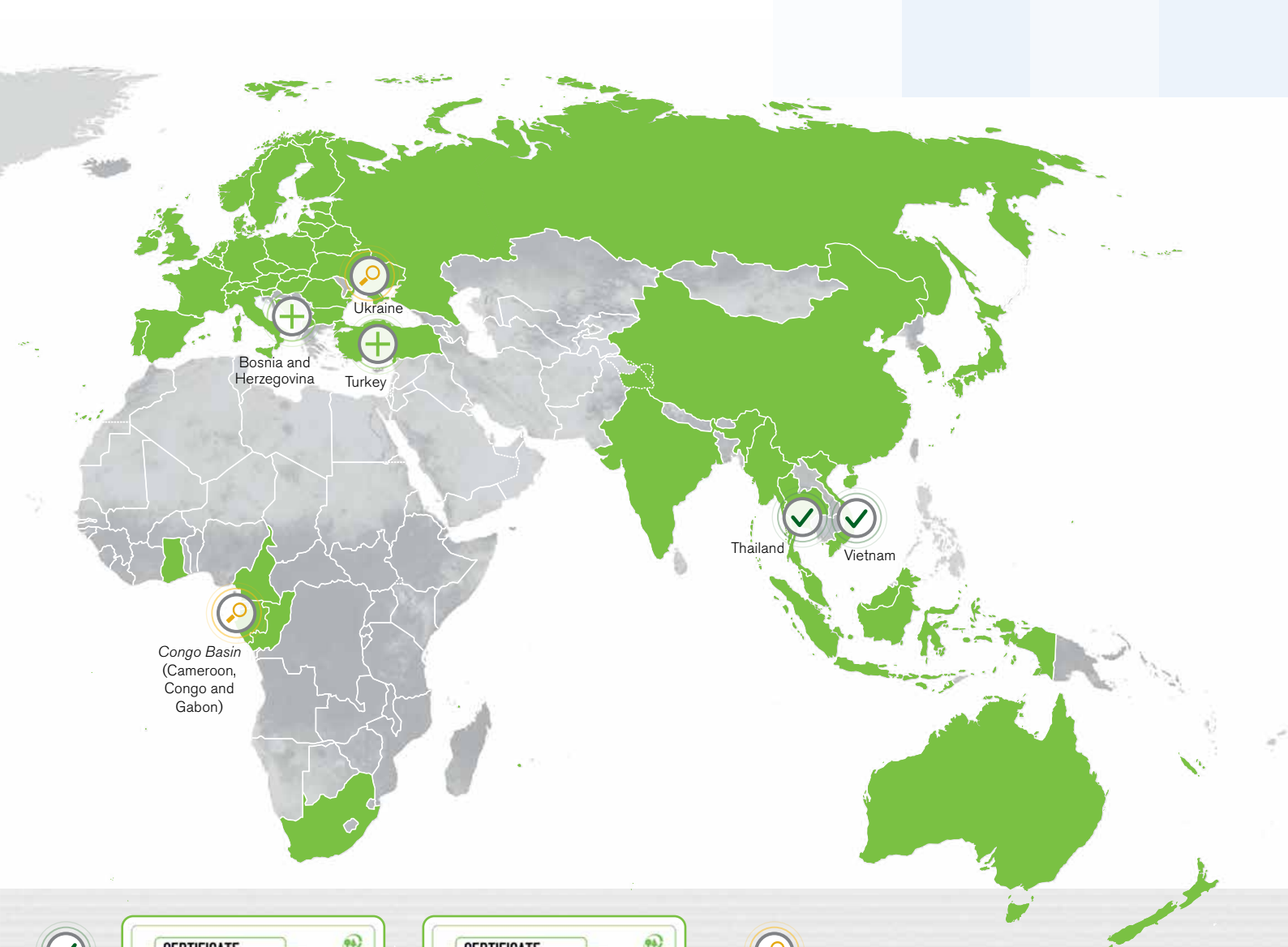
Inka Musta, UPM-Kymmene Corporation

## Top prizes for growth



With an increase of over 950,000 hectares, the **Malaysian Timber Certification Council (MTCC)** took top prize for growth in PEFC-certified forest area in 2020.

**PEFC Spain** won the award for biggest growth in chain of custody certificates, with an additional 67 certificates.



## New endorsed national systems



**Vietnam achieved PEFC endorsement of its national forest certification system.**

*“We seek to accelerate the implementation of sustainable forest management and forest certification in Vietnam, and increase the sustainably managed, certified forest area.”*

**Bui Chinh Nghia, Vietnam Forest Certification Office (VFCO)**



**Thailand achieved PEFC endorsement of its national Chain of Custody standard.**

*“Having a PEFC-endorsed Chain of Custody standard will allow products carrying the TFCC label to enter markets around the world. This will not only be beneficial for the national economy, but also give a better life to the smallholders in our country.”*

**Sakchai Unchittikul, Thailand Forestry Certification Council (TFCC)**

## Systems under assessment



The independent assessor continued the assessment of the **Ukrainian national forest certification system**, in preparation for PEFC endorsement.



Our national members for Cameroon, Congo and Gabon submitted the regional system for the **Congo Basin**. It is the first regional system covering several countries under assessment for PEFC endorsement.

The endorsement of national forest certification systems is at the heart of our work. This year, **Vietnam** achieved PEFC endorsement of its national forest certification system, and **Thailand** of its Chain of Custody standard.

2020 also saw collaborations with various sectors, new ways of communicating the importance of sustainable forest management, and three revised key standards entering into force. All this has been achieved by working together as a team, a family, with our members around the world.





# Virtually Unmissable

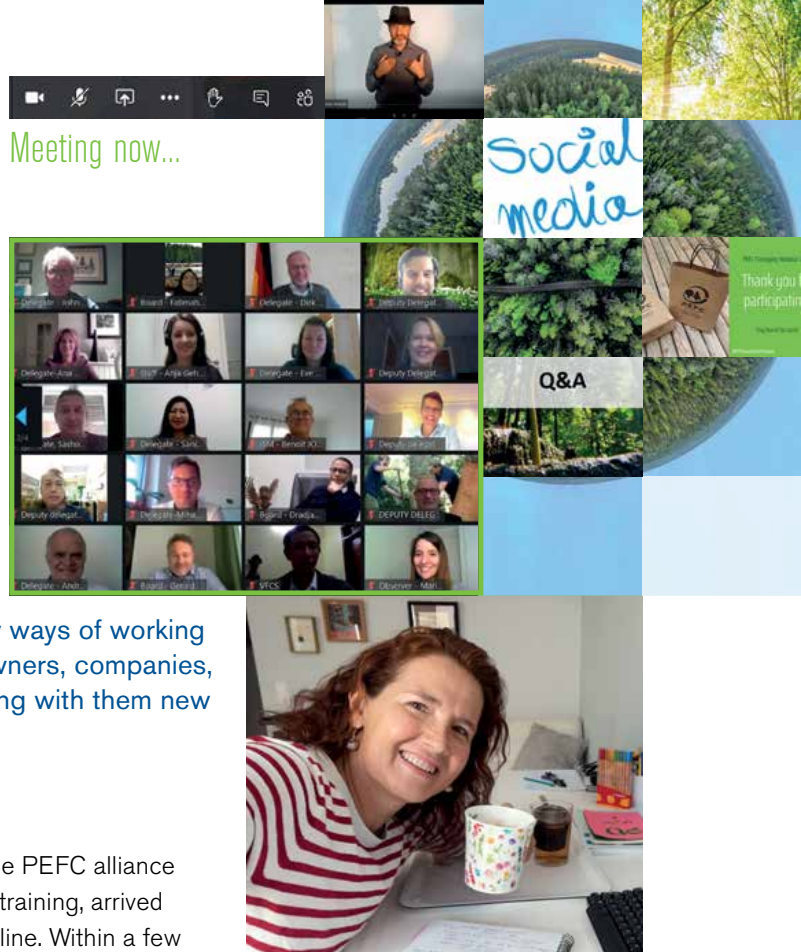
2020 saw our world change. Covid-19 changed the way we work, interact, meet and travel – in short, our very lives.

Like everyone else, we had to adapt, and to find new ways of working and staying connected, and to reach out to forest owners, companies, associations, and the public. But new challenges bring with them new opportunities. In 2020 we went virtual.

## Virtual Members Meeting

Our annual Members Meeting, which is normally the time the PEFC alliance meets in person for a few days of discussion, updates, and training, arrived in the middle of lockdown. This meant we had to move it online. Within a few weeks, we organized our first large online meeting.

We were delighted to welcome many more employees of our members, who were able to attend the sessions without the need to travel. The virtual Members Meeting marked the successful start to our year online.



## Virtual PEFC Week 2020

PEFC Forest Certification Week in November is our biggest event of the year. Holding PEFC Week virtually meant running more trainings, larger meetings and even the voting for our 25<sup>th</sup> PEFC General Assembly online.

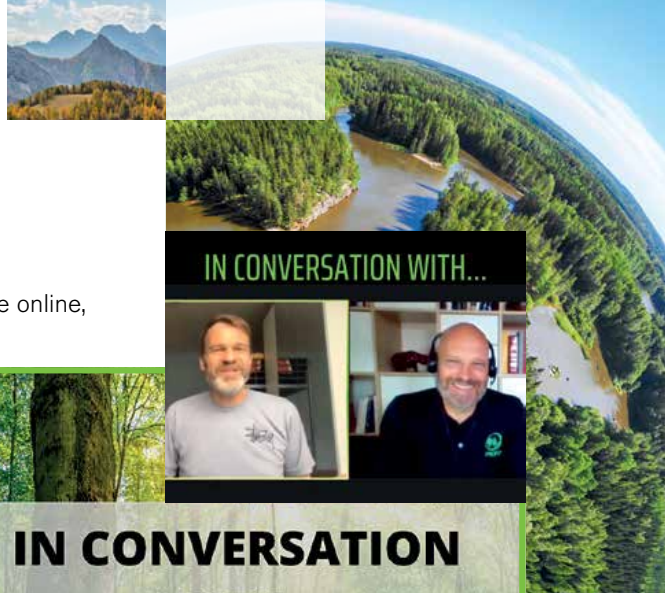
But with more time to prepare, we started exploring more opportunities. PEFC Week 2020 invited participants and the public for the first time to a live announcement of the photo contest winners, more trainings, discussions, and even virtual coffee break chats, allowing the PEFC alliance to feel close, even though physically far apart.



## #WebinarWednesdays

Following the Virtual Members Meeting, we launched **#PEFCtrainingFridays**, a series of webinars to provide online training for our members. We later rebranded the campaign to **#WebinarWednesdays**, taking it a step further by broadening the target audience and the range of topics covered.

**#WebinarWednesdays** gives us and our members the opportunity to hold webinars to build capacity amongst the PEFC alliance, update each other, and increase our visibility for external stakeholders. From training on how to do social media, create videos and present virtually to information sessions on fashion, construction, and technical issues, we've had a full schedule.



## Taking the dialogue online

With physical events increasingly getting cancelled, we took the dialogue online, organizing virtual discussions, presentations and exchanges.

### ***‘In conversation with...’***

Summer 2020 marked the launch of our **‘In conversation with...’** video series, part of **#WebinarWednesdays**. Streamed on Facebook Live, we invite internal and external experts to exchange their opinions on current issues in the forestry world.

In the **first video** [🔗](#), our CEO Ben Gunneberg discussed with our Head of Communications, Thorsten Arndt, about labour rights and hidden heroes in forestry. In the **second instalment** [🔗](#), Ben was joined by Coen van der Veer from Building and Wood Worker's International (BWI) to discuss how forest certification improves the lives of the people living and working in the forest.

**Stay tuned for the next conversations  
with more experts from the forestry world!**

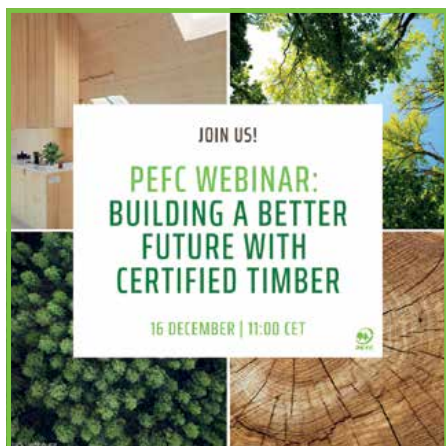


## PEFC Webinars

Webinars give us the opportunity to stay in touch with our stakeholders and give insight into our work and the importance of sustainable sourcing in different sectors.



In June, we hosted the **“PEFC Webinar: Creating impact through responsibly sourced packaging”**, offering insight into the processes behind certification and highlighting the advantages of PEFC certification for business and beyond. The webinar reached more than 500 people from 39 countries on four continents, including retailers, brand owners, and paper and packaging companies.



In December, the **“PEFC Webinar: Building a better future with certified timber”**, saw three construction experts sharing their thoughts about sustainable construction, the enormous potential of certified timber and current market demand. The webinar was attended by almost 300 professionals.

**Learn more about our PEFC Webinars  
in the Focused Engagement section.**

*“We were delighted to welcome more than 500 participants from 39 countries to our first PEFC Packaging Webinar.”*

*Fabienne Sinclair, Head of Marketing,  
PEFC International*



More PEFC Webinars are planned for 2021.  
Stay tuned for updates on our website:  
[www.pefc.org/events-training](http://www.pefc.org/events-training)







## Driving innovation

We are driving innovation to accelerate the uptake of forest certification and position it as a global tool. In 2020, three revised standards entered into force, bringing with them a range of new developments. We also worked in partnerships, advancing regional collaboration between our members and potential future members.

## Driving Innovation

### Moving forward with our international standards

Used by thousands of companies and certification bodies around the world, our international standards are a key part of our work. We revise them on a regular basis to ensure they continue to meet evolving expectations and aspirations.

Since 2016, we have revised seven key documents. Three revised standards were approved by the PEFC General Assembly in January and entered into force in February 2020. The revised PEFC **Chain of Custody** (ST 2002), **Trademarks Rules** (ST 2001) and **Certification Body Requirements – Chain of Custody** (ST 2003) standards will make PEFC chain of custody certification more resource-efficient, strengthen the consistent use of the PEFC trademarks and further safeguard the integrity of the conformity assessment process.



The revision of the standards has not only brought improvements to the PEFC system, but also new developments that facilitate their implementation.



### The next generation Label Generator

With the implementation of the 2020 PEFC Trademarks Rules standard, we are introducing the new PEFC Label Generator.

The new Label Generator creates PEFC labels in line with the graphic requirements of the revised Trademarks Rules standard.

The <sup>TM</sup> or <sup>®</sup> symbols are no longer required alongside the PEFC logo or initials. New label messages give non-certified companies, such as retailers, more options to communicate their commitment towards PEFC.

The new Label Generator offers a range of new features that make it even easier for trademarks users to use and benefit from the PEFC label.

PEFC trademarks users gain access to the new Label Generator once they have signed a new PEFC trademarks usage licence or accepted an amendment to their current contract. Chain of custody certified entities must also be certified against the 2020 Chain of Custody standard.

The Label Generator will become mandatory for the creation of all PEFC labels. The old Label Generator will remain online until all trademarks users have moved to the new tool.



Discover the new Label Generator:  
[treee.es/lg](https://treee.es/lg)



## Strengthening our training programmes

In order to offer certification for the 2020 PEFC Chain of Custody and PEFC Trademarks standards, auditors, certification decision makers and reviewers need to attend a chain of custody training recognized by PEFC International.

Our existing training programmes have been revised to ensure a harmonised, consistent, and coordinated implementation of the 2020 standards worldwide.

One of the revised and relaunched programmes is the Training Recognition Programme. It allows certification bodies to get formal recognition of their internal PEFC chain of custody training programme and carry out internal trainings in compliance with PEFC's requirements.

This makes it easier for certification bodies to organize the training process. They do not need to plan how and when every auditor can attend a training organized by PEFC but can decide when to train them.

## Advancing certification in our Working Groups

Following the revision of the Sustainable Forest Management and Group Certification benchmark standards, a permanent working group was created to provide guidance on the implementation of these two benchmarks. In recent meetings, the group explored opportunities and challenges of ecosystem services, including sustainable forest management's role in climate change and prospects of forest certification data.

A new permanent Chain of Custody Working Group was formed after the approval of the chain of custody related standards. The group met twice in 2020 and started working on the revision of the PEFC Guidance Document 2001, Chain of Custody.



All PEFC-recognized training is published on our website: [treee.es/training](https://treee.es/training)



## Getting ready for tomorrow

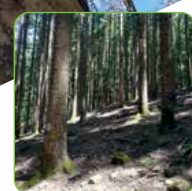
In the wake of [Covid-19](#), we had to change the way we work. Adapting to the “new normal” meant adapting the very core of our work. To ease the consequences of travel restrictions and give some flexibility, we implemented the possibility of remote audits.

Where this is not sufficient, the time periods affecting the certificate can be extended. To support certified entities and certification bodies, we extended the transition period for our revised 2020 standards by six months in 2020, and by another six months in early 2021. The transition date is now 14 August 2022.

We are also in the process of designing a technological pathway for the future. This includes a new PEFC database management system to improve our forest management and chain of custody monitoring and evaluation capabilities. In 2020, we made big steps towards the implementation of this new system.



# TreeTalker – giving a voice to the trees



Trees continuously adapt to environmental conditions, seasons and extreme events, such as drought, storms, heat waves and frosts. Studying their responses to environmental changes helps us to understand the functionality and dynamics within a forest and thereby improve forest management processes.

PEFC International is supporting research by the University of Florence, Italy, led by Claudia Cocozza, to implement these findings into forest certification.

## Understanding our trees

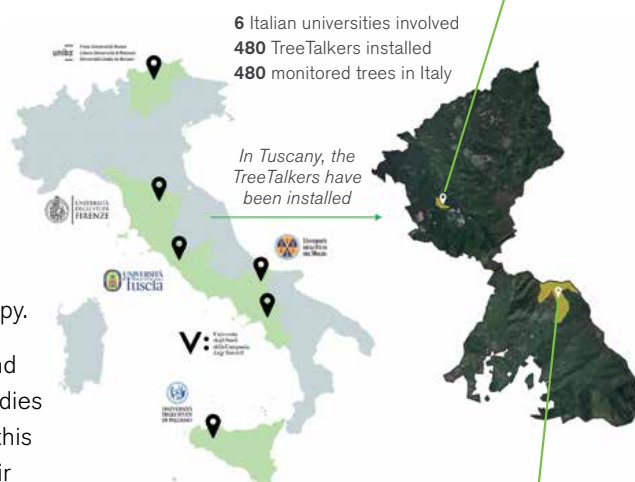
To measure the trees' responses to environmental influences, the Italian TreeTalker Network (ITT-Net) implemented a large-scale monitoring system in six different Italian regions.

**TreeTalker devices are attached to selected trees within the forest, measuring:**

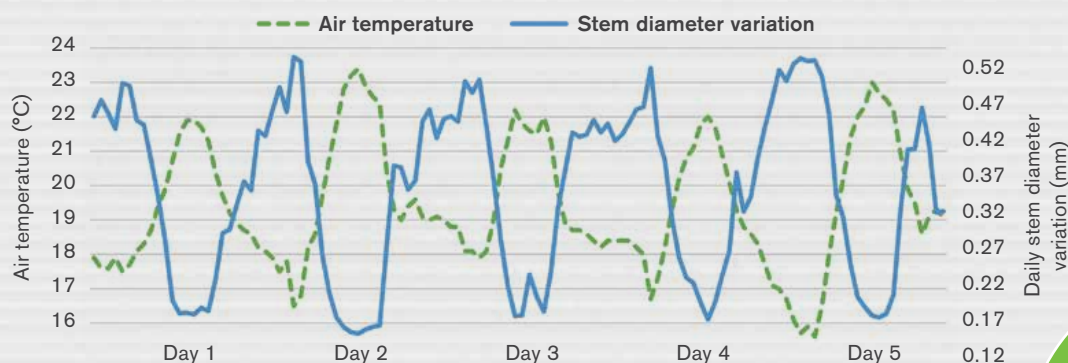
- **stem radius growth**, to estimate the biomass production;
- **sap flow**, to define the quantity of water used by each tree;
- **stem humidity**, relating to the hydraulic functionality of the tree;
- **tree stability**, related to wind speed.

In addition, the sensors measure environmental variables, such as air temperature and humidity, and spectral bands of sunlight below canopy.

The TreeTalkers use *Internet of Things (IoT)* technology to transmit and share the acquired data in real time. The data acquisition enables studies at tree level, which can be scaled to forest level. Adopted long-term, this approach makes it possible to monitor trees' functional traits and their vulnerability to climate change.



Daily stem diameter variation of a tree and air temperature



The above graph shows the daily stem diameter variation of a tree, and the air temperature measured by a TreeTalker device. The air temperature defines the environmental condition, such as the daily water availability. The graph shows that in the warmest moment of the day, the tree's diameter shrinks as the result of water transpired from roots to leaves through the stem.

"Knowing the trees' responses to environmental changes allows us to manage the forest with respect to its functionality and evolutionary dynamic."

Ilaria Zorzi, PhD student responsible for field activities of the University of Florence



# Better together – growth and collaboration in the PEFC alliance



PEFC continues to grow, with more national members joining the alliance and achieving PEFC endorsement. At the same time, PEFC members and potential members are increasing their collaboration, working in regional clusters to develop joint forest certification systems. In 2020, major steps were made in Central Africa and Southeast Europe.

## Key progress in Central Africa

Our national members for Cameroon, Congo and Gabon have joined forces to build the regional system '**PAFC Congo Basin**'. In 2020, they finalized this regional forest certification system, which includes a shared forest management standard for the three countries. The system for the Congo Basin was submitted to PEFC and is currently under assessment for endorsement.

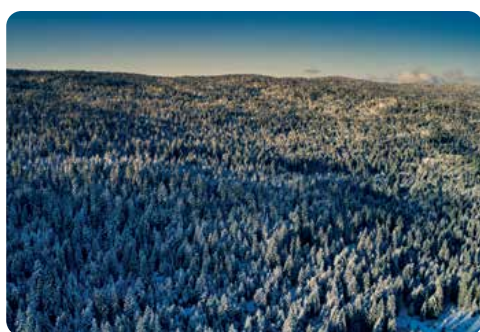
The system development was led by our international stakeholder member **ATIBT** – *International Tropical Timber Technical Association*, in close collaboration with **PAFC Cameroon**, **PAFC Congo**, **PAFC Gabon** and **Olam**, another PEFC international stakeholder member. The project was funded by **KfW**, the *German Development Bank*, and co-funded by **IDH**, the *Dutch Sustainable Trade Initiative* and PEFC.



2020 also saw the first forest management audit in **South Africa**, resulting in the issuance of the second PEFC forest management certificate in Africa, after the first one in Gabon.



## New members and collaboration in Southeast Europe



In 2020, we welcomed two new members into the PEFC alliance. The *Association of Private Forest Owners "Naša Šuma"* joined PEFC as the national member for **Bosnia and Herzegovina**, and the *Association for Sustainable Forest Management, Forest Products and Services Certification (SOYDER)* became our national member for **Turkey**.

*Naša Šuma* becoming a member is a key step for the development of a regional system for the Western

Balkans. Two other PEFC national members are participating in the regional initiative: The *Institute for Forest Certification* in **Slovenia** and the *Council for Sustainable Forest Management* in **North Macedonia**. The three countries have harmonized their national forest management standards and aim to submit their regional system in 2021.

The *Association National Voluntary Forest Certification System*, our national member for the **Ukraine**, submitted the country's national forest certification system to PEFC for endorsement, while **Greece** has launched an initiative to become a PEFC national member.





# Focused engagement



World Architecture Festival  
1 - 3 December 2021  
Lisbon

WAF AWARDS 2021  
Best Use of Certified Timber Prize  
Sponsored by PEFC



"The sky is the limit for the use of timber. Let's build with wood and build for the planet."

Mark Wayne Probert  
Binderholz

As a global alliance, we continually work to amplify our collective impact. We bring together different actors from the forest-based supply chain, improving the position of forest products in the market, and strengthening our engagement within the PEFC alliance. In 2020, a key area of our engagement was within the construction, fashion and packaging industries.

## Building with timber – only the sky is the limit

Construction with timber has come a long way over the past years, as we continue to push the limits of what is possible. Thanks to new developments in engineered timber, wooden buildings can be even higher, and built even faster.

Wood is a unique renewable, reusable, and recyclable material that is increasingly used by architects and constructors around the world, who appreciate its versatility, flexibility, and the benefits it brings to people and planet.

Under the theme '**Designing the future with sustainable timber**', PEFC is collaborating with a range of stakeholders to promote the use of certified timber in construction.

In December, we hosted the **PEFC Webinar: Building a better future with certified timber**, with three construction experts discussing the merits of timber. Mark Wayne Probert from Binderholz, Paul Jarquin, President of REI Habitat and Mark Thomson, architect and Director of Eco-Effective Solutions, highlighted how timber construction supports climate mitigation and other global sustainability targets.

We were delighted to welcome an interested audience of almost 300 professionals from 45 countries to the webinar.



"By building with wood, we can reduce a building's carbon emissions by 60%. This really is a game changer."

Paul Jarquin,  
REI Habitat





We are continuing our collaboration with the World Architecture Festival, awarding the **Best Use of Certified Timber Prize** for the third time. The prize rewards architects and project teams for using certified timber as the main construction material in outstanding buildings. The Festival will take place in December 2021 in Lisbon.

Several of our national members are involved in our global construction campaign, enabling us to reach out to many more actors within the construction and architecture community.



- PEFC Netherlands launched **Tomorrow's Timber Talks**, a series of workshops to inspire architects, designers, and developers in construction and to promote the use of sustainable, certified materials. The workshops are based on the book **Tomorrow's Timber – Towards the next building revolution**, that covers the latest innovations in wood in architecture.



- PEFC UK invited architects and construction specifiers to learn more about responsible timber procurement and PEFC chain of custody certification through a series of **CPD-accredited workshops**. Topics covered in the sessions include forest certification and its global importance, and the requirements of the UK government's timber procurement policy.

"Over 700 architects and engineers have participated in the PEFC UK's Responsible Timber Sourcing CPD. Of the many who provided feedback, 99% rated the course as Good or Excellent."

Charles Law,  
Sustainable Construction  
Solutions

### **Timber – a unique building material**

Conventional building materials like concrete, steel and cement emit large amounts of CO<sub>2</sub>, making the construction sector responsible for 39% of energy-related CO<sub>2</sub> emissions. Wood does just the opposite. Rather than emitting carbon, it stores it. Timber is the only renewable material available on a large scale.

Timber buildings can be constructed quickly, as parts can be prefabricated and assembled on site, and are fire- and earthquake-resistant. What is more, timber influences a building's indoor climate, and can have a positive effect on physical and mental health.

"Timber has a tangible benefit to our health. It can have a calming effect, lower blood pressure and support learning and healing processes."

Mark Thomson,  
Eco-Effective Solutions



Discover more: [treee.es/sustainableconstruction](https://treee.es/sustainableconstruction)

Unless we take action,  
our oceans will contain more  
plastic than fish by 2050.

(UN Environment  
Programme)

## Delivering a solution for sustainable packaging

Consumers around the world are changing their consumption habits to reduce their environmental impact and are looking for more sustainable and recyclable packaging. With plastic packaging accounting for 50% of global plastic waste, it is high time to turn to sustainable materials.\*

The good news: sustainable alternatives to oil-based plastics can be found in our forests. Wood-based recyclable packaging is ready to be used on a larger scale, helping to significantly reduce our carbon footprint.

In collaboration with several of our national members and partners, we work to raise awareness for the enormous potential of forest-based materials within the circular economy.

73% of global  
consumers would  
change their consumption  
habits to reduce their  
environment impact.

(Nielsen Product Insider)



### Spotlight on responsibly sourced packaging

In June, we hosted the **PEFC Webinar: Creating impact through responsibly sourced packaging**, giving insight into the processes behind PEFC certification and highlighting its advantages for business and beyond.

Our CEO Ben Gunneberg and Head of Technical Unit Michael Berger explained what the choice of procuring or producing PEFC-certified packaging means for the health of our forests, the people living and working in them, and for the world's biodiversity and climate.

The webinar reached more than 500 people, including retailers, brand owners, and paper and packaging companies, from 39 countries.



In September, we spoke at **Sustainability in Packaging Asia 2020**. The event brought together companies across the value chain to discuss sustainable packaging options.

In two presentations, our CEO Ben highlighted the key role of materials from sustainably managed forests for a sustainable packaging industry, before speaking about policies and regulations in a panel discussion with experts from the entire supply chain.

## Discussing climate action at the Consumer Goods Forum

The **2020 Consumer Goods Forum Sustainable Retail Summit** took place in October. Alongside our national member Sustainable Forestry Initiative (SFI), we hosted a session discussing the science behind sustainably managed forests, their contribution to climate change mitigation, and the role global manufacturers and retailers can play. The attendees appreciated the contribution from our two guest speakers Dr. Vicky West from Scottish Forestry, and Brian Kernohan from Hancock Natural Resource Group.







Wood-based fibres produce up to 13 times less carbon emissions than polyester.  
(UNECE)



The average consumer buys 60% more clothing compared to the year 2000.  
(UNECE)

# Forest fibres for sustainable fashion

Fashion follows the seasonal cycle of nature.  
At the same time, its environmental impact is well known.

The fashion industry is looking to replace conventional, water- and energy-intensive materials like cotton and oil-based synthetic fibres with sustainable alternatives. Forests can be part of the solution.

Thanks to new technologies, wood-based fibres can be used to produce recyclable, renewable and biodegradable textiles with a low environmental footprint. Those textiles store carbon and are softer and more breathable than cotton or silk.



## Fashions change, Forests stay.

In October, we launched our new textiles campaign 'Fashions change, Forests stay'. The campaign aims to raise awareness for the importance of more sustainability in fashion, and opens the dialogue with the fashion industry.

Decisions and actions companies take now will have an impact on our planet. We invite companies around the globe to work with us to promote the sustainable management of the world's forests.

Learn more about the wonderful, wearable forest fibres:  
[treee.es/forestsstay](https://treee.es/forestsstay)

We promoted sustainable forest fibres at several events throughout the year:

- The **Mercedes-Benz Fashion Week** in Madrid saw a collection made of PEFC-certified fabrics produced by Textil Santanderina from PEFC-certified Tencel fibres, supplied by Lenzing.
- PEFC Spain was a supporter of **Madrid Sustainable Fashion Week**, highlighting the potential of forest materials. In collaboration with the organizer, The Circular Project, PEFC Spain developed a reforestation project to offset the carbon released by the event.
- At the virtual **Innovation Forum Sustainable Apparel and Textiles Conference** we spoke about the importance of sourcing textile fibres from certified, sustainably managed forests to eliminate the risk of controversial forest materials entering textile supply chains.
- We highlighted collaboration opportunities for the fashion industry at the virtual **2020 Textile Exchange Sustainability Conference**, emphasizing the benefits of sustainable forest management to the environment and society.



Join us! Contact us for more information at:  
[julia.kozlik@pefc.org](mailto:julia.kozlik@pefc.org)



# How PEFC meets best practice

"PEFC Sustainable Forest Management principles align with 9.5 out of 10 of the ASEAN RAI Guidelines.

Grow Asia

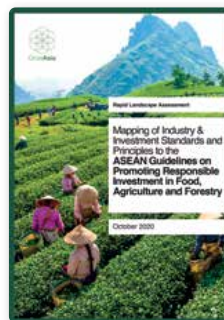
It is vital that everyone, from foresters to retailers, scientists to consumers, has confidence in the PEFC label. Therefore, it is important to us that PEFC is assessed and evaluated by independent third parties.

Over the last years, a wide range of stakeholders had a close look at the PEFC system and what we deliver. Here is a selection of what they found.

## Highest ranking in ASEAN RAI assessment

In 2020, PEFC achieved the highest ranking in the assessment against the ASEAN RAI Guidelines, thanks to our regional approach. In a report assessing the alignment with ASEAN RAI, the **PEFC Sustainable Forest Management principles scored 9.5 out of 10 points.**

The Association of Southeast Asian Nations' *Guidelines for Promoting Responsible Investment in Food, Agriculture and Forestry* (ASEAN RAI) offers guidance on investments to agribusinesses, governments, financial institutions, and producers.



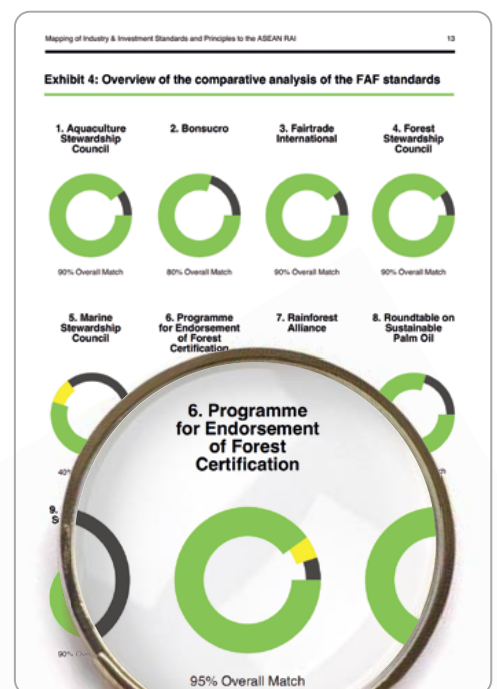
## Top marks from the Dutch public procurement authorities

PEFC's Sustainability Benchmarks, plus four PEFC-endorsed national standards, were assessed by the Dutch public procurement authorities. **PEFC received full marks in the assessment against the Dutch "Timber Procurement Criteria".** These criteria consist of a comprehensive set of requirements representing what society expects sustainable forest management to deliver on issues such as biodiversity; ecosystem conservation; indigenous peoples, community, and workers' rights; and health and safety.

Following the assessment, TPAC recommended the Dutch State Secretary for Infrastructure and the Environment to continue the approval and acceptance of PEFC with regards to the Dutch procurement policy.

"Our conclusion is that PEFC International conforms to the Dutch Procurement Criteria for the Dutch market."

Bernd Slesazeck,  
Secretary of TPAC



Source: Grow Asia, *Mapping of Industry & Investment Standards and Principles to the ASEAN Guidelines on Promoting Responsible Investment in Food, Agriculture and Forestry*



## PEFC is accepted in the Climate Bonds Initiative

2020 also saw the acceptance of PEFC into the 'Forestry Criteria' of the *Climate Bonds Initiative* standard.

The 'Forestry Criteria' lay out the requirements that forestry infrastructure assets or projects must meet to be included in a Certified Climate Bond. The acceptance of PEFC into the standard makes PEFC certification eligible as a demonstration of compliance with the criteria.



"I hope that my photo can help to open people's eyes to the importance of forests."

*Keril Chairil, Indonesia, 2020 PEFC Photographer of the Year*

## Increasing communications effectiveness

Forest certification directly connects the consumer to the forest, and each of us can help make a difference to the world's forests through buying a certified product. Reaching out to consumers by telling the story of PEFC through our communications is a vital aspect of our work.

Communications effectiveness

## Experience Forests, Experience PEFC



The fourth edition of our **'Experience Forests, Experience PEFC'** Photo Contest brought us wonderful forest photos and inspiring stories, that take us on a journey through the world's forests.

Twelve of our national members ran photo contests in their countries, inviting photographers to enter their best forest photos. And they really delivered: we received nearly 8000 stunning images!

The best photos from the national contests entered the international contest for the chance to become the PEFC Photographer of the Year.

### 12 countries, 8000 photos, 1 winner

The Photographer of the Year Award went to Keril Chairil, for his beautiful image 'Morning Activities', taken at Situ Gunung Lake in West Java, Indonesia. The image captures the magical atmosphere at the forest lake in the early morning, and the link between humans and the forest.



### Great interest on social media

The highlight of the photo contest was the announcement of the finalists and the winner in a Facebook Live event, which saw our CEO Ben Gunneberg discussing the photos with a photography enthusiast. The video has become our most successful Facebook post ever, showing the great interest in the contest and the photographs.

The photo contest not only gave us gorgeous forest photos, but also the opportunity to connect with forest lovers around the globe, who became our forest ambassadors that help us spread the word about the importance of forests and their sustainable management.



The top 12 images star in our 2021 photo calendar and other publications throughout the year.



Look for **#ForestFactFriday** on Facebook, Twitter and Instagram, and let our forests surprise you!

## Learn about the wonders of the world's forests with **#ForestFactFriday**

Forests are beautiful, give us fresh air and are ideal places to relax. Yet, there is so much more to them than meets the eye.

January 2020 marked the official launch of the social media campaign **#ForestFactFriday**. In this campaign, we share interesting and unexpected facts about our forests and trees every Friday.

We seek to open the audience's eyes to the wonders and power of the world's forests, by raising awareness for what they do for us and our lives every day.

Did you know that forests provide food, medicine and fuel for more than a billion people? That they give employment to around 50 million people? Or that forests make it rain?

**#ForestFactFriday** has seen an enormous interest in its first year, and the weekly facts are translated and shared by our members from around the world.



## PEFC's 20<sup>th</sup> anniversary: 18 months of celebration



2020 saw the conclusion of our 20<sup>th</sup> anniversary campaign. After a soft launch in January 2019, 30 June was the starting point for a year of special anniversary articles and videos about the history, development, and future of our organization.

It was on that day back in 1999 that small-forest owners created an international forest certification system that had their needs at heart – and PEFC was born. For 12 months, we looked back at the very early days, the development, key milestones, highlights, and the future of our organization.

The texts, photos and videos took the audience on a journey through the years, and showed PEFC's approach, campaigns, projects and much more, shedding light on different facets of PEFC.

We were delighted to see our special 20-year logo being used by our members and companies around the world, celebrating with us and highlighting their commitment to the sustainable management of our forests.

Our special anniversary hashtag **#20yearsofcaring** was used by companies, organizations, members, and stakeholders on six continents, accumulating to an overall reach of nearly 1.3 million on several different platforms.

Look for **#20yearsofcaring** to discover how the PEFC family celebrated the anniversary.



Check out the videos: [treee.es/HOF](https://treee.es/HOF) and follow us on Instagram: [humansoftheforests](https://www.instagram.com/humansoftheforests)

## Humans of the Forests

Humans of the Forests, our micro documentary series, gives a voice to people who are in touch with forests in their daily lives. As they share their stories with us, we get to look beyond what we know about forests and see how vitally important sustainably managed forests are for so many people.

In 2020, we launched the second instalment, which took us to Chile, where we met three amazing people: the country's first female forest fire monitor, a forestry worker who has spent his entire professional life in the forest, and an indigenous Mapuche woman who has reached economic independence thanks to the forest.

Since the start of the project in 2018, Humans of the Forests has achieved considerable interest from around the globe. The videos have been shown at the United Nations and several film festivals, were featured in the [international press](#) and reached the finals of the [International & European Association Awards](#) in the category "Best Association Video".

Humans of the Forests seeks to shed a light on what it is really like to live and work in the forest, and is an extraordinary project in many respects. The videos are the result of a team effort between one single videographer, and members of the PEFC family from around the world.

"Seeing the videos in which we have put our heart and soul on the big stage makes us incredibly proud."

Thorsten Arndt,  
Head of Communications,  
PEFC International



## Meeting our certified companies

Case stories have always been an important tool in communicating forest certification on the ground. In 2020, we launched a new series of case stories, hearing from PEFC-certified companies around the world.

'Meeting our certified companies' gives an insight into the work of those companies, and their views and opinions on certification and sustainability. In a series of interviews, we hear why they choose to work with timber and what certification means to them.

Giving the word to the people on the ground lets us see the impact of certification through their eyes, making our certified companies ambassadors for sustainability and forest certification.

Discover the stories of our certified companies on [treee.es/MOCC](https://treee.es/MOCC)



"SUSTAINABLY MANAGED FORESTS ARE THE BEST WAY TO PRESERVE STANDING FORESTS. WE COMMIT TO PROTECT FORESTS BY PROMOTING SUSTAINABLY HARVESTED WOOD."

Per Friis Knudsen, Director for Asia, A/S Global Timber



# PEFC Membership

## Statistics, facts & figures

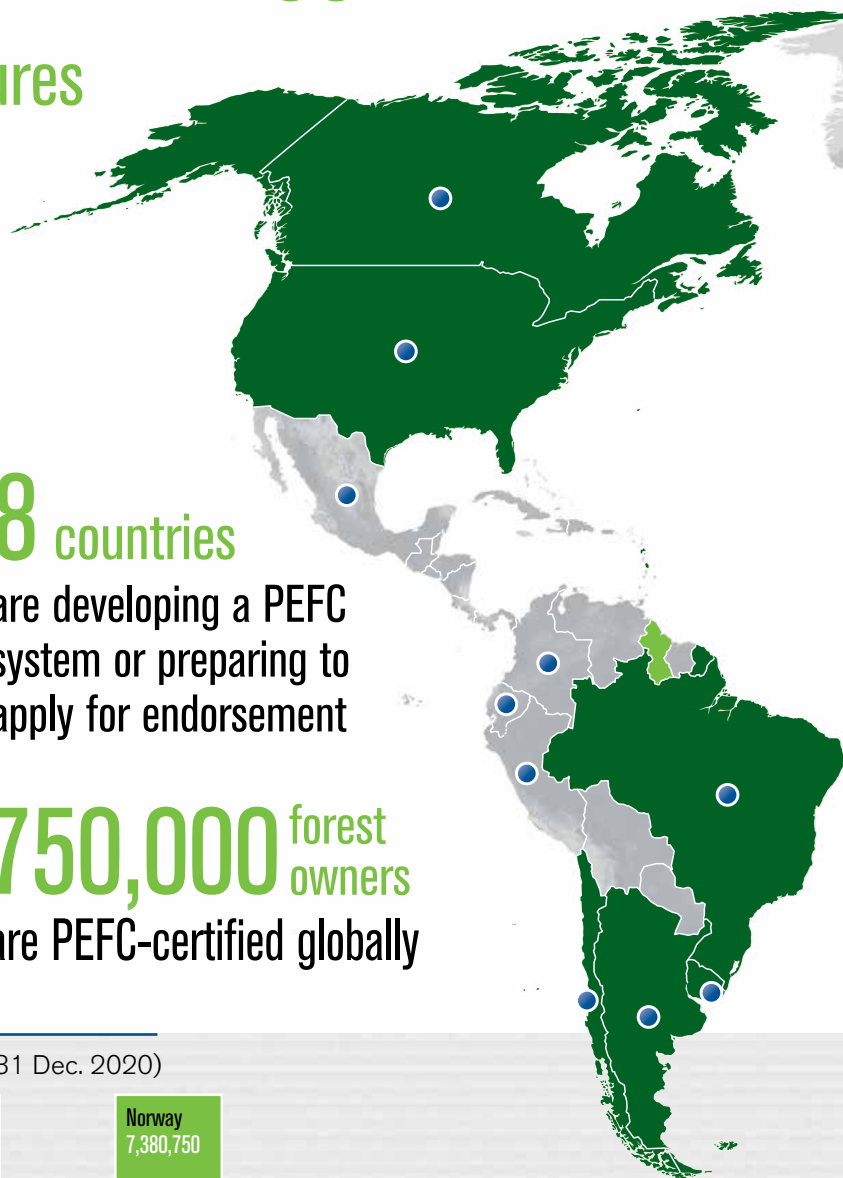
National members represent PEFC  
in **55** countries

**324** million hectares  
of forests globally  
are PEFC-certified

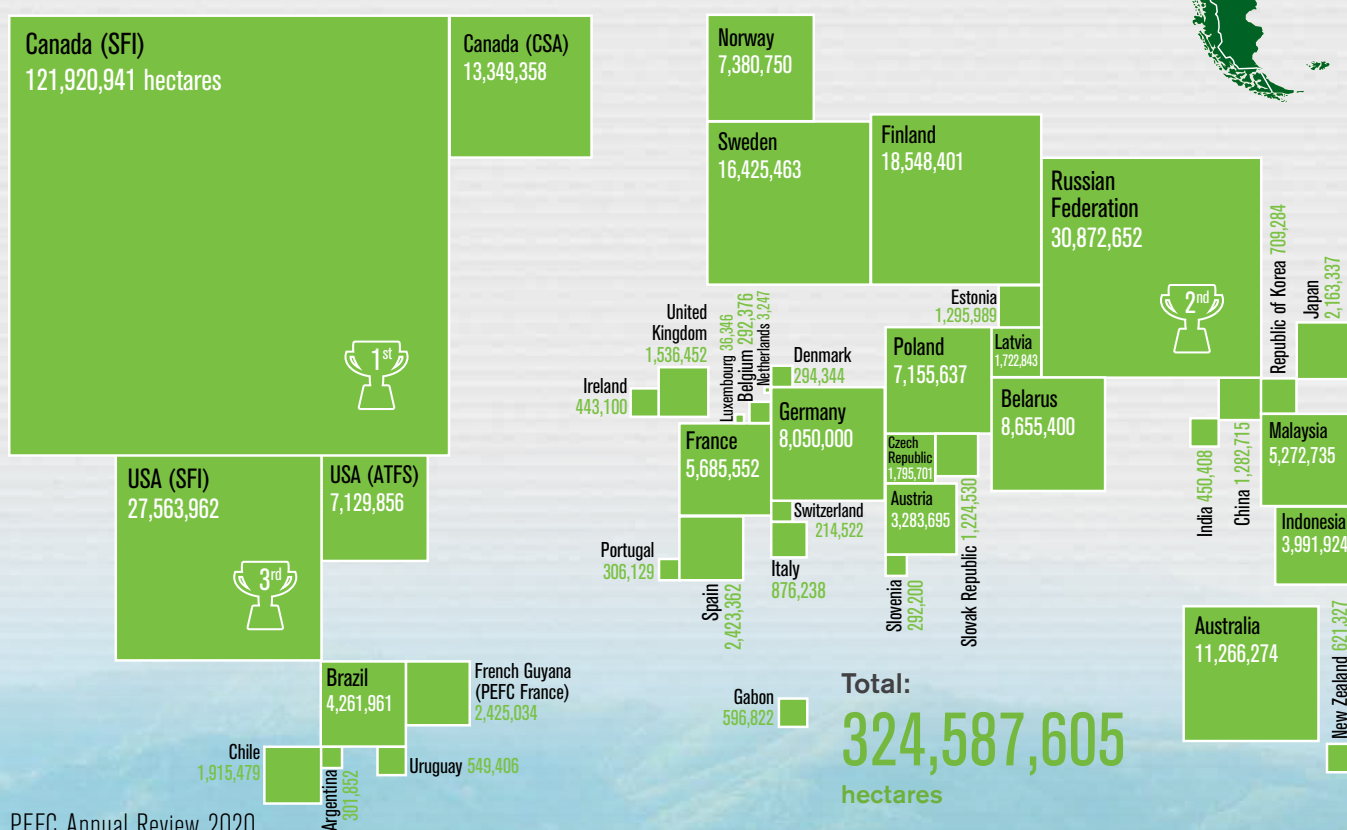
We welcomed the first certified forest area in **India** – more than 450,000 hectares achieved PEFC certification. **The Republic of Korea** saw the biggest percentage increase in PEFC-certified forest area, growing almost 57% from 452,343 to 709,284 hectares, followed by Malaysia, growing 21% and Japan, growing 15%.

**8** countries  
are developing a PEFC  
system or preparing to  
apply for endorsement

**750,000** forest  
owners  
are PEFC-certified globally



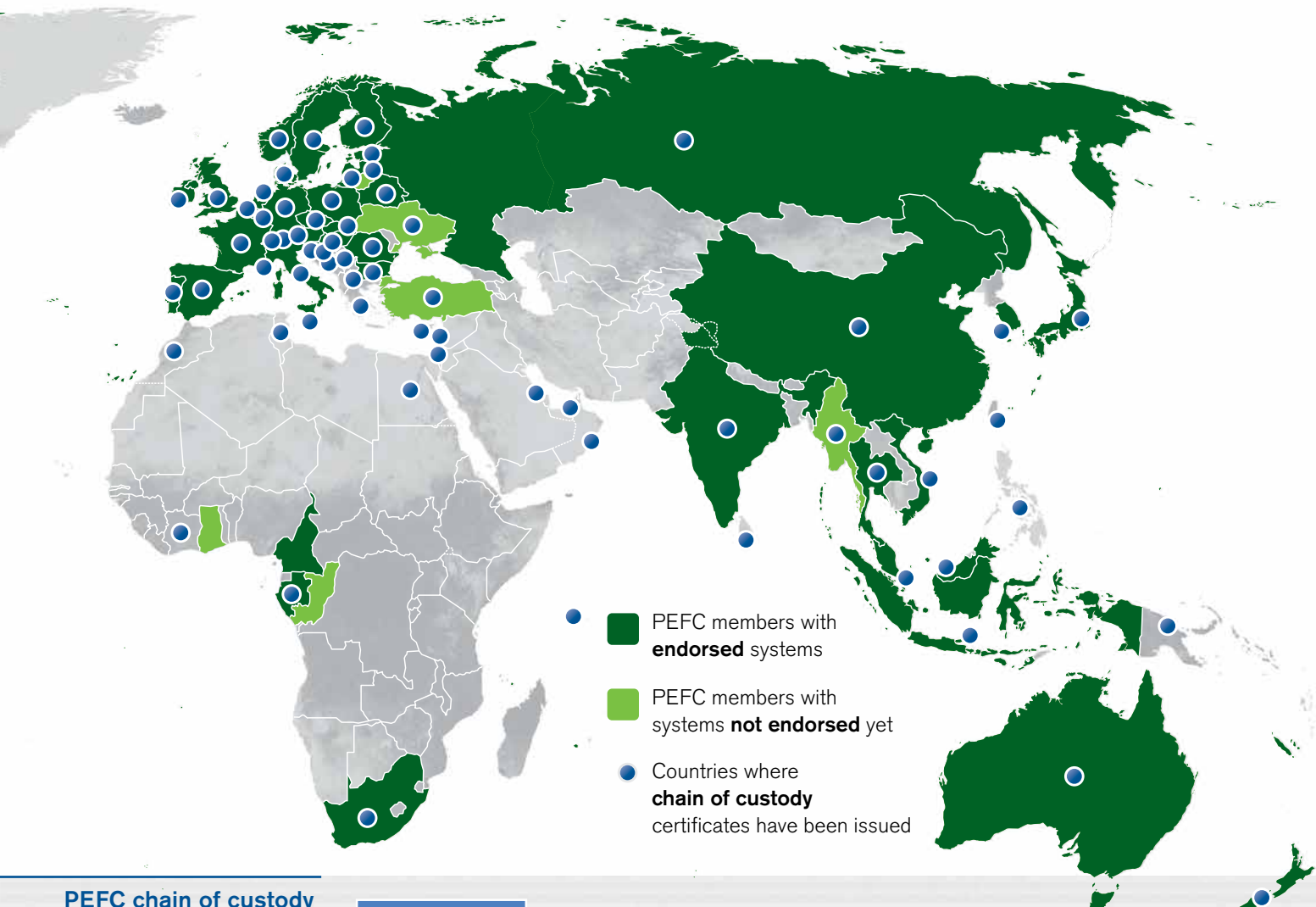
PEFC-certified forest area per country (as of 31 Dec. 2020)



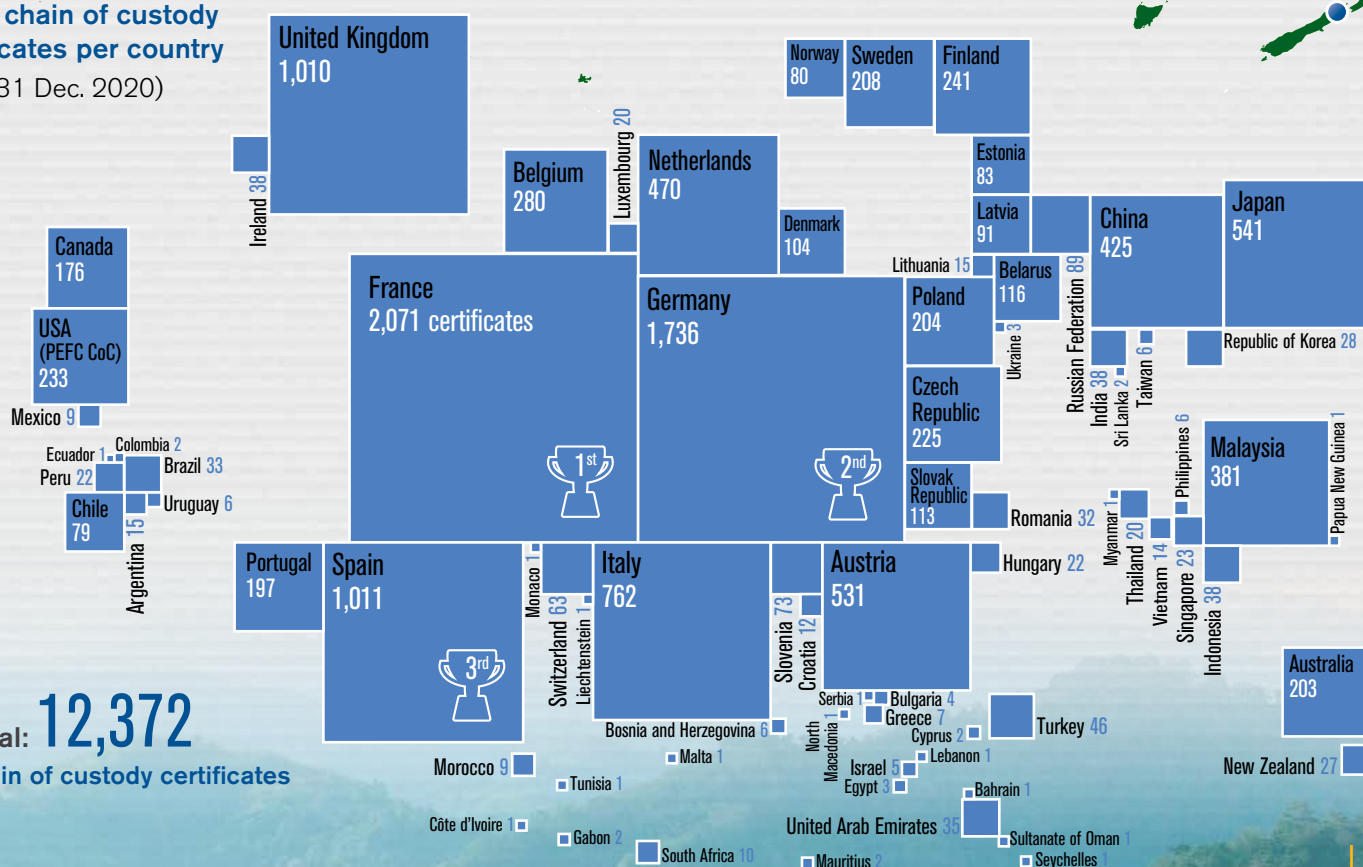




More than **20,000** companies in the world benefit from PEFC's Chain of Custody certification



**PEFC chain of custody certificates per country**  
(as of 31 Dec. 2020)



# PEFC members

## Endorsed members and systems (as of 31 Dec. 2020)

Country	Name
Argentina	Argentine Forest Certification System (CERFOAR)
Australia	Responsible Wood
Austria	PEFC Austria
Belarus	Republican Association of Forest Certification System
Belgium	PEFC Belgium
Brazil	Brazilian Forest Certification Programme (CERFLOR)
Bulgaria	Council for the Sustainable Forest Management and Certification in Bulgaria
Cameroon	Cameroonian Association of the Pan African Forestry Certification
Canada	PEFC Canada, Sustainable Forestry Initiative (SFI)
Chile	Chile Forest Certification Corporation (CERTFOR)
China	China Forest Certification Council (CFCC)
Czech Republic	PEFC Czech Republic
Denmark	PEFC Denmark
Estonia	Estonian Forest Certification Council
Finland	PEFC Finland
France	PEFC France
Gabon	PAFC Gabon
Germany	PEFC Germany
Hungary	Hungarian Forest Certification Non-profit Ltd.
India	Network for Certification and Conservation of Forests (NCCF)
Indonesia	Indonesian Forestry Certification Cooperation (IFCC)
Ireland	PEFC Ireland
Italy	PEFC Italy
Japan	Sustainable Green Ecosystem Council (SGEC)
Latvia	PEFC Latvia
Luxembourg	PEFC Luxembourg
Malaysia	Malaysian Timber Certification Council (MTCC)
Netherlands	PEFC Netherlands
New Zealand	New Zealand Forest Certification Association (NZFCA)
North Macedonia	The Council for Sustainable Forest Management in the Republic of Macedonia
Norway	PEFC Norway
Poland	PEFC Poland
Portugal	PEFC Portugal
Republic of Korea	Korea Forest Certification Council (KFCC)
Romania	PEFC Romania
Russian Federation	PEFC Russia
Slovak Republic	PEFC Slovakia
Slovenia	Institute for Forest Certification
South Africa	South African Forestry Assurance Scheme (SAFAS)
Spain	PEFC Spain
Sweden	PEFC Sweden
Switzerland	PEFC Switzerland
Thailand	The Federation of Thai Industries (F.T.I.)
United Kingdom	PEFC UK
United States	PEFC USA: American Tree Farm System (ATFS), Sustainable Forestry Initiative (SFI)
Uruguay	PEFC Uruguay
Vietnam	Vietnam Forest Certification Office (VFCO)

## Non-endorsed members (as of 31 Dec. 2020)

Country	Name
Bosnia and Herzegovina	Association of Private Forest Owners "Naša Šuma"
Ghana	Working Group on Forest Certification
Guyana	Guyana Forestry Commission (GFC)
Lithuania	PEFC Lithuania
Myanmar	Myanmar Forest Certification Committee (MFCC)
Republic of Congo	PAFC-Congo
Turkey	Association for Sustainable Forest Management, Forest Products and Services Certification
Ukraine	Association National Voluntary Forest Certification System

### SYSTEM NEWS 2020:

#### Received endorsement:

- Vietnam Forest Certification Office (VFCO)

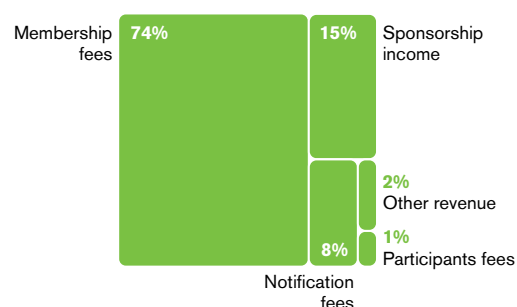
#### Under assessment for endorsement:

- Association National Voluntary Forest Certification System (Ukraine)
- PAFC Congo Basin

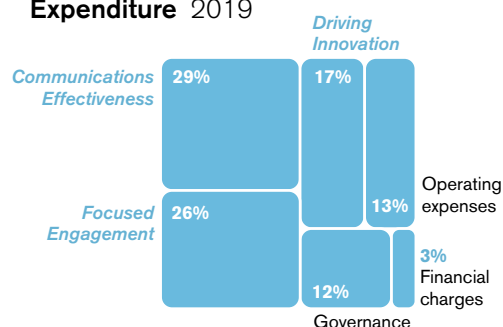
## Financial information

**Budget summary:** In 2019, PEFC operated on a total income of about CHF 5.5 million.

### Income sources 2019



### Expenditure 2019





## International Stakeholder members:

- APP Timber
- Aracuo
- Asia Pacific Resources International Holdings Ltd. (APRIL)
- Association Technique Internationale des Bois Tropicaux (ATIBT)
- Bioenergy Europe
- Building and Wood Worker's International (BWI)
- Confederation of European Forest Owners (CEPF)
- Confederation of European Paper Industries (CEPI)
- Connecting Natural Values and People (CNVP)
- Double A
- European Confederation of Agricultural, Rural and Forestry Contractors (CEETAR)
- European Panel Federation (EPF)
- European Pulp Industry Sector Association AISBL (EPIS)
- European Timber Trade Federation (ETTF)
- European Tissue Symposium (ETS)
- International Council of Forest and Paper Associations (ICFPA)
- International Family Forestry Alliance (IFFA)
- International Paper
- Metsä Group
- Mondi
- Olam International
- Purinusa Ekapersada (APP)
- RECOFTC
- Sappi
- Smurfit Kappa
- Stora Enso
- Suzano Pulp and Paper
- Union of Silviculturists of Southern Europe (USSE)
- UPM-Kymmene Corporation
- WestRock Company
- Weyerhaeuser Company

## Extraordinary members:

- European Confederation of Woodworking Industries (CEI-Bois)
- European Landowners' Organization (ELO)
- Fédération Européenne des Communes Forestières (FECOF)
- Manufacturers of Educational & Commercial Stationery European Association (MECSEA)
- Union of European Foresters (UEF)

## PEFC International team



**Ben Gunneberg**  
CEO / Secretary General

### Communications



**Thorsten Arndt**  
Head of Communications



**Hannah Prins**  
Communications Manager



**Anja Gehrer**  
Junior Communications Officer

### Finance



**Gill Parker**  
Finance Manager



**Silvana Neva**  
Finance Officer

### Administration



**Natalie Faulkner**  
PA to CEO & Office Manager

### Marketing



**Fabienne Sinclair**  
Head of Marketing



**Julia Kozlik**  
Marketing Officer



**Huong Maggi**  
Junior Marketing Officer

### Development



**Rémi Sournia**  
Development Manager



**Thomas Seyvet**  
Junior Development Officer

### Technical



**Michael Berger**  
Deputy Secretary General & Head of Technical



**Matthew Parkan**  
Technical Officer



**Lise Favre**  
Junior Technical Officer



**Marta Martinez Pardo**  
Technical Manager



**Linda Matole**  
Technical Officer



**Hubert Inhaizer**  
Technical Officer

### EU Representation



**Maja Drca**  
EU Representative

### Asia Support



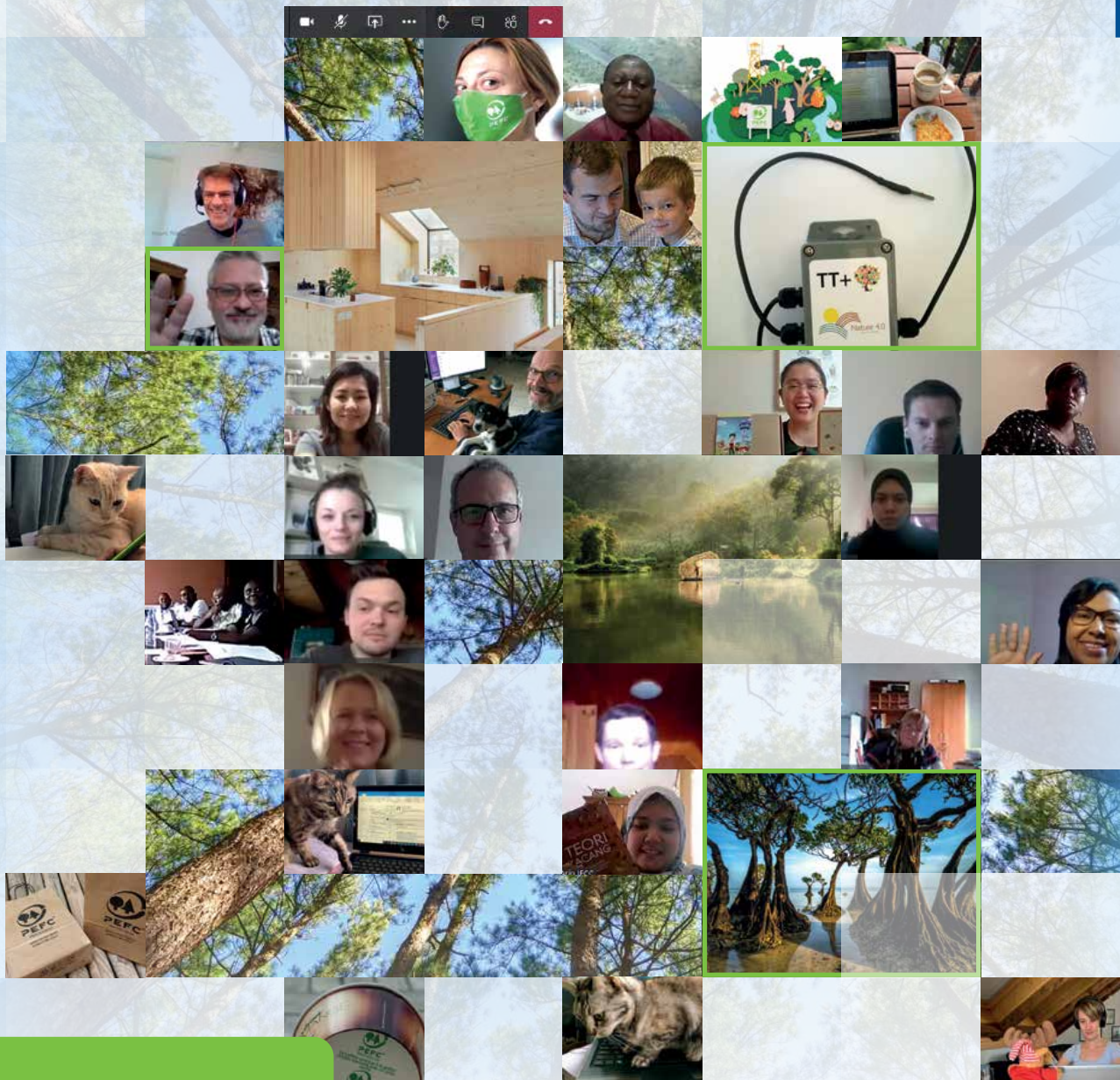
**Richard Laity**  
Regional Manager Southeast Asia



**Benson Yu**  
Regional Manager China



Find out more:  
[www.pefc.org](http://www.pefc.org)



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Front/back covers: multiple photos from PEFC Intl, Keril Chairil (also inside front), Vlad Ionescu (both 'Experience Forests, Experience PEFC', also p. 15), APA – The Engineered Wood Association (also p. 5, 10), Newsphotopress (also p. 13, top right), Keri Delaney (background, also inside front & back covers), antoniodiaz (also p. 6), LittlePerfectStock (also p. 2)/all three Shutterstock, Jack Hobhouse (also p. 5, 10 & back cover). 1: Robert S/NASA/Shutterstock, PEFC Intl, Paul Shuang/Shutterstock (also inside front cover & p. 18-19). 2: PEFC Intl. (multiple), UPM-Kymmene Corporation, TTstudio (also p. 3), Travelwild/both Shutterstock. 3: PEFC Intl, Anton Ivanov, Denis Dymov/both Shutterstock. 4: Sonia Chapelle (top left, also p. 4 & back cover), PEFC Intl. (multiple), Thomas Males/Shutterstock. 5: Sonia Fantini ('Experience Forests, Experience PEFC', also p. 16), PEFC Intl. (multiple), Elena Noeva (background)/Shutterstock. 6: PEFC Intl, BongkarnGraphic/PEFC/Shutterstock. 7: Borovik/Shutterstock, PEFC Intl, Gumbaniya, Goodluz/both Shutterstock. 8: Ilaria Zorzi/University of Florence (all photos), incl. one on p. 9 & back cover. 9: Timothy Hodgkinson/Shutterstock, PEFC Intl. (both), PhotoSky, Anel Alijagic, Harvepino/NASA/all three Shutterstock. 10: ZillerSeasons (top right, also back cover), REI Habitat (both)/PEFC Intl, ZillerSeasons (bottom, both). 11: PEFC Netherlands (all three), Taylor Maxwell (bottom, both). 12: PEFC Intl. (all photos). 13: Sam Pierpoint (illustrations, also back cover), PEFC Spain (two small photos & bottom circle), PEFC Intl. 14: Grow Asia Partnership Ltd (top three), Alex Staroseltsev/PEFC/Shutterstock. 15: Guillermo Feuerhake, Ismail Abd. Muttalib, Tuan Aufa Bin Tuan Othman (all 'Experience Forests, Experience PEFC'), PEFC Intl. 16: multiple from across PEFC family, Kah Loong Lee/Shutterstock (also p. 17). 17: John Scotland (all 'Humans of the Forests' photos), Timber & Forestry e-news, Christian Berg (bottom, both). 21: PEFC Intl, Valerii M/Shutterstock.

