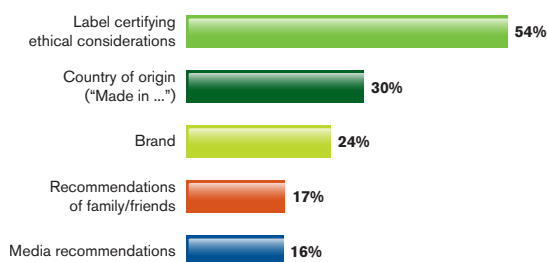


Consumers trust certification labels

What reassures you most that environmental considerations have been taken into account? (% of consumers)



Base: 1,000 men and women aged 16+ years per country.
Question: When purchasing a product or a service, which of the following criteria reassure you the most that environmental considerations and sustainable development have been taken into account?
PEFC/GfK Global Consumer Survey – October 2014

More than 80% of consumers globally want companies sourcing certified material from sustainably-managed forests to use certification labels, according to the first PEFC Global Consumer Survey, released late last year.

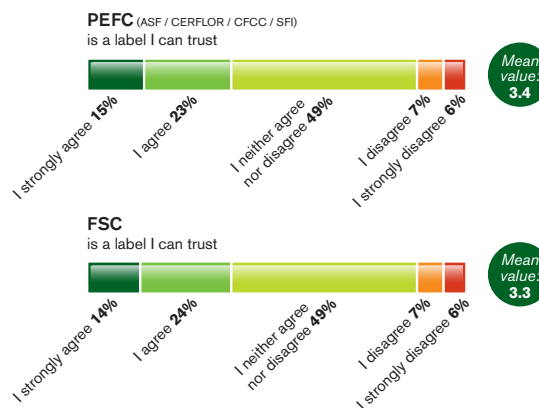
The survey showed that certification labels, such as PEFC's, are the most trusted means of providing consumers with confidence that wood-based products are responsibly-sourced.

Consumers around the world believe that it is important to make ethical choices, with 60% of those surveyed agreeing that their shopping choice for a labelled product can make a positive difference to the world's forest.

Moreover, nearly 30% of all consumers responded that they actively look for forest certification labels.

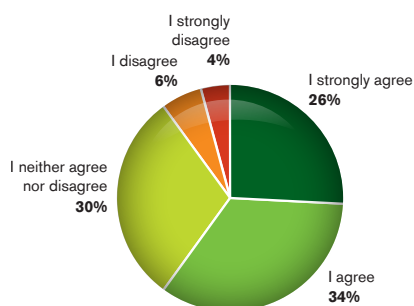
The research showed that over half of all consumers (54%) consider certification labels as the most reassuring proof that environmental and sustainable development considerations have been taken into account. The overwhelming majority of consumers globally - more than 80% - wanted companies to use labels on products to communicate their responsible sourcing practices to them.

Do you trust these labels? (% of consumers)



Base: 1,000 men and women aged 16+ years per country.
Question: Regardless if you have already seen this label or not: How much would you agree with the following statements?
PEFC/GfK Global Consumer Survey – October 2014

My shopping choices of opting for a labeled product can make a positive difference to the world's forests



Base: 1,000 men and women aged 16+ years per country.
Question: To what extent would you agree with the following statement:
My shopping choices of opting for a labeled product can make a positive difference to the world's forests?
PEFC/GfK Global Consumer Survey – October 2014

The first PEFC Global Consumer Survey was undertaken by German-based GfK on behalf of PEFC International with a sample of a total of 13,000 people in 13 countries, 1,000 men and women aged 16+ years per country, in Australia, Austria, Brazil, China, Finland, France, Germany, Italy, Japan, Spain, Sweden, UK and USA.

New Look for PEFC UK Website

The new **PEFC UK website** is now live with a fresh look and a more user-friendly, contemporary feel. After several months in development the site offers a new and improved search tool for certified companies, an on-line logo generator and accessible social media channels including Twitter, Flickr and YouTube.

PEFC's guidance and resources are available on a wide range of issues surrounding forestry, construction and building design, packaging and print plus new sections catering for retailers and brand owners, procurement professionals and public sector, furniture and biomass.

Visitors will still be able to find helpful information on certification options, chain of custody and label usage. We hope that the improved menu and simple layout will make it easier to navigate.

We hope both regular and new visitors will find the site a valuable way to engage with PEFC UK, understand more about the many certification options available and how the



organisation works to secure healthy and sustainable forest products. We welcome any comments or feedback that you may have on the new site www.pefc.co.uk.

To keep the new improved **PEFC UK website** current we would like to include an ongoing series of regular industry case studies showing PEFC-certified material and companies in action. If you would like your company to be considered, please e-mail info@pefc.co.uk

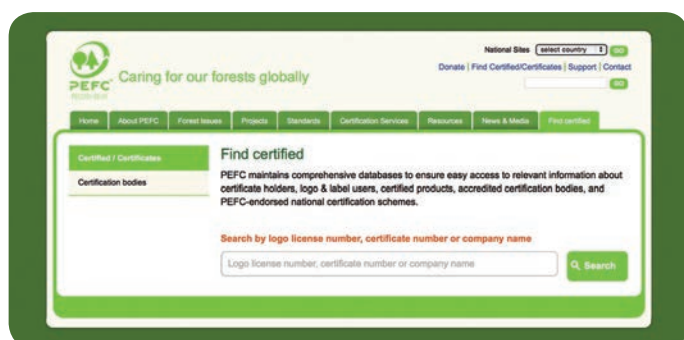
PEFC International Information Register

Regular users may have noticed some changes when using the Information Register to validate a supplier's certificate. PEFC has recently switched to a new provider (GTS) in order to make the system more reliable, flexible and efficient. Both the PEFC UK and PEFC International web sites have links to

the new search engine and it would be worth changing the link in your 'favourites' to www.pefc.org/find-certified/certified-certificates

Certificate holders will soon be contacted by GTS/PEFC and issued with a username and password to enable them to access their individual area of the Register. Here you will be able to update your company's details and if you wish, invite your suppliers to join your 'Business Relationships' making them even easier to find when you want to validate certificates.

Further information on the site will be forthcoming as development continues. Please note that this is not an 'on-line claims platform' just a way of simplifying searches for your suppliers.



Wood Awards 2014 Winners Announced

The winners of the 2014 Wood Awards were announced at Carpenters Hall in the City of London, on the 18th November. The Wood Awards recognise, encourage and promote outstanding design, craftsmanship and installation using wood throughout the UK and was sponsored for the first time by PEFC UK in partnership with the Malaysian Timber Council.

From a shortlist of 30 projects, selected from a record entry of over 300 British architecture and furniture entries, the Ditchling Museum of Art + Craft in East Sussex won the Existing Building category, before being crowned the 'winner of winners' with the Arnold Laver Gold Award, in front of more than 200 leading industry and architectural figures.

Chairman of the judges and founder of the Wood Awards, Michael Buckley said: "The Wood Awards go from strength to strength. This year there were several possible category winners from the outset but the final debate among the judges was not easy. Part of the strength of these national awards is that the panel of independent judges spent 116 judge-days during the summer personally inspecting the shortlist in order to ensure we are truly celebrating the exceptional."

Over 70 of the 2014 entries used PEFC-certified wood as their choice of material for a diverse and cosmopolitan range of products and projects, which also saw a marked increase

in the use of cross laminated timber (CLT) in the building categories.

Winners for 2014 included: The Sam Wanamaker Playhouse at Shakespeare's Globe Theatre in London by McCurdy & Co for the Commercial & Public Access Award, House No. 7 in Tiree, Scotland by Denizen Works for the Private Award, Alfriston School Swimming Pool in Beaconsfield by Duggan Morris Architect for the Structural Award and the Studio in Oxford by James Wyman Architects for the Small Project Award.

For full project information on the shortlist and winners, visit: www.woodawards.com



PEFC Logo License Update



In the past, certified entities have been issued with a logo usage contract which expires at the end of a five year period. This timeframe was initially set to ensure that the logo license expiry date coincided with that of a company's Chain of Custody or Forest Management certificate.

However, as more and more companies become certified and opt to use the PEFC logo, this continuous license renewal process is now proving to be something of an administrative burden. PEFC UK has therefore decided to move to an open-ended logo usage contract, which will remain in force while a company maintains its certification. Should the certification expire or be withdrawn, then the logo agreement will cease to be valid.

PEFC Releases Second Edition of Certification Body Requirements – Chain of Custody Standard

As part of our continuing efforts to apply best practice in conformity assessment, PEFC Council has updated the “Requirements for Certification Bodies operating Certification against the PEFC International Chain of Custody Standard” (PEFC ST 2003:2012 Second Edition), taking advantage of the significant improvements of the new ISO/IEC 17065, especially in terms of impartiality to ensure that conflicts of interest do not exist.

PEFC ST 2003:2012 defines the requirements for certification bodies carrying out PEFC Chain of Custody certification. It was developed by a joint working group of PEFC and the International Accreditation Forum (IAF), and became effective as of 16th July 2012.

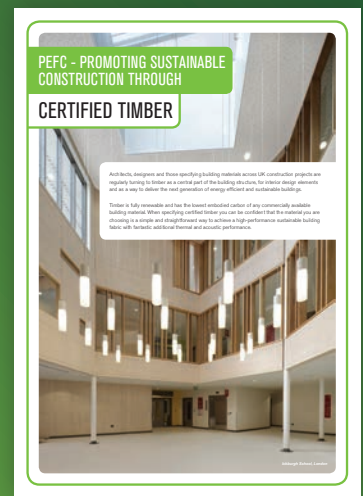
The original version of PEFC ST 2003:2012 was based on ISO Guide 65, which has been cancelled and replaced by ISO 17065 on 15 September 2012, with a transition period of three years. ISO 17065 benefits from 13 years of the application of ISO Guide 65 to an enormous volume and significant variety of certifications. It maintains proven requirements of ISO Guide 65 and implements improvements where necessary. PEFC ST 2003:2012 Second Edition now takes advantage of the additional safeguards concerning impartiality and additional changes included in ISO 17065.

While the original version of PEFC ST 2003:2012 followed the structure of ISO Guide 65, the new PEFC ST 2003:2012 Second Edition was changed to follow the structure of ISO 17065. As the changes are limited to this editorial restructuring of the document, no new wordings or additional requirements have been introduced in the second edition.

Both PEFC ST 2003:2012 and PEFC ST 2003:2012 Second Edition are valid until 15 September 2015. After this date, only certification bodies operating against PEFC ST 2003:2012 Second Edition are eligible to carry out PEFC Chain of Custody certification audits.

New Publication

A new publication **PEFC - Promoting Sustainable Construction through Certified Timber** was published last November. This 4 page brochure features case studies of flagship building projects which have used PEFC-certified timber.



This publication can be downloaded from the website www.pefc.co.uk/markets-for-pefc/construction-building-design or e-mail hilary.khawam@pefc.co.uk to request a hard copy.

Meet PEFC

PEFC UK Annual General Meeting 7th July 2015

London

Further details: info@pefc.co.uk

Packaging Innovations/Luxury Packaging 29-30th September 2015

Olympia, London

Further details: www.easyfairs.com

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Please call Alun for all general enquiries and queries about Chain of Custody and use of the PEFC logo.

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