

<i>Normative Document</i>	28 October 2005	
<b>PEFC Logo Use Rules</b>		<b>Annex 5</b>

## **PEFC Logo Use Rules**

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## **1. OBJECTIVE**

The objective of the document is to set up rules for PEFC logo use to assure the protection of ownership rights of the PEFC Logo and transparent and credible communication of claims connected with PEFC certification to avoid any misleading or misunderstanding of PEFC messages.

## **2. SCOPE**

The document was adopted by the General Assembly of the PEFC Council on 22 November 2002 and revised on 31 October 2003, 29 October 2004, 17 June 2005 and on 28 October 2005.

The Document *PEFC Logo Use Rules* establishes the rules and guidelines

- which specify who the owner and governor of the logo is
- who has the right to use the PEFC logo and trademark
- what kind of claims are included in the logo
- in what kind of on- and off-product communication the logo can be used
- what the specifications are as regards the reproduction of the PEFC logo in printed and published form

## **3. PEFC LOGO COVERAGE**

The PEFC scheme is a single-issue labeling scheme, the claims of which only concern sustainable forest management, as defined and endorsed by the Intergovernmental processes promoting sustainable forest management (e.g. MCPFE, ITTO etc.). Consequently, apart from wood and wood based raw material, the PEFC scheme does not make any claims on other raw materials. The PEFC scheme does not include any multi-issue or lifecycle analysis claims.

## **4. OWNERSHIP AND USAGE OF THE PEFC LOGO**

The PEFC logo is copyrighted material and is a registered trademark owned by the PEFC Council. The initials “PEFC” are covered by copyright and are registered. Unauthorised use of this copyrighted material is prohibited and may lead to legal action. The use of the PEFC logo is regulated and governed by the PEFC Council. A fee for logo usage may be levied in accordance with Article 10 of the Statutes of the PEFC Council.

## **5. ROLE OF PEFC NATIONAL GOVERNING BODIES**

Subject to a contract with the PEFC Council, the PEFC National Governing Bodies:

- are permitted to use the logo for educational purposes
- have the task to issue licenses on the PEFC Council’s behalf, if deemed necessary, in accordance with these PEFC Logo Usage Rules

- have the task to keep an up-to-date register of all the on- and off- product logo users given licenses by the PEFC National Governing Body and certificate holders (forest management and chain of custody) within the country and transfer the data to the PEFC Council in accordance with the specifications outlined in the PEFC Council Internal Rules for the PEFC Registration System
- have the task to make available either “*The PEFC Confirmation of Participation within a Region or Group having a Forest Management Certificate*” in the official language(s) of the country, in a form decided by the PEFC Council or other document which has been endorsed by the PEFC Council as a part of the national or sub-national certification scheme.

## 6. TASKS OF CERTIFICATION BODY

The relevant certification body is responsible for control of the use of the PEFC logo by a logo user under group B and C as a part of the forest management or chain of custody audit.

## 7. LOGO USAGE

### 7.1 User Groups

Four groups of logo users are identified –

**Group A** – The PEFC National Governing Bodies are permitted to use the logo for educational purposes and to issue licenses on the PEFC Council’s behalf, if deemed necessary, subject to a written contract with the PEFC Council.

**Group B** – Forest owners and managers who have a valid forest management certificate or all eligible actors participating in a region or group with a valid forest management certificate (regional or group certification). The forest management certificate shall be issued by an independent certification body meeting the requirements of *Annex 6 (Certification and Accreditation Procedures)* and shall state in it compliance with the requirements of the forest certification scheme which has been endorsed by the PEFC Council.

Under Group B, the following units can be logo users:

- holders of a regional certificate
- holders of a group certificate (group of forest owners)
- individual forest owners (as holders of individual certificate or members in regional or group certification)
- other actors participating in the regional or group forest certification (e.g. contractors)

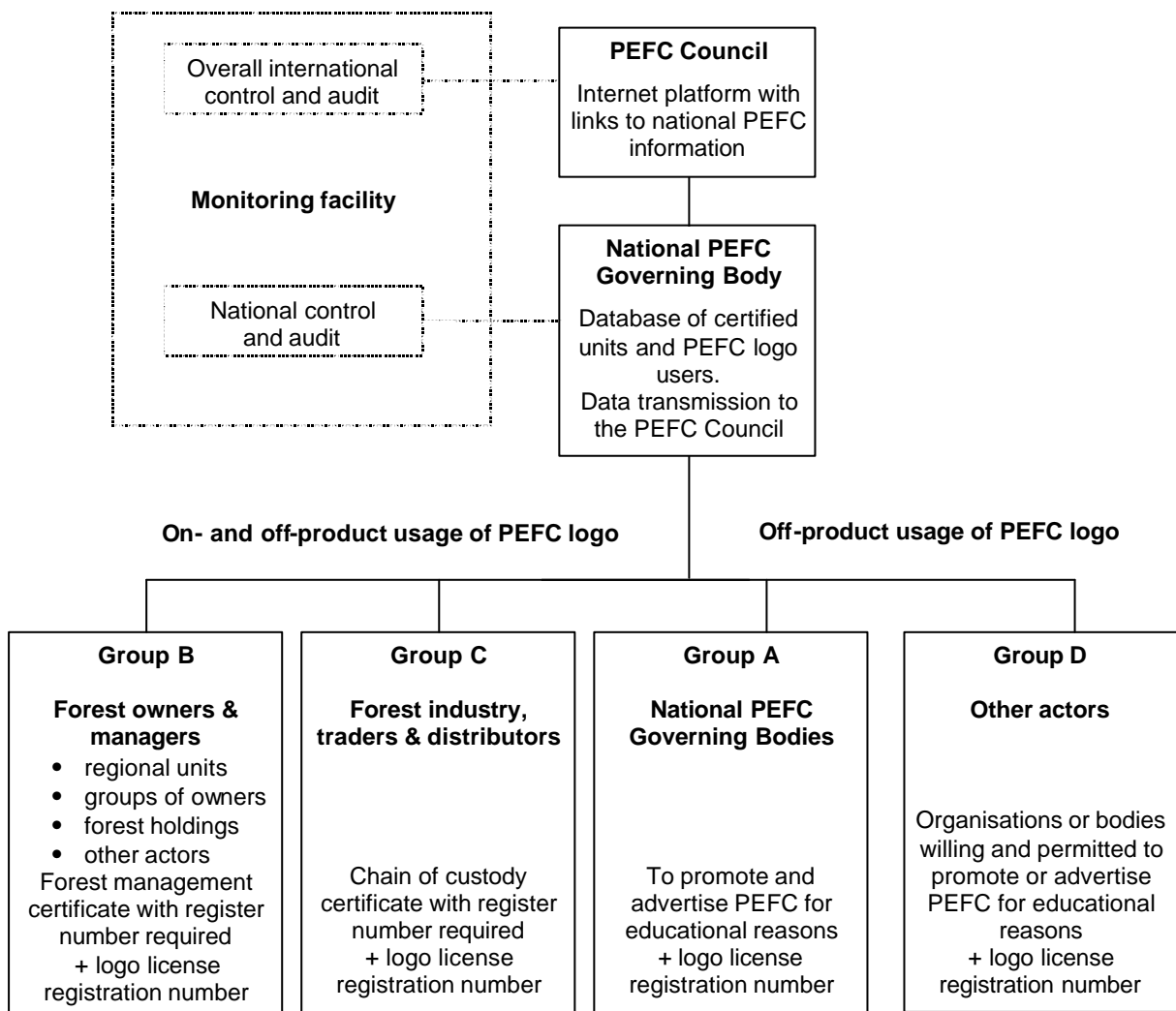
Under regional units (unions, forest management associations, etc.) and groups of forest owners, participating individual forest owners/managers/other actors can get an individual license, which has to be obtained from the PEFC National Governing Body (acting on behalf of the PEFC Council), subject to a written contract with the PEFC Council.

**Group C** – Forest related industries, (e.g. wood procurement organisations, wood processing industries, wood traders, distributors, retailers etc.) as holders of the chain of custody certificates or participating in a multi-site certification (including group of independent legal entities). The chain of custody certificate shall be issued by an independent certification body meeting the requirements of *Annex 6 (Certification and Accreditation Procedures)* and shall state compliance with *Annex 4 (Chain of Custody of Forest Based Products - Requirements)* or with scheme specific chain of custody standard approved by the PEFC Council.

Under group chain of custody certification, participating individual companies can get individual approval for the usage of the logo. This requires a license, which has to be obtained from the PEFC Council or from the PEFC National Governing Body acting on behalf of the PEFC Council, subject to a written contract with the PEFC Council.

**Group D** – Organisations and other bodies that are willing to promote or advertise the PEFC scheme for educational purposes only and are permitted to do so by the PEFC Council or by the PEFC National Governing Body acting on behalf of the PEFC Council.

**Organisational and system structure for PEFC logo usage and information register**



## 7.2 Usage Alternatives

The PEFC Logo and trademark provides an information link between raw material included in a forest based product and sustainably managed forests, as defined by intergovernmental processes promoting sustainable forest management, and independently certified in accordance with the requirements of the PEFC scheme. If the content of PEFC recycled raw material is verified by the chain of custody, the PEFC Logo shall be used together with the Mobius Loop symbol.

The usage of the Mobius loop symbol shall follow the requirements of chapter 7.8 of ISO 14021 <sup>(1)</sup>.

Example of usage of the PEFC Logo with the Mobius loop symbol



When the PEFC logo is used, the following preconditions have to be fulfilled:

- The PEFC logo shall be reproduced according to the measurements, colours and other specifications detailed in *The PEFC Logo Reproduction Tool Kit*.
- The PEFC<sup>TM</sup> trademark claim shall be included.
- A Logo license registration number shall be included.
- The Mobius symbol shall be used together with the PEFC Logo if the content of PEFC recycled raw material is used for meeting the minimum percentage threshold.

A PEFC product can carry the PEFC logo without a claim, but it is recommended to use a claim. The PEFC logo can be used with or without claims in two different ways

### On-product usage

On-product usage covers the use of the PEFC Logo in connection with or referring to the PEFC certified product which meets the minimum threshold for the PEFC certified raw material and PEFC recycled raw material. This includes:

- The use on tangible products themselves (unpackaged products), products in individual packaging, containers, etc. or on larger boxes, etc. used for transportation of products,
- The use on documentation associated to the certified product (e.g. invoice, packaging list, advertisement, brochure, etc.) where the use of the PEFC Logo refers to the particular certified product.

### Off-product usage

Off-product usage covers the use of the PEFC Logo, which is not connected or does not refer to a particular PEFC certified product. This includes the use in the brochures, pamphlets, stationery, etc. to promote, *inter alia*, the usage of PEFC-labelled products, or to increase the

general awareness of the PEFC's goals and purposes in terms of sustainable forest management or refers to company's procurement policy and objectives, forest management or chain of custody certification, etc.

Users group \ Usage alternatives	Group A	Group B	Group C	Group D
<b>On-product usage</b>	No	Yes	Yes	No
<b>Off-product usage</b>	Yes	Yes	Yes	Yes

### 7.3 Minimum threshold for PEFC Logo usage

The PEFC Logo can be used on-product if the sum of contents of PEFC certified raw material and PEFC recycled raw material, which are verified by the chain of custody, exceeds the minimum threshold of 70 %.

### 7.4 Claims

#### 7.4.1 Minimum requirements

In on-product and off-product use, the PEFC logo has to be reproduced according to the measurements, colours and other specifications detailed in *The PEFC Logo Reproduction Tool Kit*. The PEFC trademark claim (PEFC™) and the Logo License Registration Number shall be included.

All users should make use of additional voluntary information as described in chapters 7.4.2 and 7.4.3.

#### 7.4.2 Off-product use – Additional Voluntary Information

In off-product use, logo users may attach additional voluntary information. This information may include the following element:

**Element 1** – The appropriate PEFC claim is included underneath the logo and would read as follows:

**“[www.pefc.org](http://www.pefc.org)”**

or

**“Promoting sustainable forest management – For more info: [www.pefc.org](http://www.pefc.org)”**

or

**“Promoting sustainable forest management and recycling – For more info: [www.pefc.org](http://www.pefc.org)”**

### 7.4.3 On-product use – Additional Voluntary Information

In on-product use, logo users may attach additional voluntary information on the labels. This information may include the following elements:

**Element 1** – The forest management certification or the chain of custody certification register number.

**Element 2** – The appropriate PEFC claim

- in cases where the wood comes from a forest covered by a valid forest management certificate or the chain of custody certification is based on physical separation and all previous stages of the chain of custody were also based on physical segregation and there is 100% PEFC certified raw material content, then the claim on the label/underneath the logo would read, as follows:

**“From sustainably managed forests – For more info: [www.pefc.org](http://www.pefc.org)”**

- in cases where the chain of custody certification is based on percentage based methods (average percentage and/or volume credit methods) or physical separation (where the conditions for the claim “From sustainably managed forests” have not been met), the claim on the label or underneath the logo would read as follows:

**“Promoting sustainable forest management – For more info: [www.pefc.org](http://www.pefc.org)”**

- in cases where the certified product includes PEFC recycled raw material, whose content is verified by the chain of custody based on the physical separation or average percentage methods, the claim on the label/underneath the logo would read, as follows:

**“Promoting sustainable forest management and recycling - For more info: [www.pefc.org](http://www.pefc.org)”**

The official claims are written in English, but translations are allowed, if and as approved by the PEFC Council.

**Element 3** – The name or designatory letters of the accredited certification body, which issued the chain of custody certificate.

**Element 4** – The certificate holder can also choose to use the certification body’s own logo or mark in addition to the PEFC logo.

**Element 5** – A producer of a PEFC product may add a voluntary product description when (s)he wants to inform on other raw material properties such as the origin of uncertified raw material in a product. It is recommended that the management of the origin be based on both quality management systems such as ISO 9001 and environmental management systems such as ISO 14001 or EMAS. The content of a product description may be as follows:

- PEFC-certified wood based raw material or certified wood based raw material from other certification schemes recognised by the PEFC Council
- other PEFC compatible primary wood fibres/wood
- other primary fibres/wood
- total wood raw material content

<b>Criteria for the usage of the PEFC claims</b>			
<b>Claim</b>	<b>From sustainably managed forest</b>	<b>Promoting sustainable forest management</b>	<b>Promoting sustainable forest management &amp; recycling</b>
<b>Content of PEFC certified raw material</b>	100 %	= 70 %	= 70 %
<b>Content of PEFC recycled raw material (verified by chain of custody)</b>	0 %	0 %	
<b>Applied Chain of Custody method</b>	Physical separation (applied during the whole chain from forests to product bearing the claims)	Percentage based methods or physical separation (when the conditions for the claim “From sustainably managed forests have not been met)	Percentage based – average percentage based method or physical separation

## 7.5 Approval of Logo Usage Rights

### 7.5.1 Conditions for Logo Usage Rights Approval

A company, organisation or individual has to obtain an official license from the PEFC Council or the PEFC National Governing Body acting on behalf of the PEFC Council before printing, publishing or otherwise using the PEFC logo regardless of the Logo Usage Group or logo usage alternative (off- or on product usage).

The PEFC Council or the PEFC National Governing Body reviews that the applicant has delivered all the required documents for scrutiny and that all the predetermined PEFC requirements on the logo usage and reproduction are fulfilled:

- the applicants under Group B shall submit a copy of the valid forest management certificate.

When a PEFC logo usage license is granted to a participant in regional/group forest management certification, it has to be clearly demonstrated in the application, that the applicant in question is participating within a defined regional unit or group with a valid forest management certificate. The application shall contain a copy of a document verifying participation in group or regional certification (i.e. an attestation issued by the relevant certification body or “*The PEFC Confirmation of Participation within a Region or Group having a Forest Management Certificate*” or other document defined in the endorsed and mutually recognized forest certification scheme). If there is any doubt as to whether or not the applicant is participating in the regional or group certification with a valid certificate, the holder of the certificate has to resolve the matter by referring



to his list of participants. If any verification is needed, the list is made available to the certification body that certified the certificate holder.

- the applicants under Group C shall submit a copy of the valid chain of custody certificate.

When a PEFC logo usage licence is granted to a site within a certified multi-site organisation (including a participant in a certified group of independent legal entities), it has to be clearly demonstrated in the application, that the applicant in question is a part of the defined multi-site organisation with a valid chain of custody certificate. The application shall contain a copy of a document verifying participation in the multi-site organisation with the chain of custody certificate. Any verification needed can be obtained directly from the certification body that certified the certificate holder.

If the multi-site organisation covers sites located in more than one country then an application for the PEFC Logo usage license shall be submitted to the relevant PEFC National Governing Body of the country in which the site is located, or to the PEFC Council where there is no PEFC National Governing Body.

### **7.5.2 License Agreement**

The PEFC Council or the PEFC National Governing Body confirms, in writing, the issuance of a logo usage license to an applicant and by doing so also grants the PEFC Logo License Registration Number to the applicant. The license agreement has to be signed by both parties. The PEFC Council or the PEFC National Governing Body also provides the applicant with the PEFC Logo Reproduction Tool Kit and follows up that the logo usage is carried out according to the set principles and guidelines.

### **7.5.3 Suspension of Logo Usage License**

The PEFC Council or the PEFC National Governing Body reserves the right to suspend the PEFC logo usage license if the user is suspected of misusing the logo or not complying with all the principles, rules and requirements of the PEFC scheme. If, after investigation, the suspicion is founded, the logo usage license will be cancelled.

## **7.6 Logo Usage Fee**

Rules for the payment for using the logo are decided by the PEFC Board of Directors.

## **7.7 Dispute Settlement**

Dispute settlement in PEFC logo usage, is carried out according to the rules set out in the *PEFC Technical Document, chapter 10*. The PEFC General Assembly has ultimate discretion in these matters.

## 8. PEFC REGISTRATION AND CODING SYSTEM

### 8.1 Register of Logo Users

The PEFC Council and the PEFC National Governing Bodies issuing licences on behalf of the PEFC Council have the responsibility to keep an up-to-date register of all the on- and off-product logo users to which they have issued the licences. The PEFC National Governing Bodies are responsible for transmission of the data to the PEFC Council.

The PEFC National Governing Bodies have a responsibility to keep an up-to-date register of all forest management and chain of custody certificate holders as well as all the sites of multi-site organisations with chain of custody certificates at the national level. The PEFC National Governing Bodies are responsible for transmission of the data to the PEFC Council. However, in the case of regional or group forest management certification, the holder of the regional or group forest management certificate shall keep the detailed lists of participating forest owners. Any verification needed can be obtained directly from the certification body that certified the certificate holder.

If a multi-site organization, with chain of custody certificate, covers sites located in more than one country, then the registration of all the sites shall be made by the PEFC National Governing Body of the country where the head office of the multi-site organisation is registered, or by the PEFC Council where there is no PEFC National Governing Body. The PEFC National Governing Body which issues the licence to a site located in a country other than the head office, shall provide all necessary information to the PEFC National Governing Body (or the PEFC Council) responsible for the registration.

The specifications for the registers of logo users and of forest management and chain of custody certificate holders, and range of data transmission to the PEFC Council are outlined in the PEFC Council's *Internal Rules for the PEFC Registration System*.

### 8.2 PEFC Coding System

The PEFC coding system is specified in the PEFC Council's *Internal Rules for the PEFC Registration System*.

### 8.3 Monitoring and Reporting

The PEFC logo usage is subject to monitoring carried out by the PEFC National Governing Body.

The PEFC Council Secretariat provides periodic summaries of the number of PEFC forest management and chain of custody certificate holders and logo users by group, country and type of logo usage (on or off product) on the basis of the summaries and data produced by individual PEFC National Governing Bodies. The range of the data and summaries submitted by the PEFC National Governing Bodies to the PEFC Council is specified in the PEFC Council's *Internal Rules for the PEFC Registration System*.

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<sup>(1)</sup> **ISO 14021:1999** Environmental labels and declarations -- Self-declared environmental claims (Type II environmental labelling)