

## DIRECTIVE 02-2018 APRIL 2018

### TRANSITIONAL ARRANGEMENTS FOR OPTIONAL USE WORDING IN CONJUNCTION WITH THE PEFC LOGO

#### Background

The PEFC Logo Generator allows the production of PEFC Logos in a variety of styles and formats. It also allows “optional use” wording to be included on the logo. A common optional use wording is *“This product is from sustainably managed forests and controlled sources. Recognised in Australia through the Australian Forestry Standard”*.

The Australian Forestry Standard Ltd was renamed Responsible Wood in November 2017.

In response to the name change, the use of the wording “Australian Forestry Standard” in conjunction with the PEFC logos has been reviewed (**See Figure One**).

Please note that this optional wording has been replaced (**See Figure Two**) to reflect the new organisational name.



**Figure One: Superceded optional use wording on the PEFC Logo**



**Figure Two: Updated and revised optional use wording for the PEFC Logo**

This directive is to provide instructions to Accredited Certification Bodies auditing the PEFC system in Australia on transitional arrangements and policies for the phase out of the superseded format wording and adoption of the revised and updated format.

### **Transitional Arrangements**

1. Certified organisations may continue to use the superseded optional use wording **(See Figure One)** until 31<sup>st</sup> December 2019. From 1<sup>st</sup> January 2020, all active use of the superseded wording must cease.
2. Certification Bodies have responsibilities to verify Logo Use under the Responsible Wood and PEFC Scheme Rules for Sustainable Forest Management and Chain of Custody. Certification Bodies are requested to undertake the following surveillance activities during the transition period.
  - a. Audit schedules shall be adjusted and Logo usage shall be audited at each surveillance audit falling within the transition period.
  - b. Certification Bodies are instructed to identify usage of the superseded optional use wording or logo and raise “observations” where use is identified. The “observation” is to ensure certified organisations are aware of their obligations to cease the use of the superseded wording by the transition date.

Certification Bodies shall verify wording and Logo Use on the following items:

- On products
    - On packaging materials
  - On websites
  - On electronic and printed promotional materials
  - On stationary and business cards
3. Use of the superseded optional use wording post 31<sup>st</sup> December 2019.

Active use of the superseded optional use wording on product, websites and promotional materials after 31<sup>st</sup> December 2019 will be considered a “minor non-conformance”.

Failure to address the minor non-conformance within the established time frame may result in this matter being escalated to a “major non-conformance”.

Possession of inventory, stock and printed materials with the superceded wording is not a non-conformance provided the wording was applied prior to 31<sup>st</sup> December 2018 and replacement materials will carry the updated wording.

Please feel free to contact Responsible Wood on 07 3359 1758 or [info@responsiblewood.org.au](mailto:info@responsiblewood.org.au) should you have further questions.

Responsible Wood Board of Directors

24<sup>th</sup> April 2018