



PEFC International -

*Certification as a
vehicle for rural
development &
international
cooperation*



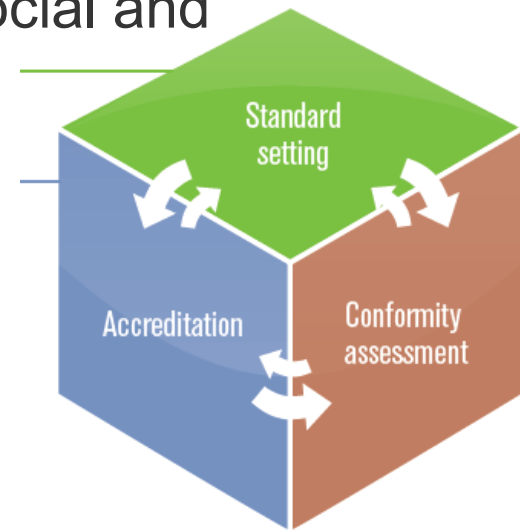
Sarah Price, Head of Projects & Development
GEN Event, 28th October 2015

Forest Certification



Forest certification delivers assurance to the consumer:

- **legal**: the wood is harvested following local legislation and international agreements and the forest owner has been compensated accordingly
- **from well managed forests**: forestry operations have been conducted maintaining forest's ecological, social and economic values
- **traceable**: the raw material supply chain is controlled and verified from the harvesting site up until finished products



Forest Certification



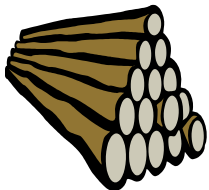
Sustainable Forest Management



Forest Certification



Chain of Custody



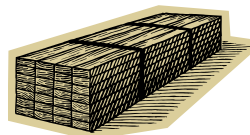
Certified logs



Log mill



Manufacturing



Trade



Distribution



Retail



Joiner

...but what else does forest certification deliver?



- Empowering smallholders & sustaining livelihoods
- Encouraging collaboration amongst diverse actors
- Addressing deforestation & mitigating climate change

Empowering Smallholders & Sustaining Livelihoods



Pilot Project - Vietnam



Objectives:

- Strengthen Cooperatives & Cooperative Alliances on SFM related services
- Pilot test & build a better models for affordable group certification

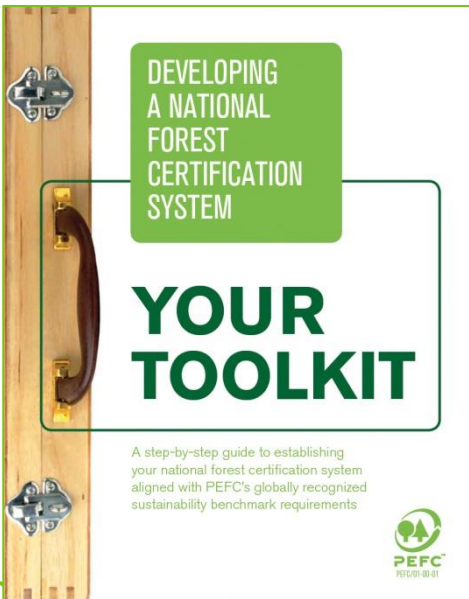
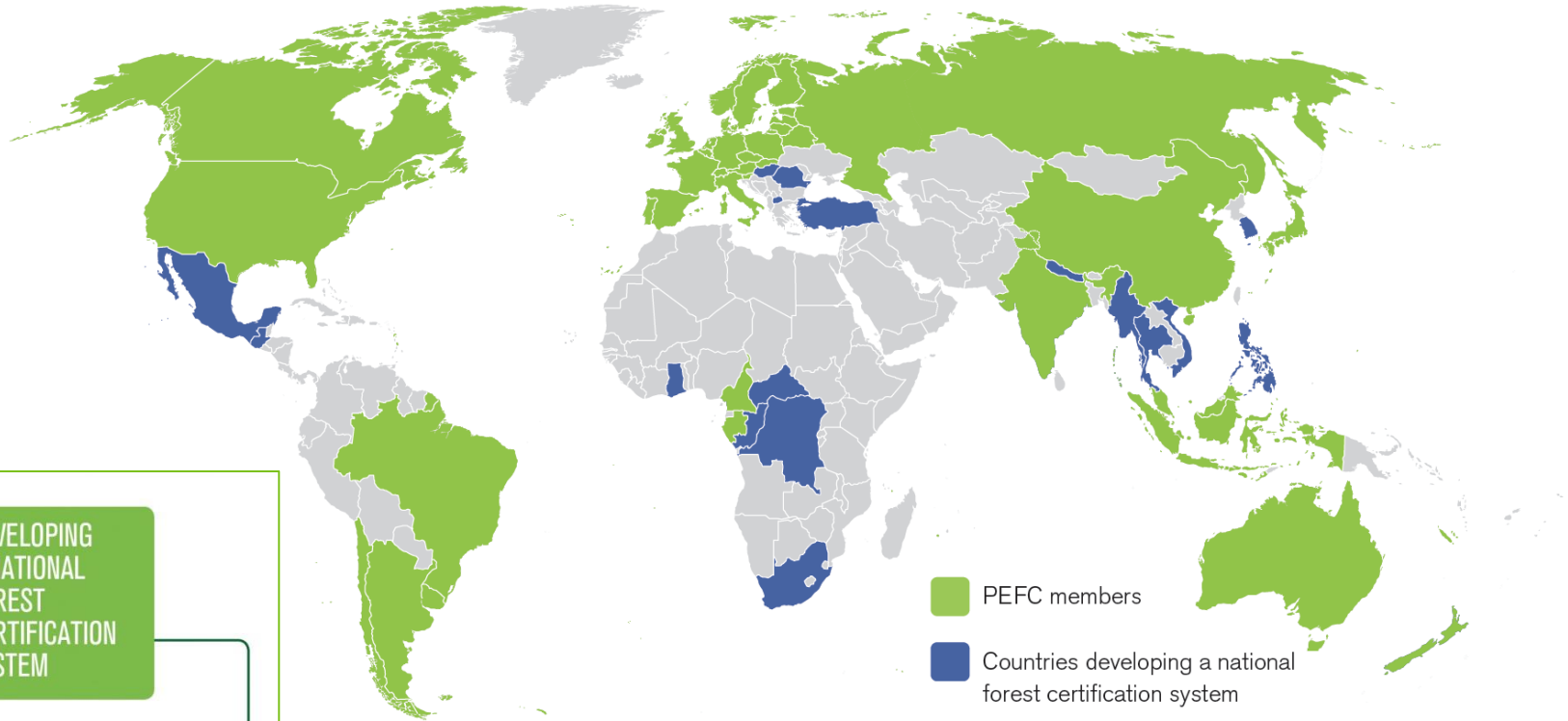
Deliverables:

- ✓ Outreach & training to Cooperatives on SFM and forest certification
- ✓ FM and CoC group certificates
- ✓ Influencing national processes



Partners: Finnish Forest Owner Association (MTK), Agricord, Thua Thien Hue Cooperative Alliance

Encouraging Collaboration amongst diverse actors



- Supporting multi-stakeholder processes to build consensus around SFM
- Creating local ownership & involvement in sustainable forest management

Addressing Deforestation & Mitigating Climate Change



- ✓ Preventing forest degradation
- ✓ Prohibiting forest conversion
- ✓ Establishing supply chain transparency
- ✓ Strengthening consumer trust

Market Demand

Consumers request certification



What reassures you most that environmental considerations have been taken into account?

Label certifying ethical considerations

54%

Country of origin ("Made in...")

30%

Brand

24%

Recommendations of family/friends

17%

Media recommendation - TV, press, newspaper

16%



Market Demand

Consumers request certification; trust certification



Mean
Value

PEFC

(ASF / CERFLOR / CFCC / SFI)

is a label I can trust



3,4

5 - I strongly agree

4

3

2

1 - I strongly disagree

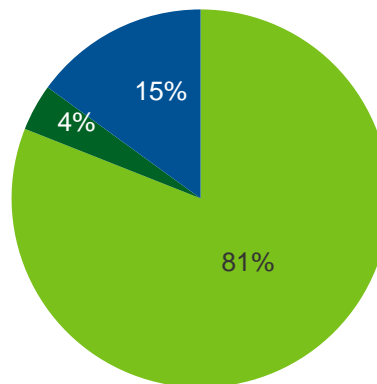
FSC

is a label I can trust



3,3

**Would you prefer
companies to label
products?**



Yes

No

Don't know

Thank you!

PEFC Council

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