

## PEFC Forest Certification of Sustainable Forest Management and Chain of Custody in Catalonia

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**Oriol Anson Fradera**  
General Director for Rural  
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## The PEFC\* seal ensures that the forest product comes from responsible forest management and that it is traceable

When we see products in the supermarket that bear a seal with two green trees, we may wonder what exactly this seal is and what the word PEFC means, because as consumers facing the multiplicity of bio, eco, etc. seals, we are a bit confused.

According to a survey commissioned by PEFC International in 2014 in different countries, 75% of those consulted believed that the seal had a positive impact on woods. And they were right. When we buy a product with the PEFC seal, we are generating a whole series of positive impacts for the forest that we will try to sum up in this presentation.

It seems obvious, but you have to remember that paper, cardboard and wood are forest products, that is to say, they are products that come from forests, so they are not only recyclable, but also biodegradable. In a world where it seems that the future lies in reducing the consumption of products linked to hydrocarbons, we need to consider what we buy.

But the PEFC seal goes further, because it contains two guarantees. The first, which ensures that that product comes from for-

est management respectful of the wood and biodiversity; and the second, that a risk analysis has been performed during the wood transformation processes to ensure that forest products come from sustainable practices.

Today, our mostly urban society knows little of forests and that they need to be properly managed to remain healthy, and to ensure the future both of the forests themselves and of the ecosystem services that accompany them. It must be understood that management planning requires a holistic view of the forest as a whole.

Forests offer a multitude of goods, such as oxygen, health, well-being and biodiversity. They act as carbon stores and sinks and provide us with wood, cork, paper in its transformation and other non-wood products such as honey, truffles and pine nuts, to name a few examples. For this reason, some must be preserved unaltered in order to preserve the ecosystems that surround them, but we also have the obligation to manage them, because, in addition to allowing us to use the products they offer, the woods preserve health and biodiversity, while contributing to bringing people into the territory by acting as a driver of rural development.

That is why we have prepared this *Dossier Tècnic*, with the aim of explaining what we do at PEFC, what it is and how forest certification is expressed, what the international criteria for good sustainable forest management are and what the chain of custody means, and to give some successful examples of companies that have opted to order certified products or to implement certification in their manufacturing processes.

We therefore hope that this specific *Dossier Tècnic* on the PEFC certification might serve as a guide to help consumers, wood processing companies and also forest property to understand the importance of being able to guarantee products of sustainable forest origin and at the same time asserting our woodlands.

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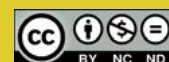
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Author: Carlos Guzmán Lorente.

\*PEFC: Program for Endorsement of Forests Certification. (Programa per a la promoció de la certificació forestal).





# PEFC: Forests and the Sustainable Development Goals (SDGs)



Photo: PEFC Spain.

Forests offer society and the planet important benefits by providing clean air and water, hosting more than three-quarters of the world's terrestrial biodiversity and helping to mitigate climate change. Forests are a source of food, medicine and biofuel for around 1.6 billion people around the world, whose survival depends on them.

Despite their vital importance, the world's forests continue to dwindle. For this reason, public administrations,

firms, brands, other organisations and consumers are staking on credible and transparent mechanisms such as PEFC certification to guarantee the sustainable origin of products and avoid illegal tree felling, and to ensure responsible management of the supply chain and its traceability through the Chain of Custody, which favours local purchasing and the development of rural communities. In this way, the PEFC label guarantees that the forest product comes from a sustainably managed forest and from

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The PEFC label guarantees that forest products come from a sustainably managed forest and from recycled sources.

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recycled sources. This certification is endorsed by independent certification bodies and is based on ISO standards.



Likewise, for better compliance with economic, social and environmental parameters, the PEFC system establishes global sustainability requirements adapted to local conditions. Among the requirements contained in its regulations, there are criteria such as the conservation of ecosystem biodiversity, the protection of forest areas of ecological importance, the banning of the conversion of primary forests into plantations and compliance with all the fundamental agreements of the WLO (World Labour Organisation) and health and safety at work. PEFC's global sustainability regulations also include specific requirements for achieving the Sustainable Development Goals (SDGs) 2030.

There are clear links between the Sustainable Development Goals (SDGs) and PEFC's work based on the view of a world in which people manage forests sustainably. Among the objectives of the 2030 Agenda, the one that directly refers to sustainable forest man-



Photo: PEFC Spain.

The infographic displays the 17 Sustainable Development Goals (SDGs) in Catalan. At the top, the United Nations logo is followed by the title 'OBJECTIUS DE DESENVOLUPAMENT SOSTENIBLE'. Below this, 17 numbered boxes are arranged in a grid, each containing a goal number, its name in Catalan, and a representative icon. The goals are: 1. FI DE LA POBRESA (End Poverty), 2. FAM ZERO (Zero Hunger), 3. SALUT I BENESTAR (Good Health and Well-being), 4. EDUCACIÓ DE QUALITAT (Quality Education), 5. IGUALTAT DE GÈNERE (Gender Equality), 6. AIGUANETA I SANEJAMENT (Clean Water and Sanitation), 7. ENERGIA ASSEQUIBLE I NO CONTAMINANT (Affordable and Clean Energy), 8. TREBALL DECENT I CREIXEMENT ECONÒMIC (Decent Work and Economic Growth), 9. INDÚSTRIA, INNOVACIÓ I INFRAESTRUCTURA (Industry, Innovation and Infrastructure), 10. REDUCCIÓ DE LES DESIGUALTATS (Reduced Inequalities), 11. CIUTATS I COMUNITATS SOSTENIBLES (Sustainable Cities and Communities), 12. PRODUCCIÓ I CONSUM RESPONSABLES (Responsible Consumption and Production), 13. ACCIÓ PEL CLIMA (Climate Action), 14. VIDA SUBMARINA (Life Below Water), 15. VIDA D'ECOSISTEMES TERRESTRES (Life on Land), 16. PAU, JUSTÍCIA I INSTITUCIONS SÒLIDES (Peace, Justice and Strong Institutions), 17. ALIANCES PER A ASSOLIR ELS OBJECTIUS (Partnerships for the Goals). A final box at the bottom right repeats the title and logo.

Sustainable development goals for the 21st century. Source: United Nations Organisation.



### No poverty

in populations linked to woods.



Forest products contribute to **Food Security**.



Forests contribute to **Health and Well-being** (ecotourism, medicine, etc.).



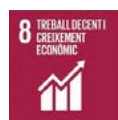
**Gender Equality**, in accordance with the creation of jobs and women's businesses in rural areas.



**Clean water and sanitation:** 75% of the world's drinking water comes from forest basins.



**Affordable and non-polluting energy**, such as biomass.



### Decent work and economic growth

generated by sustainable forest management.



**Sustainable cities and communities**, wood and cork as sustainable building materials.



**Responsible production and consumption** of products with the PEFC label.



### Life on Land

“Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.”



### Alliances to achieve the goals.

PEFC, a global association that integrates various stakeholders to exchange knowledge and experience.

PEFC commitments. Source: Own production.

agement is SDG 15, 'Life on Land': “Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.” Forests interact with other living organisms, with the soil, water and atmosphere and provide society with a wide range of goods and services. Forests are among the most important repositories of biodiversity and their sustainable management is essential not only for conservation, but also for maintaining the functioning of the ecosystem and, consequently, the continuous and healthy provision of ecosystem services. Forests also fulfil protective functions by reducing erosion and the risk of landslides, floods and droughts, and preventing desertification and salinisa-

tion. However, there are other objectives linked to our work and forests.

The majority of the population living in poverty live in and around forests, so promoting small producers managing their forests sustainably, a fundamental pillar of our work, helps eliminate poverty (SDG 1); wild forest products such as truffles, chestnuts, Iberian ham, pine nuts or game contribute to food security through the supply of food and the nutritional quality of diets to eradicate hunger in the world (SDG 2); biomass of forest origin and energy from wood provide 40% of the world's renewable energy supply and offer an important provision of affordable and non-polluting energy (SDG 7); and the PEFC label enables responsible production and consumption (SDG 12) thanks to the Chain of Cus-

today and the renewal, efficiency in the use of resources and the responsible supply of forest products. The contribution of forests and their action on the climate (SDG 13) is widely known, such as their role as carbon sinks, guardians of natural disasters and responsible for maintaining the water cycle (SDG 6), because the 75% of the world's drinking water comes from forest catchments. Wood is the most important renewable building material to achieve sustainable cities and communities (SDG 11) due to its environmental benefits and capacity to store carbon throughout its life cycle.

However, other links are perhaps less obvious. Forests generate employment in the most remote rural areas and are the basis of many micro-enterprises; this promotes decent work





Photo: PEFC Spain.

and economic growth (SDG 8) and boosts the inclusion of women in the sector to promote gender equality (SDG 5) and the visibility of its forestry work through its requirements and regulations. These jobs also generate income that is then invested in improving livelihoods, including quality education (SDG 4). Forests contribute to health and well-being (SDG 3) as many people enjoy this environment for walking, hiking and cycling; they provide us with medicine, clean air and water, and physical and mental health through these forest baths. Many people would be surprised by how forests contribute to underwater life (SDG 14), but when forest cover is altered or completely removed, sedimentation increases and water regulation functions are disrupted. Therefore reducing deforestation

helps reduce sedimentation, which improves the condition of coastal waters and so benefits aquatic ecosystems. Group certification, a concept developed and driven by PEFC, fosters effective and inclusive institutions that enact peace, justice and the building of strong institutions (SDG 16), and PEFC itself is a global association of multiple stakeholders that facilitates the exchange of knowledge, experience and financial resources at all levels, from the local to the global, in order to encourage alliances that achieve the objectives (SDG 17).

PEFC is the leading forest certification system in Spain and internationally and therefore, the largest and most global source of sustainable forest products, which favours local

commerce. In our country, there are already 2,334,518 hectares managed by 40,517 forest owners and managers, who supply wood and other forest resources to 1,566 companies certified in Chain of Custody. The PEFC system has grown thanks to the work of all these forest managers and owners. In fact, their commitment is the basis for sustainable forest management to be carried out and for the certification to be implemented in the different territories. Since the beginning of PEFC Spain, the number of members has increased annually by 10-15%, so policies that encourage the promotion of this management have benefits on a global scale. Thus, internationally, 319 million hectares on the five continents, 1 million forest owners and managers and more than 23,000 companies are PEFC certified. By buying products with the PEF seal:

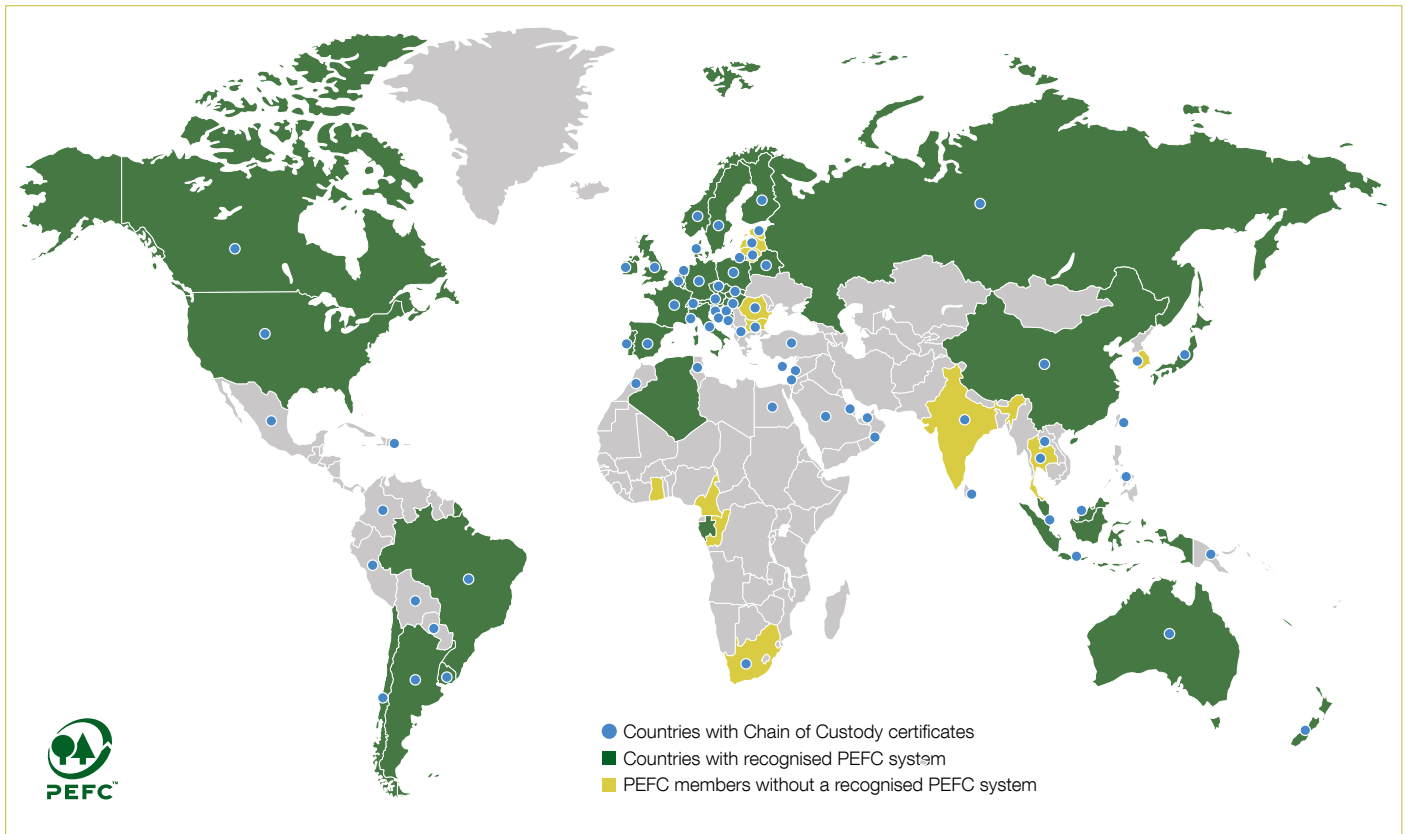
- You help curb climate change and combat illegal tree felling.
- You help improve the local economy and employment in the rural environment.
- You promote local consumption and reduce your carbon footprint.
- You help conserve forests for present and future generations.

## Author



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# SUSTAINABLE FOREST MANAGEMENT CERTIFICATION in Catalonia



PEFC member countries and certifications in the world. Source: PEFC.org

## 01. Forest certification systems

In 1987, the World Commission on Environment and Development (WCED) published the Brundtland Report on global change, where the concept of sustainable development appeared for the first time. Subsequently, the 1982 United Nations Environment Conference in Rio de Janeiro gave birth to the idea of forests (woods) being multifunctional structures, not only from an ecological perspective, but also from a social, economic and political point of view.

All of this gave rise to defining the concept of Sustainable Forest Man-

agement (SFM) as “the administration and use of forests in a way and with such intensity that they maintain their biodiversity, productivity, regeneration capacity, vitality and ability to maintain, now and in the future, the relevant ecological, economic and social functions at a local, national and global level without causing damage to other ecosystems” (Helsinki 1993).

In 1998, the Council of the European Union adopted the resolution concerning Forest Certification based on the content of the European Forestry Strategy, which states: “Forest certification systems are market-based instruments

to improve consumer knowledge about sustainable forest management and to stimulate the use of wood and forest products as renewable, environmentally-friendly raw materials. Certifications must be voluntary, credible, transparent, freely accessible and cost-effective.”

Today several certification systems coexist on a global scale, but the two major ones are PEFC with 307 Mha of SFM-certified forests and 19,800 Chains of Custody implemented and FSC with 222 Mha of SFM-certified forests and 44,678 Chains of Custody (constantly evolving data).

Both systems guarantee compliance with sustainability principles, are voluntary, credible, transparent and participatory and seek to stimulate, responsible forest product consumption, but one of the differences lies in the origin: FSC arose to respond to the specific problems of tropical forests, more associated with deforestation and poor working conditions, and PEFC to respond to the specific problems of European forests. This is why the PEFC System is best suited to our type of forests.

In both cases, the starting point is forest management. An unplanned forest cannot apply for a forest certification system. In Catalonia, only 33% of all woodlands are managed with a Forest Planning Instrument (Instrument d'Ordenació Forestal - IOF).

## 02. PEFC Forest Certification

PEFC (*Program for Endorsement of Forests Certification*) is an independent, non-profit international organisation that promotes Sustainable Forestry Management through the Certification of Registered Woodlands and the traceability of forest products that arise from them.

PEFC Forest Certification is a voluntary process in which a forest or company complies with the principles of sustainability and an independent third party, the auditor, evaluates and verifies that its management is indeed carried out

in compliance with sustainability criteria and indicators regulated by the current PEFC Rules.

PEFC Forest Certification works on a double scale: woodlands and industry. We talk about Sustainable Forest Management Certification when sustainability is assessed of the forest and also of the companies that do forestry work and subsequently market the resulting product. It is the origin of the entire Forest Certification System (certified raw material). We speak of Chain of Custody Certification when it is verified, throughout the production process, that the traceability of the product has not been broken and it is thus guaranteed that when the consumer receives the final product with the PEFC logo, it can be claimed that the raw material with which it has been manufactured actually comes from a certified (sustainably managed) forest.

Both in the SFM Certification and in that of the Chain of Custody, an independent third party (auditing company) evaluates each part of the System and gives credibility to the whole by verifying that the work carried out in the forests guarantees the balance between the use of its resources and the conservation and preservation of its environmental and social functions while ensuring that product traceability is not broken from the time it leaves the certified woodland until it reaches the final

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An unplanned forest can NOT apply for a forest certification system.

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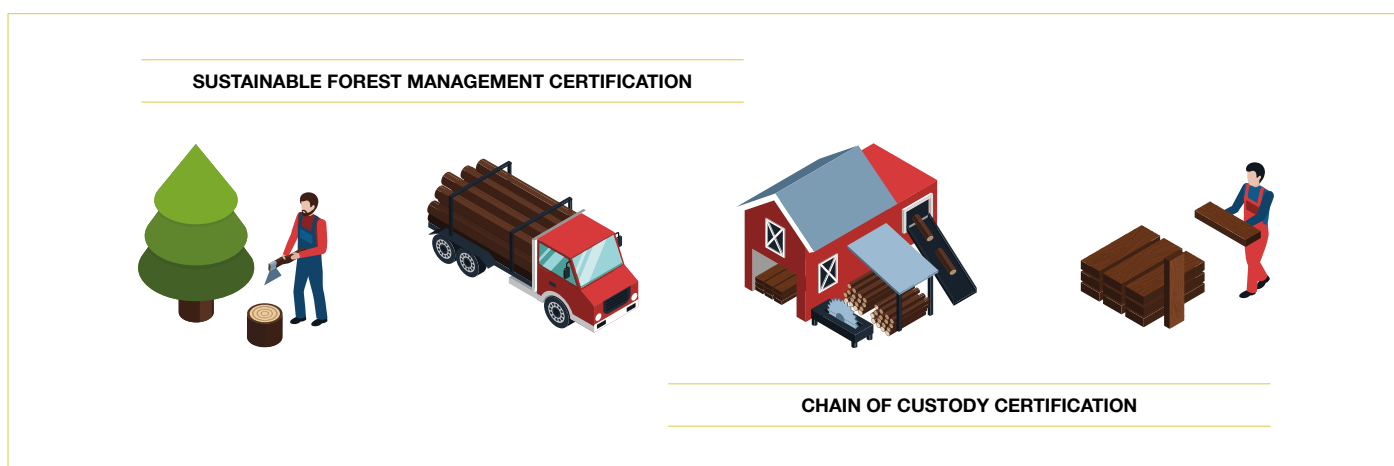
consumer with the PEFC logo.

In Catalonia, the Certification System implemented is the PEFC and the work team is made up of ENSCAT (SFM) and PEFC Catalonia (Chain of Custody).

## 03. PEFC Forest Certification in SFM in Catalonia: ENSCAT

The PEFC System allows SFM Forest Certification to be implemented individually (applied to a single forest property), in a group (when several owners come together and share the logistics and costs of the process) or regionally (for all the forest property of an autonomous community). The FSC system does not allow the regional form.

Catalonia adopted the regional form as the Forest Certification System in SFM as it best adapts to a forest ownership mostly characterised by its small size and family nature. This form encourages the integration of the different players involved in the forestry circuit and brings about a union of the sector that facilitates management with the authority and at the same time lowers the costs of implementing the System.



Sustainable Forest Management Certification and Chain of Custody Certification. Source: Own Production.



The regional form requires an Entity responsible for requesting PEFC International for the implementation of the Forest Certification in SFM in all territory it represents.

In Catalonia, this Entity is ENSCAT (Ens Català Sol·licitant de la Certificación Forestal PEFC) which is not a public authority but rather a non-profit association that has a collaboration agreement with the Forest Property Centre (Centre de Propietat Forestal - CPF) under which the CPF transfers part of its staff, facilities and material so that ENSCAT can implement and promote Forest Certification in Catalonia.

ENSCAT was legally established in 2003 with the support and drive of the AgroForest Property (private or public), forestry companies, auctioneers, sawmills and the Generalitat de Catalunya. Its members are currently:

- Associació Catalana de Municipis i Comarques (Catalan Federation of Associations of Forest Owners, BOSCAT),
- Associació Catalana de Municipis i Comarques (Catalan Association of Municipalities and Counties),
- Associació d'Entitats Locals Propi-

etaries Forestals de Catalunya (Association of Local Forest Ownership Entities of Catalonia, ELFOCAT),

- Consorci Forestal de Catalunya (Forestry Consortium of Catalonia),
- Unió de Pagesos (Farmers' Union),
- Sant Isidre Catalan Agricultural Institute,
- Associació de Serradores i Rematants de Catalunya (Association of Sawmills and Auctioneers of Catalonia, ARESCAT),
- Associació Catalana d'Empreses de Treballs Forestals (Catalan Association of Forestry Companies, ACETREF),
- Confederació Catalana de la Fusta (Catalan Wood Confederation), and
- Department of Agriculture, Livestock, Fisheries and Food of the Generalitat de Catalunya.

ENSCAT is responsible for the technical, administrative and legal management of the SFM Regional PEFC Certification System. Owners and forestry work companies adhere (subscribe) voluntarily with a scheme already drawn up by ENSCAT in accordance with the

requirements of PEFC International.

The main functions of ENSCAT in order to implement SFM PEFC Forest Certification in Catalonia are:

- To draw up the control procedure to implement and monitor SFM PEFC Forest Certification in all of Catalonia.
- To provide technical, legal and administrative advice on Forest certification to all its members.
- To cover the economic, technical and legal burden arising from the implementation of Forest Certification in Catalonia.
- To cover the economic and technical burden derived from the annual external audit process required to renew Catalonia's SFM Regional Certificate.
- To prepare each year the internal audit of control, monitoring and improvement of its functions established by the PEFC System itself.
- To consider whether or not to admit the requests received from the forest property and forestry work companies for voluntary entry in the System.
- To process each new member's Certificate of inclusion in the PEFC System.
- To maintain, update and publish the Register of Forestry Properties and affiliated Forestry Work Companies and keep a record of additions, resignations and modifications.
- To regularly inform PEFC Spain.
- To prepare the technical reference to respond to all the UNE 162002 standard indicators, of mandatory compliance for each forest in the System.
- To participate in the meetings of the Technical Working Group of PEFC Spain of which ENSCAT is a part.



Regulatory Framework for Forest Certification in Sustainable Forest Management: the International PEFC System, the Spanish PEFC and the UNE 162002 Standard. Source: Own Production.

### 04. Regulatory framework of the SFM PEFC forest certification

The regulatory framework for SFM forest certification, based on woodland multi functionality, is made up of two basic documents: the Spanish PEFC System and the UNE 162002 Standard - Sustainable Forest Management - Criteria and indicators approved in the Forest Europe ministerial process. Both documents must be reviewed periodically to update and incorporate the constantly changing regulatory requirements of PEFC International, a review process we are currently involved in.

The System and UNE Standard review process is open to all stakeholders and is channelled through the UNE Standardisation Committee (“Comité Técnico de Normalización” - CTN 162). In addition to the entire PEFC Spain technical team of which ENSCAT is a part, private and public forest owners, forest industrialists, traders, forest exploitation companies, consultancies, professional associations, associations of professionals, research centres, universities, unions and consumers all participate.

In practice, the UNE 162002 Standard - Sustainable Forest Management - Criteria and indicators is the day-to-day guidebook for SFM Forestry Certification. It is structured in 6 criteria (each one marks a line of objectives to be achieved) and 32 indicators, all of which must be complied with by all the forestry estates that are part of the System.

ENSCAT, as the Requesting Entity for Forestry Certification in Catalonia, assumes the technical task of responding to all these indicators in each forest estate registered in the System. For this purpose, it created a calculation database that brings together much of the information required to fulfil the system. This database issues an individualised report for each property registered in the System.

### 05. Data on the evolution of the SFM PEFC forest certification in Catalonia

Since 2004, the data of those affiliated with the SFM PEFC Certification System has grown constantly; since 2012 this growth has been exponential.

In these years, it has grown from 17,997 hectares and 14 affiliated forest work companies to 265,476 ha and 85 companies, respectively, and the surface has increased 15-fold.

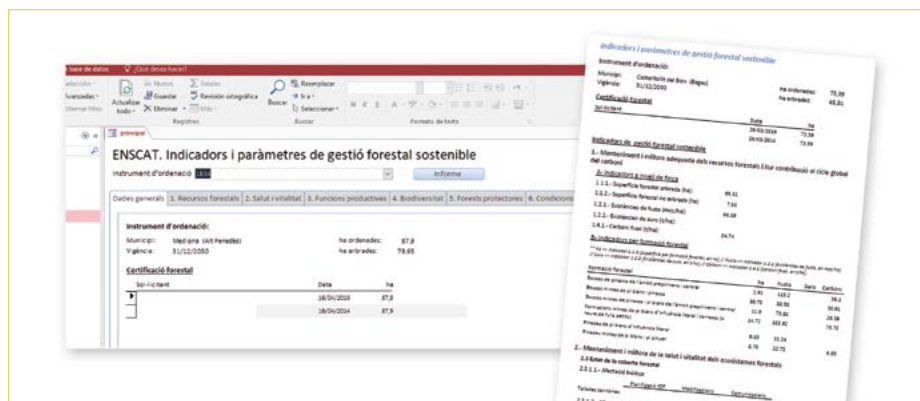
84% of the surface assigned to ENSCAT is privately owned and 16% publicly owned; the total number of forest planning instruments is 1,703 and the number of forest owners managing this area is 1,566 (13 are publicly owned by the Generalitat de Catalunya, town councils and EMD).

The counties with the highest proportion of certified surface area with respect to their forest area are, in order of magnitude, the counties of Selva, Berguedà, Osona, Moianès, Ripollès, Bages, Alta Ribagorça, l'Alt Empordà, Vallès Oriental, Solsonès and Garrotxa, which account for 74% of the total surface area assigned.

### 06. ENSCAT registration process

Membership requests to become part of ENSCAT are continuous throughout the year, with 500 to 600 requests per year, including new applications and renewals.

To be part of the SFM PEFC Forestry Certification, the forest owner or the forestry work company must send ENSCAT the voluntary affiliation agreement together with the signed Forest Management Commitments.

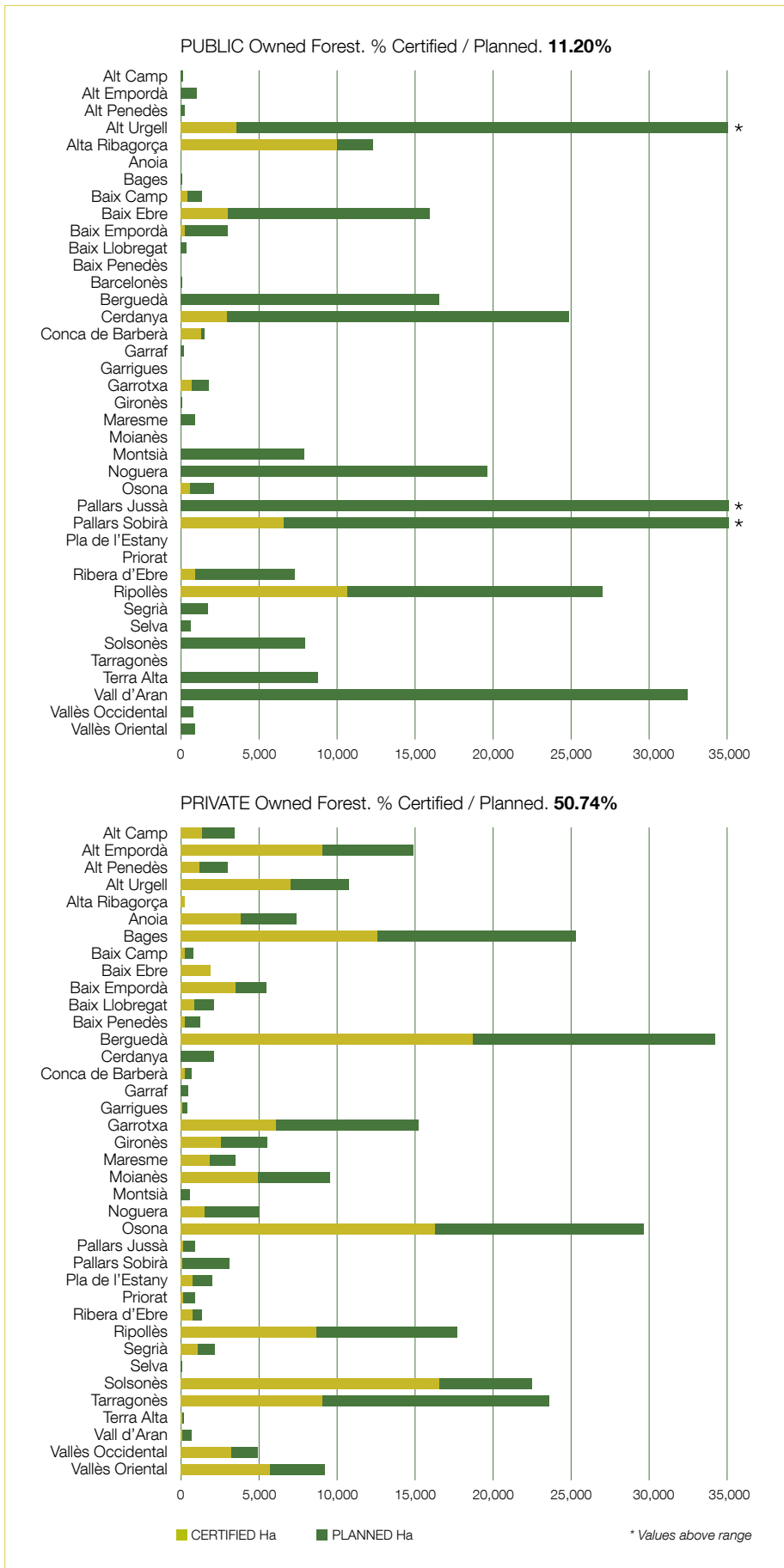


ENSCAT, as an applicant for the Sustainable Forestry Certification in Catalonia, created a calculation database with a large part of the information required to comply with the certification system. Source: ENSCAT.



Membership Application for the Sustainable Forestry Certification System. Source: ENSCAT.





Certifiable Potential in Catalonia According to Ownership. Source: Own Production.

If the forest owner or the forestry work company has an electronic signature, they can present the agreement by email; if their signature is manual, then they can only submit the agreement by post. Given that ENSCAT is not a public authority, requests submitted through the GENCAT Administration's Generic Petition channel cannot be processed.

Once membership applications have been received, ENSCAT carries out the appropriate administrative and technical checks to verify that the agreement meets the requirements set by the Forest Certification System and current Regulations. In the case of forest estates, it will verify that the estate has a valid planning (IOF) and that it does not accumulate serious complaints for malpractice in forest work.

The favourable resolution of each agreement entails the applicant making the subsequent payment of the membership fee (which in the case of forest estates is an average of €1/ha for a total period of 5 years) and ENSCAT subsequently sending the corresponding Certificate of participation in the SFM PEFC Forestry Certification in Catalonia.

Failure to meet with Management Commitments may result in the automatic loss of the certificate of participation in the regional forest certification and, consequently, the impossibility of marketing products with the PEFC seal.

Forestry companies that want to be part of the PEFC Forest Certification can do this by adhering to the SFM Certification or the Chain of Custody Certification. Everything will depend on whether the product obtained from a certified forest is taken directly to be marketed at the sawmill or industry or if it is left in the forest (SFM), or, conversely, if the product is stored in their yard prior to marketing (Chain of Custody).

**Among the Sustainable Forest Management Commitments that forestry companies must fulfil once they join ENSCAT, the following should be highlighted:**

- 01.** Ensuring that the Chain of Custody is not broken from the time the tree is standing in the forest until it reaches the industry or the loading dock.
- 02.** Not mixing wood from a forest with a certificate of sustainable forest management with wood of other origin.
- 03.** Implementing forest management that guarantees, among other things:
  - 3.1 Minimisation of damage to forests.
  - 3.2 Minimisation of erosive phenomena.
  - 3.3 Control of the risk of fire and with the correct prevention and defence measures.
  - 3.4 Respect for existing cultural, spiritual, historical, prehistoric and singular values.
  - 3.5 Not producing waste (cans, leftovers, oils, fuels, etc.).
  - 3.6 Chopping or shredding the tops and remnants of forest harvesting that are not removed and, in no case, leaving them within a strip of 20 m width on either side of the main and primary roads.
- 04.** With regard to the workers, ensuring that occupational health and accident prevention regulations are complied with in the field of their activity, in particular:
  - 4.1 Providing appropriate personal protective equipment (PPE).
  - 4.2 Ensuring the proper use of protective equipment.
  - 4.3 Guaranteeing workers sufficient training in the matter.
  - 4.4 Organising the team's work so that the risk is minimal.
- 05.** Informing ENSCAT of the administrative sanctions imposed.
- 06.** Providing ENSCAT with all the documents and facilities that are necessary for the fulfilment of the commitments signed and for carrying out audits.
- 07.** At all times, respecting the commitments of the owner/s of a forest adhered to the PEFC system.

**And, among the Sustainable Forestry Management Commitments that must be fulfilled by the forest owners joining ENSCAT, the following should be noted:**

- 01.** Contracting, whenever possible, companies accredited by ENSCAT when work in the forest is carried out by others.
- 02.** Performing forest management, regardless of who carries out the work, which guarantees, among others:
  - 2.1 Minimisation of damage to forests.
  - 2.2 Minimisation of erosive phenomena.
  - 2.3 Control of the risk of fire and with the correct prevention and defence measures.
  - 2.4 Respect for existing cultural, spiritual, historical, prehistoric and singular values.
  - 2.5 Chopping or shredding the tops and remnants of forest harvesting that are not removed and under no circumstances leaving them within a 20 m wide strip on either sides of main and primary roads.
- 03.** Maintaining and adapting the state of the road network to the necessary management.





*Certificate of conformity of Sustainable Forestry Management. Source: ENSCAT.*

Forestry companies play a key role in Forestry Certification. For this reason, among other commitments they agree to not mixing products that come from SFM certified forests with products from NON-certified forests in the same lot, and to ensure that the traceability of the product that is to be marketed as PEFC is not broken.

Invoices and sales notes are the key tool to ensure the correct identification and traceability of the product that is marketed as PEFC.

## 07. Audit processes: external and internal

ENSCAT, in accordance with the PEFC Regional System and the Control Procedure, carries out its annual internal audit and also undergoes an external audit. If in an annual year the area assigned to the System exceeds 20% of the area assigned in the last audit, ENSCAT will have to undergo an extraordinary audit. Passing the external audit grants ENSCAT the renewal of its SFM Certificate, allowing it to continue to be the Regional Entity responsible for implementing and monitoring the SFM PEFC Forestry Certification in Catalonia.

The methodology of the audits is set by the General Procedure established by PEFC Spain.

In the case of audits of affiliated forests, the first step will be to select the sample that must be representative (forests of different ownership, different size and territorial distribution) to be able to guarantee, over time, the complete monitoring of all private and public forests attached to the system throughout Catalonia. Once chosen, a documentary review will be carried out to verify that the 32 indicators of the UNE 162002 Standard are met, and, finally, the field inspection will be performed to verify the documentary content on site. Everything is recorded in the record of the farm visit and in the technical audit report.

In the case of audits of forestry work companies, the first step will also be to select the sample and subsequently arrange a visit to verify aspects such as the correct identification of the product marketed as PEFC and occupational health and safety in the scope of occupational risks.

In the case of external audits, since 2016 ENSCAT has passed them annually without any non-conformity and, as the auditing company describes in its latest audit report, the maturity of the SFM System implemented in Catalonia has stood out as a strong point of the work carried out by ENSCAT.

ENSCAT's communication work in recent years to train and raise awareness about SFM PEFC Forestry Certification in Catalonia was also highlighted.

## 08. Conclusion

The Forest Certification as a whole is a first-rate intangible asset that, at the scale of a forest farm, promotes forest multi functionality and SFM, guarantees the balance between conservation and extraction of its resources and stresses that forests are the true engine of a green economy that can become the sustainable development of our rural environment.

## To learn more

- ENSCAT website. [www.enscat.org](http://www.enscat.org)
- ENSCAT Twitter. [@enscat](https://twitter.com/enscat)
- PEFC International website. [www.pefc.org](http://www.pefc.org)
- PEFC Spain website. [www.pefc.es](http://www.pefc.es)
- PEFC Catalonia website. [www.pefc.cat](http://www.pefc.cat)
- Standard UNE 162002 - Sustainable Forestry Management - Criteria and indicators

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# TRACEABILITY OF PEFC forest products



Photos: PEFC Spain.

## 01. Introduction

The need to be able to give continuity to the UNE 162002 Sustainable Forest Management standard and to put forest products on the market with this value led to a business management standard that could guarantee the traceability of these products from the beginning to the final consumer. This management standard that applies to the entire chain of supply and transformation of timber and non-timber forest products is the so-called “PEFC ST 2002:2020 Chain of Custody Standard for Forest and Tree Products” which guarantees Sustainable Forest Management and Controlled Sources at all times, that is to say that the compatibility of forest exploitation and the conservation

of biodiversity at source is guaranteed and safe control is guaranteed throughout the forest materials supply chain. In addition, the standard is completed with the “PEFC Standard ST 2001:2020 Rules for the Use of PEFC brands” which allows products to be marked with the PEFC seal in order to offer the end consumer a product with the aforementioned guarantees.

PEFC Chain of Custody certification is voluntary and, once the management system has been implemented in the company, an independent third party must audit, validate and certify that it has been correctly implemented. In this sense, certification bodies such as Bureau Veritas, AENOR, SGS, etc. are in charge.

## 02. PEFC chain of custody standard: guaranteeing traceability

The PEFC standard is public and can be consulted and downloaded for from the PEFC Spain website.

The content of the Standard contains 7 sections and 2 appendices. The first section, entitled “Scope” refers to the standard itself and therefore names all sections.

The second section, entitled “Regulatory References” lists, for bibliographic purposes, all the essential documents to apply the standard.

The third section, “Terms and Definitions” lists the definitions of the names and concepts specific to the standard. Attention must be paid to the concepts “Controlled Sources”, “Conflict Wood” and “Conflicting Sources”, where each of the included possibilities is specified and what is meant by these concepts. It is important to understand this part of the rule because a risk assessment system for non-certified forest material, called the Due Diligence System (DDS), will have to be applied later.

The fourth section, “Management System Requirements” refers to the management system that the company must put into practice. The general requirements appear there: documenting the procedures, making the corresponding purchase-sale records of certified material, defining the type of implementation of the standard, whether the so-called “Physical separation”, “Percentage method” or “Credit method” are used, apply the system to assess uncertified material not known as a Due



Diligence System (DDS), developing a Chain of Custody manual, identifying materials correctly, making agreements with subcontracting companies, if such processes occur, to never lose sight of the material certificate, and conducting training and internal auditing to ensure that the system is working prior to the certification audit. Supplier records and certificates also need to be kept up-to-date, with procedures for processing claims and various social and occupational safety requirements for the company's workers.

The fifth section, entitled "Identification of Input Material and Declaration of Output Material" refers to the method that must be used in invoices and sales notes, and is what gives the system its legal validity and strength: the formal PEFC statement. It must appear in every sales document with the formula:

Item + "% PEFC Certified" + Certified Company Certificate number

Let's imagine that we are a publisher that has just been certified. We buy paper and make books. As an example:

We bought from a supplier and the invoice shows: 10,000 tons of paper 100% PEFC Certificate ES/12-23-89

(supplier certificate number). The publisher will state on its invoice 1,000,000 books 100% PEFC Certificate PEF-C/10-45-302-BVC (publisher's certificate number).

Section 6 of the Standard, entitled "Chain of Custody Methods" refers to the three methods of implementing the Standard. The physical separation, and therefore control in the labelling, for example, of certified and non-certified material; the percentage method, which allows certified material to be mixed with uncertified material, and therefore calculating the percentage content of certified material in a product, and the credit method with which the company organises a credit system on the input of certified material to be able to transfer surplus credit on PEFC material from Controlled Sources.

Depending on the type of company processing or distributing products of forest origin, it may be interesting to apply one or another method.

Finally, the seventh point, entitled "Requirements of the Due Diligence System (DDS)" is the System by which the company must assess the risk to avoid material from conflicting sources. It is detailed in Appendix 1 of the Chain of Custody Standard.

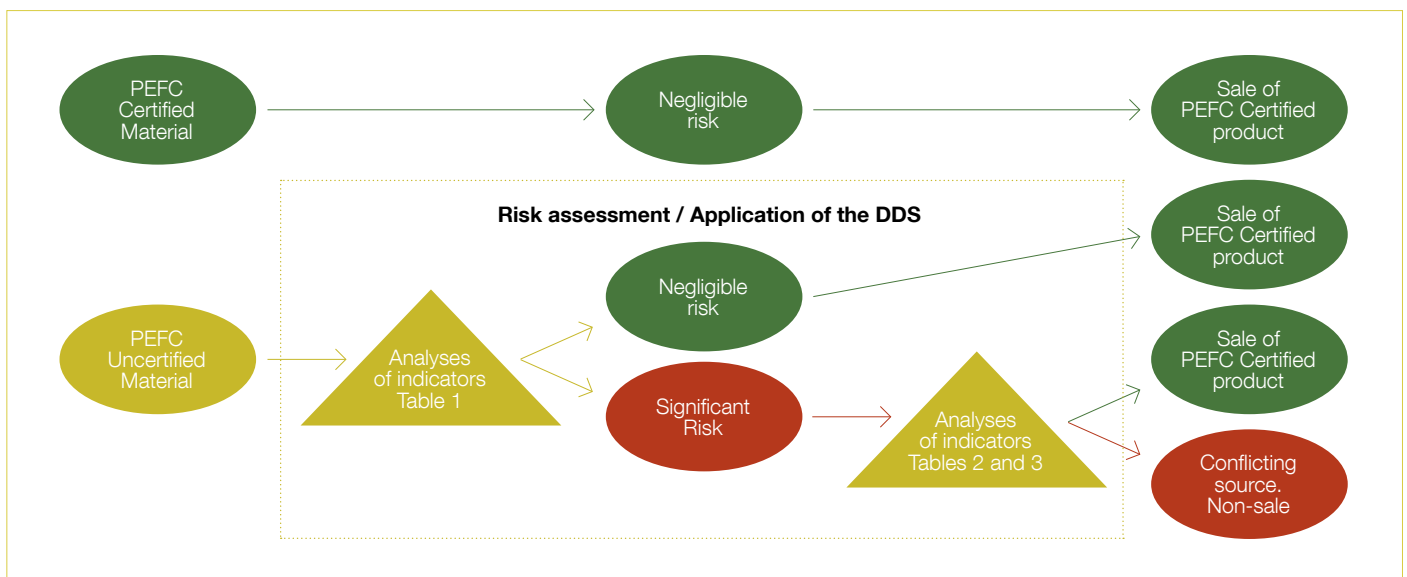
The Due Diligence System (DDS) is an evaluation system to ensure the safe supply of forestry material and that suspicious material does not end up in the market.

It is a system in which an assessment is applied using criteria or indicators that will result in a material defined as "Negligible Risk" or as "Significant Risk", i.e. a material or product identified as PEFC certified as Controlled Sources, and which, therefore, can be put up for sale on the market, or as Conflicting Sources, the sale of which is prohibited by law.

PEFC certified material goes directly to "Negligible Risk" and is therefore free from Risk assessment.

Non-PEFC certified material must pass the risk assessment and can be considered "Negligible risk" as long as it meets the indicators in table 1.

If it fails to meet the indicators, it must pass a second assessment according to the indicators in Tables 2 and 3. Finally, it will be deemed to have "Negligible Risk", and therefore can be considered PEFC Certified, or "Significant Risk", which will be called a Conflicting Source and cannot be put up for sale.



PEFC Due Diligence System (DDS) scheme to avoid material from conflicting sources. Source: PEFC Catalonia.

<p><b>a. Supplies declared certified against a forest certification scheme (not recognised by PEFC) that refer to activities covered by the term conflicting sources and supported by a forest management, chain of custody or fibre supply certificate issued by a third party certification body.</b></p>
<p><b>b. Supplies verified by governmental or non-governmental verification or licensing mechanisms other than forest certification systems, which refer to activities covered by the term conflicting sources.</b></p>
<p><b>c. Supplies supported by verifiable documentation that clearly identifies:</b></p> <ul style="list-style-type: none"> <li>i. The country of exploitation or region where the wood comes from, where the latest Transparency International (TU) Corruption Perceptions Index (CPI) score is greater than 50, or where the latest Corruption Perceptions Index Rule of Law World Justice Project (WJP) is greater than 0.5.</li> <li>ii. The commercial name and type of product, the common name of the tree species and, where appropriate, its full scientific name,</li> <li>iii. All suppliers in the supply chain,</li> <li>iv. The forest area sourcing the supply, and</li> <li>v. Documents, including contractual agreements and self-declarations, or other reliable information indicating that the products do not come from conflicting sources.</li> </ul>

**Table 1:** List of negligible risk indicators. Source: PEFC Spain. Standard of chain of custody of forest and tree products - Requirements.

<p><b>a. Activities that do not comply with applicable local, national or international legislation on forest management, including, but not limited to, forest management practices; the protection of nature and the environment; protected and endangered species; land ownership, tenure and usage rights of indigenous peoples, local communities or other affected stakeholders; matters relating to health, employment and occupational safety; the fight against corruption, and the payment of applicable taxes and duties.</b></p> <ul style="list-style-type: none"> <li>i. The country's latest Transparency International (TU) Corruption Perceptions Index (CPI) score is below 50 or the country's latest World Justice Project (WJP) Rule of Law Index is under 0.5.</li> <li>ii. The country/region is known as a country with a low level of forest governance and law enforcement.</li> <li>iii. The tree species included in the material/product are known as species in which the activities set out in the definition of conflicting sources (a) or (b) predominate in the country or region.</li> <li>iv. The country is subject to sanctions by the United Nations, the European Union or national governments that restrict the export/import of these forest and tree products.</li> </ul>
<p><b>b. Activities where the capacity of forests to sustainably produce a range of timber and non-timber forest products and services is not maintained, or where harvesting levels exceed a rate that can be sustained in the long term.</b></p> <ul style="list-style-type: none"> <li>i. According to publicly available data, such as the FAO Forestry Resources Assessment, the annual volume of wood in rolls exceeds the annual increase in the stocks of wood in feet of the country or region of origin.</li> </ul>
<p><b>c. Activities in which forest management does not contribute to the maintenance, conservation or improvement of biodiversity on the landscape, ecosystem, species or genetic scale;</b></p>

**d. Activities in which forest areas of ecological importance are not identified, protected, preserved or reserved.**

- i. The country's Environmental Performance Index (EPI)<sup>10</sup> score for “Biodiversity and Habitat” is below 50. Where there is no EPI index for a given country, other indicators may be used, such as legislation addressing elements c) and d) of conflicting sources, together with evidence of reliable implementation of the legislation (score of TU CPI >50, or WJP Rule of Law score >0.5).

**e. Activities in which woodland conversions occur, without being in the following justified circumstances, where the conversion:**

- i. Complies with national and regional policy and legislation applicable to land use and forest management,
- ii. Does not have negative impacts on forest areas of ecological, cultural and social importance or other protected areas,
- iii. Does not destroy areas with significantly high carbon reserves, and
- iv. Contributes to long-term conservation and economic or social benefits.

- The country or region has been determined to have had a net forest area loss of more than 1% in the past ten years based on publicly available data or information, such as that provided by the FAO.

- In the country or region, the net area with conversions from woodlands to forest plantations exceeds the increase in the forest area of the country or region, according to publicly available data or information, such as that provided by the FAO.

**f. Activities in which the spirit of the Declaration on Fundamental Principles and Rights at Work of the ILO (1998) is not met.**

- i. Founded studies that demonstrate that the spirit of the Declaration on Fundamental Principles and Rights at Work of the ILO (1998) is not fulfilled in the country.

**g. Activities in which the spirit of the Declaration on the Rights of Indigenous Peoples of the United Nations (2007) is not fulfilled.**

- i. Founded studies showing that the spirit of the United Nations Declaration on the Rights of Indigenous Peoples (2007) is not being met in the country.

**h. Conflict wood.**

- i. The country or region has a prevalence of armed conflict according to publicly available data sources, such as the Fragile States List.

**i. Genetically modified trees.**

- i. According to publicly available information, genetically modified forest and tree organisms are produced in the country or region and are traded on the market.

**Table 2:** List of significant risk indicators in the area of origin. Source: PEFC Spain. Standard of chain of custody of forest and tree products - Requirements.



Appendix 2 refers to the application of the Chain of Custody Standard in organisations with multiple facilities and what the necessary criteria and requirements are to implement the management system.

To summarise, the PEFC Chain of Custody Standard covers 4 operational groups of the company to guarantee the traceability of certified forest material.

- 1) The purchase of certified material. There must be a register of suppliers, they must be asked for Chain of Custody certificates, the PEFC Formal Declaration on the invoice/purchase note and control tickets and scale certification when scales are used.
- 2) The store. Correctly identify certified and uncertified material in order not to mix them if we implement the Physical Separation Method.
- 3) The production system. It is necessary to identify the work orders, draw up a manual for the company that explains which measures have been implemented to guarantee traceability, and to control the decrease. Apply the risk assessment on material that is uncertified or of uncertain origin.
- 4) The sale of certified material. A record must be kept that relates the purchase to the sale of certified product. The formal PEFC statement must be used in sales documents.

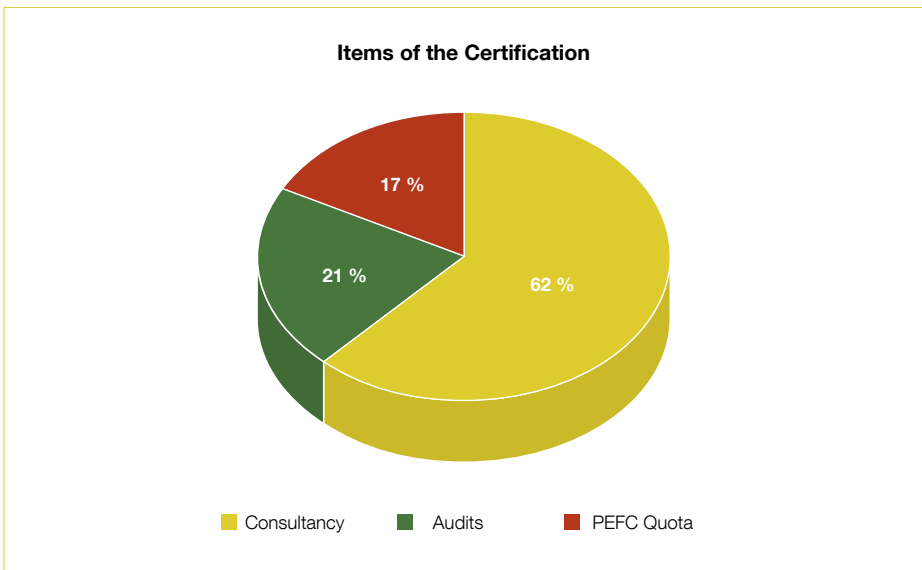
### 03. Certification and investments process

The certification process normally involves 3 players from the point of view of the investment: the company to be certified, the certification body and PEFC Catalonia or PEFC Spain in the rest of the State, in the last term. Each of these players intervenes and collaborates at one time or another with the company to guarantee the entire process.

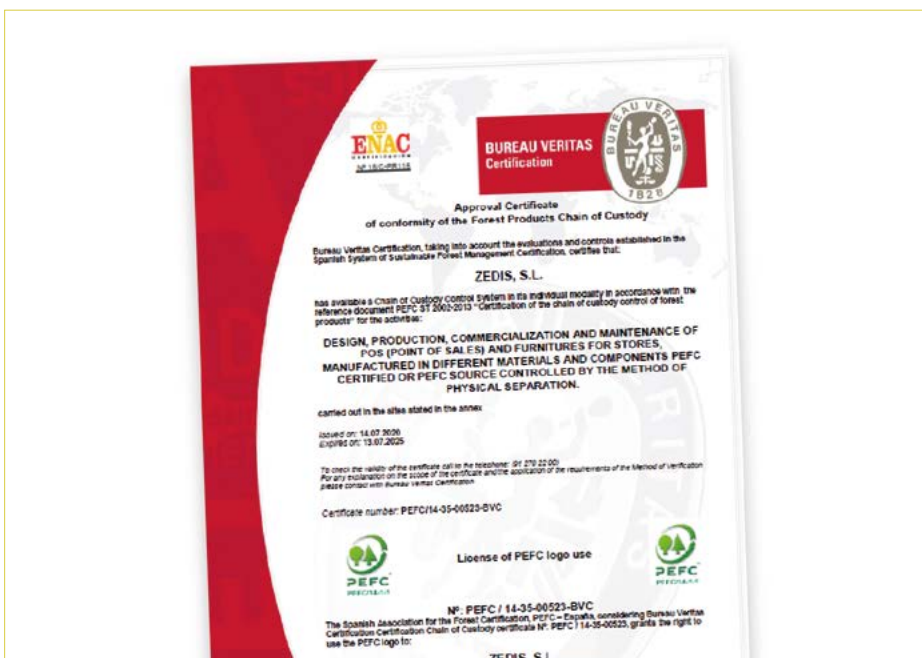
For the company to be evaluated, first of all it needs to implement the management system and adapt its processes to the standard. The company

- a. The countries or regions where the products have been marketed are unknown.
- b. The species present in the product are unknown.
- c. Evidence of illegal practices related to conflicting sources by any company in the supply chain.

**Table 3:** List of significant risk indicators in the area of the supply chain. Source: PEFC Spain. Standard of chain of custody of forest and tree products - Requirements.



Percentage investment in PEFC certification. Source: PEFC Catalonia.



PEFC certificate. Source: Zedis, SL.

can choose either to use the company's own resources and implement the management system, or to contract a specialised consulting service. The prices of the consulting service depend on the magnitude of the company to be certified and the amount of the time that the consultancy will have to devote to it, and also on the complexity of the scope of the certification. The amounts can range between €1,200 and €3,000. Generally, consultancies impact on the first year of investment, as they usually do not generate recurring costs. That is why this decision on how the standard is implemented is important because consulting services are usually 60% of the total investment.

Once the company has implemented the standard, one or more certification bodies must be contacted so that they can send an audit quotation and specify the date. Generally, certification bodies usually send a quote for the entire 5 years that the PEFC certificate lasts. The quote is usually structured in 3 parts: the initial audit, the adminis-

trative fees and the successive annual follow-ups, because the system must be verified every year to certify that the company continues to comply with the traceability processes. Once again, the price of the audits depends on the size of the company, the complexity of its internal processes and the time or hours of the person assigned to audit the company by the certification body. Prices can also range from €6,000 to €10,000 for 5 years.

The certification audits give or refuse access to the certificate. It depends on the audit report issued by the certification body. All failure to obtain the certificate lies in non-conformities, non-compliance and non-guarantee of the traceability of the forest products. The company has up to 3 months to resolve them and thus obtain the PEFC Chain of Custody certificate.

Finally, once the company has passed the audit, a PEFC Logo Usage licence linked to the PEFC certificate must be signed for it to mark the products with

the PEFC seal and also make promotional use of them for all purposes of communication.

The fee for the use of the PEFC Logo is scaled by the company's invoicing groups with respect to the forestry material and as reported and certified in the audit. This rate is established as an annual fee and can range from €225 for a company with a turnover of between 0 and 2 million euro to €13,755, which would be paid by a company that exceeds 1,000 million euro.

Looking at these figures in isolation and without applying reason and study, one might think that the investment in PEFC certification is a heavy investment for a company. But, far from reality, the study shows that this is not the case. If we consider an SME among the many that exist in Catalonia that works in a wood transformation process and which invoices up to 2 million euro, as long as it implements its own resources, the cost of the monthly certification could be between 60 and 70 euro.

**Tarifas de Uso Sistema Español y Marca PEFC**  
Precios en IVA, válidos para el año 2020

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web [www.pefc.es](http://www.pefc.es)

Gestión Forestal Sostenible			Cadena de Custodia		Sublicencias
	Ha	1º año (euros)	Años sucesivos (euros)	Valor de negocio ** (mill. euros)	Tarifa anual (euros)
Certificación individual	0 a <1000	520	250	de 0 a <2	225
	1.000 a <5000	1.050	525	de 2 a <5	410
	5.000 a <10.000	1.575	788	de 5 a <10	670
	10.000 a <50.000	2.520	1.215	de 10 a <30	1.110
	50.000 a <100.000	4.200	2.100	de 30 a <50	1.425
	100.000 a <500.000	6.300	3.150	de 50 a <250	2.235
Certificación regional o de grupo	500.000 a >	8.400	4.200	de 250 a <500	3.925
				de 500 a <750	6.970
				de 750 a <1.000	10.265
				1.000 o >	13.755

Se aplica una reducción de 25% sobre las tarifas indicadas arriba

Mutualidad de Pymes

Se aplica la tarifa de Sublicencia a cada una de las instalaciones adscritas al certificado.

225 euros anuales

\*\* VOLUMEN NEGOCIO DE LA ENTIDAD CERTIFICADA

Promoviendo la gestión forestal sostenible

PEFC Spain Tariff Table. Source: PEFC Spain.

This cost, therefore, is very similar to what a telecommunications operator’s Internet and telephone service can cost. In the end, the company obtains a worldwide certificate and an international licence that guarantees sustainable forest management and controlled sources.

#### 04. Labelling options. The PEFC seal and the markets

The company certified by obtaining the PEFC Logo Usage Licence can mark the products with the PEFC seal or make promotional use of it. This licence is regulated by the document ‘Rules for the Use of PEFC Brands - Requirements’, a manual that is public and complementary to the PEFC Chain of Custody Standard.

Regarding the marking of products, the PEFC seal can only be marked on a product when the product is within the scope of the certification

and certified by at least a percentage of 70%. The company obtains a universal licence that is identified with PEFC/XX-XX-XXXX.

The marking of the product with the PEFC seal always entails two guarantees as mentioned by the seal itself, being accompanied by the default text: “This product comes from sustainably managed forests and controlled sources.”

The company can also make use of promotional logos on all its communication tools it has. The logo can appear on invoices, web pages, product catalogues, business cards, roll-ups, commercial presentations... in short, any communication material. The promotional logo is accompanied by the text “Promoting Sustainable Forest Management”.

The PEFC seal is a guarantee for the demand for sustainable products of forest origin for different markets:

public procurement and state regulations on timber trade, corporate social responsibility commitments, private procurement and own demand of the certificate between the companies in the chain of custody, and finally the end consumer.

A 2014 market study by the company GMK commissioned by PEFC International in different countries of the world concluded that 60% of consumers understood that the PEFC logo meant something good for the maintenance of forests and that 30% of consumers actively looked for green stamps.

Another more recent study from the year 2018 carried out by the OCU-NE-SI in Spain on consumer behaviour revealed that 73% of consumers already make purchase decisions under sustainability criteria in a more or less conscious way, but that unfortunately most consumers get lost in the multiplicity of green labels.

**PEFC Creient en responsabilitat**

**MODEL ORIENTATIU D'INVERSIÓ EN LA CERTIFICACIÓ PEFC**  
Per una empresa certificada en Separació Física i d'una facturació anual de fins a 2 Milions d'Euros

**I. 1er ANY**

AUDITORIA UNITATS	PREU AUDITORIA/JORNADA	TOTAL
0,75	280 €	210€
TOTAL AUDITORIA		210€
QUOTA LLICÈNCIA DE LOGOTIP PEFC		225 €
<b>TOTAL</b>		<b>435 €</b>

**II. 2on ANY I PROCESSOS**

AUDITORIA UNITATS	PREU AUDITORIA/JORNADA	TOTAL
0,5	850 €	425 €
TOTAL AUDITORIA		425 €
QUOTA LLICÈNCIA LOGOTIP PEFC		225 €
<b>TOTAL</b>		<b>650 €</b>

**III. REGIM D'INVERSIÓ PELS BANS**

TOTAL CERTIFICACIÓ PEFC (BANS) 1712,5€\*

TOTAL CERTIFICACIÓ PEFC (BANS) 61.879€

**IV. SERVEIS DE VALOR AFEGIT**

- Briefing per part de l'auditor per obtenir les necessitats de certificació adequades a les necessitats de la seva empresa
- Visita i Jornada Personalitzada per part de PEFC Catalunya
- Formació a l'equip de Disseny Gràfic de l'Empresa en la Creació de Logos
- Formació a l'equip de Comunicació, Màrqueting i Comercial en la Venda de PEFC com a marca de garantia de sostenibilitat.
- Suport a visites comercials per defensar la marca PEFC

\*Figures document de un model d'implimentació del sistema de certificació PEFC orientativa i en cap cas representa una feitura o compromís oficial.  
\*Base Impositiva: Els facturadors i IVA del 21%

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Company investment study. Source: PEFC Catalonia.



PEFC Model Logo (top) and Promotional Logo (bottom). Source: PEFC Catalonia.





Another indicator that the market for sustainable products in the US is on the rise is that of the consulting company Nielsen, which concludes that *millennials* are more willing to buy sustainable products and even pay more for them.

In Catalonia, large distribution companies have recently been waging on promoting sustainability measures beyond *greenwashing* both in their operational processes and in the packaging they use for their products.



This is why the PEFC seal, in addition to being a global guarantee of sustainable forest management and control of the transformation processes, has a commercial component that some certified companies are already understanding. Even so, more pedagogy needs to be done in a highly urbanised society that does not understand the advantages of generating a bioeconomy circle and unfortunately thinks that cutting down trees is committing a crime. Demand for sustainable forest products for rural development needs to be boosted and forest products of greater value must be generated. Some examples that point in this direction are biomass and wood construction.

### 05. PEFC in Catalonia: the data

PEFC Catalunya is a second-level non-profit entity that belongs to the Registry of Environment and Sustainability Entities of the Generalitat de Catalunya and also to the Network of Barcelona+Sostenible Entities of Barcelona City Council. PEFC Catalunya promotes the values of taking care of the forest and its biodiversity, rural development and sustainable consumption.

PEFC Catalunya is also a partner of PEFC Spain, and this of PEFC International, which forms an entity that scales from the local to the international level.

The partners of PEFC Catalunya are entities that encompass all these values. The General Directorate of Forests of the Government of Catalonia, the Centre for Forest Ownership, the For-



Montsià, La Fageda, Damm and Rossignol. Photos: PEFC Catalunya and Skis Rossignol de España, SA.

estry Consortium of Catalonia, BOSCAT the Federation of Associations of Forest Owners, the Forest Technology Centre of Catalonia, the Wood and Furniture Guild, the Agricultural Institute of Sant Isidre, Depana Lliga for the Defence of Natural Heritage, Union of Farmers, the Association of Auctioneers and Sawmills of Catalonia, the Organisation of Consumers and Users of Catalonia (OCUC), the Catalan Association of Forestry Works (ACETREF), the Association of Local Forest Ownership Entities in Catalonia (ELFOCAT), the Catalan Timber Institute (INCAFUST), the College of Agricultural and Forestry Technical Engineers of Catalonia (CETAFC), Young Farmers and Stockbreeders of Catalonia (JARC), the College and Association of Forestry Engineers of Catalonia, PROFOR the Spanish Association of Forestry Professionals,

the Higher Technical School of Agricultural Engineering of Lleida, the Catalan Association of Municipalities, the Federation of Municipalities of Catalonia and the Cork Business Association of Catalonia (AECORK).

In Catalonia, there are 201 companies certified to be able to guarantee a sustainable and safe supply chain. The average growth of companies since 2015 has been 15%.

Of the total number of companies, the most representative sectors of the PEFC Chain of Custody are the graphic industry and manufacturers, which encompass all types of products, followed by pulp and paper companies, wood stores, biomass companies and sawmills.

## 06. Conclusions

The Chain of Custody certification represents an opportunity in Catalonia to promote the bioeconomy and offer a global guarantee of sustainability and safety in the processes of transformation of forest products.

Large distribution companies are drawing on these sustainable products, and public authorities are also asking for sustainable and circular economy or km 0 products, which increases the value of forest products.

Consumers are still not aware of the PEFC seal, although they understand that the product is “ecological” or respectful of the environment.

### To learn more

PEFC Spain General Assembly (2020). Chain of Custody of Forest and Tree Products. Requirements, PEFC ST2002:2020. PEFC Council 2020.

PEFC Spain General Assembly (2020). Rules of use of the PEFC-Requirements brands. PEFC ST 2001:2020. PEFC Council 2020.

PEFC Council (2014). PEFC Global Consumer Survey. Survey carried out by the German company GFK.

OCU. (2018). Another Consumption for a Better Future. New Economies at the Service of People and the Planet. OCU-NESI.

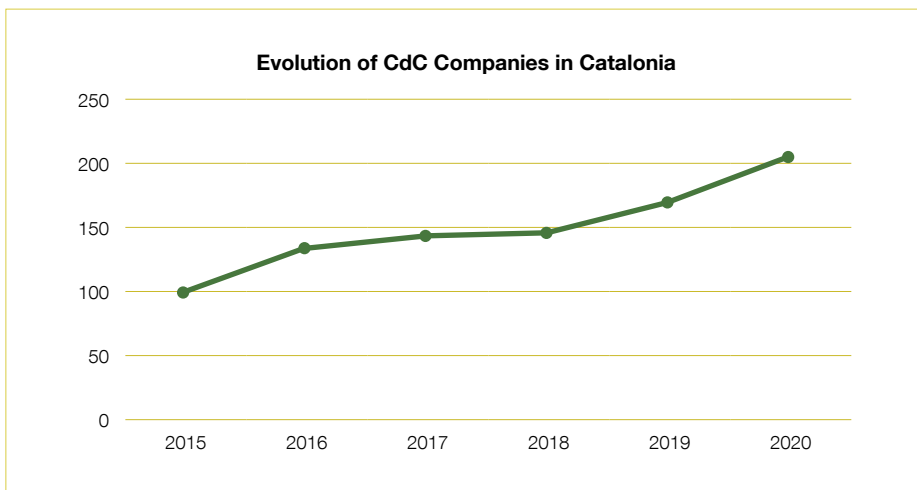
The Nielsen Company (US) (2018). Was 2018 The Year of the Influential Sustainable Consumer? Web article.

### Author

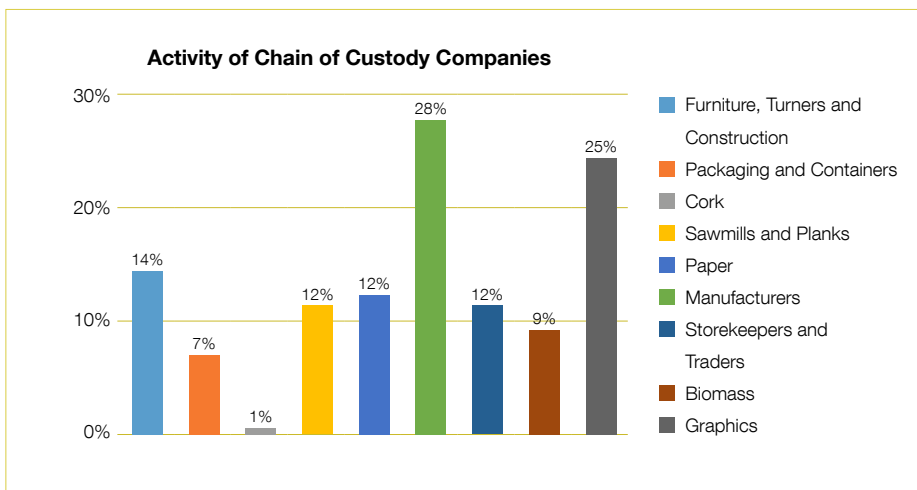


**Robert Roch i Sunyé**

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Development of companies in the Chain of Custody. Source: PEFC Catalonia.



Chain of Custody companies activity. Source: PEFC Catalonia.



# SUCCESS CASES

## of PEFC chain of custody certification

To be able to show you some examples of the PEFC Chain of Custody certification, we offer the testimony of the players themselves who make all this possible. We show you some examples of successful cases ranging from some companies that have PEFC Chain of Custody certification

and guarantee products to customers or end consumers, as is the case of Rossignol, Wood4You or Alzamora Packaging, to companies which, although they are not in the scope of certification, buy certified product to pack their products, as is the case of Fageda or DAMM.

### Alzamora Group's sustainable and innovative commitment



Alzamora Group, a leading company in the manufacture of cardboard packaging, defines sustainable commitment as a reason for being and a fundamental pillar in its business strategy.

Located in one of the most impressive natural parks in Catalonia, in the Garrotxa area, they emphasise how the idyllic environment in which they work has made them aware and prioritise care for the environment.

"From the beginning to the end of the packaging production process, Alzamora Group takes into account the environmental impact. All starting with our raw material, cardboard, one of the most noble, recyclable and biodegradable materials", says the general manager, Anna Alzamora.

Regarding production, the director adds that "the company's pol-

icy is based on the optimisation of all processes, with the aim of minimising the carbon footprint and being as ecologically efficient as possible".

For this reason, Alzamora Group has been offering the PEFC certificate to all its clients for more than 10 years so that their projects favour the good circular economy and use materials from responsibly managed forests.

In relation to the products they offer, the company recently celebrated the second year of the launch of LatCub, its revolutionary renewable, 100% biodegradable and fully recyclable solution that replaces the plastic of rings and the shrink cover of beverage cans.

This new sustainable packaging is produced with the minimum use of cardboard and without any type of plastic or adhesive tape, and offers brands extensive advertising opportunities.

Several companies in the global beer sector have already noticed this product, and also the well-known Estrella Damm brand, which more than a year ago started using the LatCub solution with the PEFC certificate as an alternative to the 'grouper of 6 plastic cans that they had used until then.

LatCub, the first container available on the market with these characteristics, is a clear example of the future of packaging. Alzamora Group assures that every day more companies are looking for substitutes for plastic, a material that has been damaging our oceans and the lives of many fish and marine animals for many years.

Alzamora Group's innovative character and its desire to provide solutions with less impact on our planet mean that the company has maintained PEFC certification all these years.

Today, the Alzamora Group is in full international expansion. It offers its services from Spain and also from Portugal, with Novotipo, its latest addition to the group. They work in more than twenty countries and three different continents, offering the best packaging solutions available on the market to a wide range of clients from the most dynamic sectors of the world economy.

**Alzamora Group**



## Estrella Damm: Eco-sustainable packaging



Estrella Damm's concern for the environment is not new. For years, for example, it has been brewing its beer with local ingredients, using only electricity with a green certificate of origin or promoting recyclable packaging.

This is why Estrella Damm has opted for more eco-sustainable packaging. And it has done so by eliminating plastic rings and decorated shrink wraps from its can packs. Pioneering projects in the beer sector that will mean the reduction of more than 359 tons of plastic per year. The new system for grouping cans, LatCub®, allows them to be grouped with 100% biodegradable cardboard packaging made with natural fibres from sustainably and responsibly managed woods. The packaging of the packs of 6, 12 and 24 cans is also made of PEFC-certified cardboard, which has rounded corners following the shape of the can.

Fede Segarra  
Damm Director of Communications and Institutional Relations

## La Fageda yoghurts and ice creams in PEFC certified packaging



At La Fageda, we are producers of yoghurts, ice creams and jams, business activities that, within the framework of the agri-food industry, we carry out at the Els Casals de Santa Pau farm, in the Natural Park of the Garrotxa Volcanic Area, with access after crossing the emblematic Fageda d'en Jordà beech forest.

Our status as a social project, our physical location in a natural environment protected by law and deep-rooted

values of respect for people, animals and the environment make Good Practices in the field of sustainability a priority for us in the decision-making, and not an empty declaration of will. In fact, taking care of our environment, making responsible use of natural resources, energy, water and raw materials, and reducing - reusing - recycling are guidelines and commitments that are made explicit and included in our quality policy.

For all that, and with the clear aim of moving forward in this area, we also materialise this commitment in our packaging policy as we introduce novelties to the market or implement changes. As an example, and in this case in favour of forest sustainability, are the latest actions we have carried out in both yoghurts and ice creams. In 2020, La Fageda marketed a new family of yoghurts that, under the name Cremosos, we sell in containers of half kilo format, and the material is cardboard certified with the PEFC system, a requirement that we request of our supplier. We will expand this family of yoghurts in the medium term into formats of 125 grams and with the same material.

We have also renewed the image of our ice creams, which are also packaged in certified cardboard using the same system. Apart from these containers, the logistics boxes with which we serve these products to our customers are also PEFC-certified cardboard.

Our consumers welcome these initiatives with a high degree of satisfaction, and thus transmit it to us through various channels; a fact that reinforces our determined will to continue along this line.

Esther Carreras  
La Fageda marketing department.

## Rossignol: Wood, at the heart of our DNA

Rossignol was born in 1907 when Abel Rossignol, a passionate mountain carpenter, created his first pair of wooden skis. Since then, the work of this noble and natural material has remained at the centre of the Group's experience.

At this time, forests are recognised as the best tool for climate balance. Good management of these woodlands makes it possible to absorb CO<sub>2</sub>, strengthen biodiversity and generate oxygen, among many other values.

This is why the Rossignol Group, since 2019, has opted for PEFC certified wood to promote sustainable forest management.

**Enric Casas**

Managing director of Skis Rossignol in Spain.



## Wood4you: packaging, display furniture made of certified wood.

The WOOD4YOU brand arises from the idea of transforming the traditional activity of carpentry into the manufacturing activity of making boxes for the transportation of live animals and wooden displays (plv), among others.

Five years ago, we boosted the market of animal transport boxes and, seeing the shortcomings there, we came up with an idea to be able to deliver folded carriers to customers, who can easily assemble them using only their hands and without the use of machines. We called this system the click system. This system gives a product that minimises transport costs and storage space for a specific market niche which no one has developed before.

All products comply with specific international airline regulations (IATA) and are a reference for the main customs agents of the main airports throughout Europe.

The introduction to the market through a market niche, which is concrete and defined, has allowed us to enter the



packaging and plv (point of sale display furniture) market, where wood gives a more natural, biodegradable and ecological appearance to the products on display.

That is why we have thought it appropriate to be certified in the PEFC chain of custody to offer and guarantee customers products made with wood from sustainable forests. We also have the CATFOREST certification to enhance the value of certified wood from Catalonia. At the same time, market awareness is increasingly looking for more labels that demonstrate that the product follows certain rules and that its manufacture follows sustainable criteria.

**Sebastià Talarn**

Co-owner of Wood4you Talarn, SL.

# WHAT IS CATFOREST? Catalonia Forest Product



CATFOREST – Forest Product of Catalonia is an initiative of the Catalan forestry sector with the aim of allowing prescribers, consumers and society in general to identify forest products from the forests of Catalonia in the market, with a guarantee of sustainability (sustainable forest management), proximity (Catalonia) and quality (quality standards).

The Catalan Association for the Promotion of Forest Certification, PEFC Catalunya, is the owner of the brand that was registered in 2015 as the CATFOREST Guarantee Brand - Forest Product of Catalonia. The brand includes the following forest products: structural wood, sawn wood, chips, pellets, firewood and briquettes.

The CATFOREST Brand was born with the credibility that gives it the need to have a Certificate of Sustainable Forest Management and Chain of Custody from an independent third party so that CATFOREST - Forest Product of Catalonia can be used as an identifier of the products.

### Benefits of the identification of Catalan forest products in the market

The identification of Catalan forest products in local markets can bring added value to products that are already sustainable and renewable. Local businesses and marketers can increase their competitiveness in the local market and improve their Corporate Social Responsibility (CSR) by promoting short circuits with a small carbon

footprint and promoting a circular economy. Local forest products can ultimately be revalued and facilitate the necessary forest management.

### Who can use the CATFOREST brand - Catalonia forestry product?

Group 1	Group 2
Forest owners	Forest harvesting companies, packers and/or processors of forest products
Group 3	Group 4
Companies selling products of forest origin	Responsible public or private collaborating entities

All users who wish to join must sign a membership application with minimal commitments and fulfil certain requirements and obligations.

Requirements	Users
Have an approved and valid forest management instrument	Group 1
Have an internationally recognised Sustainable Forest Management Certificate (PEFC, FSC or others), or a certificate issued by an independent third party accredited by the National Accreditation Body (ENAC)	Groups 1, 2 and 3
Obligations	Users
Promote the Brand and the products protected by it within the framework of its activities	Group 1, 2, 3 and 4
Market under the auspices of the brand forest products capable of being so, except in cases where the buyer and/or consumer are not domiciled in Catalonia	Group 1, 2 and 3



Left, bag of CATFOREST certified pellets from the company ENERBIO. Right, Sign of the CATFOREST Certified Forest Property Centre and made by the company Wood4You Talam, SL. Photo: CATFOREST.





## A Conversation With: EDUARD DE RIBOT AND RAFEL MURIA

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The products that are extracted from the forest are very diverse: wood is the best known, but many other non-wood products are also used such as mushrooms, chestnuts and honey. From these two sides we talk to

Eduard de Ribot, forester, who explains the importance of Sustainable Forestry Management for obtaining wood and Rafel Muria, bee-keeper, who is working to achieve the first honey with PEFC certification.



## EDUARD DE RIBOT, Forester

“It takes a lot of hard work to convince society of the importance of Sustainable Forestry Management and all that it entails, backed by a quality seal like the PEFC certificate”

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Eduard de Ribot Porta is a technical forestry engineer and forester. He is a member of the Governing Board of the Forest Consortium of Catalonia, a member of the Governing Council of the Centre for Forest Property, secretary of the Governing Council of the Forestry Services Cooperative and a member of Young Farmers and Stockbreeders of Catalonia (JARC), and also trains part of the governing boards of the Sant Hilari Forestry and Agricultural Association, the ADF Guillerries Montseny and other associations linked to the sector. He has also been the driving force behind the *Quality Suber* cork producer group.

### What is the forest for you?

The forest is a complex natural system, with a multitude of functions that could be grouped into three highly interrelated blocks: productive, environmental and social. This environment is in constant evolution, the result of management, the cycles of the different species that are part of it and a multitude of interactions of all kinds that condition this development.

The forests we have, their wealth and their associated immense biodiversity, are the result of a close communion between the very evolution of the species and human management over many years, and their future depends to a large extent on our continuing to work in a sustainable and

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“Forests are complex natural systems, with a multitude of functions that could be grouped into three highly interrelated blocks: productive, environmental and social”

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economically viable way, to increase their resilience to climate change, to structure them in fire prevention, to regulate their social use, etc.

### What does being a forester involve?

As a forester, I consider myself a temporary manager of a heritage, with the responsibility of managing estates that have come into my hands in a certain state, the result of a very important task of several generations and I believe managed optimally. This management makes it possible to obtain forest products and, therefore, generate economy, capitalise on the masses, reforest agricultural land, change species with health and market problems for others with greater potential both in production and quality, etc. It also allows for the modulation of a changing landscape with an endless list of associated positive externalities, both economic and social as well as environmental. All these connotations derived from management and how it is done highlight the importance and responsibility of sustainable forest management.

### How have you changed the management of your forests as a result of sustainable forest management?

Even before the current planning, embodied in the Forestry Management Instruments, the management of these estates was documented in plans based on the wisdom of the managers who preceded me, and, in this sense, although surely the management that was carried out did not have this explicit qualifier of “sustainable”, it was at least as much as it is today.

I do forest management in accordance with technical knowledge and acquired experience, taking into account the multi functionality of the forest, but without forgetting an essential objective which is the generation of economy, without which it would be totally impossible.



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“I do forest management in accordance with technical knowledge and acquired experience, taking into account the multi functionality of the forest, but without forgetting an essential objective which is the generation of economy, without which it would be totally impossible”

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By this I mean that I have not changed much in the way of management to be able to claim that we carry out an SFM, apart from a logical adaptation in the way of working that gives us the current means and the optimisation of resources. This sustainability is not a recent invention, we simply found a modern adjective to describe a way of working that in many fundamental aspects has not changed, since many of these externalities implicit in management were already taken into account.

In Catalonia, only 33% of the total forest area is planned with an FMI, a necessary step to forest certification. Why do you think this is? What do you think are the benefits of having PEFC certified forests?

I would make this negative statement positive. It is a great merit that in a country with such a variety of forest types, productivity, different realities... 33% of the area is planned.

We cannot be so simplistic when it comes to analysing data and percentages, and we should delve deeper into the different forestry realities that we find in our country, with areas of very unproductive forests and with many other problems, where one of the main constraints on management is the economy.

If there is no such feasibility in management, there will hardly be any interest in planning and, therefore, neither in certification.

In my opinion, the main value of having PEFC certified forests is to have a guarantee seal, the result of an independent external evaluation, according to which the forest management carried out on the properties meets a set of requirements or standards of agreed sustainability.

Do you think that the sector and the end customer can give a boost to wood and wood products because they are PEFC certified?

Yes. Society, in many cases, is willing to pay a higher price for products that offer guarantees: ECO seal, designations of origin, local product, etc. are all examples. It takes a lot of hard work, especially well-directed communication, to inform in an understandable language and convince society

of the importance of SFM (Sustainable Forest Management) and all that it entails, backed by a seal of quality like the PEFC certificate.

In Catalonia, approximately 60% of the surface is forested and woods are the country's main infrastructure. Do you think the necessary resources and investment are being allocated?

Not enough public resources are allocated to it. I think it is a mistake for the public authorities to economically neglect this key infrastructure of the country because they consider insufficient the important links between the forestry sector, the territorial balance and its economy. Links in the forestry sector itself, in the entire rural area and in many other economic sectors that depend on it and that have sustainable forest management as the main tool, and in their managers, the main players and partners to preserve, adapt and improve this key infrastructure for our country.

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“In my opinion, the main value of having PEFC certified forests is to have a guarantee seal, the result of an independent external evaluation, according to which the forest management carried out on the properties meets a set of requirements or standards of agreed sustainability”

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## RAFAEL MURIA, Chairman of Mel Muria

“Bee-keeping does not only allow us to produce honey, it is a style of production and one of the best sustainability models”

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Rafel Muria Martí is a bee-keeper and chairman of Mel Muria (El Perelló, Baix Ebre), a fifth-generation family company with 200 years of bee-keeping tradition and a leader in honey exportation. The company is currently working on a pioneering project to market the first PEFC certified honey in Europe, Asia and North America.

What are the sustainability criteria you apply to Mel Muria?

Since our creation, environmental and social sustainability has been part of our primary values. We strive to constantly improve our processes and environmental indicators and thus be able to optimise our resources with the aim of being a reference company and leaving the smallest possible environmental footprint.

Bee-keeping not only allows us to produce honey, but is a style of production and one of the best models of sustainability. In addition to being a completely environmentally-friendly production, it facilitates pollination, a function that contributes to the maintenance of biodiversity and at the same time ensures the continuity of the habitat and natural biological diversity. This ensures a greater spread of the seeds needed for plant renewal.

How many hives do you have, where are they and what are their characteristics?

We have 2,000 beehives located in various flowering areas of Catalonia, taking advantage of each of them according to their season and tracking them to obtain the various varieties of honey we offer.

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“We have 2,000 beehives located in various blooming areas of Catalonia”

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The hives are of the Dadant type, which allow us to work only with the floors that are located on top of the hive, where the bees place their surplus honey and where we extract it, which leaves the parent with brood cells and honey to feed on.

Mel Muria has always had a very innovative component, and has thus obtained certifications such as that of the CCPA, among others. What is the main impetus to make this effort in honey and other bee product certifications?

The main drive is the passion that has been passed down from generation to generation to the Muria bee-keepers. But going beyond that, I feel I have a once-in-a-lifetime opportunity in my hands to protect bees, create awareness among the population, and take honey beyond what everyone knows. With the help of the honey chef, Rafel

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“With the help of the honey chef at the Quatre Molins Restaurant, I think we are leaving our mark in several areas and now we have to take the step of certifying the first PEFC honey in the country”

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Muria from Restaurant Quatre Molins, I think we are leaving our mark in several areas and now it is our turn to take the step by certifying the first PEFC honey in the country.

You are already working on the innovation process to certify this honey from forest farms with Sustainable Forest Management certification, which will make it the first PEFC certified honey in Europe, North America and Asia. In addition to the guarantee of traceability, which you already control through other certifications, what pushed you to drive this project forward?

Our concern to leave the forest and the estates where we work as we found them, or better. But it goes further, as we share the desire for the forest to be managed responsibly and for present and future generations to manage their actions with sustainable criteria to contribute to maintaining numerous ecosystems and biological diversity, with an ever-more recognised social and cultural role. In this sense, PEFC is a forest certification system that ensures that the world's forests are managed responsibly.

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“PEFC is a forest certification system that ensures that the world's forests are managed responsibly”

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What are the characteristics of this honey? And the certified forest properties?

It is an organic honey with a floral aroma with fruity notes, an intensely sweet taste and slight salty and sour tones. The process of this honey follows the criteria necessary to be certified as organic, in addition to coming from sustainably managed forest properties with practices adapted socially, economically and environmentally to local conditions, which means environmental advantages such as protection against fires and pests, the contribution to the mitigation of climate change and the conservation of biodiversity and resources such as water or soil.

What do you think PEFC certification can bring you in the markets? And for the end consumer?

The PEFC seal consolidates the way of working that we have maintained for many years, as well as guaranteeing the sustainable management of the forest where our honey comes from.

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“It is an organic honey with a floral aroma with fruity notes, an intensely sweet taste and slight salty and sour tones”

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We believe that this initiative can help us make the population aware of the work that bee-keepers do with the environment to facilitate pollination and thus contribute to maintaining biodiversity.



On 17 February, Rafel Muria Martí, representing Mel Muria, received the PEFC Chain of Custody certificate that guarantees mountain honey from well-managed forests that respect the environment and biodiversity.

In this last year, they have worked hand in hand with PEFC Catalonia to certify the first honey from forests certified in Sustainable Forest Management in Europe and the first to be exported worldwide.

