

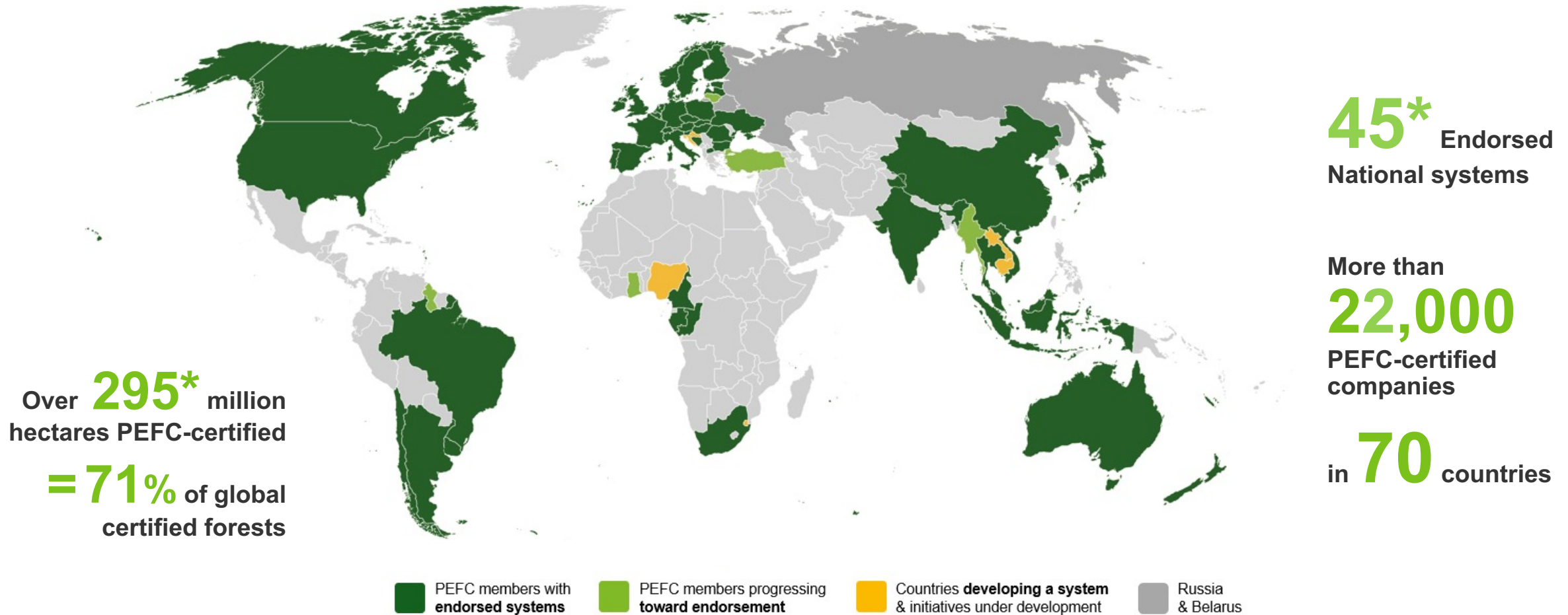


PEFC at Forum ATIBT 2024

Michael Berger
Secretary General

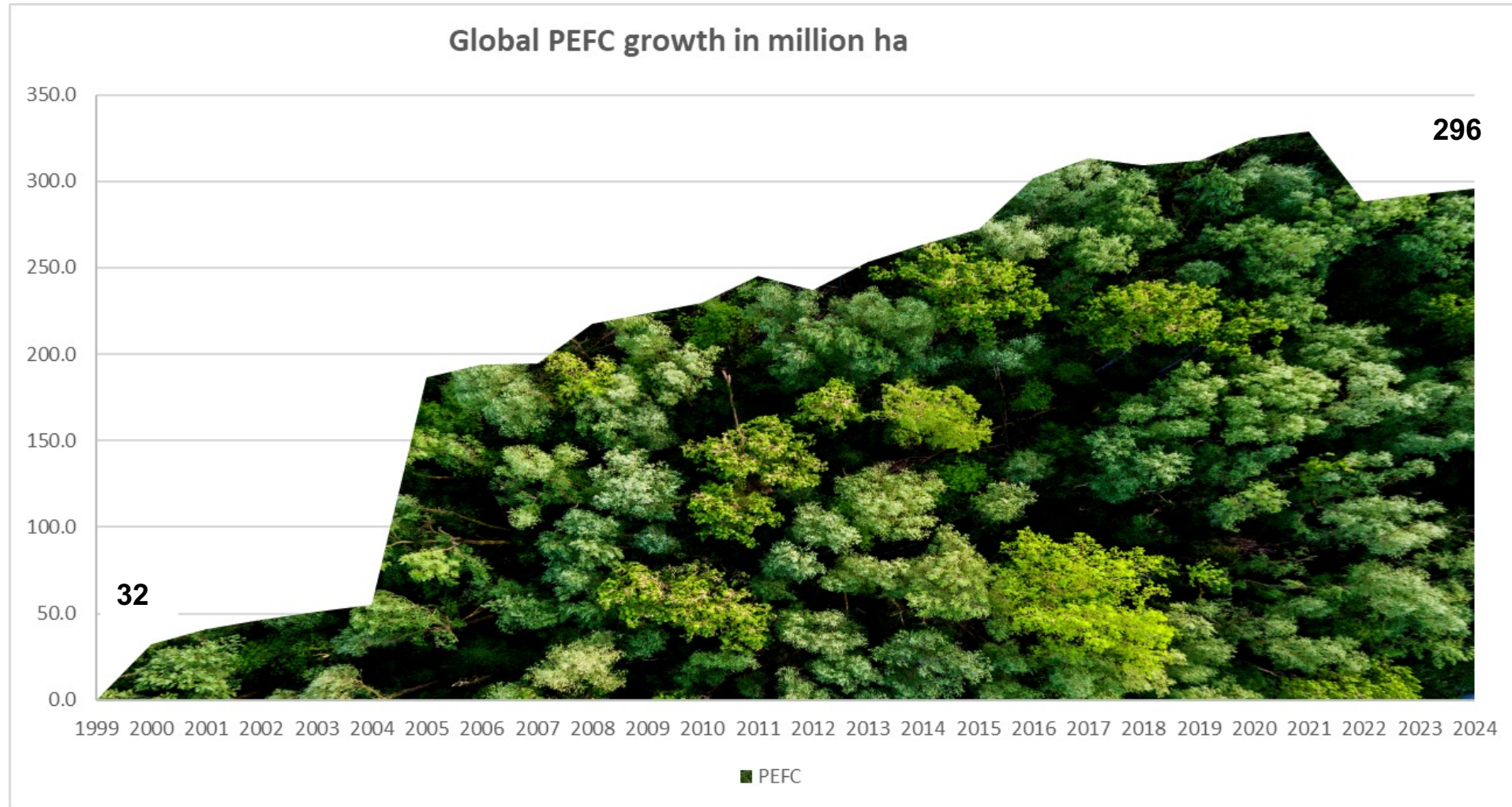
PEFC has the largest scale of certified raw material

High local & global availability



*Data March 2024 - 295 million without Russia and Belarus. Data January 2022 - 322 millions hectares

PEFC certified forests

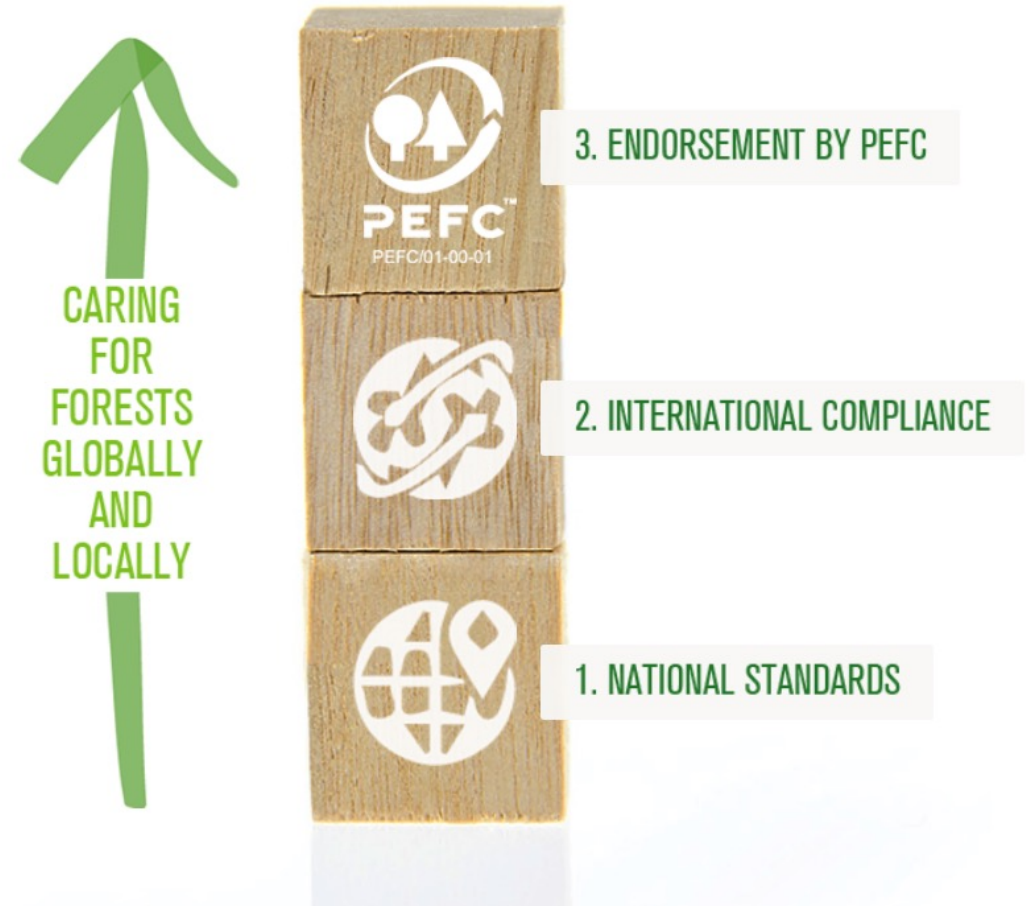


PEFC bottom-up approach:

One international benchmark that is complemented by national requirements developed locally and recognized globally

- National systems are **developed locally and recognized globally** through endorsement.
- **Endorsement** is our process to ensure that national forest certification systems meet our international requirements.
- There are currently 48 PEFC-endorsed **national forest certification systems** around the world.
- The local-based, bottom-up approach also ensures **consistent and robust delivery** of the international benchmark sustainability requirements
- All national standards meet the same global sustainability requirements whilst at the same time integrating the **unique social, economic and environmental conditions** at a local level.

This approach respects and facilitates a sustainable mindset, reflecting the diversity of people, their cultures, and their values that in itself mirrors the diversity of sustainable forestry types around the world.





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.

OUR DESIRED IMPACT BY 2030

The PEFC Alliance is widely recognised as contributing to healthy forests, healthy forest communities, healthy forest workers and a healthy forest economy, with the intention to lead the growth of certified area thanks to a 15% global increase in PEFC-certified area and maintain a continued support to smallholders. Companies from across the value chain, public and private end-users value the engagement with PEFC to achieve responsible sourcing.




Photos: Photo: Silvius, Your Film (Experience Forests, Experience PEFC)


FOUR STRATEGIC PATHWAYS

To achieve our 2030 Desired Impact, we have identified four Strategic Pathways that will shape the work and direction of the PEFC Alliance over the coming years:

-  **1. Strengthen and expand a credible and empowered PEFC global alliance**
-  **2. Demonstrate sustainability impact**
-  **3. Provide innovation**
-  **4. Provide recognised solutions to society through the market**

KEY NUMBERS

4 Strategic Pathways 

14 Key Performance Indicators 

VALUES

ETHICAL & RESPONSIBLE

COLLABORATIVE

RESPECTFUL & EMPOWERING

THOUGHT LEADER

FORWARD-LOOKING

FOCUS AREAS

 **Climate change**

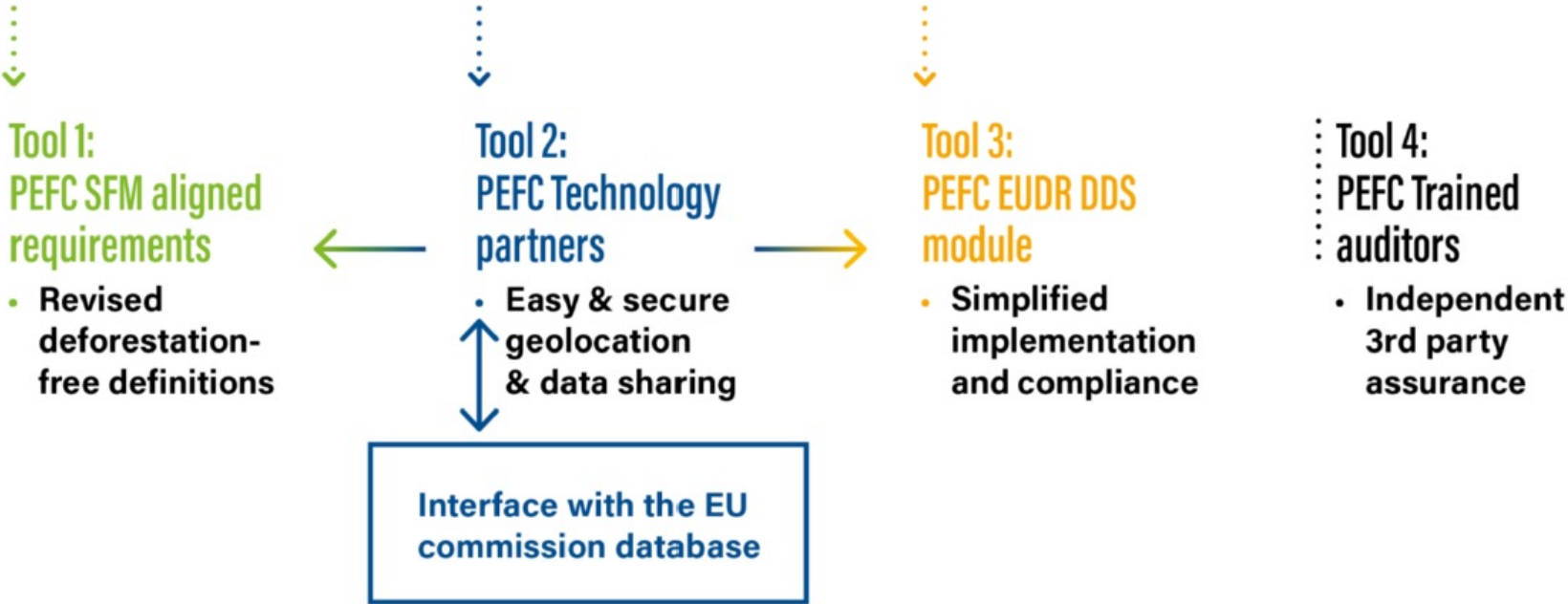
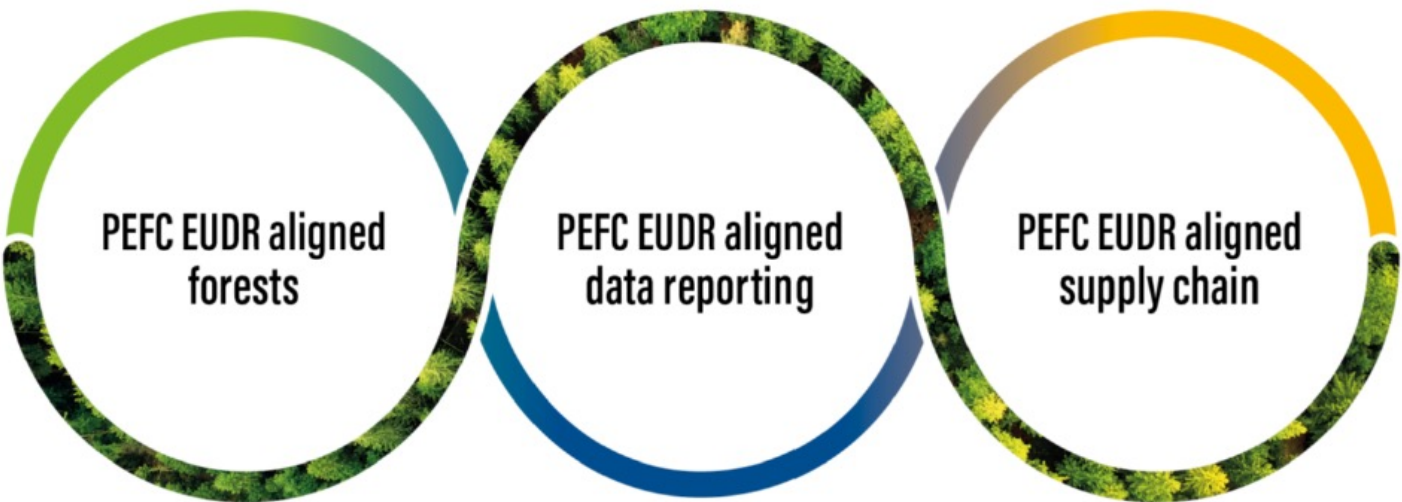
 **Conservation & regeneration**

 **Biodiversity**

 **Smallholders**

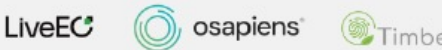
www.pefc.org

New PEFC EUDR compliance support solution



ENABLERS

- ✓ Powered by PEFC Alliance through national members
- ✓ Supported by technology partners: LiveEO, osapiens, Deeplai



- ✓ Audited by your certification body PEFC trained auditors

TIMING

- Tool 1 – 2025 onwards through revision of national standards
- Tools 2, 3 and 4 – Q4 2024 onwards

PEFC 25 +