

TECHNICAL NOTE 01-2018

CLARIFICATION ON USE OF THE RESPONSIBLE WOOD NAME, CLAIM AND LOGO

Background

In November 2017, the Australian Forestry Standard Limited changed our name to “Responsible Wood”. The purpose of the name change is to be more consumer focused and to aid in the development of more effective brand communication.

In conjunction with the name change, a new Logo was launched See **Figure One** and the certification program had a name change from the “Australian Forestry Standard Certification Scheme” to the “Responsible Wood Certification Scheme”.



Figure One – Responsible Wood Logo

The purpose of this note is to provide guidance and clarity on the correct use of the Responsible Wood name, claims and logo.

Use of the Responsible Wood Name

In communications “Responsible Wood” replaces “the Australian Forestry Standard” when making reference to “Australian Forestry Standard Ltd” or “AFS” as an organisation.

For example, “sponsorship was provided by the “Australian Forestry Standard”, becomes sponsorship was provided by “Responsible Wood”. All references of “the Australian Forestry Standard” as an organisation on websites, promotional material etc. should be updated to “Responsible Wood”.

The Certification Programme

The name of the certification programme has changed to the “Responsible Wood Certification Scheme”.

Responsible Wood should be used in reference to the certification programme.

For example, “we are certified under Australian Forestry Standard Certification System” becomes “we are certified under the Responsible Wood Certification System”.

The Standard

The name of the Australian Standard “AS4708-2013:Sustainable Forest Management-Economic, Social, Environmental and Cultural criteria and requirements” has not changed.

The Australian Standard should be continued to be referenced using its correct name.

The Australian Standard has **not** been renamed as the “Responsible Wood Standard”.

It is advised that when making statements mentioning Responsible Wood in conjunction with the Standard, the following messaging be used.

The Australian Standard for Sustainable Forest Management underpins and supports the Responsible Wood Certification System. and/or

The Responsible Wood system is based on credible Australian standards developed under the robust Standards development process endorsed by Standards Australia.

The Formal Claim

There has been no changes to the Forest Management or Chain of Custody Standards. The formal claims used to pass through certified products are unchanged and remain:

- % AFS Certified
- %PEFC Certified
- % AFS/PEFC Certified

All products eligible for branding with the superseded AFS Logo are now eligible for branding with the “Responsible Wood” Logo.

Logo Use Rules for the Responsible Wood Logo can be found on the links below.

https://www.responsiblewood.org.au/wp-content/uploads/2017/11/Responsible_Wood_Logo_Use_Rules_Manual_Issue_1_November_2017.pdf

<https://www.responsiblewood.org.au/wp-content/uploads/2017/11/RW-Logo-Usage-Toolkit-v1.3.pdf>

Responsible Wood recommends, when practical and reasonable that a statement is included on invoices or delivery documentation stating that “AFS and PEFC” certified materials are recognised under the Responsible Wood system.

If you require any further information, please feel free to contact me at Responsible Wood on 07 3359 1758, 0438 265 975 or by email sdorries@responsiblewood.org.au.

Yours faithfully,

A handwritten signature in cursive script, appearing to read "Simon Dorries". The signature is written in dark ink on a light-colored background.

Simon Dorries
Chief Executive Officer