

Forests are Home

The role of PEFC certification
in supporting the sustainability
in the furniture supply chain

Maja Drča, EU Representative



The background of the image is a dense, close-up view of numerous cut logs of wood, stacked together. The logs are of various diameters and are cut at different angles, creating a complex, textured pattern of circular and semi-circular wood grain surfaces. The colors range from light tan to dark brown, with some logs showing prominent growth rings and others appearing more weathered or charred. The overall effect is a rich, natural texture that fills the entire frame.

**Annual demand for wood alone is expected
to triple by 2050**

FAO, WBCSD

A misty forest scene with tall, thin trees and a path leading into the distance. The text is overlaid on the image.

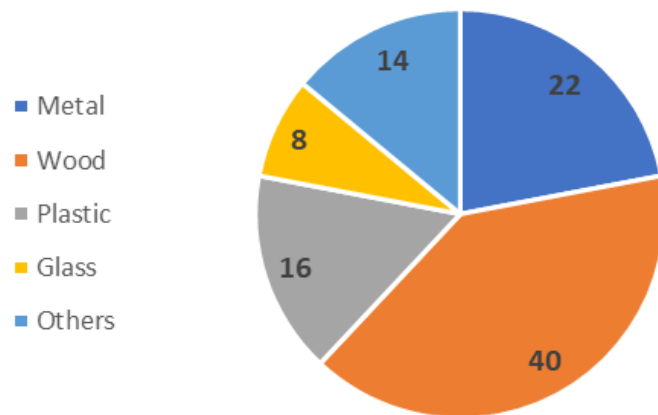
Using wood is good but not enough
Using sustainably-sourced wood is
better for our forests

Why paying attention to wooden furniture?

- Furniture is the third largest user of wood
- The rise in demand for wooden furniture

Wooden furniture accounts for 40% of all materials

Global Furniture Market
Value Share, by material, 2021 %



**By 2030, the market
for responsibly
sourced furniture
will be worth close to
USD 90 billion**

A photograph of a wooden table and chairs in a forest. The table is round with a central pedestal and a vase of pink flowers on top. The chairs are wooden and have a curved backrest. The background is a dense forest with many trees and green foliage. The text is overlaid on the image.

**How can we ensure that the wood in a furniture product
comes from a certified, sustainably managed forest?**



Forest



Wood Processing



Manufacturing



Wholesale



Retail



Consumer

Sustainable Forest Management

- **respects** ecological, social and cultural context and improve (or increases) economic values
- **supports** healthy forest ecosystems and wildlife habitats
- **secures** future livelihoods for workers and local communities
- **captures** carbon dioxide and protects the environment for generations to come

Chain of Custody

- **responsibly** sourced raw material
- **confidence** that the products are from a legal and sustainable origin
- **independent** supply chain verification
- **traceability** of material from harvesting to finished product
- **reduced** risk of illegal timber entering the supply chain

Communication

communicates that

- company is promoting and has committed to and sources from sustainably managed forests
- the wood-based materials used in a furniture product meet the requirements of PEFC and has a PEFC chain of custody certificate
- company is helping to increase the value of forests and therefore reduce the risk of deforestation

What is PEFC?

And what is PEFC's role in:

- supporting the sustainability in the furniture supply chain and
- helping tackling today's challenges, such as climate change and deforestation?



Forest

Forest Management certification

- **respects** ecological, social and cultural context and improve (or increases) economic values
- **supports** healthy forest ecosystems and wildlife habitats
- **secures** future livelihoods for workers and local communities
- **captures** carbon dioxide and protects the environment for generations to come



Wood Processing



Manufacturing



Wholesale

Chain of custody certification

- **responsibly** sourced raw material
- **confidence** that the products are from a legal and sustainable origin
- **independent** supply chain verification
- **traceability** of material from harvesting to finished product
- **reduced** risk of illegal timber entering the supply chain



Retail



Consumer

The PEFC on-product label

communicates that

- company is promoting and has committed to and sources from sustainably managed forests
- the wood-based materials used in a furniture product meet the requirements of PEFC and has a PEFC chain of custody certificate
- company is helping to increase the value of forests and therefore reduce the risk of deforestation

PEFC

Programme for the Endorsement of Forest Certification

- Global, not-for-profit, non-governmental organization
- Alliance of national forest certification systems
- Founded in 1999 in response to smallholders' requirements
- We set international standards and endorse national forest certification systems
- A voluntary market based instrument

Sustainable forest management promoted through third-party forest certification

From sustainably managed forests to end-products

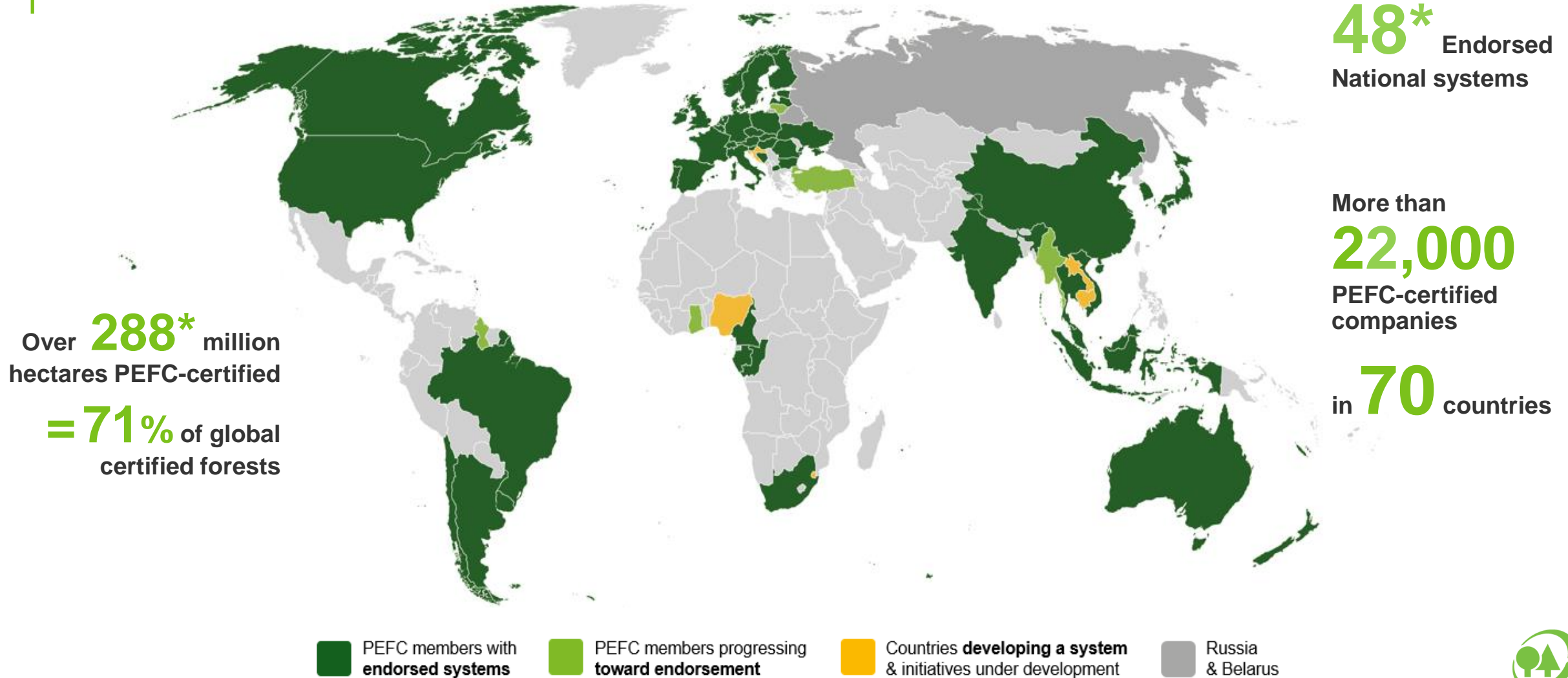


Forests



PEFC has the largest scale of certified raw material

High local & global availability



*Data November 2022 - 288 million ha without Russia and Belarus. Data January 2022 - 322 million ha

Forest are Home (FaH)

Keeping forests standing with sustainably-sourced furniture

Why

- Raise awareness for sustainably-sourced wooden furniture
- Global collaboration



Who

- Companies who trade, manufacturer, sell wood and wooden furniture
- Trade associations
- Sustainability consultants
- Interior designers and architects
- Consumers

How

- **Support** companies via series of webinars, trainings, one-on-one consultation in your local languages, explainer articles to help companies achieve their sustainability goals.
- **Celebrate** companies sustainability stories via graphics, case stories

Sustainability in the furniture supply chain can happen if we understand our roles and start working together to raise the bar and find sustainable solutions

We tell companies sustainability stories to raise awareness and inspire others

- Featuring PEFC certified furniture in FaH graphic and case stories.
- For PEFC website, social media, newsletter, magazine.

SUSTAINABLY SOURCED FURNITURE PROTECTS FORESTS



Forests Are Home


PEFC certification is rigorous, impartial and independent. PEFC certification means that you can trust that a certified product has been harvested in a way that protects and sustains the world's forests.

And why wouldn't you want to protect the world's forests?
After all, forests are home.



PEFC International
7,799 followers
2w • 🌍

Can you guess what country this incredible set of "April Tables" comes out of? They are made by PEFC partner Nikari, as part of their commitment to #SustainableFurniture. [...see more](#)



👍 Like 💬 Comment



GLOBAL TIMBER

Global Timber strives to buy as much VERIFIED AND CERTIFIED TIMBER as possible

In 2019, that accounted for half of all their timber.



Global Timber

A/S Global Timber is a significant player in the wood trading business worldwide. They hold the largest timber warehouse in northern Europe, where at least 70% of their business is conducted. Discover how PEFC certification has benefited Global Timber and helped the company achieve their goals.

New project: Carbon storage calculation (CSC)



What's the project about? What makes it difference?

CSN EN 16449 standard

A booklet to help companies:

- Calculate the carbon stored in wooden products that we purchase, produce, or sell
- Communicate about it

Focus on the furniture sector and its supply chain, with PEFC related content



Structure

- General definition
- Carbon in certified forests
- Carbon in wood



The targets and their benefits

- Supply chain companies, Retailers and End-user
- Improve ethical brand image
 - Respond to customer/consumer requests and gain market access
 - Input to company's life cycle assessment
 - Input to company's sustainability goals and reporting on the road to net zero, ESG, SDG etc.



Launch and Promotion

September 2023

Webinars and Social media

Infographics videos and texts



Will you give a hand?

From September 2023

- Help promote the booklet to furniture companies
- Help promote webinars



Join our Forests are Home campaign today



- Informative webinars, training
- One-on-one consultation in your language
- Discussion to help build a lasting impactful message to supply chain companies and consumers
- Tell your sustainability stories via case stories, graphic

- furniture.pefc.org

#ForestsAreHome

PEFC: your partner for the EUDR

PEFC will be positioned to respond to the EUDR

by putting in place a modular approach that will ensure alignment with the EUDR requirements

to benefit certificate holders and to facilitate their EUDR compliance



pefc.org/eudr

eudr@pefc.org

Forests Are Home

Keeping forests stay as forests with sustainably-sourced furniture.



Promoting
Sustainable Forest
Management

PEFC

PEFC/01-00-01 www.pefc.org



furniture.pefc.org

Contact: furniture@pefc.org



#ForestsAreHome #SustainableFurniture #PEFC