

PEFC - Your *Certified* solution for responsibly sourced packaging



Why choose PEFC

Sets the standard for sustainable forest management

- **World's leading** forest certification system and the system of choice for small-forest owners
- **Safeguards** biodiversity, ecosystems & helps protect the climate
- **Supports** forest-dependent livelihoods and local communities
- **Robust, pragmatic & cost effective**

Enables responsible supply chain management

- **Independent & impartial**, strict separation of certification and accreditation processes
- **Transparency & traceability** 3rd party certification process

Offers global impact and availability

- **71%** of all global certified forests are PEFC certified¹
- **Over 280M hectares** covered by PEFC²
- **20,000 chain of custody** certified companies in **70+ countries**²
- **Tailored local customer service** through **55 national members**²

Recognised around the world

- **Acceptance** in public and private procurement policies
- **Global organisations and companies use PEFC** as a benchmark for sustainable forest management
- **Consumers trust and expect labels**
 - **80%** want companies to use them³
 - **55%** of consumers are aware of the PEFC label⁴

Writing the story of humans and nature

- **People-Centric**, mindful of the specific needs of smallholders, workers and local communities
- **An alliance** of national forest certification systems
- **Over two decades** of forest protection expertise thanks to global and local stakeholder engagement



Sustainable forest management protects **biodiversity, helps to mitigate climate change**, and reduces soil erosion and desertification – all of which are good for the planet, and for local communities that live in and around forests.

When forests are managed sustainably, they become a **truly renewable resource**.



The PEFC label ensures that certified packaging is also sourced responsibly, with:

PEFC chain of custody mechanism that **traces and verifies** the raw material through third-party audits.

Safe working conditions for foresters, manufacturers, and all other workers.

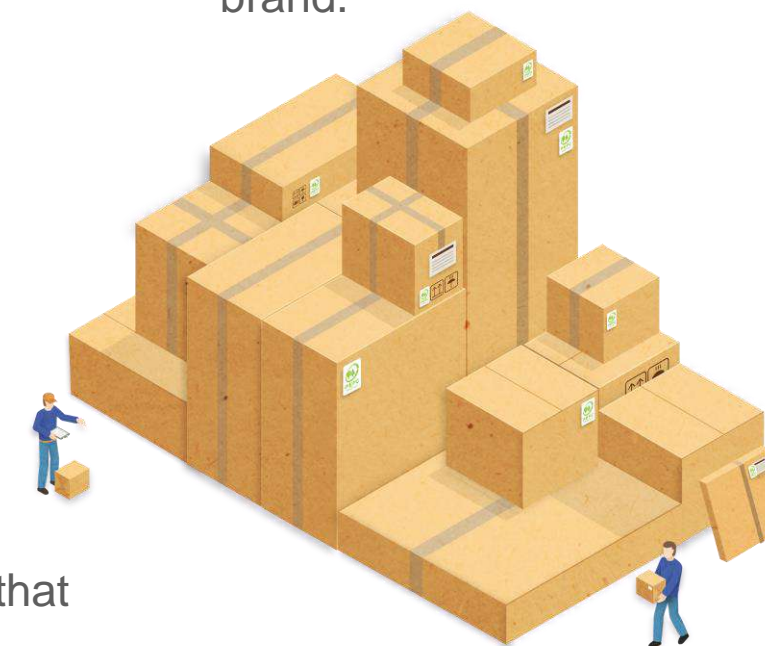


Recycling remains an **important part of the solution**.

The need for tree-based products is increasing, producing recyclable packaging and/or using recycled materials helps reduce the productive demand on forests.

When used as a **supplement** to PEFC-certified virgin fibres, recycled materials can help meet market demand for forest materials.

In this way, recycled materials and certified forest materials **both contribute** to a responsible packaging solution for your brand.



PEFC adds value to your business

- **Traceability** solutions
- Meet **procurement requirements**
- Meet **customers'** expectations
- Access **global markets**
- Help support
 - Local **forests**
 - Local **communities**
 - Local **workers**
 - Local **economy**
- Support the United Nations **Sustainable Development Goals**
- Implement an internal management system that can be **integrated** with existing **ISO system**

Include PEFC in your sourcing policy

Brands that choose PEFC-certified packaging act and communicate on their **sustainability goals**. Because PEFC certification is rigorous, impartial, and recognised, you can **substantiate** your sustainability statements related to responsible sourcing from the forests.

Brand owners know how important their packaging is. Not only does it keep the products inside safe and fresh, but the packaging itself is one of your most important brand assets. With an estimated **70%** of purchasing decisions being made at the retail shelf, packaging converts shoppers to buyers.

By **including PEFC** in your procurement policies, and using the PEFC label on your certified packaging, you can communicate your sustainability actions to your customers.

You **don't have to choose between PEFC** and other certifications. In fact, inclusive procurement policies give you more supply flexibility and a greater chance of reaching your certified source target.

Find certified suppliers in the PEFC database

www.pefc.org/find-certified



Source PEFC widely available certified materials

We're here to help!
Jon Horton – Market Engagement Manager
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Benefits of sourcing PEFC-certified packaging

Availability

Including PEFC in your sourcing policy gives you access to the largest availability of certified sustainable forest based materials.

Quick facts

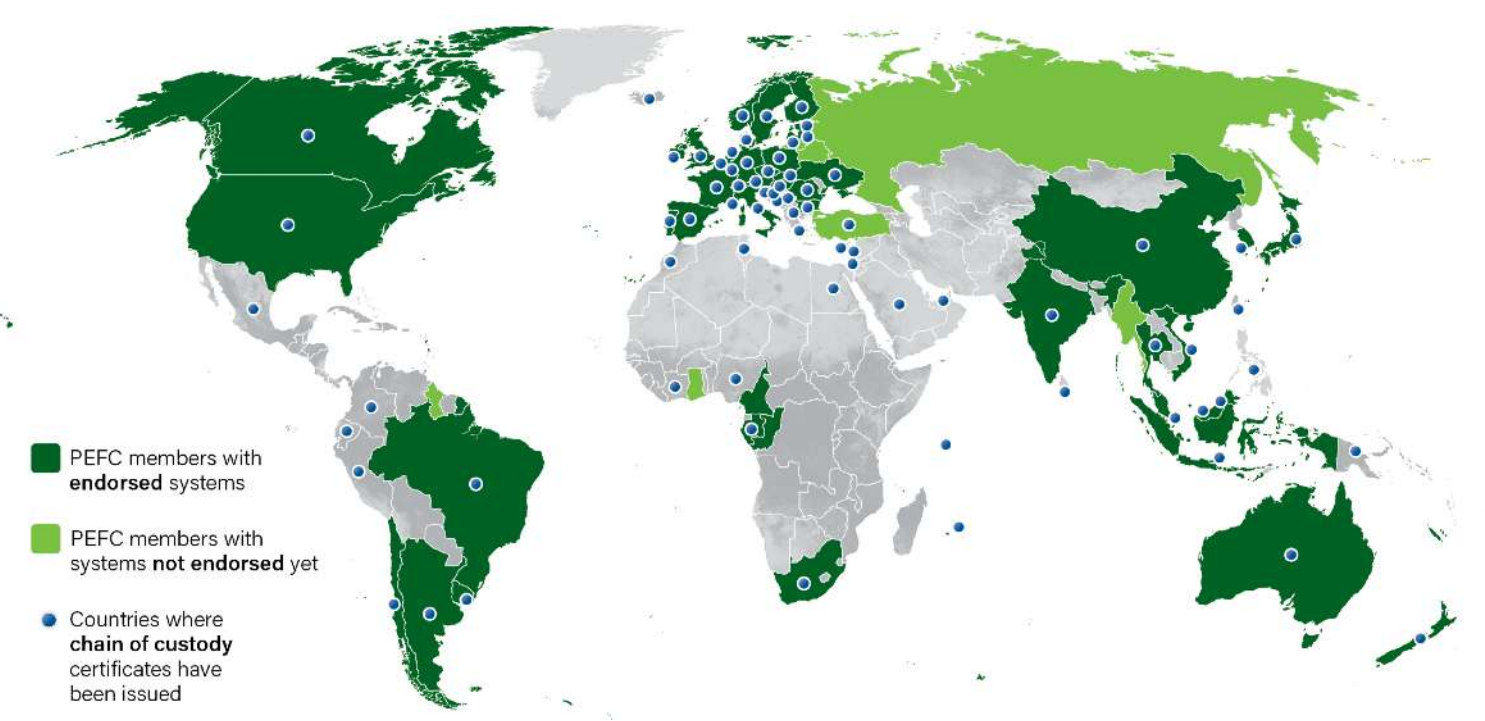
- PEFC is worlds largest Sustainable Forest Management (SFM) certification system
- 71% of the worlds certified forest to PEFC Standards*
- 208 million hectares of forest area are PEFC certified
- PEFC certification is a standard of choice for public timber procurement.
- 55 national members have joined forces under the PEFC umbrella, thought this collaborative effort we work together to increase the area of certified sustainable managed forests.

Supply chain

With over 20,000 companies and organisations PEFC Chain of Custody certified, in more than 70 countries finding a certified supplier could not be easier.

Sustainable sourcing doesn't have to mean increased costs

With the largest availability of certified forests to draw their raw materials from, PEFC-certified suppliers are able to give you their most competitively priced PEFC-certified products.



PEFC brings global benefits

Protects from deforestation

How does choosing PEFC-certified product protect the forest? We need to use our forests. If we don't, the land will be used for other purposes, such as cattle ranches or soy plantations. Buying forest products, such as wood and paper, gives the forest value, it creates demand, and provides a financial incentive to keep a **forest a forest**.

Equally important, **forests are renewable**, and PEFC-certified forests are managed in a manner that ensures that they will be there for generations to come. Harvesting trees does not have a negative impact on the forests, as they will be replanted.

Supports reforestation

By increasing the demand on certified materials from sustainably managed forests, you are not only ensuring forest are kept forest you are also **supporting sustainable managed forests growth**.

Halting deforestation and increasing forest restoration is imperative for limiting global warming to 1.5°C. Forests represent one of the largest, most cost-effective climate solutions available today.

Managing and restoring forests can contribute to economic growth, poverty alleviation, food security, clean water, climate resilience and adaptation, biodiversity conservation, and other ecosystem services.

Strong forest governance is essential to protecting and sustainably managing the world's forests.

Sustainable development



The Sustainable Development Goals are the blueprint to achieve a better and more sustainable future for all.

Sustainably managed forests have a big role to play as we all strive to achieve these vital goals. **Scan the QR code for more information**



PEFC supports low carbon economies

Forests are at the heart of the transition to low-carbon economies.

On the one hand, sustainable forest management can **prevent deforestation**, support reforestation, maintain and enhance carbon sinks, and can contribute towards greenhouse gas emissions reduction goals.

On the other hand, sustainable forest management, in addition to generating socio-economic benefits, provides fibre, timber, and biomass for wider use of wood products to displace more fossil fuel intense products.



Include PEFC in your sourcing policy
<https://treee.es/procure-certified>



*PEFC/GfK Global Consumer Survey - Aug. 2022