



European Federation of Wooden Pallet  
and Packaging Manufacturers  
FEFPEB 2022

## **Certification systems: impact and future objectives**

Antonio Brunori

PEFC ITALY Secretary general



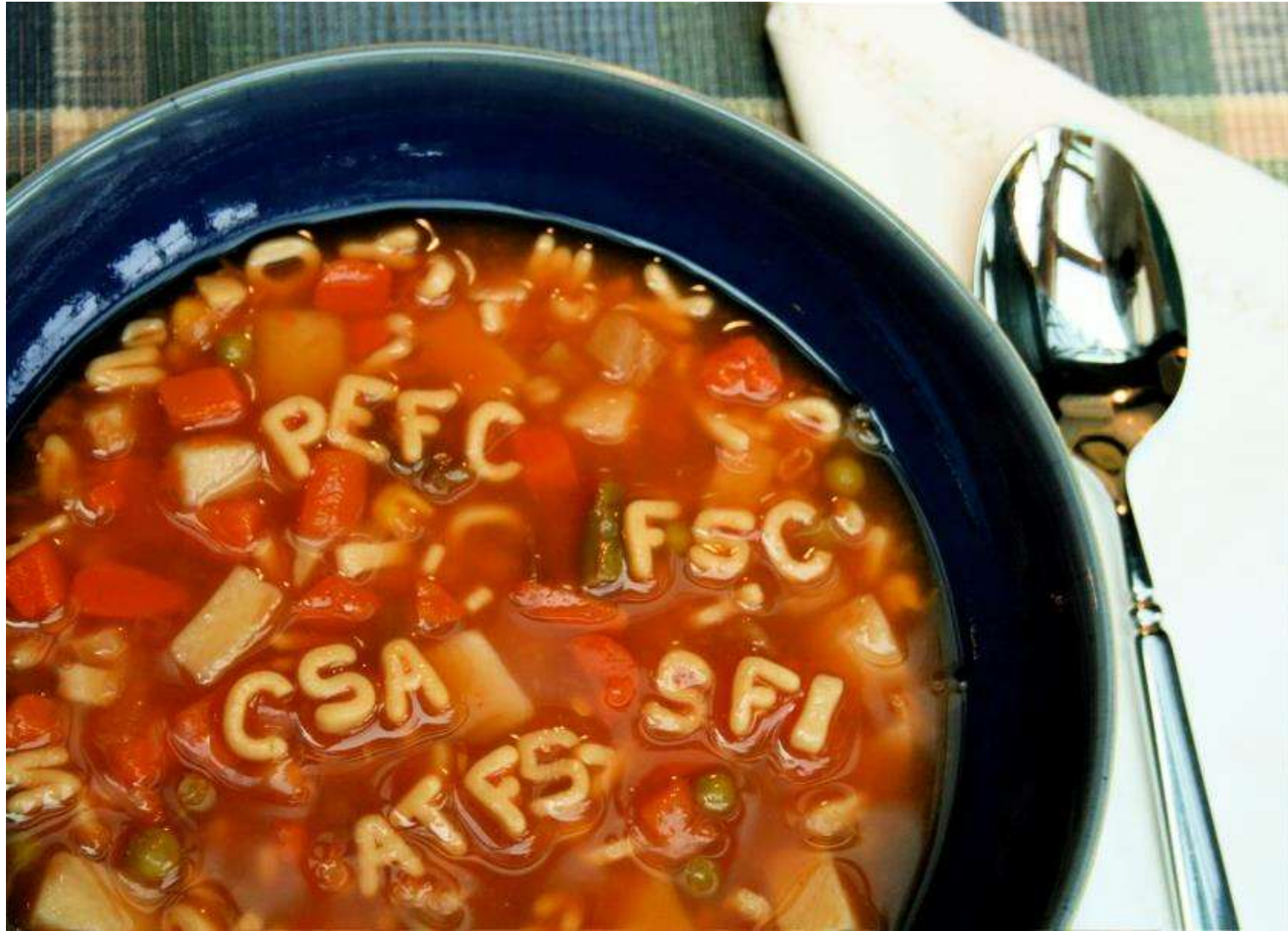
## Some definitions

- **Which etymology for the word “certification”?**
- From the latin: *certus* + *facere*, Doing with certainty, giving trust
- The **certificate** is a declaration released from an organization, or a qualified person, finalized to declare the existing situation or the truth of a fact, of a situation, of a characteristic.
- It is a declaration that could be of “third party” when is controlled and accredited
- The standard can be defined by law (normative) or accepted voluntary (standard)

## Which kind of certification?

- Product quality
- Traceability
- System
- Normative (ISPM 15) and voluntary (ISO xxx)
- Esempi => ISO 38200, ISO 14067, EPD, Ecolabel, PEFC, FSC ...
- Connection with ESG, UN SDG, EUTR, Bcorp

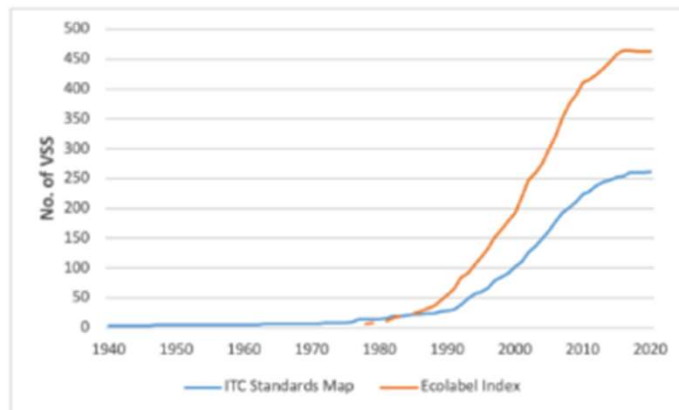




# Certification: 30 years of collective considerations and actions across wide range of issues and commodities

400 Voluntary Sustainability Standards (VSS) active across the globe

Figure 1: Evolution in the number of VSS active worldwide, 1940–2020



Source: Authors' calculations based on ITC Standards Map[2] and Ecolabel Index.[3]

Map 1: VSS adoption intensity map per country (as a percentage of all VSS)



Source: Authors' map based on ITC Standards Map[4]

Source: [Voluntary Sustainability Standards and Market Transformation towards Sustainability. Trends and Challenges](#)

# Certification= a key tool to balance the fragile equilibrium: Environment, Social and Economy

- forest = FSC (1993), PEFC (1999)
- marine = MSC (1997), ASC (2004)
- palm oil = RSPO (2004)
- soy - RTRS (2006)
- cotton - BCI (2009)
- beef – GRSB (2012)
- sugar cane - BSI (2016)



<sup>3</sup> For companies, a deforestation commitment is one that commits to zero-gross/zero-net conversion, zero-gross/zero-net deforestation or at least protects priority forest types including high conservation value forests or commits to a credible certification scheme that protects these.

**Certification: A key tool to combat deforestation**

Transparency and traceability within the supply chain are key requirements to verify that the fibre is sourced in an environmentally, economically and socially responsible way. Third party verification systems have been developed with the purpose of assuring the buyer that a product has come from a forest and supply chain that is managed responsibly. When timber leaves a certified forest management unit, the chain of custody certification provides assurances to companies along the supply chain that the timber meets legality requirements and the certification schemes' best practice standards. Certification schemes provide monitoring systems and tools to keep certified and non-certified materials separated throughout the supply chain. In addition, the certification process requires a third-party review, verification and audit. The Chain of Custody standards by both FSC and PEFC are also usually accepted as proof of legal origin of the fibres.<sup>3</sup>

<sup>2</sup>Companies in the food and beverage industry use several types of fibre-based packaging, including corrugated board, paperboard and wrapping. Each type of packaging uses a varying amount of virgin pulpwood and/or recycled fibres.  
<sup>3</sup>See more on how the FSC and PEFC are organised at [www.fsc.org](http://www.fsc.org) and [www.pefc.org](http://www.pefc.org).

# How Illegal Timber Gets Transported Around the World



# Sustainable Forest Management is recognized as a key tool

## IPCC, Climate and Land report, 2019:

**B.3 Reducing deforestation and forest degradation lowers GHG emissions** .... By providing **long-term livelihoods** for communities, sustainable forest management can **reduce the extent of forest conversion** to non-forest uses (e.g., cropland or settlements). Sustainable forest management aimed at providing timber, fibre, biomass, non-timber resources and other ecosystem functions and services, can lower GHG emissions and can **contribute to adaptation**

[Source: IPCC, August 2019, climate change & Land.](#)



## FAO:

Forest certification may help bring about improvements in the working conditions and safety and health of forest workers, lead to improved forest conservation outcomes, and encourage sustainable forest use.

[Source: FAO](#)

## UN SDGs Target 15.2

By 2020, promote the implementation of sustainable management of all types of forests, halt deforestation, restore degraded forests and substantially increase afforestation and reforestation globally

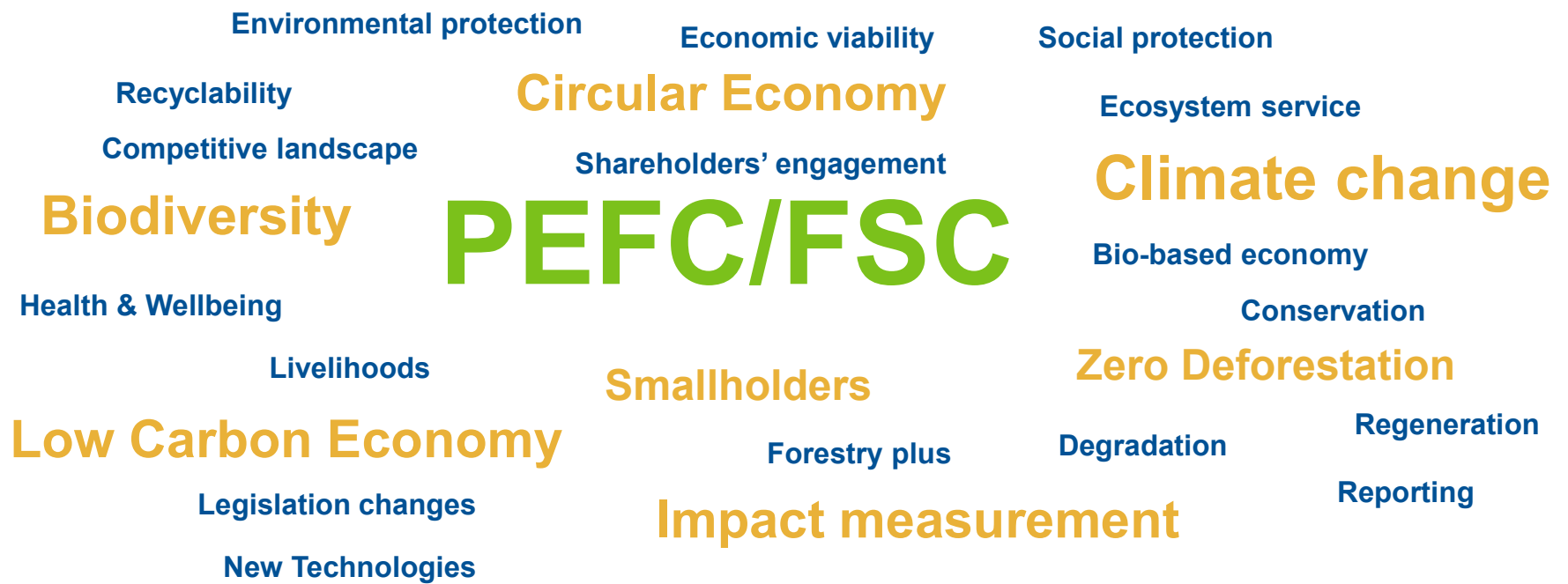
[Source: UN SDGs indicators](#)





# WE are part of urgent, vital and fast changing sustainability issues

## Three Sustainability Pillars



# Drivers are intensifying their expectations



## Main change drivers:

- Climate change
- Governments (national and regional)
- Trade Policy
- Civil Society (scientists, NGOs, and consumers)
- End-Users and their representative associations
- ESG / Sustainable Finance
- ...



# Timber sector Market drivers



UK-Central Point of Expertise on Timber



European Green Public Procurement



## Favourable Policy Context



— GLOBAL —  
**FOREST**  
— GOALS —



COP21 • CMP11  
**PARIS 2015**  
UN CLIMATE CHANGE CONFERENCE



# EU level: voluntary certification remains an important tool for demonstrating sustainable practices

## EU ECOLABEL:

### 5.2 CRITERION 2: Fluff Pulp

#### Existing criterion 2.1: Sourcing

All pulp fibres shall be covered by valid chain of custody certificates issued by an independent third party certification scheme such as FSC, PEFC or equivalent. A minimum of 25 % pulp fibres shall be covered by valid Sustainable Forestry Management certificates issued by an independent third party certification scheme such as FSC, PEFC or equivalent. The remaining proportion of pulp fibres shall be covered by a verification system which ensures that it is legally sourced and meets any other requirement of the certification scheme with respect to uncertified material. The certification Bodies issuing forest and/or chain of custody certificates shall be accredited/recognised by that certification scheme.

## RENEWABLE ENERGY DIRECTIVE:

In order to ensure a smooth transition to the new sustainability framework, the Commission invites all voluntary schemes that are seeking recognition by the Commission under Article 30(4) of the revised Directive to send their applications and supply the Commission with a complete set of scheme documents which describe in detail how the certification will demonstrate compliance with the sustainability and greenhouse gas saving criteria and provide the necessary assurances.

## CLIMATE TAXONOMY:

*“The compliance of the activity with the substantial contribution to climate change mitigation criteria and the DNSH criteria are verified by either of the following: (a) the relevant national competent authorities; (b) an independent third-party certifier, at the request of national authorities or the operator of the activity.*

*In order to reduce costs, audits may be performed together with any forest certification, climate certification or other audit.”*

# EU level: voluntary certification remains an important tool for demonstrating sustainable practices

## DEFORESTATION-FREE SUPPLY CHAINS REGULATION:

### Policy measures to be assessed for impacts

An initial analysis of approximately 20 options resulted in the following options proposed for more further analysis in the next phase:

- 1) Improved due diligence requirement
- 2) Benchmarking / country carding
- 3) **Mandatory public certification**
- 4) Mandatory labelling
- 5) A deforestation free requirement supported by benchmarking / country carding

All options (except labelling) will be combined with a deforestation free requirement for placing on the EU market. Options 2, 3 and 4 will combined with an improved due diligence requirement.



## EUTR and Due Diligence in future

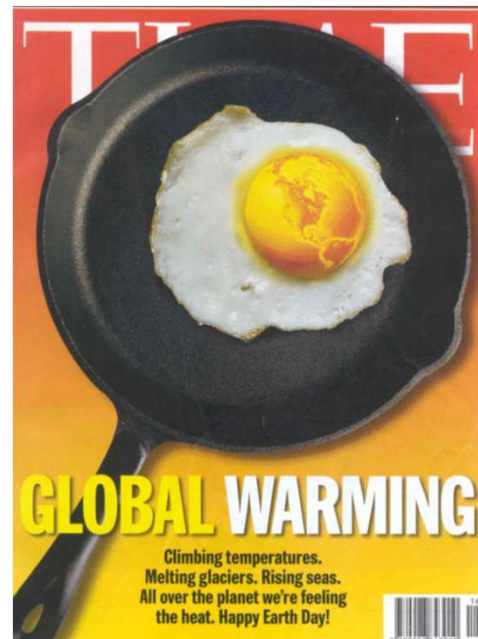
In order to recognise good practice, certification or other **third party verified schemes** could be used in the risk assessment procedure, however, they should not substitute the operator's responsibility as regards due diligence.

No later than five years after the entry into force and at least every five years thereafter, the Commission shall carry out a **general review** of this Regulation, and shall present a report to the European Parliament and the Council accompanied, if appropriate, by a legislative proposal. The first of the reports shall include in particular, based on specific studies, an evaluation of:

- (a) the need for and feasibility of additional trade facilitation tools to support the achievement of the objectives of the Regulation including through **recognition of certification schemes;**

# Climate change

The rapid increase of CO<sub>2</sub> emission in the atmosphere and other GHG coming from human induced activities is changing the global climate







**88%**  
34.4 GtCO<sub>2</sub>/yr



**12%**  
4.8 GtCO<sub>2</sub>/yr



17.2 GtCO<sub>2</sub>/yr  
**46%**

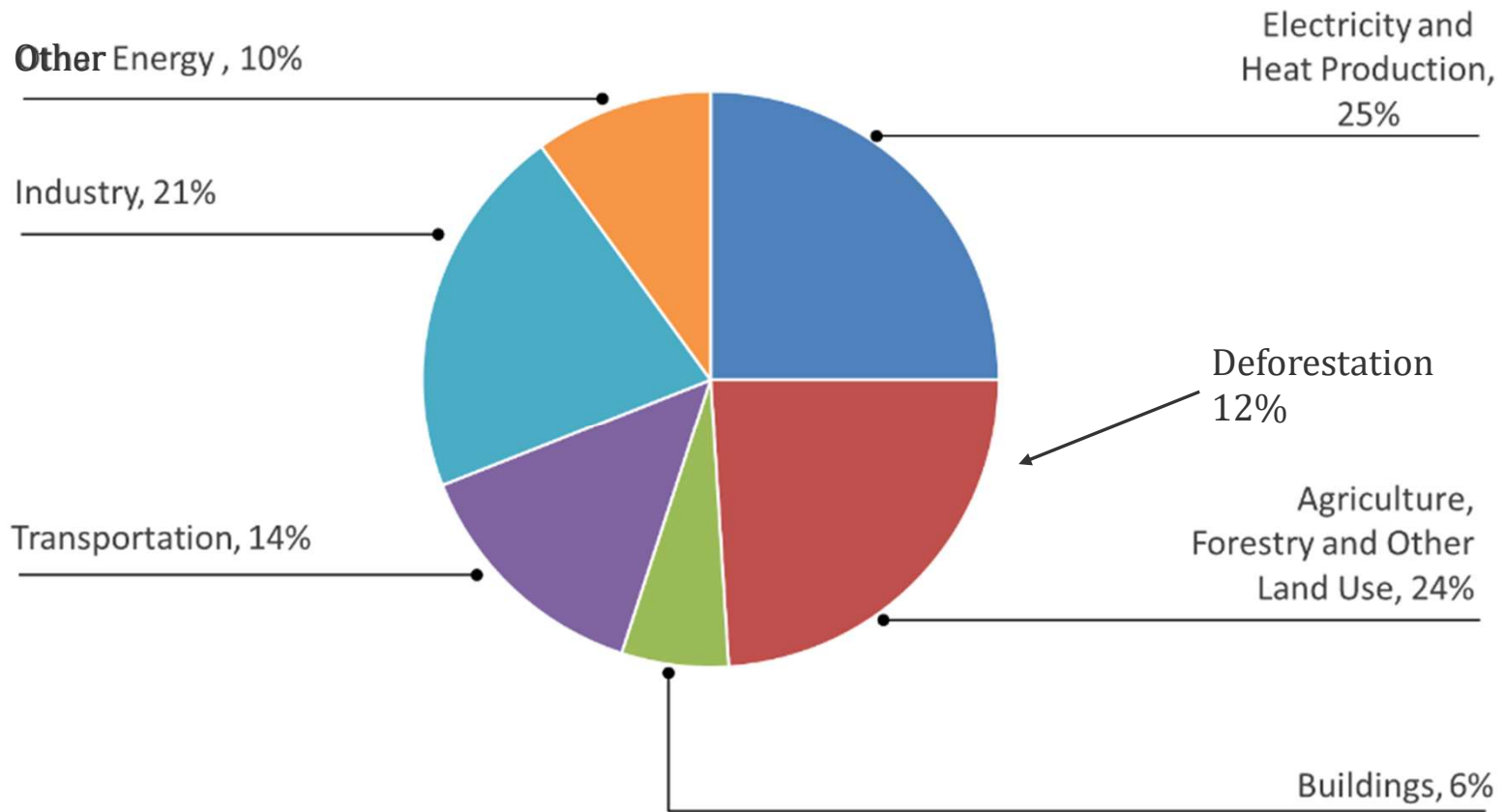


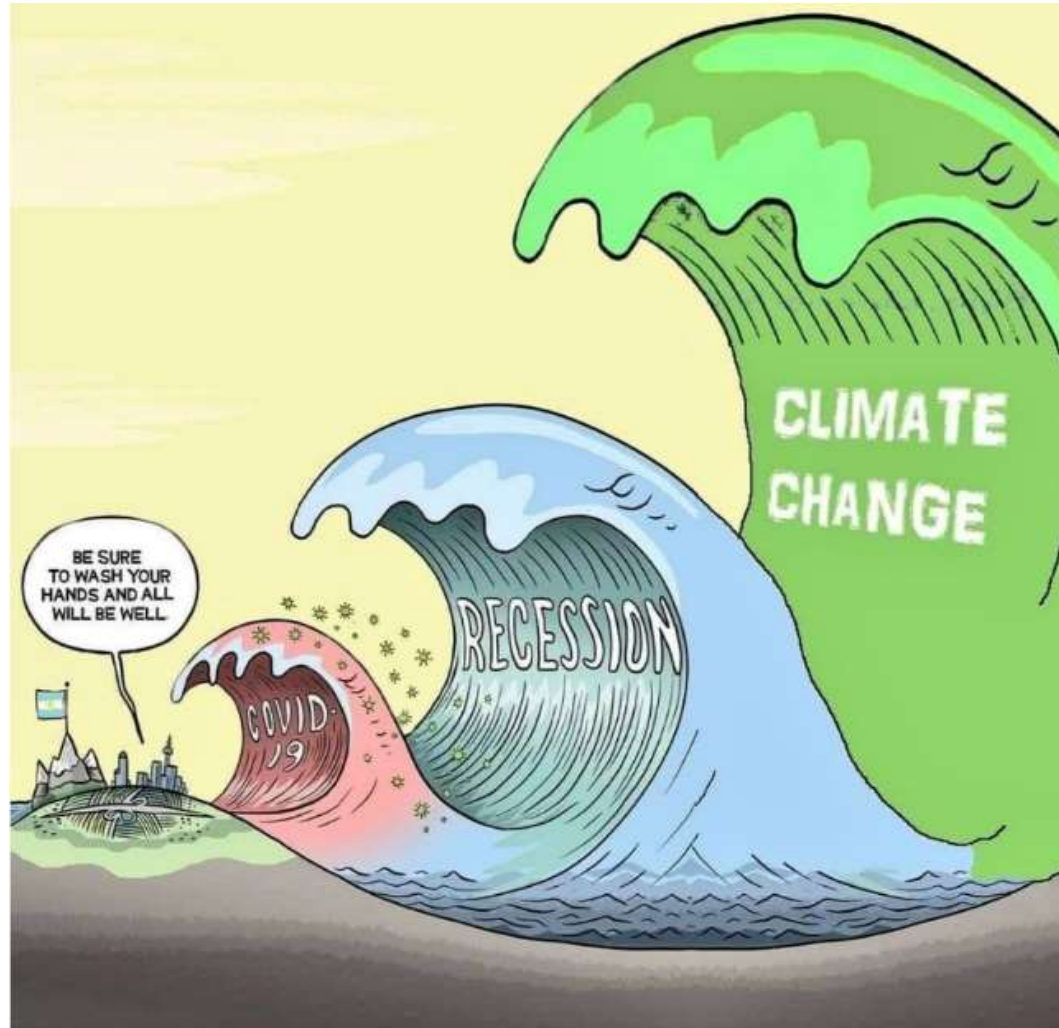
**30%**  
11.2 GtCO<sub>2</sub>/yr



**24%**  
8.8 GtCO<sub>2</sub>/yr

# Global warming and «sector» responsibility





## Availability of the timber and premium price

Material originating in Russia and Belarus for which a DDS was applied after March 2022, is considered conflict timber, therefore controversial, and **CANNOT BE USED IN THE PEFC and FSC CHAIN OF CUSTODY**, neither as certified nor as controlled sources.





## The other real challenges

- Adequate quantity of supply of certified material
  - Local forest supply chains
  - Request of Civil society and Financial institutions
  - ESG rating, UN Sustainable Development Goals
  - Compensation of company impact (PES)
  - ...
- 

# The great revolution should be in the communication of forest and forest based industry sector



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# Forest goods and Forest services

- → Timber is the most important “**Forest good**” coming from forests, with Non Wood Forests Products less relevant in terms of economic revenues but not less important for their social and cultural impact on population of internal and mountain areas
- → Forests provide a wide range of **ecosystem services**. In addition to providing food, fuel and fiber, forests clean the air, filter water supplies, control floods and erosion, sustain biodiversity and genetic resources, and provide opportunities for recreation, education, and cultural enrichment.
- → Need to communicate forest values and socio-economical importance to Urban society

# Forest Ecosystem Services



Biodiversity



NWFP



Forest



Recreation



Timber



Water quality




CO<sub>2</sub>  
Storage  
and sink



Hydrogeological  
role





**WATER**  
**CO2 SINKS**



**PROTECTION**  
**BIODIVERSITY**



**LOCAL**  
**EMPLOYMENT**



**SUSTAINABLE**  
**PRODUCTS**

# Carbon Farming

## PAGE CONTENTS

[Technical guidance on carbon farming](#)

[Events](#)

[Funding](#)

[Examples of co-financed projects on carbon farming](#)

The land sector is key for reaching a climate-neutral economy, because it can capture CO<sub>2</sub> from the atmosphere. However, **to encourage the agriculture and forestry sectors to deliver on climate action and contribute to the European Green Deal, it is necessary to create direct incentives for the adoption of climate-friendly practices,** as currently there is no targeted policy tool to significantly incentivise the increase and protection of carbon sinks for land managers.

For this reason, in December 2021 the Commission adopted the Communication on Sustainable Carbon Cycles, as announced in the [Farm to Fork Strategy](#) (EN | ...). The Communication sets out short- to medium-term actions aiming to address current challenges to carbon farming in order to upscale this green business model that rewards land managers for taking up practices leading to carbon sequestration, combined with strong benefits on biodiversity. These include:

- promoting carbon farming practices under the Common Agricultural Policy (CAP) and other EU programmes such as LIFE and Horizon Europe, in particular under the Mission “A Soil Deal for Europe”, and under public national financing;
- driving forward the standardisation of monitoring, reporting and verification methodologies to provide a clear and reliable framework for carbon farming;



# Payment for Ecosystem Services - PES

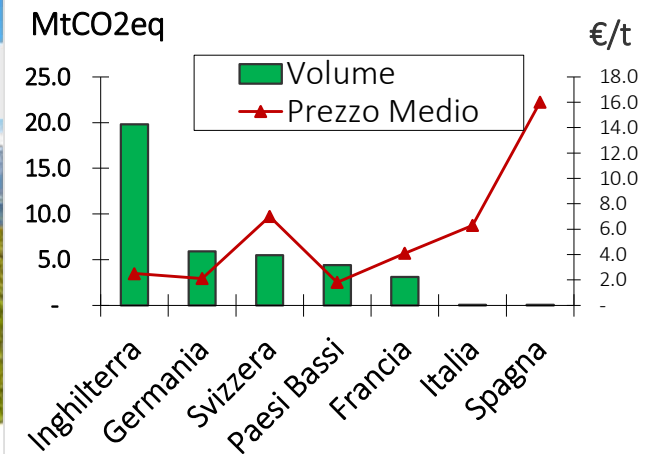
## PES market in Europa



- **Watershed investment 24,6 Billion \$ in 2015**
- (Bennett et al., 2017).



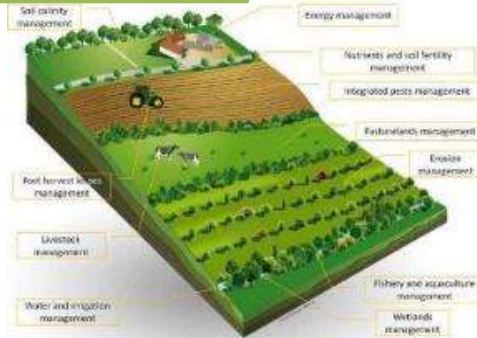
Between 2,6 and 7,3 Billion \$ for Biodiversity project in 2016 (Hamrick e Gallant, 2017).



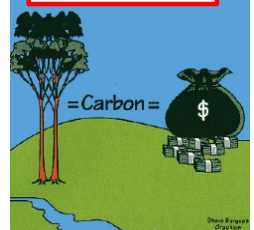
**Domestic Market in Europe in 2016**

# Payment for ecosystem services

PEFC Sustainable forests and ToF systems



Credits



Emission reduction, increase fertility/biodiversity



GHG quantification (Index of sustainability)  
Acknowledgments



GREEN MARKETING



## There is a growing interest of civil society on this topic



Europeans consider climate change to be the single most threatening issue the world is facing, with 93% of European citizens believing that climate change is a serious problem ([Special Eurobarometer on Climate Change, 2021](#)).

However, Europeans are often incapable of identifying the collective activities and individual behaviors that are worth taking for mitigating climate change (Thøgersen, 2021)

# "61% OF CONSUMERS TRUST BRANDS AND BUSINESSES MORE THAN GOVERNMENT TO ADDRESS ENVIRONMENTAL ISSUES"

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World Forum Reporter

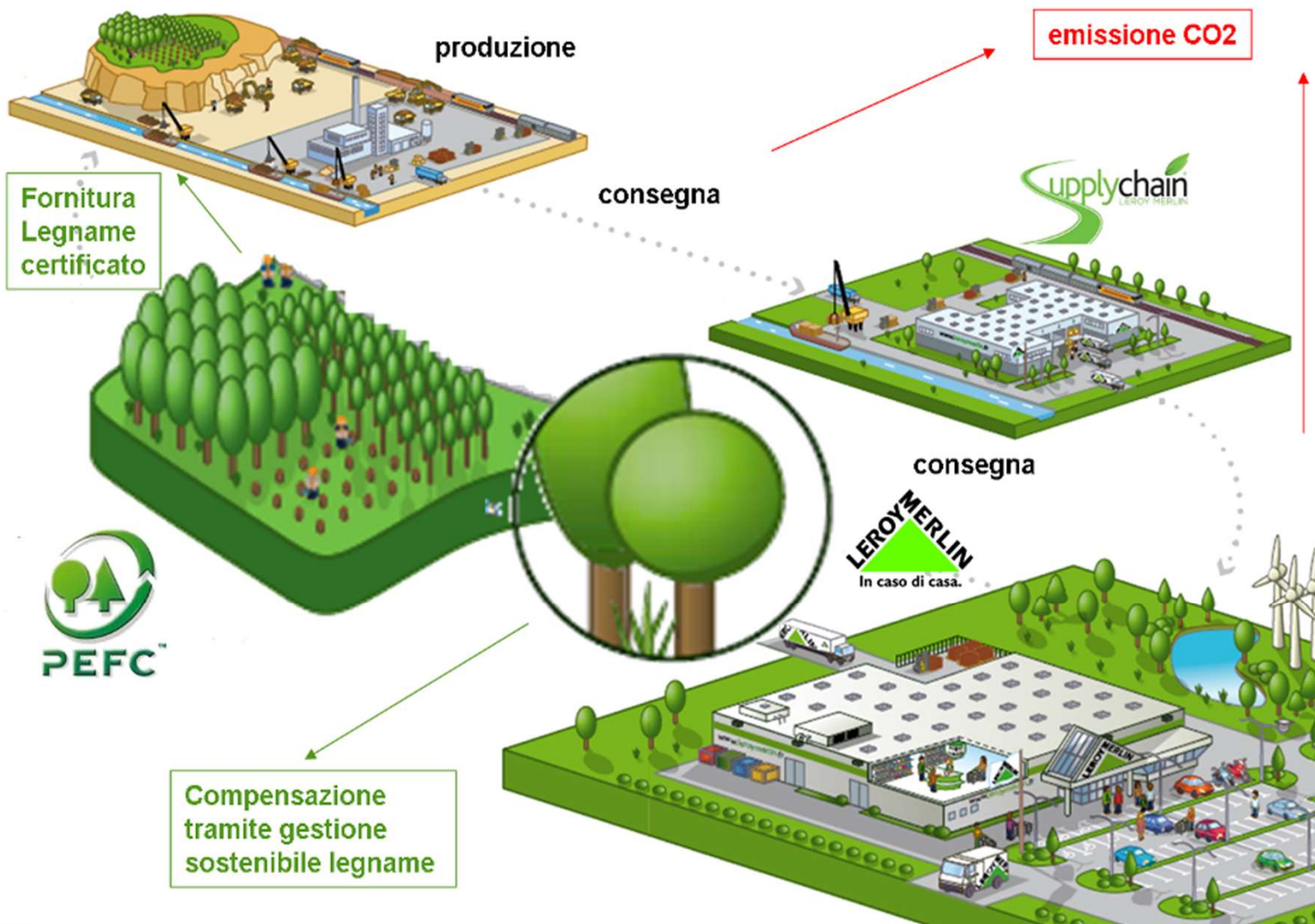
**06**  
DECEMBER  
2021

SHARE





# The PEFC-Leroy Merlin compensation project



CHEP and  
CONAD  
=  
Neutralised  
1500 ton of  
CO<sub>2</sub> in  
Lombardy  
(2019-2021)

## Project examples with Big Retailers

*la Buona spesa*  
NON SOLO A PAROLE

**IL NOSTRO IMPEGNO**

MD NEUTRALIZZA L'IMPATTO DELLE EMISSIONI DI CO<sub>2</sub> DEI SUOI MEZZI DI TRASPORTO CON **23.850** PIOPPI CERTIFICATI

		
Il trasporto delle merci comporta l'emissione di CO <sub>2</sub>	I pioppi assorbono una grande quantità di CO <sub>2</sub>	Neutralizziamo l'impatto delle emissioni dei nostri mezzi di trasporto*

\*Per festeggiare i nostri 25 anni adottiamo **23.850 pioppi** necessari a neutralizzare le emissioni annue di 25 camion, il progetto continuerà nel 2020 con l'obiettivo di neutralizzare le emissioni di tutti i nostri mezzi di trasporto.



# Adopt a forest: Findus (Nomad – Igloo)



In occasione della grande novità del Gratinati, la nuova [vaschetta riciclabile in carta da foreste certificate PEFC](#), Findus si attiva concretamente sul territorio per sostenere la Gestione Forestale Sostenibile, contribuendo alla [certificazione di foreste nel Lazio](#).



Budget: 15.000 euro

PEFC certified forest area: 3.000 hectares

## Carte d'or (Algida) and Rocca di Papa Municipality

Budget: 15.000 euro

PEFC certified forest  
area: 1.400 hectares

New furniture for a  
picnic area in the  
certified forest



**Carte D'Or** ✓  
18 giugno 2021 · 🌐

Dopo aver rivoluzionato le iconiche vaschette trasformandole in confezioni compostabili e riciclabili, abbiamo esteso il nostro impegno a tutela delle foreste. Al fianco del Comune di Rocca di Papa, abbiamo dato inizio a un progetto di certificazione PEFC che coinvolgerà 1.400 ettari nel cuore dei Castelli Romani 🥰🌳  
[#impegnosenzafine](#) [#cartedor](#) [#pefc](#)



COMUNE.ROCCADIPAPA.RM.IT

Il Comune e Carte d'Or insieme per la tutela e lo sviluppo del patrimonio...

Scopri di più

T

# greenwashing

[grəən-wash-ing] /*verb*

1. Is a term used to describe the marketing tactics used by big-name, fast-fashion companies to advertise their new supposed sustainable lines of clothing.
2. The process of conveying a false impression or providing misleading information about how a company's products are more environmentally sound.

# “Measure, Avoid, Reduce and Compensate“ approach

<b>WASTE</b> <small>Lansink 1979</small>	<b>ENERGY</b> <small>Wolfe 2005</small>	<b>CARBON</b> <small>Horgan 2011</small>	<b>BIODIVERSITY</b> <small>IUCN, UNGC 2012</small>	<b>FOOD WASTE</b> <small>Papargyropoulou 2014</small>
Prevention	Energy Saving	Avoid Wasted Energy	Avoidance	Prevention
Minimization	Energy Efficiency	Efficient Conversion	Minimization	Redistribute
Reuse	Renewables	Renewable Energy	Restoration	Animal Feed / Compost
Recycling	Low Emission			Energy Recovery
Energy Recovery	Conventional with Offset	Offset	Offset	
Disposal				Disposal

- A summary table of the multiple mitigation hierarchies with interpretation of horizontal equivalencies. These are examples for further elaboration as pathways to action on climate and nature become more clear for non-state actors.

# MAKING SENSE OF THE ALPHABET SOUP OF ESG THIRD PARTIES



# WHAT IS ESG?

- **ENVIRONMENTAL** criteria a company considers when managing risks related to material (relevant) environmental issues.
- **SOCIAL** criteria a company considers when managing relationships with employees, suppliers, customers, and the communities where it operates.
- **GOVERNANCE** criteria around how leadership at the company views and manages ESG issues, as well as considers corporate governance issues like board composition, executive pay, and key policies on ethical conduct.





# What is ESG?



## Environmental

- Energy
- GHG emissions
- Waste
- Water
- Biodiversity
- Packaging
- ...



## Social

- Diversity, Equity & Inclusion
- Labor rights
- Human rights
- Product safety
- Occupational health and safety
- Employee development
- ...



## Governance

- Compliance
- Executive compensation
- Business ethics
- Anti-corruption and anti-bribery
- Anti-competitive practices
- Taxes
- Political Advocacy
- ...

# ESG - CORPORATIONS AND INVESTORS

The acronym E,S,G (environmental, social, governance) has taken on several definitions/interpretations:

## CORPORATE SUSTAINABILITY

An approach to business in which the management of material ESG issues is integrated into the core business strategy of an organization with the **aim to create long-term stakeholder value.**



## INVESTOR-ORIENTED

The consideration of ESG factors alongside financial factors in the investment decision-making process with the **aim to increase the return on investment.**

WHAT IS GOOD FOR BUSINESS

WHAT IS GOOD FOR  
RETURN ON INVESTMENT

## RECOGNIZES SFI AND PEFC IN STANDARD

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## CERTIFICATION CAN HELP MEET DISCLOSURES

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## MORE OUTREACH NEEDED WITH NON- TRANSPARENT RATERS

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# How to communicate your values to finance world



PALM is a pallet company that is already involved in ESG «world»

# PEFC Recycled = PEFC Certified material coming from sustainable forests

## 3.35 Recycled material

Forest and tree based material that is:

- a) Recovered from waste during a manufacturing process. Excluded is reutilisation of materials such as rework, regrind or scrap generated in a process and capable of being reclaimed within the same process that generated it. Excluded are by-products resulting from primary production processes, such as sawmilling by-products (sawdust, chips, bark, etc.) or forestry residues (bark, chips from branches, roots, etc.) as they are not considered waste.
- b) Generated by households or by commercial, industrial and institutional facilities in their role as end-users of the product that can no longer be used for its intended purpose. This includes returns of material from the distribution chain.

## FEFPEB president calls for total certified wood sourcing

European Federation of Wooden Pallet and Packaging Manufacturers (FEFPEB) president Rob van Hoesel has challenged European wooden pallet and packaging manufacturers to ensure all the timber they use is certified as sustainably produced.

Speaking to delegates at the annual FEFPEB congress this October, van Hoesel said that, against a background of increasing worldwide attention on the environmental credentials of businesses, pallet and packaging companies should seek to guarantee that 100% of the wood they use originates from sustainably managed forests, by purchasing only from certified sources.

"Our businesses and the timber we use are naturally sustainable – but we need to make sure we can demonstrate this by also having all the possible certification," he said. "My opinion is that within a few years, as an industry we can no longer afford to use any piece of timber which is uncertified. That is our responsibility and how we should move forward."

He added that while business-to-consumer demand for certified wood is already high, companies operating in business-to-business supply chains should take the initiative now to guarantee all its timber is sustainably sourced.

"It's very important for the industry because sooner or later someone will walk

into your company and say: 'you say you are sustainable - but can you prove it?'" van Hoesel asked. He said he would like all members of FEFPEB's national associations to aim for 100% sustainability within a limited period of years, advising that they should start dialogues with customers and other partners, such as PEFC, in the supply chain to help it reach this goal.

FEFPEB's 69th congress took place at Le Méridien hotel in Hamburg, Germany from October 9 to 11, 2019, and featured a day-long business session, which included further speakers tackling the subject of sustainability, including Martha Buffington, chief procurement officer at Dutch nutrition, health and sustainable living business DSM, who illustrated how the company had put ethics at the heart of its operations; Dr. Maarten Willems, chairman of PEFC the Netherlands, speaking for chain of custody in wood supply chains; and Marcus Kirschner, managing director of German wooden packaging trade association HPE – which this year celebrates its 150th year anniversary, and which hosted the three-day congress.

Kirschner gave an overview of ISO 38200 for wood traceability, the benefits of which include greater flexibility and sharing of additional information on sustainability.



Left to right: FEFPEB secretary general, Fons Ceelaert; HPE president, Jürgen Rademacher; HPE managing director, Marcus Kirschner; and FEFPEB president Rob van Hoesel

The congress program included a south tour to block manufacturer Euroblock and woodland management at the State Forests Lower Saxony and a north tour to the facilities at the port of Hamburg, Europe's third-largest port, export packaging company Andresen & Jochimsen Exportpack, and Joh Friedrich Behrens AG, one of Europe's leading fastening technology businesses.

Brent J McClendon, president of the NWPCA, spoke about the cross-sector #ForestProud initiative that is promoting wood usage in the U.S. and aims to raise awareness of the positive effects of forests beyond manufacturing.

The congress business session included an evaluation of the success of the ISPM 15 certification standard and an outlook for future developments by Dr. Thomas Schröder from the plant protection department of the German Federal Ministry of Food and Agriculture (BMEL). Concluding that ISPM 15 had been successful in protecting plant health,

Schröder said there is still a need to educate users of wooden packaging in the supply chain about the correct way to implement ISPM 15 and the necessity for them to do so.

Professor Bernd Sadlowsky from Hamburg University updated delegates on latest research into protecting wooden packaging and pallets from damage; while professor Michael Kohl presented a rationale for using wood and wood products in terms of the effect on CO<sub>2</sub>; and Dr. André Wolf of the Hamburg Institute of International Economics gave the congress an overview of the economic challenges that face the European and world economy – including the growing importance of China to global trade.

A total of 264 delegates and partners from 24 countries attended the congress, which also featured a partner program and evening dinner events at Hamburg's sailing club, Le Méridien hotel and the World Heritage Speicherstadt, location of Hamburg's maritime museum.

## PEFC Procurement claim – Pilot project

- PEFC Netherlands together with the **European Pallet and Wooden Packaging Federation (FEFPEB)** and DSM.
- Provide insight in **how much certified material actually flows** through the PEFC CoC certified company.
- Assess the current sourcing percentage and creating an **incentive to even do better.**





## PEFC Procurement claim

### What is a PEFC Procurement claim?

“A claim indicating the percentage of all procured PEFC certified material of an organization that has been verified according to the requirements of this technical document by an external certification body notified by PEFC International or a PEFC authorized body.”

**“Company XXXX has procured a % of PEFC certified forest and tree-based material”.**









**THANK YOU!**

Contact: [info@pefc.it](mailto:info@pefc.it)

More info: [www.pefc.it](http://www.pefc.it)



Asociación  
Española para  
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