

Summer 2017

New brand says it all.



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Responsible Wood CEO Simon Dorries (left) and chair Dr Hans Drielsma present the 2017 Richard Stanton Memorial Award for Excellence in Forest Management to Lou Coutts, external relations manager for HVP Plantations.

The inaugural winner of the award in 2015 Dr Marie Yee, senior conservation planner, Sustainable Timber Tasmania, adds her congratulations.

Presentation
recognises
sustainable
forest
management

Lou moves into new ground as winner of Stanton trophy.

EXTERNAL relations manager for HVP Plantations Lou Coutts has won the 2017 Richard Stanton Memorial Award for Excellence in Forest Management.

The award and trophy, presented in Hobart on Tuesday during the annual general meeting of Australian Forestry Standard Ltd (now re-branded Responsible Wood), recognises the life of a man who was devoted to the forest industry in Australia and internationally. Mr Stanton was former CEO of AFS Ltd.

Ms Coutts is moving plantation forestry into new ground for stakeholder management, public access to plantation land, interactive websites, on-line inductions and social media.

All of these actions have greatly improved HVP's performance in stakeholder management and community relations, which has been recognised as part of the company's certification processes.

Her work has contributed significantly to the achievement of sustainable forest management in the context of community relations and a social-license to operate. It provides an example of

bringing a new approach to stakeholder management, supporting HVP Plantations' certification to AS4708, the Australian Standard for Sustainable Forest Management.

Ms Coutts undertook her external relations role three years ago, moving HVP to a better position with its public profile and social performance, while also completing an MBA from Charles Sturt University.

Some of her key improvements Ms Coutts has managed include developing a web-based public access system; changing the branding of HVP; administering Alpine Community Plantations Inc., a joint venture between the Alpine Shire, HVP Plantations and Bright Community Groups, for managing plantation access including international downhill cycling events; and training HVP and contractor staff in community relations, dealing with conflict and being more open and transparent

Lou Coutts was also presented with a bursary to assist her in future work in sustainable forest management.

New brand launched: AFS Ltd becomes Responsible Wood.



David Martin, Pentarch Forests' general manager in Tasmania (left) discusses the Responsible Wood launch with chairman Dr Hans Drielsma, director Alison Carmichael, and CEO Simon Dorries.

AUSTRALIAN Forestry Standard Ltd has changed its name to Responsible Wood.

The change, announced in Hobart on November 21, reflects the company's commitment to implementing a clear consumer-focused strategy about the sustainability of certified Australian wood products.

"Our new name, Responsible Wood, and shield logo, reflect the transformational change we are embarking on as we begin to proactively raise awareness and understanding of our certification scheme and drive demand for Australian certified

wood and wood products," Dr Hans Drielsma, chair of Responsible Wood, said.

"While we remain committed to our core function as a standards development organisation and scheme owner, our new name and logo better demonstrate what we stand for," Dr Drielsma said.

"They clearly communicate our vision which is to ensure Australia's forests, and the products sourced from them, are recognised as being among the most sustainable in the world."

Over the past 18 months, the organisation has undertaken an extensive consultation program with its members, certificate holders and the broader timber and paper sectors as well as retailers, specifiers, sustainability practitioners and consumers.

The purpose was to better understand the status of the sector, consumer attitudes and the strategic direction it should take to build on the success of its 15 years of operation.

The name and brand change are the result of this consultation and underpin a focused strategy to raise awareness and understanding of Responsible Wood certification.

As part of the change, Responsible Wood has introduced a new website and communications tools, which can be accessed by visiting www.responsiblewood.org.au

Established in 2002, Responsible Wood (then known as Australian Forestry Standard) pioneered the development of certification standards for wood and wood products sourced from sustainably managed forests in Australia.

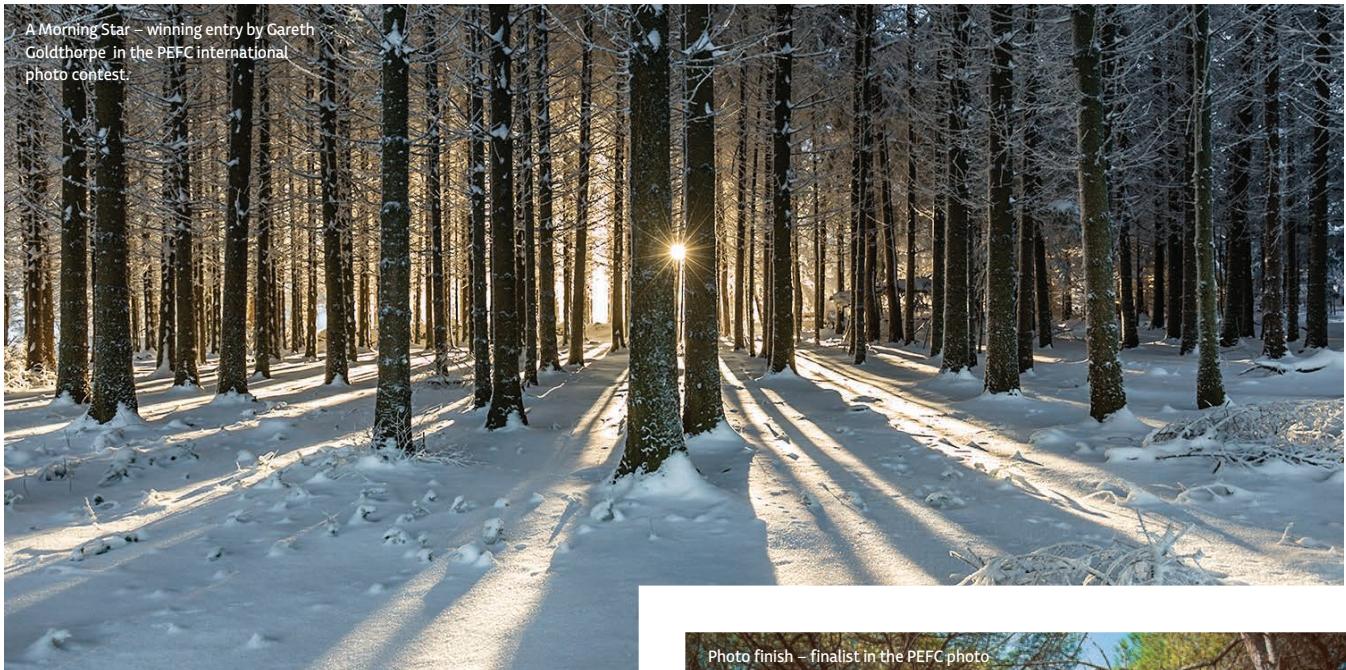
Responsible Wood manages the Responsible Wood Certification Scheme which is underpinned by two Australian standards – Sustainable Forest Management (AS 4708) and Chain of Custody for Forest Products (AS 4707).



On the cover... launching the Responsible Wood brand in Hobart are CEO Simon Dorries and chair Dr Hans Drielsma, flanked by new directors elected at the AGM – Katie Fowden and Mark Thomson.

PEFC chooses winning image in international photo competition.

A Morning Star – winning entry by Gareth Goldthorpe in the PEFC international photo contest.



A STUNNING image of birch trees in deep snow in a forest in eastern France has won the PEFC Photographer of the Year Award.

The contest, which asked photographers to capture what a forest meant to them, attracted more than 11,000 entries from around the world.

The photo – A Morning Star – was taken in the Bellecombe national forest by Gareth Goldthorpe, who won 3000 Swiss francs (about \$A3950) for his winning entry.

"This is the first international photography competition I have won and so it is a major boost for my photographic morale (not to mention a means to updating some of my camera gear)," Gareth said.

"When I am not running around the forest, looking for images to capture, I am a professional biodiversity conservationist and so the fact that the competition is organised by a sustainable forestry NGO such as PEFC is an added bonus for me."

Joining Gareth's image among 12 finalists who submitted images as diverse as elephants in India, hard workers using horses in Slovakia and a family enjoying a day in the forest in Italy.

Close finalist in the contest was Robyn MacRae of Tumut, NSW, who was judged Australian winner. She captured the winning image on her Canon 7D camera – a photo taken during a snowfall among

Photo finish – finalist in the PEFC photo contest was this image of a family enjoying a day in a forest photographed by Paolo Salvadori, a Sardinian wedding photographer.



sugar pines (*Pinus lambertiana*) in the Bago state forest.

Responsible Wood CEO Simon Dorries said the contest embraced such topics as forest landscapes to individual trees and plants, harvesters to families hiking in the woods, indigenous people to rural village life, and wooden buildings to PEFC-labelled products.

"Certified forests are incredibly diverse and entries in the PEFC photo contest highlight the enjoyment they give to visitors from all walks of life," Mr Dorries said.

All national competitions were run at the same time, from Earth Day (April 22) to World Environment Day (June 5). By June 16, all PEFC national government bodies had picked their winning entries, which then entered the international contest.



Responsible Wood Certified Timber
Award winner – Charlotte Chapel by by
NSW central coast builder Chris Graves.
Photographer: David Benson.

Australian standards, durability win TDA certified timber award.

NOW in its 18th year, the Australian Timber Design Awards highlight, promote and encourage a timber design ethos by showcasing outstanding timber design in a variety of applications.

This year, Australian Forestry Standard (now Responsible Wood) attended the awards night as proud sponsors of the Australian Certified Timber Award, a coveted award that recognises the use of certified timber from sustainably managed forests.

The 2017 winner was the beautiful Charlotte Chapel project by builder Chris Graves from

a design by SJH Planning & Design, Gosford.

A condition by the Reid family, who own the property, was that the chapel be built using responsibly-grown and legally-sourced wood. The building also had to be durable and bushfire resistant. As a result, all timbers used were Australian hardwoods, primarily AFS-certified blackbutt from the NSW North Coast. AFS certification is endorsed by the Program for the Endorsement of Forest Certification (PEFC), the global authority on sustainable forest management.

The handcrafted elliptical shaped windows of Charlotte Chapel were made from blackbutt, customised to suit the client's requirements. The doors were also customised blackbutt, shaped as an elliptical form. Flooring was 180 x 20 tongue and groove blackbutt while the ceilings

were lined with V-J select grade pine.

Customised 100-year old blackbutt beams were encased around structural steel trusses to highlight the grandness of the 45-deg. pitch roof above.

Responsible Wood looks forward to many more incredible designs using certified timber from sustainably-managed Australian forests next year.

More than 350 architects, builders and forest products industry leaders attended the Australian Timber Design Awards presentation at the Melbourne Museum in October.

Winners in 23 categories were announced by award-winning Brisbane journalist Tracey Spicer.



Entry came with credentials for sustainability and legality

Connecting brand owners to forests: PEFC Certification Week in Helsinki.

MORE than 250 people were in Helsinki, Finland, for PEFC Forest Certification Week (November 13-17), the largest annual gathering of forest certification stakeholders.

'Connecting brand owners to forests' was the principal driver of the week's activities with innovation in the spotlight at the two-day PEFC stakeholder dialogue.

The week included the PEFC general assembly and meetings and workshops dedicated to members.

PEFC held a Q&A session with keynote speaker Sarah Crow, certification manager, American Forest Foundation. Sarah earned a Bachelor's Degree in Forestry at the University of Montana and a Master's Degree in Natural Resources at the University of Vermont, and served as a Fulbright Research Fellow to Ukraine.

She leads certification program for the American Tree Farm System.

PEFC: What is your view of the potential of innovation and technology within forest certification?

Sarah Crow: "I believe innovation is central to our success. In our experiences with forest certification, we have learned a huge amount about what customers, landowners, stakeholders, conservation partners and others are seeking."

"Like never before, we are finding new ways to think about our work, solve problems, create opportunities, connect with partners and reach new audiences. In particular, digital and mobile technologies, social media, landscape-scale analyses and remote sensing may enable more streamlined, cost effective and accessible forms of forest certification and assurance to the marketplace,



Sarah Crow – innovation central to success.

while also achieving conservation impacts. This is especially true for smallholders in the US.

"My sense is that curiosity, listening and imagination are key to guiding our innovations in this space."

PEFC: Can you give us a short overview of your innovative solution? What challenges can it help us overcome?

SC: "I am pleased to have the opportunity to share Forests in Focus, the American Forest Foundation's collaborative effort with GreenBlue, a coalition of market brands, retailers and their forest product suppliers.

"Forests in Focus utilises credible, publicly available data to provide an assessment of sustainability at the landscape level. This approach offers major corporations and suppliers new insights about the regions from which they source.

"It is designed to show how all of the individual good practices can roll-up to positive impacts at scale and where there may be gaps.

"Landscape scale approaches such as these can not only provide important inputs into the certification process but also help us understand the sustainability challenges facing the geographies we are working in and help inform our on-the-ground efforts, within forest certification and beyond."

PEFC: What do you hope to get out of the stakeholder dialogue?

SC: "I am excited about the opportunity to learn about the ways others are leveraging technologies and new approaches to overcome barriers to our shared goals of expanding sustainable forestry."

Federal government gives support to forest management certification.



Celebrating the International Day of Forests in Melbourne – Senator Anne Ruston, Assistant Minister for Agriculture and Water Resources, with Simon Dorries, CEO, Responsible Wood (left) and Ben Gunneberg, CEO, PEFC International.

RESPONSIBLE Wood has welcomed the federal government's assurance that forest certification continues to guarantee the legality of national domestic wood supply.

Federal Minister responsible for forestry Senator Anne Ruston has announced that amendments to illegal logging legislation will streamline and simplify the importation and processing of timber products certified under Australian forest certification schemes.

As Australia's largest certification program for sustainable forest management with more than 24 million ha certified, AFS is the Australian member of PEFC, the world's

largest forest certification system.

"The government is to be congratulated on its continued tough stance on illegal logging and recognition that major forestry operations in Australia are 100% independently certified," Responsible Wood CEO Simon Dorries said.

"Government and public building authorities are placing greater emphasis on Australian standards in their regulations to ensure the sustainability, environmental security and legality of products used in the housing and construction industries," he said.

"Chain of custody is especially suited to projects such as new-build commercial and office buildings, private and social housing projects, renovation and refurbishment schemes, and civil engineering projects."

Mr Dorries said the simple act of sourcing

or purchasing an Australian-branded product could have far-reaching positive implications, not least in terms of sustainable consumption, arguing that improving the productivity and profitability of forests and trees was central to achieving sustainability across landscapes and livelihoods.

AFPA CEO Ross Hampton said illegal logging regulations should be effective but not impose unnecessary red tape and compliance costs on Australian producers who were doing the right thing and already operated within a stringent legal and compliance framework for sustainable forest management.

"Australian major forestry operations are 100% independently certified; nowhere is native forest or plantation management more sustainable," Mr Hampton said.


Greater emphasis on standards regulations to ensure sustainability



Marco Casagrande – the Tikku house
is a needle of urban acupuncture.

PEFC-certified
CLT structure
built overnight

Tikku ticks boxes for micro apartment living in Finland.

CAN you build a house overnight? Can it be beautiful, stylish and sustainable? The answer is yes – as the thousands of visitors to the recent Helsinki Design Week testified.

For the fourth edition of PEFC Wood Works, PEFC Finland teamed up with architect and environmental artist Marco Casagrande to showcase the future of living to the people of Helsinki.

"As cities become more densely populated, we must find more agile ways to build – and live in – new housing solutions," Marco said.

In the centre of Helsinki, PEFC Wood Works constructed a micro-size apartment house, Tikku, on just one parking slot in just one night.

Tikku ('stick') is a demonstration of dense urban housing and Finnish wooden construction. Even better, all the wood used in the installation comes from sustainably managed, PEFC-certified, forests.

"This PEFC Wood Works design concept connects the users of wood with its sustainable origin," national secretary of PEFC Finland Auvo Kaivola said.

"We tell the story of wood from the forest to design by collaborating with designers working with the material," Mr Kaivola said.

"The aim is to raise the appreciation of wood originating from sustainably managed forests and the various ways it can be used."

PEFC Wood Works concept has been part of Helsinki Design Week for many years, establishing a position for itself within the program.

"It is great that our cooperation with PEFC has continued and helping us to highlight the different aspects of the use of responsible wood material and at the same time raising the profile of Finnish designers," the producer of Design Week Reetta Turtiaisen said.

Tikku takes a stand for the urban planning of the future – as cities grow denser, there is a need to find more agile ways of building and spatial solutions. In an insightful way,

Tikku demonstrates the development of cities and a future vision of combining different spaces

The Tikku micro-apartment building with a foot-print of one car parking place 2.5 m x 5 m is assembled from CLT timber; spatial modules and can be erected on site overnight at any car-city of the world.

CLT is five times lighter than reinforced concrete. With normal streets Tikku does not require any foundation, it will just simply stand where it is. There's a sand-box at the bottom balancing the building. CLT at 10 cm is plenty for the structure and 20 cm CLT is sufficient even for cold winters. No added insulation is needed.

Tikku is seen as a contemporary cave for a modern urban nomad; it offers privacy, safety and comfort. All the rest of the functions can be found in the surrounding city.

"Tikku is a needle of urban acupuncture, conquering the no-man's land from the cars and tuning the city towards the organic," say the designers.

On the board

Dr Hans Drielsma B.Sc. For (Hons),
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Alison Carmichael

Nathan Trushell B.Sc. (REM), MIFA
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Katie Fowden

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