

THURSDAY
JUNE 16



INFORMATION SESSION: SFI 2022 CHAIN-OF-CUSTODY ENHANCEMENTS, PEFC ENDORSEMENT BENEFITS, AND SFI'S GLOBAL LABEL

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INFORMATION SESSION: SFI 2022 CHAIN-OF-CUSTODY ENHANCEMENTS, PEFC ENDORSEMENT BENEFITS, AND SFI'S GLOBAL LABEL

JUNE 16, 2022 | MADISON, WISCONSIN



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INFORMATION SESSION: SFI 2022 CHAIN-OF-CUSTODY ENHANCEMENTS, PEFC ENDORSEMENT BENEFITS, AND SFI'S GLOBAL LABEL

SESSION AGENDA



PRESENTATIONS 9:00 – 9:45 AM

- **SFI 2022 Chain of Custody Enhancements**
(Jason Metnick, SFI Senior VP, Customer Affairs)
- **PEFC Endorsement Benefits**
(Gregor Macintosh, SFI Senior Director, Standards)
- **SFI and PEFC Labels & Claims and SFI's Global Label**
(Rachel Dierolf, SFI Director, Standards Reporting and Label Use)
- **Benefits and Advantages of PEFC Endorsement – Perspectives from a Dual SFI/PEFC Certified Organization**
(Rebecca Barnard, Forestry Certification Manager, Sappi North America)

DISCUSSION 9:45 – 10:30 AM

- **Implementing the new SFI COC Standard: Questions, Risks, Opportunities**

SESSION OBJECTIVES

To be informed about:

- SFI 2022 COC enhancements
- PEFC endorsement benefits & how it works
- SFI's Label Recognizing Global Standards

To discuss questions related to implementing SFI standards, labels and PEFC endorsement

SHAPING THE STANDARDS: FOREST CERTIFICATION AS A SUSTAINABILITY SOLUTION

DRAFT FAQ FOR CERTIFIED ORGANIZATIONS

PEFC ENDORSEMENT OF SFI 2022 CHAIN OF CUSTODY DRAFT FAQ FOR CERTIFIED ORGANIZATIONS



WHY DID SFI SEEK PEFC ENDORSEMENT FOR THE SFI 2022 CHAIN OF CUSTODY STANDARD?

SFI submitted the SFI 2022 Chain of Custody Standard for PEFC endorsement to increase SFI's international recognition and acceptance by brand owners who value the independent recognition. It supports global markets by facilitating global supply chains – allowing SFI chain of custody certified organizations to make PEFC claims and apply the PEFC on-product logo and allowing PEFC-certified organizations to use SFI content in their supply chains.

WHAT CHANGES WITH THE PEFC ENDORSEMENT?

PEFC endorsement means that the SFI 2022 Chain of Custody Standard has been assessed and recognized as a valid certification standard to make PEFC claims and apply to use the PEFC on-product logo. These are the two key changes for certified organizations on how they track claims due to the PEFC endorsement:

1. CHANGES FOR SFI 2022 CHAIN OF CUSTODY CERTIFIED ORGANIZATIONS

SFI chain of custody certified organizations can now use their chain of custody procedures to make PEFC chain of custody claims and apply the PEFC on-product logo. SFI chain of custody certified organizations can also now track PEFC Controlled Sources for PEFC claims.

INPUTS RECOGNIZED BY SFI



SFI 2022 COC
STANDARD

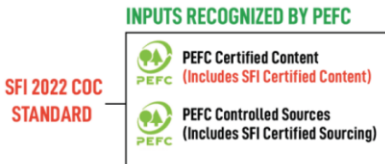
CLAIM DOCUMENTATION & LABEL USE

SFI CLAIMS/LABEL USE
(FOLLOWING SFI SECTION 6 RULES)

PEFC CLAIMS/LABEL USE
(FOLLOWING PEFC TRADEMARK RULES)

2. CHANGES FOR PEFC CHAIN OF CUSTODY CERTIFIED ORGANIZATIONS

PEFC chain of custody certified organizations can now receive PEFC claims from SFI chain of custody certified organizations. PEFC claims can now include SFI-certified product.



PEFC COC
ST 2002:2020

CLAIM DOCUMENTATION & LABEL USE

PEFC CLAIMS/LABEL USE
(FOLLOWING PEFC TRADEMARK RULES)

IS THERE A TRANSITION PERIOD?

The PEFC endorsement of the SFI 2022 Chain of Custody Standard is applicable as of May 17, 2022.

WHAT DOESN'T CHANGE WITH THE PEFC ENDORSEMENT?

There are no changes to the **SFI CHAIN OF CUSTODY** requirements and use of the SFI trademarks:

- All SFI logos, labels and trademark use is governed by the SFI Section 6 (Rules for on-product labels and off-product marks).
- A certified organization needs to be licensed by SFI Office of Label Use and Licensing to use the SFI label.
- SFI COC certified organizations can receive certified forest content from an acceptable forest management standard with a SFI COC, PEFC COC, or SFI Forest Management certificate number (see SFI COC 4.1, and SFI Definitions).
- Any organization with SFI certification can use the SFI Label Recognizing Global Standards provided at least one organization in the supply chain meets SFI's annual requirements for the SFI Label Recognizing Global Standards.

There are no changes to **PEFC CHAIN OF CUSTODY** requirements and use of the PEFC trademarks.

- All PEFC trademark use is governed by the PEFC Trademark Standard (PEFC ST 2001:2020).
- A certified organization needs to be licensed by SFI Office of Label Use and Licensing to use the SFI label.
- SFI Certified Sourcing inputs meet PEFC Controlled Sources requirements.
- All PEFC Trademark use and logo generator access follows relevant PEFC National Governing Body procedures by country/region.
- Any organization with PEFC chain of custody certification can use the SFI Label Recognizing Global Standards provided at least one organization in the supply chain meets SFI's annual requirements for the SFI Label Recognizing Global Standards.

HOW DO SFI AND PEFC CLAIMS ALIGN?

SFI 2022 chain of custody certified organizations can now use their chain of custody procedures to make PEFC claims and use the PEFC label. The following table shows how SFI and PEFC claims align and is in Section 7, Guidance to SFI 2022 Standards and Rules:

SFI CLAIMS	PEFC CLAIMS	PEFC LABEL USE
SFI X% Certified Forest Content	X% PEFC Certified	Yes
SFI Credit or 100% as calculated under the credit method		
SFI at Least X% Certified Forest Content		
SFI 100% Certified Forest Content – Raw material from a forest certified to an acceptable forest management standard constitutes a claim of 100% certified forest content		
SFI X% SFI Recycled Content		
SFI X% Pre-Consumer Recycled		
SFI X% Post-Consumer Recycled	100% PEFC Origin	Yes
SFI 100% from a Certified Forest		
SFI X% Certified Sourcing or SFI Certified Sourcing	PEFC Controlled Sources	No



SFI 2022 CHAIN OF CUSTODY ENHANCEMENTS

JUNE 16, 2022 | MADISON, WISCONSIN



JASON METNICK

SVP, Customer Affairs
Sustainable Forestry Initiative



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SFI 2022 CHAIN OF CUSTODY ENHANCEMENTS



SFI SETS LEADING FOREST CERTIFICATION STANDARDS

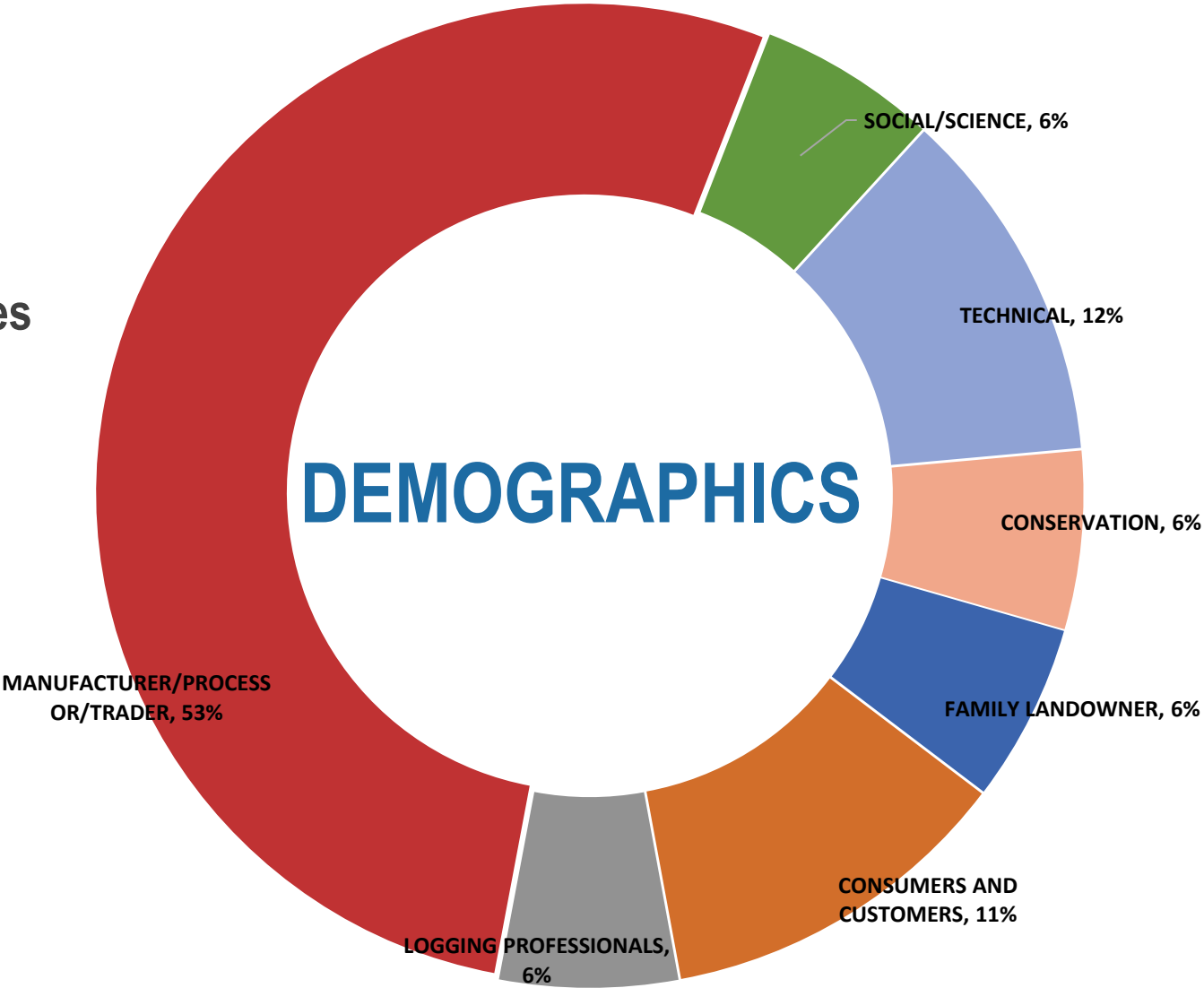
To advance sustainability forestry and responsible purchasing globally through certification standards and certified products



SFI CHAIN OF CUSTODY AND LABELS TASK GROUP

17 TASK GROUP MEMBERS

Chair: Michael Ferrucci, R.S. Berg & Associates



NEW SFI STANDARDS ANNOUNCED ON EARTH DAY

SFI 2022 FOREST
MANAGEMENT STANDARD,
SFI 2022 FIBER SOURCING STANDARD,
SFI 2022 CHAIN-OF-CUSTODY STANDARD
SFI 2022 CERTIFIED SOURCING
STANDARD

SFI invited more than
10,000 PEOPLE
as part of an open process,
to provide feedback on the
standards

NEARLY
**2,300 INDIVIDUALS AND
ORGANIZATIONS**
REGISTERED AND SUBMITTED COMMENTS
on the SFI 2022 Standards

10

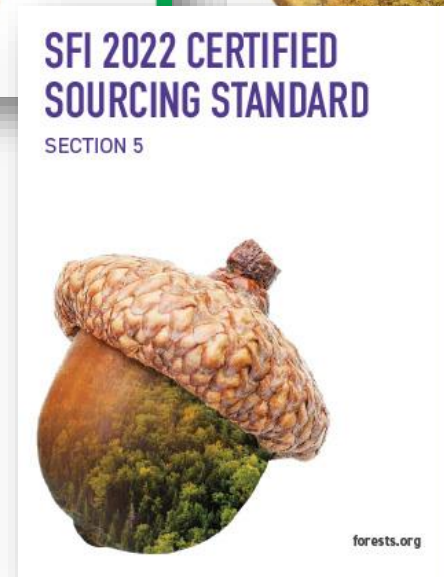
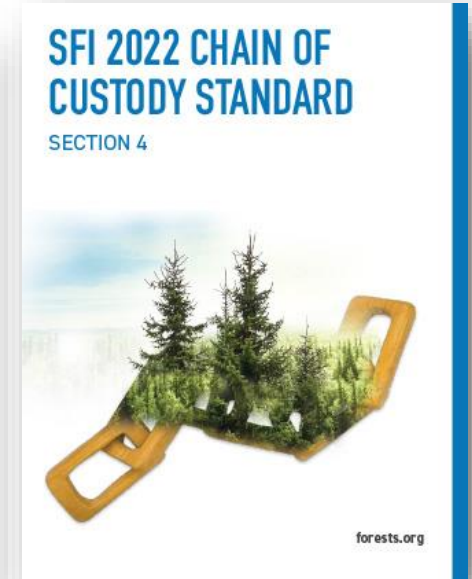
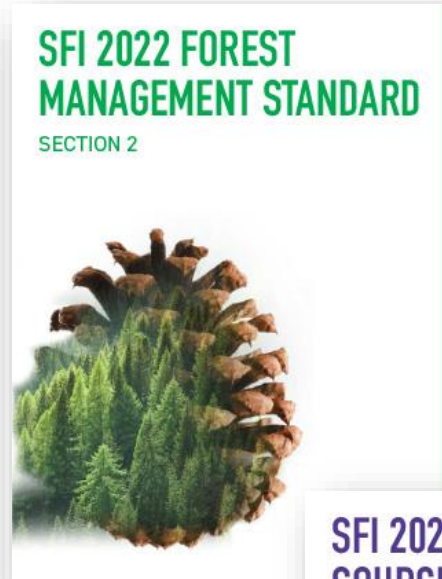
WEBINARS
FOCUSED ON
KEY THEMES

- FOREST CONSERVATION
- RECOGNIZING AND RESPECTING INDIGENOUS PEOPLES' RIGHTS
- LOGGER TRAINING REQUIREMENTS
- AVOIDANCE OF CONTROVERSIAL SOURCES
- INVESTIGATING A NEW URBAN FORESTRY STANDARD
- CLIMATE CHANGE MITIGATION AND ADAPTATION



SFI 2022 STANDARDS OFFICIALLY LAUNCHED

JANUARY 24, 2022



SFI CHAIN OF CUSTODY: WHAT'S NEW (SUMMARY)

DOCUMENT STRUCTURE

- Closer alignment with PEFC COC.

NEW LANGUAGE

- Annual internal audits.
- Requirements for outsourcing agreements.
- Requirements for handling of complaints.
- Identification of low-risk suppliers.

UPDATED CLAIMS

Adopted shorter terms

- ~~Average Percentage~~
- ~~Volume Credit~~



ENHANCEMENTS TO THE COC STANDARD

Updates made specifically to align with the PEFC Chain of Custody Standard

- Credit life for volume credit is now 24 months.
- Management system requirements include a system for compliance with applicable social laws and occupational health and safety legislation.
- Internal audit of outsource suppliers can be remote and can use sampling.



ENHANCEMENTS TO THE COC STANDARD (CONTINUED)

- Certified organization required to have complaints procedures & if requested by SFI provide a summary of the complaint.
- Alignment with PEFC COC DDS language & structure
- Certified organizations must assess all inputs using the DDS.



AVOIDING CONTROVERSIAL SOURCES

CUSTOMERS WANT TO KNOW FIBER IN PRODUCTS DON'T COME FROM CONTROVERSIAL SOURCES

- Definition of 'controversial sources' was expanded.
- New requirements for a due diligence system to assess risk.
- The due diligence system to assess risk is incorporated in the:
 - SFI Fiber Sourcing Standard
 - SFI Chain of Custody Standard
 - SFI Certified Sourcing Standard

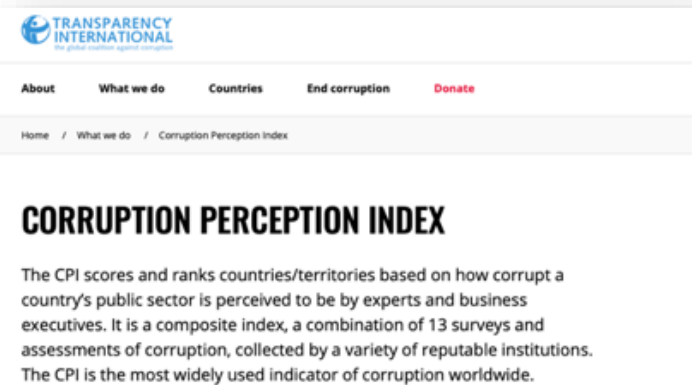


DEFINITION OF CONTROVERSIAL SOURCES

- a. Forest activities which are not in compliance with applicable state, provincial, federal, or international laws.
- b. Forest activities which are contributing to regional declines in habitat conservation and species protection (including *biodiversity* and *special sites, threatened and endangered species*).
- c. *Conversion sources* originating from regions experiencing forest area decline.
- d. Forest activities where the spirit of the ILO Declaration on Fundamental Principles and Rights at work (1998) are not met.
- e. Forest activities where the spirit of the United Nations Declaration on the Rights of Indigenous Peoples (2007) are not met.
- f. *Fiber sourced from areas without effective social laws*
- g. *Illegal Logging* including trade in CITES (The Convention on International Trade in Endangered Species of Wild Fauna and Flora) listed species.
- h. Conflict Timber
- i. Genetically modified trees via *forest tree biotechnology*



GUIDANCE FOR PROPOSED DEFINITION OF CONTROVERSIAL SOURCES



TRANSPARENCY INTERNATIONAL
the global coalition against corruption

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CORRUPTION PERCEPTION INDEX

The CPI scores and ranks countries/territories based on how corrupt a country's public sector is perceived to be by experts and business executives. It is a composite index, a combination of 13 surveys and assessments of corruption, collected by a variety of reputable institutions. The CPI is the most widely used indicator of corruption worldwide.



HIIK
Helsinki Institute for International Conflict Research

News Conflict Barometer Data & Maps HIIK Media Contact

Current Version

Current Version
Previous Versions
Print Version

With the 28th edition of the Conflict Barometer, the HIIK continues its annual series of reports covering political conflict dynamics and developments worldwide.

Despite a slight decrease compared to 2016, this year was marked by the continuation of most highly violent conflicts. In Sub-Saharan Africa, the Americas, and the Middle East and Maghreb (MENA) region, 15 conflicts were fought on war level. Of those, two intrastate conflicts in the DR Congo's northeastern provinces, the drug trafficking conflict in Brazil, as well as the conflict spurred by Islamist groups in the Sahel zone escalated to full-scale wars. In total, 23 limited wars were observed worldwide. Six violent crises in Sudan, Mozambique, Myanmar, Indonesia, and Iraq escalated to limited wars. Meanwhile, the wars between farmers and pastoralists in Nigeria, militias and the government of the DR Congo, as well as the inner-opposition conflict in Syria de-escalated to limited wars. The global trend towards an increase of non-violent conflicts continued in 2019. Overall, 142 of the 358 total observed conflicts played out on a non-violent level. Furthermore, international media coverage particularly shed light on this year's salient social and anti-government protests, notably in Chile, Hong Kong, and Iraq.

For the third consecutive year, the Spotlight section complements our descriptive approach to conflict dynamics with an emphasis on their internal and external influences. The Spotlights, inter alia, analyze the impact of progressive militarization of police forces on France's Gilets Jaunes protests, or the consequences of international sanctions for Myanmar's minority policies.

This year also marks our Institute's 30th anniversary. In 1991, the HIIK evolved from a research project on conflict simulation, which has been financed by the Deutsche Forschungsgemeinschaft (DFG) and the Gesellschaft für Mathematik und Datenverarbeitung (GMD) at Heidelberg University since 1988. For the last three decades, the continuous professionalization of systematic data collection and the development of a distinctive methodological approach has allowed researchers, policymakers, and the public to engage with conflicts on a fine-level intensity scale, ranging from disputes to violent crises and wars. We are thrilled that our Institute has since provided and will continue to provide a framework for research on political conflicts worldwide, and that it contributes to a better understanding of global conflict dynamics.



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Our commitment to serving Canadians during the COVID-19 pandemic

Statistics Canada is responding to the COVID-19 challenge by collecting information vital to the economy and society—remotely and safely. Our employees are working hard to support critical government operations with data, analytics and methodological expertise.

Learn more

Statistics Canada

Statistics Canada is the national statistical office. The agency ensures Canadians have the key information on Canada's economy, society and environment that they require to function effectively as citizens and decision makers.

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In the news | *The Daily*

May 25, 2020
Monthly trade in goods by exporter characteristics, March 2020
The number of Canadian exporters exporting goods ab

COVID-19

A data perspective

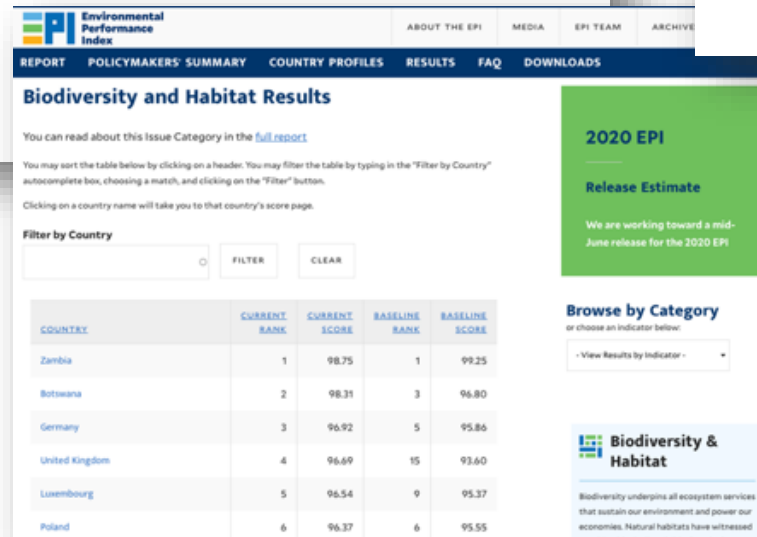
COVID-19: A data perspective
Explore key economic trends and social challenges about living in the COVID-19 situation

Key Indicators

Canada

Quarterly population estimate (2019 January 1, 2020)

37,894,799
0.3% (monthly increase)



Environmental Performance Index

ABOUT THE EPI MEDIA EPI TEAM ARCHIVE

Biodiversity and Habitat Results

You can read about this Issue Category in the [full report](#).

You may sort the table below by clicking on a header. You may filter the table by typing in the "Filter by Country" autocomplete box, choosing a match, and clicking on the "Filter" button.

Clicking on a country name will take you to that country's score page.

Filter by Country

FILTER CLEAR

COUNTRY	CURRENT RANK	CURRENT SCORE	BASELINE RANK	BASELINE SCORE
Zambia	1	98.75	1	99.25
Botswana	2	98.31	3	96.80
Germany	3	96.92	5	95.86
United Kingdom	4	96.69	15	93.60
Luxembourg	5	96.54	9	95.37
Poland	6	96.37	6	95.55

2020 EPI

Release Estimate

We are working toward a mid-June release for the 2020 EPI

Browse by Category

or choose an indicator below

- View Results by Indicator -

Biodiversity & Habitat

Biodiversity underpins all ecosystem services that sustain our environment and power our economies. Natural habitats have witnessed



U.S. FOREST SERVICE

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Forest Inventory & Analysis
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FIA Data and Tools
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Forest Inventory and Analysis

We are the Nation's Forest Census

Welcome!

The Forest Inventory and Analysis (FIA) program of the U.S. Forest Service provides the information needed to assess America's forests.

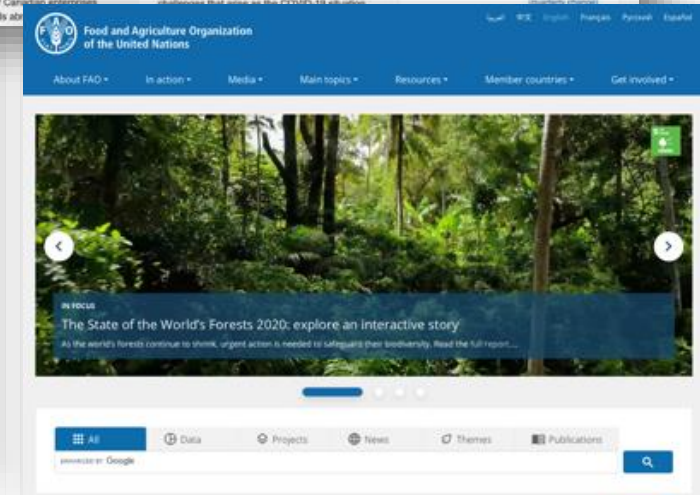
The long history of scientifically credible FIA data provides critical status and trend information to resource managers, policy makers, investors, and the public through a system of annual resource inventory that covers both public and private forest lands across the United States.

FIA reports on status and trends in forest area and location; in the species, size, and health of trees; in total tree growth, mortality, and removals by harvest; in wood production and utilization rates by various products; and in forest land ownership.

For more information on the FIA program, please see our [About Us](#) page.

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Forest Inventory & Analysis
National Office
U.S. Forest Service
1400 Independence Ave., SW
Washington, D.C.



Food and Agriculture Organization of the United Nations

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The State of the World's Forests 2020: explore an interactive story

As the world's forests continue to shrink, urgent action is needed to safeguard their biodiversity. Read the full report...

All Data Projects News Themes Publications

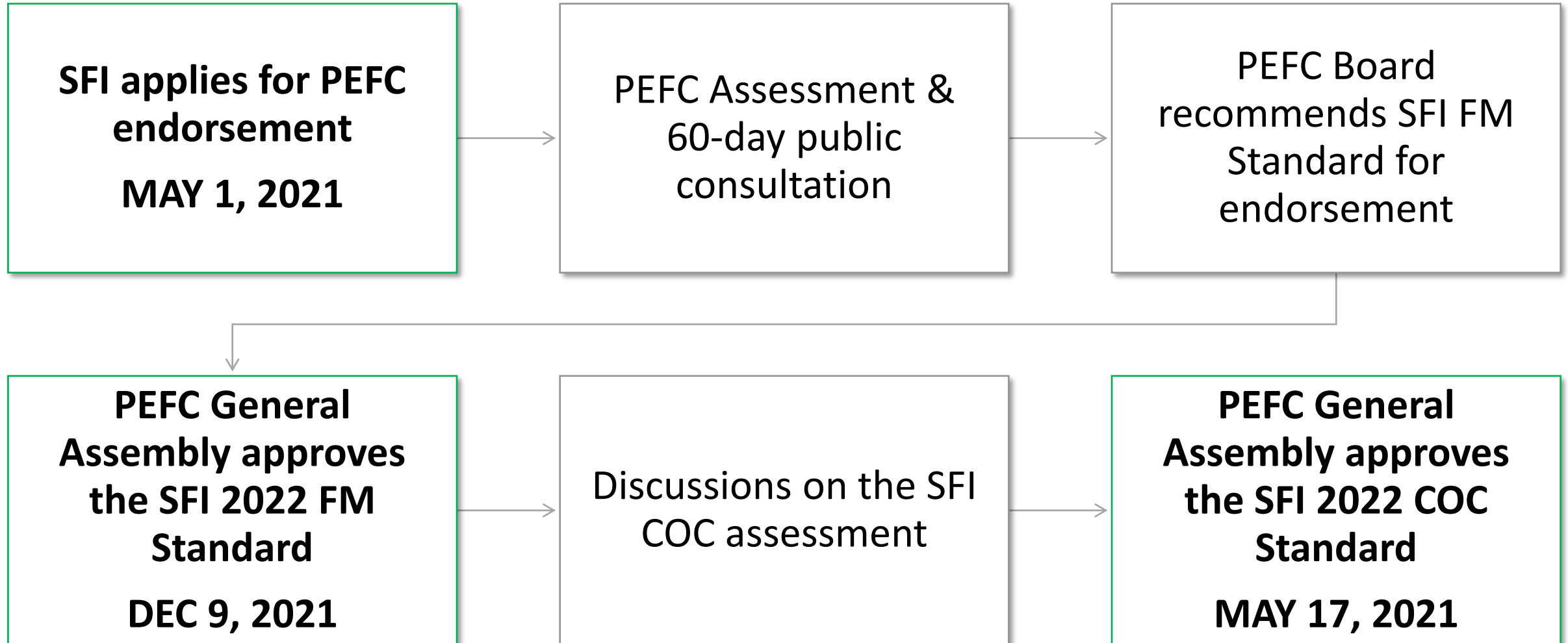
powered by Google

PEFC ENDORSEMENT: SFI 2022 COC STANDARD

- First time SFI sought PEFC endorsement of a SFI chain of custody standard
- First time a chain of custody standard with a global scope has sought PEFC endorsement.
- PEFC and SFI staff worked together from June 2021 – May 2022 on technical issues such as:
 - Global scope of the SFI COC Standard and relevant jurisdictions
 - Alignment with PEFC Definition of Controversial Sources
 - Alignment of SFI and PEFC claims and process



PEFC ENDORSEMENT TIMELINE: SFI 2022 STANDARDS



SFI AND PEFC – HISTORY OVERVIEW

- First endorsement of the SFI Forest Management Standard: 6 December 2005
 - Second re-endorsement of the SFI Forest Management Standard: 12 August 2016
 - Small lands group certification module endorsed: 12 November 2019
 - **Third re-endorsement of the SFI Forest Management Standard: 16 Dec 2021**
 - **SFI Chain of Custody Standard endorsed: May 17 2022**
- SFI started in 1996
 - PEFC started in 1999
 - PEFC's scope was only Europe, but expanded in 2003
 - SFI originally sought to be endorsed because it offered SFI market access in Europe & Asia

SFI AND PEFC PRESS RELEASES



PEFC ENDORSES SUSTAINABLE FORESTRY INITIATIVE (SFI) 2022 CHAIN OF CUSTODY STANDARD

FOR IMMEDIATE RELEASE
May 24, 2022

Washington, D.C. and Ottawa, ON—The Sustainable Forestry Initiative® (SFI) announced today that [its 2022 Chain of Custody Standard](#) has met the rigorous third-party assessment of the **Programme for the Endorsement of Forest Certification** (PEFC). PEFC is an international organization that endorses national forest certification systems developed collaboratively by diverse stakeholders, tailored to local priorities and conditions. Organizations certified to SFI's 2022 Chain of Custody standard can now apply the PEFC on-product label and make PEFC claims, giving them more options to meet customer demand around the world.

"SFI makes important contributions that address the needs of North America's forests and communities and is a valuable national member working with PEFC to elevate the role of sustainable forestry," said Dr. Michael Berger, Acting Secretary General of PEFC. "Only chain of custody certification standards that meet our rigorous criteria and that are developed in an open, transparent manner through a multi-stakeholder process are endorsed by PEFC."

The SFI 2022 Chain of Custody Standard was endorsed by PEFC after a 60-day international public consultation period and a detailed examination that included a third-party assessment by an independent assessor.

"We are extremely proud that PEFC International has endorsed our 2022 Chain of Custody Standard," said Kathy Abusow, President and CEO of SFI. "Thanks to this endorsement, customers across North America and around the world will be even more confident that products bearing the SFI Chain of Custody label come from well-managed, sustainable forests."

There are over 600 organizations certified to SFI's Chain of Custody standard, and SFI-certified products are sold in more than 120 countries around the world.

SFI will conduct an information session about the benefits of PEFC endorsement on June 15 at the [2022 SFI/PLT Annual Conference](#) in Madison, WI. Interested organizations are encouraged to attend.



Caring for our forests
globally and locally



SUSTAINABLE FORESTRY INITIATIVE CHAIN OF CUSTODY STANDARD ACHIEVES PEFC ENDORSEMENT

25 MAY 2022 | PEFC SYSTEM NEWS

The Sustainable Forestry Initiative (SFI) [2022 Chain of Custody Standard](#) has met our rigorous third-party assessment and is PEFC endorsed. Organizations certified to SFI's 2022 Chain of Custody standard can now apply the PEFC on-product label and make PEFC claims, giving them more options to meet customer demand around the world.

"SFI makes important contributions that address the needs of North America's forests and communities and is a valuable national member working with PEFC to elevate the role of sustainable forestry," said Dr. Michael Berger, Acting Secretary General of PEFC.

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PEFC ENDORSEMENT BENEFITS

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GREGOR MACINTOSH

Sr. Director, Standards
Sustainable Forestry Initiative





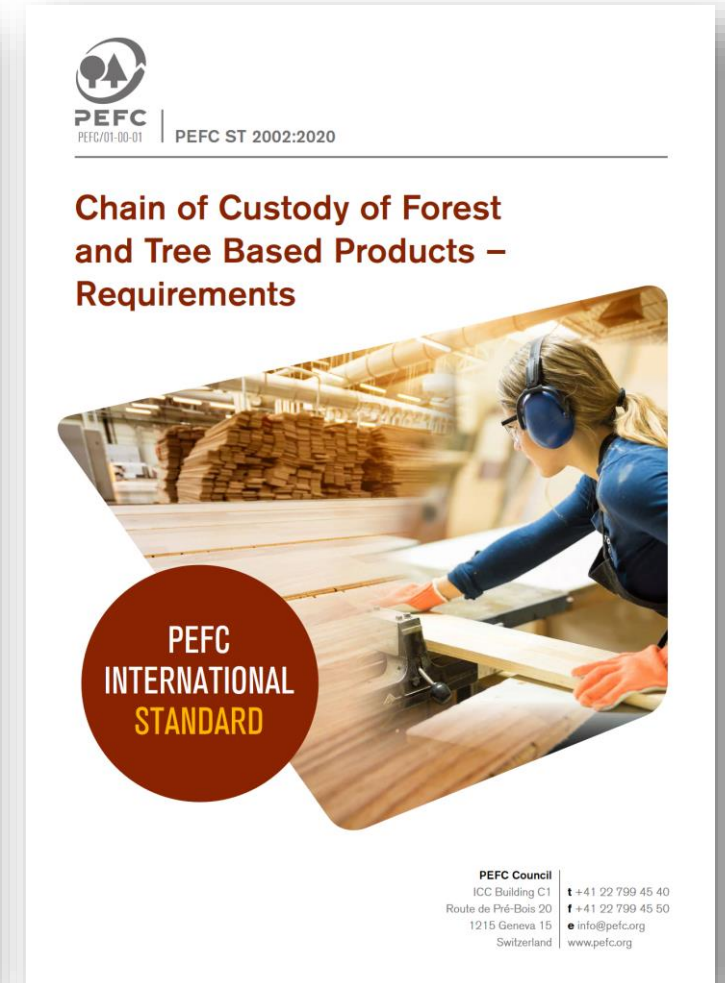
BENEFITS OF PEFC ENDORSEMENT

SFI'S CHAIN OF CUSTODY IS STILL A UNIQUE STANDARD

SFI is an established organization in North America and precedes PEFC

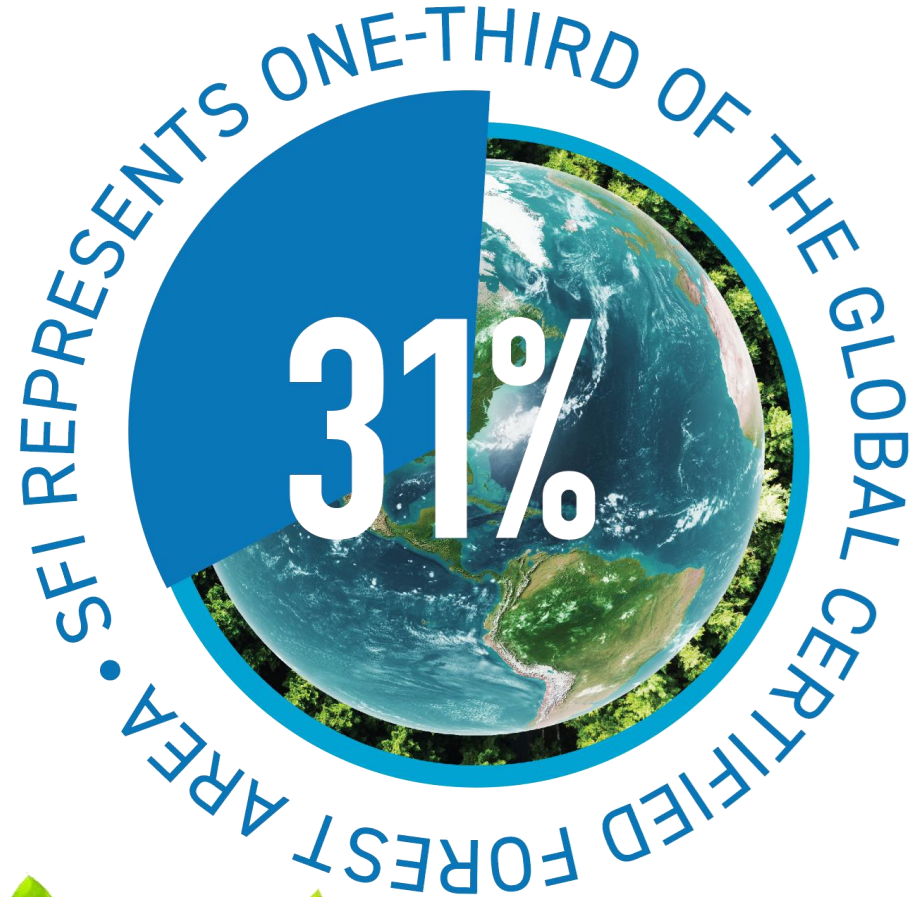
Strong SFI consumer recognition and trust in North America

52% of consumers have heard of SFI and 90% of those trust SFI



PEFC ENDORSEMENT STRENGTHENS INTERNATIONAL RECOGNITION OF SFI

SFI IS ENDORSED
BY PEFC TO
SUPPORT
GLOBAL REACH



AND
40% OF PEFC
CERTIFICATIONS
WORLDWIDE

MORE REASONS SFI SOUGHT PEFC ENDORSEMENT FOR THE SFI COC STANDARD

1. To support global certified organizations
2. To facilitate global supply chains
3. To address possible confusion and incorrect claims



DRAFT FAQ FOR CERTIFIED ORGANIZATIONS

1. IS THERE A TRANSITION PERIOD?

2. WHAT CHANGES WITH THE PEFC ENDORSEMENT?

3. WHAT DOESN'T CHANGE WITH THE PEFC ENDORSEMENT?

4. HOW DO SFI AND PEFC CLAIMS ALIGN?



1. IS THERE A TRANSITION PERIOD?



YES, the transition period aligns with an organization's adoption of the new SFI 2022 Chain of Custody Standard.

NOTE:

PEFC COC Certified organizations can recognize SFI Certified Content only if they are certified against the new PEFC COC Standard (PEFC ST 2002-2020).

FOR DISCUSSION:

How does a supplier know that their SFI supplier supporting PEFC claims is certified to the SFI 2022 COC Standard?

2. WHAT CHANGES WITH THE PEFC COC ENDORSEMENT?

CERTIFIED ORGANIZATIONS

Multi-site Certificates

- Can now add locations to a certificate between audits - previously not possible without an extra audit.
- New sites go through internal audit, and the CB can issue a new certificate.
- Verification at the next scheduled audit.
- Process outlined in SFI Section 10 – Audit Procedures and Auditor Qualifications and Accreditation.



2. WHAT CHANGES WITH THE PEFC COC ENDORSEMENT?

CERTIFICATION BODY

Certification Body Training

- Must have training requirements for CoC auditors, file reviewers and certification decision makers.
- SFI CoC Certification Bodies must conform with the requirements of the PEFC CoC Certification Body Requirements document.
- Details in SFI Section 10



SFI AND PEFC LABELS & CLAIMS AND SFI'S GLOBAL LABEL

JUNE 16, 2022 | MADISON, WISCONSIN



RACHEL DIEROLF

Director, Standards Reporting and Label Use
Sustainable Forestry Initiative



2. WHAT CHANGES WITH THE PEFC COC ENDORSEMENT?

CHANGES FOR SFI 2022 COC CERTIFIED ORGANIZATIONS

SFI chain of custody certified organizations can now use their chain of custody procedures to make PEFC chain of custody claims and apply the PEFC on-product logo. SFI chain of custody certified organizations can also now track PEFC Controlled Sources for PEFC claims.

INPUTS RECOGNIZED BY SFI



SFI Certified Content
SFI Certified Sourcing



PEFC Certified Content
PEFC Controlled Sources

**SFI 2022 COC
STANDARD**

CLAIM DOCUMENTATION & LABEL USE

SFI CLAIMS/LABEL USE
(FOLLOWING SFI SECTION 6 RULES)



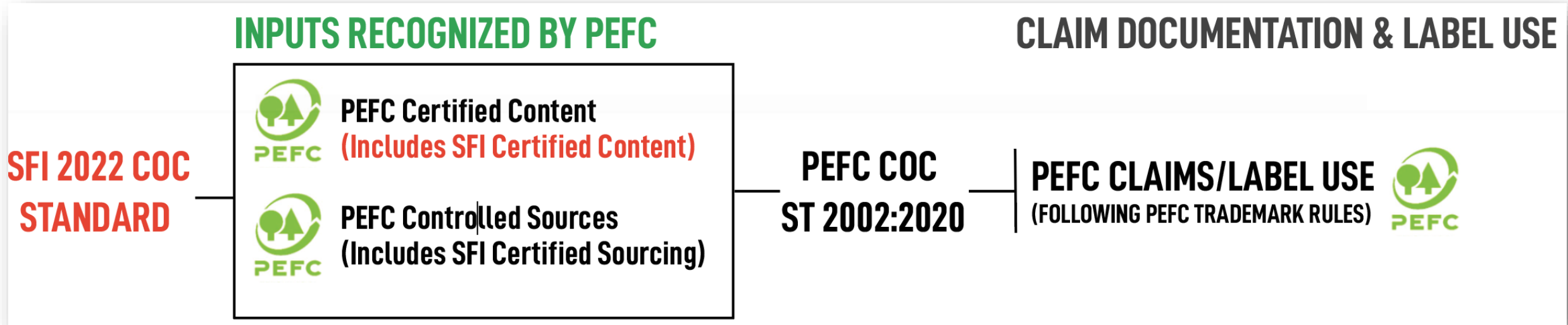
PEFC CLAIMS/LABEL USE
(FOLLOWING PEFC TRADEMARK RULES)



2. WHAT CHANGES WITH THE PEFC COC ENDORSEMENT?

CHANGES FOR PEFC COC CERTIFIED ORGANIZATIONS

PEFC chain of custody certified organizations can now receive PEFC claims from SFI chain of custody certified organizations. PEFC claims can now include SFI-certified product.



3. WHAT DOESN'T CHANGE WITH THE PEFC COC ENDORSEMENT?

THERE ARE NO CHANGES TO THE SFI 2022 COC REQUIREMENTS AND USE OF THE SFI TRADEMARKS

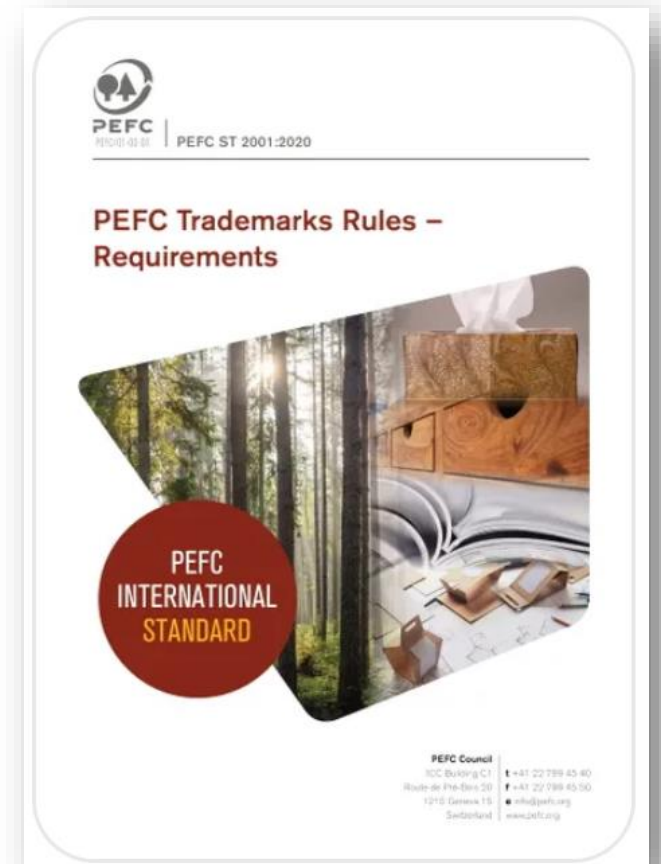
- All SFI Trademark use governed by SFI Section 6 (Rules for on-product labels and off-product marks)
- All organizations need to be licensed by the SFI Office of Label Use and Licensing
- PEFC Certified forest content from North America is recognized
- Any SFI-certified organization can use SFI's Global Label if at least one organization in the supply chain meets SFI's annual requirements for the SFI Label Recognizing Global Standards.



3. WHAT DOESN'T CHANGE WITH THE PEFC COC ENDORSEMENT?

THERE ARE NO CHANGES TO PEFC COC REQUIREMENTS AND USE OF THE PEFC TRADEMARKS

- All PEFC trademark use is governed by PEFC Standards
- SFI Certified Sourcing inputs meet PEFC Controlled Sources requirements
- All PEFC Trademark use and logo generator access follows relevant PEFC regional procedures & fees
- Any SFI-certified organization can use SFI's Global Label if at least one organization in the supply chain meets SFI's annual requirements for the SFI Label Recognizing Global Standards.
- PEFC-certified organizations cannot accept, transfer or make SFI content claims.



4. HOW DO SFI AND PEFC CLAIMS ALIGN?



- SFI 2022 COC organizations can now use their chain of custody procedures to make PEFC claims and use the PEFC label.
- The following table shows how SFI and PEFC claims align and is in Section 7, Guidance to SFI 2022 Standards and Rules:

SFI CLAIMS	PEFC CLAIMS	PEFC LABEL USE
SFI X% Certified Forest Content	X% PEFC Certified	Yes
SFI Credit or 100% as calculated under the credit method		
SFI at Least X% Certified Forest Content		
SFI 100% Certified Forest Content – Raw material from a forest certified to an acceptable forest management standard constitutes a claim of 100% certified forest content		
SFI X% SFI Recycled Content		
SFI X% Pre-Consumer Recycled		
SFI X% Post-Consumer Recycled		
SFI 100% from a Certified Forest	100% PEFC Origin	Yes
SFI X% Certified Sourcing or SFI Certified Sourcing	PEFC Controlled Sources	No

SFI LABEL RECOGNIZING GLOBAL STANDARDS



SFI LABEL RECOGNIZING GLOBAL STANDARDS:

MORE INFORMATION AVAILABLE ON FORESTS.ORG

[STANDARDS](#) ▾ [CONSERVATION](#) ▾ [COMMUNITY](#) ▾ [EDUCATION](#) ▾ [WHY IT MATTERS](#) ▾

LABEL THAT RECOGNIZES GLOBAL STANDARDS

This label enables non-North American PEFC-certified forest content to enter a SFI Chain of Custody. Products with PEFC 100% Content sold into North American markets by participants meeting annual requirements for use for the SFI Label Recognizing Global Standards may use this unique SFI Label Recognizing Global Standards.



In 2018, Metsa, a leading European producer of paperboard, became the first company to use the *SFI Label Recognizing Global Standards*

WHO CAN USE THE SFI LABEL RECOGNIZING GLOBAL STANDARDS?

Any organization with SFI and/or PEFC Chain of Custody certification can use the SFI Label Recognizing Global standards provided at least one organization in the supply chain meets SFI's Annual Requirements for the SFI Label Recognizing Global Standards.

GUIDING PRINCIPLES IN ORDER TO USE THE SFI LABEL RECOGNIZING GLOBAL STANDARDS

- The Primary Producer, if outside the United States and Canada, must have a valid PEFC COC certificate for relevant manufacturing sites located outside the United States or Canada.
- The Secondary Producer must have a valid PEFC COC and/or SFI COC certificate for relevant manufacturing sites located outside the United States or Canada and manufacture products for Canadian and U.S. markets.
- The SFI Label Recognizing Global Standards User with central offices in the United States and Canada may use the SFI Label Recognizing Global Standards if they also hold relevant and valid SFI certification for their company type.
- Other organizations in the supply chain must have either a PEFC COC or SFI COC certification.
- A PEFC claim must be passed on and follow all PEFC requirements for communicating PEFC claims, if the label user holds a valid PEFC COC certificate.

[LABELS AND CLAIMS & GLOBAL LABEL](#)

[LABEL USE](#)

[LABEL THAT RECOGNIZES GLOBAL STANDARDS](#)

[PEFC ENDORSEMENT](#)

CONTACTS

Jason Metnick
Senior VP, Customer Affairs
Tel: 602-374-6539



SFI RECOGNIZES PEFC CERTIFIED CONTENT WITH THE SFI LABEL THAT RECOGNIZES GLOBAL STANDARDS

- Unique SFI labels enable PEFC Certified content qualify for SFI label use
- Intended for use in North America
- Can be used with SFI and/or PEFC COC certification
- Members need to meet annual user requirements to use the SFI global label



ANNUAL REQUIREMENTS FOR USE OF THE SFI LABEL THAT RECOGNIZES GLOBAL STANDARDS (NON-U.S./CANADIAN)

1. Valid PEFC COC or SFI COC certificate
2. Primary or secondary producer.
3. Licensing agreement for use of the SFI Label Recognizing Global Standards.
4. Document all label use.
5. SFI annual progress report and market survey.
6. Annual net sales survey
7. Annual label use fee to SFI
8. Don't make claims about their forests being SFI certified and/or claims mills are certified to the SFI fiber sourcing standard.
9. Public statements/use of the label requires SFI approval.
10. Receive a unique SFI label ID number from SFI's Office of Label Use and Licensing.
11. Submit the completed PEFC Chain-of-Custody Auditor Checklist after a regularly scheduled audit.



NON U.S./CANADIAN PARTICIPANTS REQUIRED TO COMPLETE EXTRA AUDITOR RISK ASSESSMENT VERIFICATION



PART 1: SFI POLICY ON ILLEGAL LOGGING¹

SFI has strong existing measures in the *SFI 2022 Forest Management Standard*, the *SFI 2022 Fiber Sourcing Standard*, the *SFI 2022 Chain-of-Custody Standard*, the *SFI 2022 Certified Sourcing Standard*, the *SFI Small Lands Group Certification Module*, and the *SFI Small Scale Forest Management Module for Indigenous Peoples and Families* to avoid illegal sources of supply. This appendix covers the issue as to whether an organization can certify one operation to the *SFI 2022 Fiber Sourcing Standard*, the *SFI 2022 Chain-of-Custody Standard* (Section 4) or *SFI 2022 Certified Sourcing Standard* (Section 5), the *SFI Small Lands Group Certification Module* or the *SFI Small Scale Forest Management Module for Indigenous Peoples and Families* in the SFI requirements document, while another operation controlled by the company is engaged in *illegal logging*. This is an evolving issue and as international laws, regulations, agreements, treaties, and definitions of *illegal logging* change, *SFI Inc.* will review and update the language as necessary.

- A. *SFI Inc.* will not license any person or entity to use SFI's trademarks or labels, and SFI may revoke any license previously granted, if the proposed licensee or an Affiliate of the licensee has been found to have engaged in *Illegal Logging* by a government authority in the jurisdiction where the logging occurred², unless the evidence available to SFI supports a conclusion that, in the business judgment of the *SFI Inc.* Board, any incidents of *Illegal Logging* by the entity are followed by prompt corrective action and do not show a pattern of *Illegal Logging*.
- B. *SFI Inc.* will not license any person or entity to use SFI's trademarks or labels, and SFI may revoke any license previously granted, if the evidence available to SFI supports a conclusion that, in the business judgment of the *SFI Inc.* Board, the proposed licensee or an Affiliate of the licensee has engaged in a pattern of *Illegal Logging*³.
- C. Any person or entity whose application for an SFI license has been denied or whose license has been revoked pursuant to this section may reapply for a license upon a showing that any past *Illegal Logging* has been stopped, that appropriate actions have been taken to prevent it from recurring, and that the proposed licensee and its Affiliates do not knowingly engage in *Illegal Logging*. Such showing shall be supported by a third-party audit conducted by an *SFI certification body* accredited to conduct *2022 SFI Standard* certifications and shall include *local* expertise as part of the audit team⁴.
- D. As used in this section,
 - "*Illegal Logging*" means harvesting and trading of wood fiber in violation of applicable laws and regulations in the country of harvest, including trade in CITES (The Convention on International Trade in Endangered Species of Wild Fauna and Flora) listed species.
 - "Affiliate" means any person or entity that directly or indirectly controls, is controlled by, or is under common control with the proposed licensee.
 - "Control" means owning a majority of the stock, appointing a majority of the directors, or otherwise having the practical or legal power to direct the operations of a person or entity.

APPENDIX

I. PEFC COC AUDITOR CHECKLIST FOR SFI LABEL RECOGNIZING GLOBAL STANDARDS

If the PEFC COC Certificate holder is part of SFI's Program for the SFI Label Recognizing Global Standards, the accredited auditor⁹ for PEFC COC outside the US and/or Canada is required to verify on-product SFI label use and completion of a risk assessment following SFI requirements upon the request of the PEFC COC Certificate Holder.

It is the responsibility of the PEFC COC Certificate holder to share this signed and dated APPENDIX I. PEFC COC AUDITOR CHECKLIST FOR SFI LABEL RECOGNIZING GLOBAL STANDARDS for SFI Label Use with SFI's Office of Label Use & Licensing.

PEFC COC Certificate Holder:	
PEFC COC Certificate Number:	
PEFC COC Certification Scope:	
PEFC COC Certified Facilities visited & Date:	
Product(s) with the SFI Label Recognizing Global Standards:	
Claim used for product(s) with the SFI Label Recognizing Global Standards:	
Intended market(s) for product(s) with the SFI Label Recognizing Global Standards:	

AUDITOR VERIFICATION

- I have reviewed and considered the relevant regional and country-level risk assessments¹⁰ including:
- Consideration of available illegal logging statistics
 - Consideration of related data affecting likelihood of sourcing from illegal logging, including corruption levels and supply chain transparency
 - Risk assessment result and documentation of relevant subsequent risk assessments based on results (following APPENDIX II. SFI LABEL RECOGNIZING GLOBAL STANDARDS RISK ASSESSMENT REQUIREMENTS)

Name (PRINTED) and Signature of PEFC COC and or SFI COC Auditor _____ Date _____

I CONFIRM THE APPLICANT HAS EFFECTIVE, VERIFIABLE MEASURES FOR REJECTING FIBER FROM ILLEGAL LOGGING.

U.S./CANADIAN ANNUAL REQUIREMENTS: KEY DIFFERENCES



1. SFI Chain-of-Custody certification is required.
2. Source from either
 - a) a SFI Label Recognizing Global Standards member, or
 - b) a supplier with PEFC certified product intended for US/Canadian markets (not a SFI Label Recognizing Global Standards member).
 - *If sourcing from a supplier who is not an SFI member, the interested organization applies for use of the SFI Label that Recognizes Global Standards.*
3. Organizations certified to SFI 2022 Forest Management and/or SFI Fiber Sourcing are exempt from the fee.
4. SFI-certified US/Canadian applicant organizations follow SFI Standard requirements, the auditor risk assessment verification is therefore not required.

RULES FOR USE OF SFI ON-PRODUCT LABELS AND OFF-PRODUCT MARKS INCLUDES GLOBAL LABEL

LABELS: SFI RECOGNIZING GLOBAL STANDARDS LABELS

In order to use the SFI Label Recognizing Global Standards, the supplier must communicate the category of *origin* according to SFI Chain-of-Custody and/or PEFC Chain-of-Custody requirements. Verification of involvement in or sourcing from an *SFI* Label Recognizing Global Standards member is also required.



OFFICIAL SFI CLAIMS

From a supplier using the Credit Method:

- SFI Credit
- SFI 100% as calculated under the credit method
- SFI 100% Certified Forest Content
- 100% PEFC Certified



REQUIRED CERTIFICATION: SFI 2022 CHAIN-OF-CUSTODY, AND/OR PEFC CHAIN OF CUSTODY

From a supplier using the Percent Method

- 70% – 100% PEFC Certified
- SFI 70% – 100% Certified Forest Content

NOTES:

- Other acceptable volume credit claims include SFI Volume Credit and SFI 100% as calculated under the volume credit method.

SAMPLE SCENARIO FOR GLOBAL LABEL USE

SCENARIO: PHYSICAL SEPARATION METHOD

SCENARIO 1: A wood manufacturer is selling lumber to a lumber retailer in the U.S. and sourcing 100% of the product from a PEFC certified forest in Brazil with a 100% PEFC Certified claim. The wood manufacturer may apply the *SFI Label Recognizing Global Standards*.

FOREST

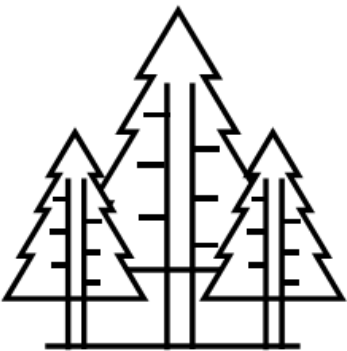
PEFC Brazilian Forest

PRIMARY PROCESSING

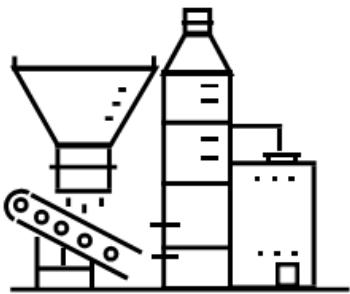
Sawmill in Brazil: holds a valid PEFC COC certificate and receives certified material from a PEFC certified forest in Brazil. The mill uses physical separation. **Potential SFI Label Recognizing Global Standards User**

SECONDARY PRODUCTION

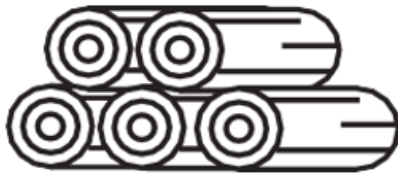
Customer in U.S. that retails the Lumber holds SFI COC. **Potential SFI Label Recognizing Global Standards User**



Claim: 100% PEFC Origin



PEFC Claim: 100% PEFC Origin



BENEFITS AND ADVANTAGES OF PEFC ENDORSEMENT – PERSPECTIVES FROM A DUAL SFI/PEFC CERTIFIED ORGANIZATION

JUNE 16, 2022 | MADISON, WISCONSIN



REBECCA BARNARD

Forestry Certification Manager
Sappi North America

sappi

**THANK YOU
DISCUSSION
TIME**